

# Social Media Analytics - CS-EJ5621

## Lecture 7

# Course practicalities

- **Gradings**
- **Quiz 5 due today**
- **Data collection ASAP**


# Agenda

- **User analysis**
- **Links analysis**
- **Hashtags analysis**
- **Temporal analysis**
- **Multimedia analysis**
- **Guidelines for case projects**

# User analysis



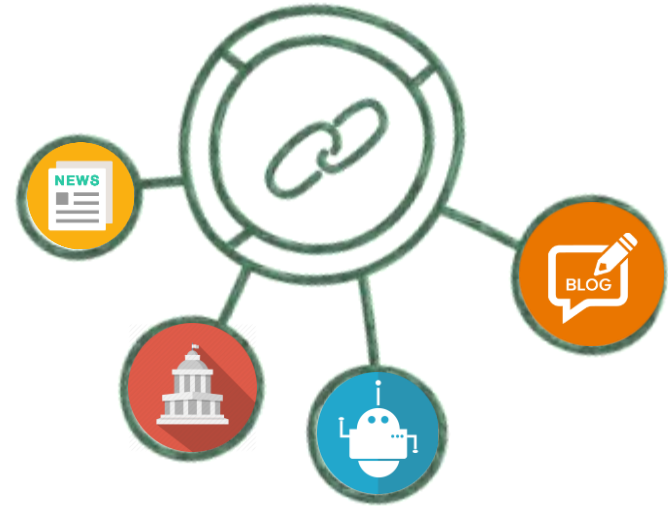
```
=REGEXEXTRACT(A1, rept(".*(@\w+\S?\w+)",counta(split(A1,"@"))-1))
```

- What is the audience base?
- Who are the active ones?
- Who is mostly mentioned?
- Grouping the user entities
- Verified vs. non verified 
- Influencers



# Links analysis

- Prevalence & popularity of information genres
  - Identify media outlets and other entities
  - Bots detection
  - Links expansion
- <https://urlex.org/>



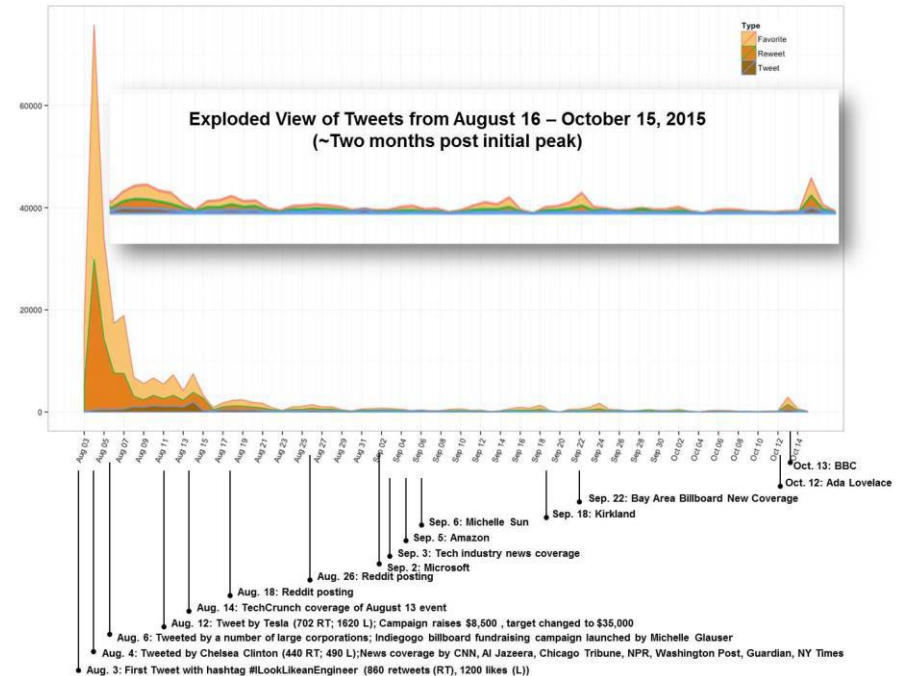
# Hashtags analysis

- **Narrative overview**
- **Popularity of specific topics & themes**
- **Sentiments**
- **Metrics for future**



# Temporal analysis









- How things unfold overtime?
- Number of tweets vs. retweets
- User/content activity signals
- Trends & patterns
- Sudden triggers
- Event detection (flu, floods)



# Multimedia analysis

- More popular over text?
- Additional insights
- Complement textual analysis
- Independent content analysis

	Text	Text+Link	Text+Photo	Text+Link+Photo	Dataset
<b>Tweets</b>	2580 (13.24%)	9130 (46.84%)	5541 (28.43%)	2241 (11.50%)	19492
<b>Retweets</b>	2994 (3.34%)	17114 (19.09%)	50447 (56.27%)	19095 (21.30%)	89650
<b>Favorites</b>	6071 (4.25%)	17514 (12.26%)	94930 (66.45%)	24343 (17.04%)	142858

n (% , 95% CI)		Example images	
Traditional marijuana forms			
Buds/leaves	690 (64%, 61-67%)		
Joints/blunts	148 (14%, 12-16%)		
Novel marijuana forms			
Concentrates (shatter, wax, oil)	221 (20%, 18-22%)		
Edibles	30 (3%, 2-4%)		



# Guidelines for case projects

- **Submission deadline: 20.11.2020 at 2359**
- **Free to choose reporting format**
- **Brief background about the selected hashtag(s) or user accounts(s)**
- **Significance of studying the topic**
- **Data collection method, timeframe, and tools**
- **Data analysis method and tools**
- **Results and findings**
- **Implications of the findings**
- **Challenges/lessons learned**

# Recap & Highlights

# Thank you