ST115 Project Outline

Tentative Title: Investigating LSESU Societies and their digital presence

Overview

The main problem I would like to answer in this project is which societies have the biggest digital presence at the LSE and if any contributing factors give them this title. I felt like this topic would be suitable because I was on one of the society's committees last year and digital marketing was quite significant when all society events were online.

Finding out which societies have the most influential digital presence can be determined by the number of members, followers and engagements they have on every platform. As for the contributing factors, they could be a mixture of things. For example, a society may have low engagement on their posts but a large following of members. The reason for this could be that they post too frequently, so people are less likely to engage with all their posts.

Regarding the dataset, I intend to get the data from the societies' social media pages. Particularly only Instagram and Facebook because most societies seem to operate on both of these platforms. Using data from here could also mean that I may miss out on some societies that don't use these sites, or only use one of the two. For this problem, I might probably omit societies that don't use both Instagram and Facebook and carry out analyses for Facebook and Instagram separately.

Methodology

- Web scraping of data from the societies' social media accounts (Particularly Instagram, Facebook, and Facebook groups)
    - Examples of data I would be extracting: Facebook group member count, number of followers, engagements per post, the average number of engagements per post, frequency of posts etc.
- Analysis of data and data visualisation
    - I will experiment with displaying all societies' data for a comparison but I think it might be too much, so putting the societies under categories (like sports, academic, creative etc) will come into consideration after exploring the data

Conclusion

The end goal of this project is to successfully extract data from the societies' social media sites and create a usable dataset. After creating the usable dataset, I will aim to carry out exploratory data analysis on both Instagram and Facebook data and then decide how to interpret and visualise the analysis. Following this, the project should end with a clear idea of which societies have the biggest social media presence, and why they have such a huge following.