

Social Media Analytics - CS-EJ5621

Lecture 1

Contents of the lecture

- What is the course about?
- Social Media landscape
- Basics of Social Media Analytics
- Course practicalities

About the lecturer

Aqdas Malik

M.Sc. (Eco.), Hanken School of Economics

D.Sc. (Tech.), Aalto University

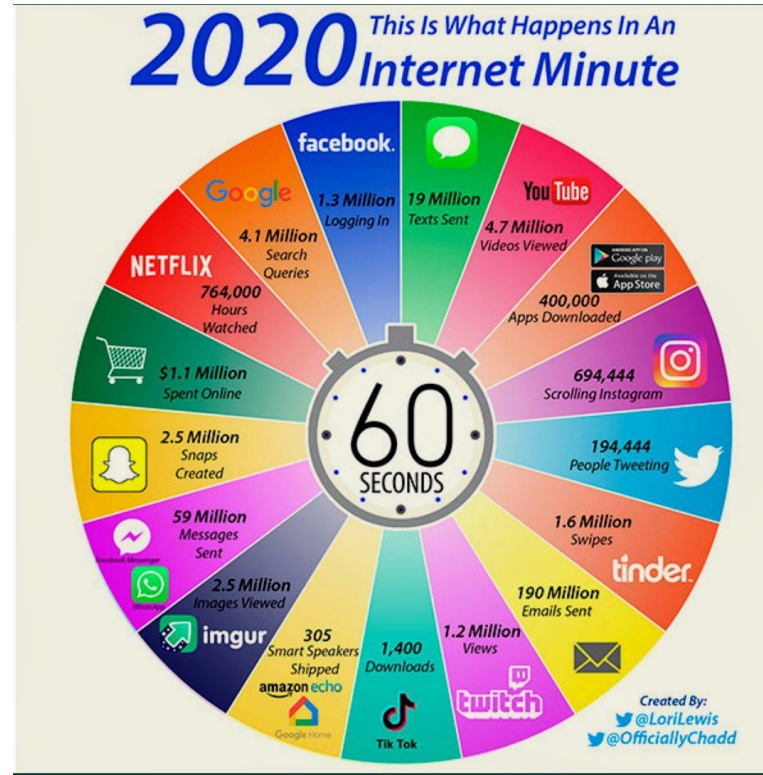
Postdoc: George Mason University, Tampere University of Technology,
Aalto University

Industry: Idean, Digia



What is the course about?

1 minute on web in 2020



What you will learn in this course














- Multidisciplinary course for technical and non-technical students and professionals
- Basics and the current landscape of social media and its analysis
- Formulate a research question(s) within the context of social media
- Tools for collecting data from different social media platforms
- Analyze real-life social media data
- Interpret/visualize/present the analysis

Social Media landscape

What is Social Media?

- User profile
- Locate friends/interests
- Develop social network
- Generate content

Classifying Social Media

- Social Networking Sites (SNSs) 
- Authoring (Blogs, Wiki)  
- Microblogging 
- Social news 
- Instant messaging 
- Media sharing (Photo/Video/Document)  
- Geo-location based 
- Professional networks  
- Opinions, ratings, reviews  











Key attributes of Social Media

- **Connectedness**
People, resources, sites
- **Participation**
Active users, user-generated content, feedback
- **Conversation**
Traditional broadcast >> Two-way communication
- **Community**
Quick formation and supports communities of interest
- **Openness**
Open feedback and participation (comments, liking, sharing, voting)

Why study Social Media?

- Integral part of our daily lives
- Influence of mainstream media (Radio, TV, Print) dwindles
- Societal, political, and economic implications
- Affordances (Connectivity, Entertainment, Communication)
- Rich (volume & velocity) data for all disciplines
- Data from diverse (and underrepresented/ inaccessible) groups
- Understanding and evaluation of users and their interaction with new technologies

Social Media in numbers

 <p>Facebook</p>	<p>Monthly Active Users: 2.2 Billion</p> <p>Daily Active Users: 1.4 Billion</p> <p>Photos uploaded daily: 300 Million</p> <p>Video views daily: 8 Billion</p>	 <p>Twitter</p>	<p>Monthly Active Users: 330 Million</p> <p>Daily Active Users: 100 Million</p> <p>Tweets published daily: 140 Million</p> <p>New accounts daily: 460,000</p>
 <p>YouTube</p>	<p>Monthly Active Users: 1.5 Billion</p> <p>Daily Active Users: 30 Million</p> <p>Video views daily: 5 Billion</p> <p>Average visit length: 40 min.</p>	 <p>Snapchat</p>	<p>Monthly Active Users: 301 Million</p> <p>Daily Active Users: 178 Million</p> <p>Snaps created daily: 3 Billion</p> <p>Video views daily: 10 Billion</p>
 <p>LinkedIn</p>	<p>Monthly Active Users: 200 Million</p> <p>Total Registered Users: 546 Million</p> <p>New accounts monthly: 5.26 Million</p> <p>Company Pages: 20 Million</p>	 <p>Pinterest</p>	<p>Monthly Active Users: 200 Million</p> <p>U.S. based users: 70 Million</p> <p>Total Boards created: 1 Billion</p> <p>Total Pins created: 100 Billion</p>
 <p>Instagram</p>	<p>Monthly Active Users: 800 Million</p> <p>Daily Active Users: 500 Million</p> <p>Photos uploaded daily: 95 Million</p> <p>Stories daily: 250 Million</p>	 <p>Reddit</p>	<p>Monthly Active Users: 274 Million</p> <p>Total Users: 330 Million</p> <p>Votes daily: 25 Million</p> <p>Active communities: 50,000</p>
 <p>G+</p>	<p>Monthly Active Users: 395 Million</p> <p>Total Registered Users: 2 Billion</p> <p>U.S. based users: 55%</p> <p>Ages 15-34 users: 28%</p>	 <p>Tumblr</p>	<p>Total Blogs: 396 Million</p> <p>New blogs monthly: 7.2 Million</p> <p>Total blog posts: 158 Billion</p> <p>Monthly posts: 1.1 Billion</p>

Social Media research themes

- Uses and gratification of social media platforms
- Understanding social context (e.g. using SNS at work)
- Self-presentation and reputation management
- Action and participation (e.g. social good)
- Positive and negative experiences (e.g. fatigue)
- Privacy and ethics
- Metrics (e.g. number of likes, number of retweets)

What can be studied?

- User groups
- Practices
- Influence
- Networks
- Sentiments
- Interactions
- Information flow
- Events
- Predictions
- Participation

Social Media data (user-generated)

- Posts
- Likes/Favorites
- Comments
- Friends
- Followers
- Tags
- Ratings
- Sharing
- Downloads
- Audio/video/photos/text
- Connections (friends, followers, links, URLs)

Social Media Research- Qualitative

- Observational
- Netnography
- Interviews
- Focus groups

Social Media Research- Quantitative

- Content analysis
(e.g. who, how many times, # used)
- Sentiment analysis
(how users react, feel or think)
- Geospatial analysis
- Temporal analysis
- Social network analysis
- Online surveys

Social media (big) data challenges

- Ethical issues
- Data collection and analysis issues
- Tools and techniques
- Hardware constraints

Social Media Glossary

<https://blog.hootsuite.com/social-media-glossary-definitions/>

Basics of Social Media Analytics

Social Media Analytics

”Art and science of *extracting valuable insights* from *vast* amounts of *semi-structured* and *unstructured* social media data to understand a *phenomenon* or enable *informed decision making*”.

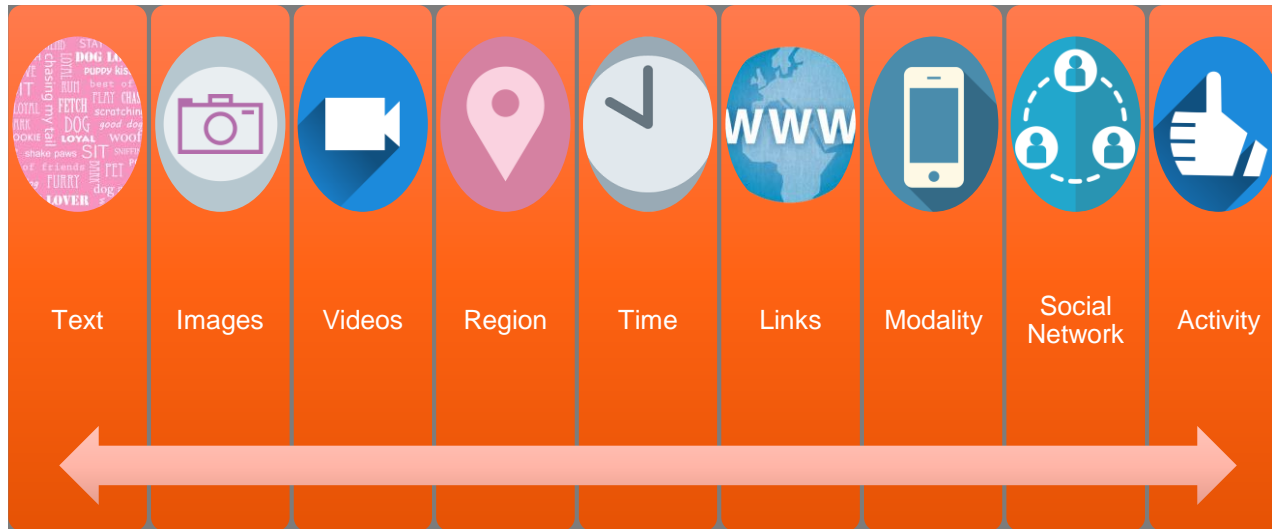
Art?

- Right information
- Timely information
- Relevant people
- Weighing insights with the objectives

Science?

- Systematic process
- Tools and techniques
- Identify, extract, analyze, and visualize

Components of Social Media Analytics



Why study Social Media Analytics?

- Know your audience
- Track and measure channel performance & ROI
- Market brands, campaigns, cause
- Repute of brands, campaigns, cause
- Winning content
- Benchmark competitors
- Refine strategies

Practicalities

Course communication

<https://mycourses.aalto.fi/course/view.php?id=27451>

Lecture slides, schedule, quizzes, readings, other resources, case project information and submissions

For any course related matters, use “General discussion” area or email:
aqdas.a.malik@aalto.fi

Student evaluation

- Watch all the online lectures
- Keep up with all the assigned readings before the online lecture
- Active hand on approach to the tools and applications introduced during the lectures, as well as the ones listed in the schedule table
- Complete all the posted quizzes by the prescribed deadline
- Create a brief project plan of the planned case project
- Deliver the final case project by the provided deadline

Item	Points	%
Quiz (6)	30p (6x5p)	30
Proposal of case project	20p	20
Final case project	50p	50

Other important notes

- Twitter account
- Start following and sharing tweets
- #SMAAalto20
- Google drive
- Weekly lectures uploaded on Fridays

Case project

- Hands-on experience on social media dataset
- Data gathering, cleaning, analysis, interpretation, presentation
- Implications
- Hashtag(s) or user account(s)
- Lots of tools to be introduced (you can use others)
- https://mycourses.aalto.fi/draftfile.php/918294/user/draft/241443497/Guidelines_for_SMA_case%20project_Fall_2020.pdf

Next lecture – 18.09.2020

- Social media affordances and motivations
- Elements of social media platforms
- Key attributes of social media data
- Formulating research question(s)
- Ethical considerations

Thank you