Social Media Analytics (SMA)
Project to be developed

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DIPARTIMENTO DI
INFORMATICA, SISTEMISTICA E
COMUNICAZIONE

General information

- Groups of 2, (max) 3 participants

- Given a **topic** (*keyword* and/or *hashtag*) or **known users** of your choice:
  - Define the objective of the analysis (what do we want to do?)
  - Collect data (text, network-related, metadata, …)
  - Analysis:
    - Social Network Analysis (e.g., measures of centrality, community detection, …)
    - Social Content Analysis (e.g., sentiment analysis, emotion analysis, NER, …)
  - Visualization

Some examples from previous years (1/4)

- Just to give you an idea…

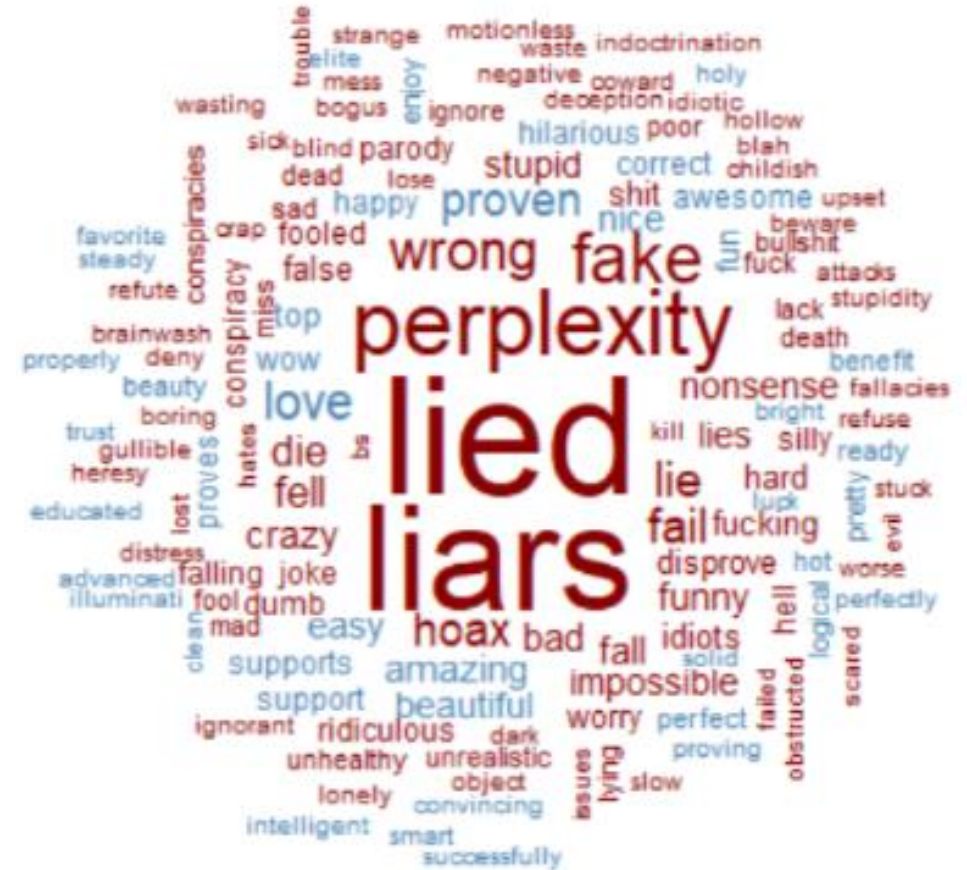- **… new ideas and topics** must be considered!

- Leave room for **imagination**

Some examples from previous years (2/4)

- US Elections 2020

Confronto TRANSITIVITY

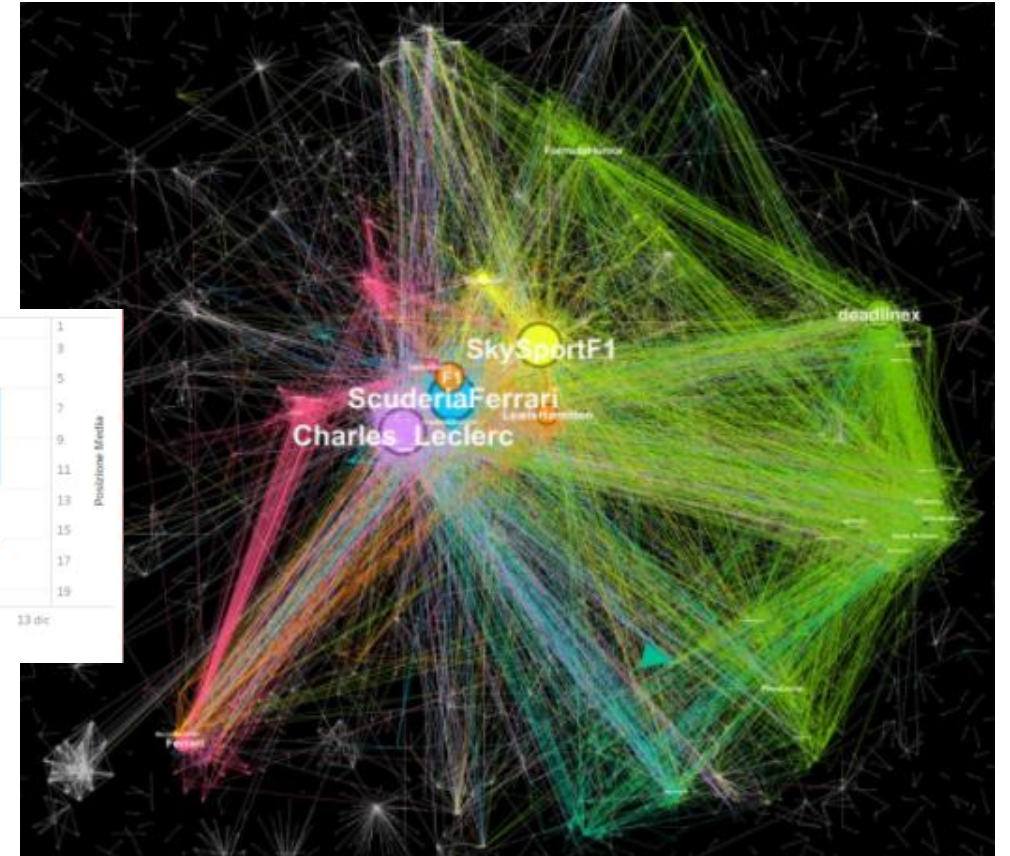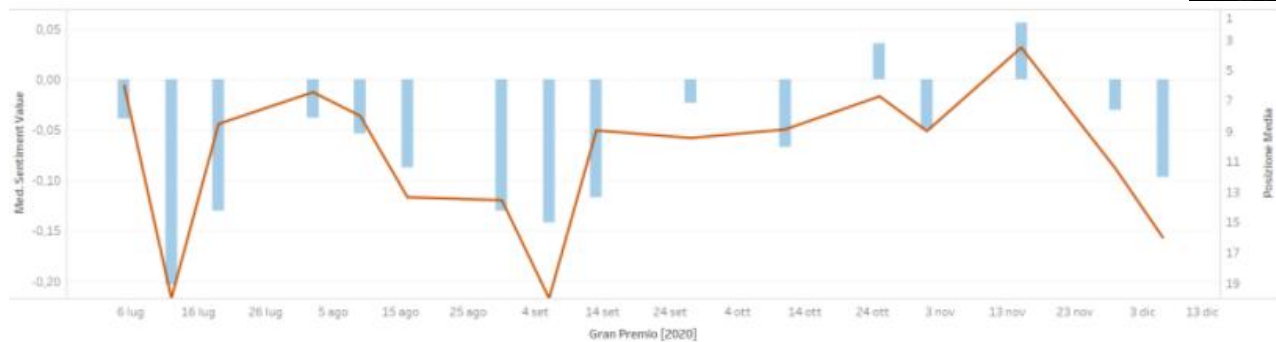3 Novembre Trump 1k   3 Novembre Biden 1k
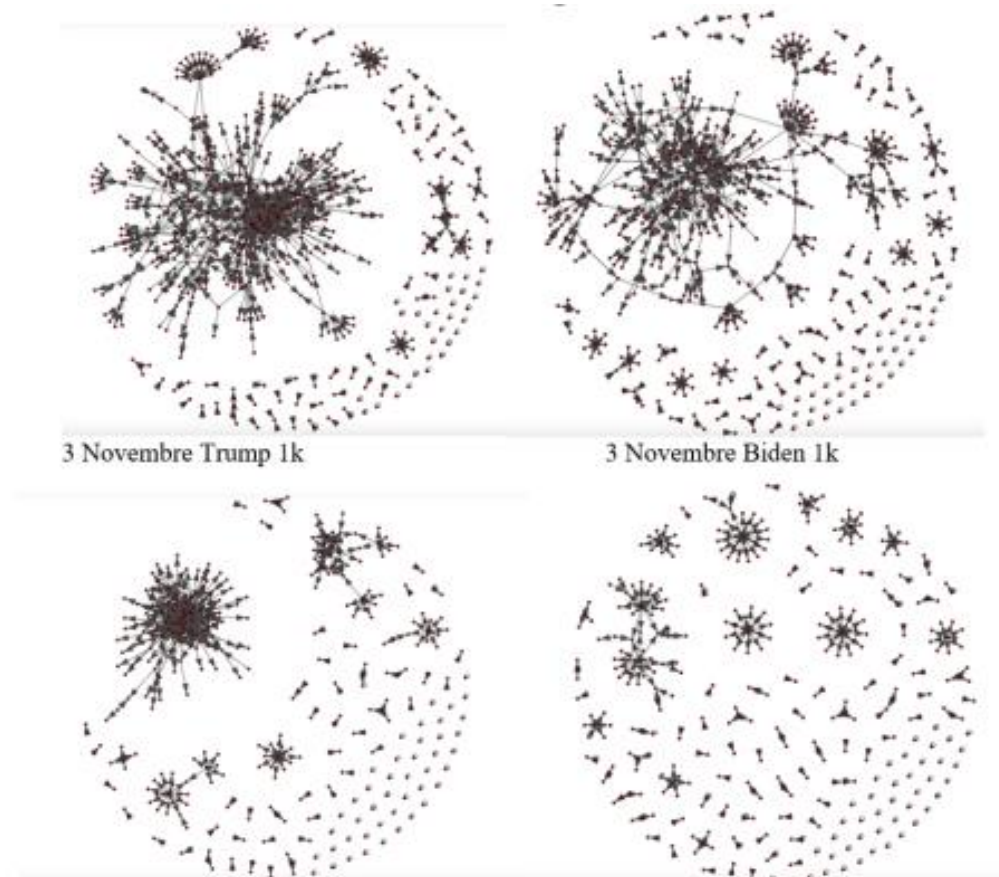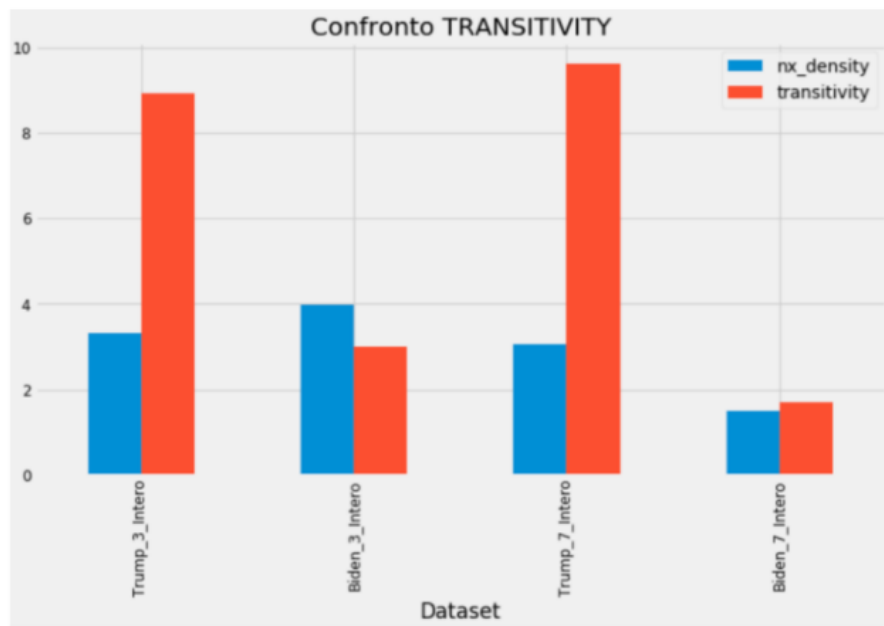
Some examples from previous years (3/4)

- #FlatEarth

Some examples from previous years (4/4)

- F1 Community Analysis (Ferrari)

Sending and presentation of the project

- **You must provide**:
  - Final report (and presentation)
  - Data
  - Source code (+ "readme" file)

- **Deadline**: <u>at least 5 days before the written examination</u>
  - Google Drive shared folder (with a Campus account)
  - How to name the folder:
    - SMA_surname1_surname2_…

- **Sharing**:
  - marco.viviani@unimib.it
  - davide.mancino@unimib.it

- **Discussion of the Project**:
  - A PowerPoint presentation (about 15 minutes per group)
  - Each member of the group must present an aspect of the Project

Sending and presentation of the project

PLEASE NOTE!

- The submission and presentation of projects must be <u>carried out in association with the current exam</u>
    - It is not possible to make the exam without having also sent the project

- In case of failure to pass the exam, the presentation of the project will be made equally by ALL members of the group, and its evaluation will be kept valid for subsequent exams

Project report

- The REPORT must discuss:
  - Objective: what is the objective of the analysis, what phenomenon is to be discovered or described
  - Data: strategies adopted for data collection and description of those available for analysis
  - Models: description of the analysis models used
  - Results: analysis of the results and discussion
  - Visualization: description of the visualization solution adopted

Evaluation criteria

- **Overall assessment** → max **8 points**
  - Objective: completeness and clarity [1 point]
  - Data: correctness [1 point]
  - Models: correctness [2.5 points]
  - Results: completeness and clarity [2.5 points]
  - Visualization: effectiveness [1 point]

Questions?