UNSW Course Outline

INFS3830 Social Media Analytics - 2024

Published on the 25 Aug 2024

General Course Information

Course Code : INFS3830
Year : 2024
Term : Term 3
Teaching Period : T3
Is a multi-term course? : No
Faculty : UNSW Business School
Academic Unit : School of Information Systems and Technology Management
Delivery Mode : In Person
Delivery Format : Standard
Delivery Location : Kensington
Campus : Sydney
Study Level : Undergraduate
Units of Credit : 6

Useful Links

Handbook Class Timetable

Course Details & Outcomes

Course Description

Social media and advanced Web technologies, including generative AI like automated video editors, natural language generation software, and image recognition systems, have driven the rise of digitally empowered consumers challenging businesses to thrive on social media. In this

digital era, consumers are taking over online conversations and actively engaged in generating and disseminating multimodal content across social media platforms in the form of images, videos, audio, text, and emotional icons. Businesses striving to stay ahead of the competition leverage unstructured social media data to design and implement successful social media strategies.

In this course, we equip students with the necessary knowledge and competencies to collect and analyse unstructured social media data using recent technologies such as R, SAS Viya for text analytics, Social Network Analysis, Microsoft Azure AI Services and Google Vision AI.

Workshops are practical and designed to challenge students to develop their critical and analytical thinking through real-world case studies and extensive hands-on activities to address business problems. Upon successful completion of the course, students are expected to demonstrate both a professional mindset as well as technological confidence regarding social media analytics and its implications in the business context.

Course Aims

This course develops students' ability to leverage unstructured social media data for business purposes using state-of-the-art analytical software. The course advances students' technical skills necessary to perform social media analysis and propose actionable recommendations/ solutions to help companies address their business problems and thrive on social media.

Relationship to Other Courses

This course introduces students to the theoretical concepts of social media and develops students' ability to conduct social media analytics for business purposes using state-of-the-art analytical software. The course also advances students' business skills to work on real-life case studies of companies' social media performance, derive actionable insights and design successful social media strategies.

Course Learning Outcomes

Course Learning Outcomes	Program learning outcomes
CLO1 : Discuss strategic issues related to social media use to address business problems and support decision-making.	• PLO1 : Business Knowledge • PLO2 : Problem Solving
CLO2 : Use a variety of analytical tools to conduct unstructured social media data analysis.	• PLO1 : Business Knowledge • PLO2 : Problem Solving
CLO3 : Apply analytical techniques/methods to generate actionable recommendations in the form of innovative solutions to implement successful social media strategies for business.	• PLO1 : Business Knowledge • PLO2 : Problem Solving
CLO4 : Consider ethical implications aligned with SDGs (Sustainable Development Goals) principles/objectives when conducting social media analytics and articulate their impact on individuals, organisations, and society at large.	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO5 : Responsible Business Practice
CLO5 : Develop collaborative teamwork skills to effectively communicate the key findings of the analysis to stakeholders.	• PLO2 : Problem Solving • PLO3 : Business Communication • PLO4 : Teamwork • PLO7 : Leadership Development

Course Learning Outcomes	Assessment Item
CLO1 : Discuss strategic issues related to social media use to address business problems and support decision-making.	• Hands-on Assignment • Team Project • Final Exam
CLO2 : Use a variety of analytical tools to conduct unstructured social media data analysis.	• Hands-on Assignment • Team Project • Final Exam
CLO3 : Apply analytical techniques/methods to generate actionable recommendations in the form of innovative solutions to implement successful social media strategies for business.	• Hands-on Assignment • Team Project • Final Exam
CLO4 : Consider ethical implications aligned with SDGs (Sustainable Development Goals) principles/objectives when conducting social media analytics and articulate their impact on individuals, organisations, and society at large.	• Hands-on Assignment • Team Project • Final Exam
CLO5 : Develop collaborative teamwork skills to effectively communicate the key findings of the analysis to stakeholders.	• Team Project

Learning and Teaching Technologies

Moodle - Learning Management System | Microsoft Teams | Echo 360

Learning and Teaching in this course

This course focuses on both hands-on skills and application in the business context. To help students achieve the objectives of the course, academic and practitioner-oriented materials including journal/ practitioner articles, case studies and guest lectures will be provided. The assignments and project can be demanding considered requirements to integrate the technical skills and the business knowledge.

In this course, there are dual responsibilities: staff are responsible for providing a learning direction (project opportunity and access, theoretical information and assessment); students are responsible for reading all required readings, preparing for the in-class discussion and activities, participate proactively in all online and face-to-face discussions with respect to each other and complete all hands-on exercises in order to fully grasp and appreciate the concepts of this course.

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates	Program learning outcomes
Hands-on Assignment Assessment Format: Individual	25%	Due Date: 18/10/2024 05:00 PM	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO3 : Business Communication
Team Project Assessment Format: Group	30%	Due Date: 08/11/2024 05:00 PM	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO3 : Business Communication • PLO4 : Teamwork • PLO5 : Responsible Business Practice • PLO7 : Leadership Development
Final Exam Assessment Format: Individual	45%		• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO5 : Responsible Business Practice • PLO6 : Global and Cultural Competence • PLO7 : Leadership Development

Assessment Details
Hands-on Assignment

Assessment Overview

A SAS hands-on exercise will be provided to help you get started with social media and data analytics using SAS Viya for Text Analytics. You will be required to complete a SAS hands-on exercise individually in the due week. Your SAS hands-on Instructor is responsible for all hands-on sessions, students with problems regarding the hands-on materials should always refer to their instructor first.

Your SAS hands-on instructor is responsible for all hands-on sessions, students with problems regarding the hands-on materials should always refer to their instructor first. Detailed requirements of the assignment will be communicated on Moodle and discussed in the Week 1 lecture and workshop classes.

Assesses: PLO1, PLO2, PLO3, PLO4

Course Learning Outcomes

- CLO1 : Discuss strategic issues related to social media use to address business problems and support decision-making.
- CLO2 : Use a variety of analytical tools to conduct unstructured social media data analysis.
- CLO3 : Apply analytical techniques/methods to generate actionable recommendations in the form of innovative solutions to implement successful social media strategies for business.
- CLO4 : Consider ethical implications aligned with SDGs (Sustainable Development Goals) principles/objectives when conducting social media analytics and articulate their impact on individuals, organisations, and society at large.

Assessment Length

TBA

Assignment submission Turnitin type

This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

Generative AI Permission Level

Simple Editing Assistance

In completing this assessment, you are permitted to use standard editing and referencing functions in the software you use to complete your assessment. These functions are described below. You must not use any functions that generate or paraphrase passages of text or other media, whether based on your own work or not.

If your Convenor has concerns that your submission contains passages of AI-generated text or media, you may be asked to account for your work. If you are unable to satisfactorily demonstrate your understanding of your submission you may be referred to UNSW Conduct & Integrity Office for investigation for academic misconduct and possible penalties.
For more information on Generative AI and permitted use please see [here](#).

Team Project

Assessment Overview

This project is to be undertaken in a team of 5 students. It involves the preparation of a report and the presentation on the critical analysis and the design of a company's social media strategy. The requirements of the assignment will be set out in the Team Assignment Specification on Moodle. The purpose of the team assignment is to develop students' abilities to work in groups, conduct research, critically assess findings, and synthesize the components taught in the course, as well as to prepare a professional and coherent report. The mark assigned to each member of the group may be scaled based on peer assessment of each member's contribution.

Assesses: PLO1, PLO2, PLO3, PLO4, PLO5

BCom students: myBCom courses points for PLO3

Course Learning Outcomes

- CLO1 : Discuss strategic issues related to social media use to address business problems and support decision-making.
- CLO2 : Use a variety of analytical tools to conduct unstructured social media data analysis.
- CLO3 : Apply analytical techniques/methods to generate actionable recommendations in the form of innovative solutions to implement successful social media strategies for business.
- CLO4 : Consider ethical implications aligned with SDGs (Sustainable Development Goals) principles/objectives when conducting social media analytics and articulate their impact on individuals, organisations, and society at large.
- CLO5 : Develop collaborative teamwork skills to effectively communicate the key findings of the analysis to stakeholders.

Assessment Length

TBA

Assignment submission Turnitin type

This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

Generative AI Permission Level

Simple Editing Assistance

In completing this assessment, you are permitted to use standard editing and referencing functions in the software you use to complete your assessment. These functions are described below. You must not use any functions that generate or paraphrase passages of text or other media, whether based on your own work or not.

If your Convenor has concerns that your submission contains passages of AI-generated text or media, you may be asked to account for your work. If you are unable to satisfactorily demonstrate your understanding of your submission you may be referred to UNSW Conduct & Integrity Office for investigation for academic misconduct and possible penalties.

For more information on Generative AI and permitted use please see here.

Final Exam

Assessment Overview

The final exam may cover all material discussed in the course, the lecture notes, the assignments, the workshop case studies and hands-on exercises. The exam structure is based on case studies and focuses on an informed and well-reasoned argument that shows students' ability to select, synthesize, apply and critically reflect on course contents (rather than simply memorize and reproduce it).

Assesses: PLO1, PLO2, PLO5

Course Learning Outcomes

- CLO1 : Discuss strategic issues related to social media use to address business problems and support decision-making.
- CLO2 : Use a variety of analytical tools to conduct unstructured social media data analysis.
- CLO3 : Apply analytical techniques/methods to generate actionable recommendations in the form of innovative solutions to implement successful social media strategies for business.
- CLO4 : Consider ethical implications aligned with SDGs (Sustainable Development Goals) principles/objectives when conducting social media analytics and articulate their impact on individuals, organisations, and society at large.

Assessment Length

TBA

Assignment submission Turnitin type

Not Applicable

No Assistance

This assessment is designed for you to complete without the use of any generative AI. You are not permitted to use any generative AI tools, software or service to search for or generate information or answers.

For more information on Generative AI and permitted use please see here.

General Assessment Information

As a student at UNSW you are expected to display academic integrity in your work and interactions. Where a student breaches the UNSW Student Code with respect to academic integrity, the University may take disciplinary action under the Student Misconduct Procedure. To assure academic integrity, you may be required to demonstrate reasoning, research and the process of constructing work submitted for assessment.

To assist you in understanding what academic integrity means, and how to ensure that you do comply with the UNSW Student Code, it is strongly recommended that you complete the Working with Academic Integrity module before submitting your first assessment task. It is a free, online self-paced Moodle module that should take about one hour to complete.

You are expected to complete all assessment tasks for your courses in the School of Information Systems and Technology Management. Classes are highly practical and relevant to your assessments, so you are expected to attend at least 80% of all scheduled classes.

Where group assignments are used, team members are expected to work in a harmonious and professional fashion, which includes adequate management of non-performing members. You should inform your tutor as soon as possible if you experience problems within a project team. You may be required to evaluate the contribution of each team member (including yourself) in group work and marks for individual students may be adjusted based on peer assessment.

Grading Basis

Standard

Requirements to pass course

In order to pass this course, you must:

- achieve a composite mark of at least 50 out of 100;
- meet any additional requirements described in the Assessment Summary section.

You are expected to attempt all assessment requirements in the course.

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 9 September - 15 September	Lecture	The Rise of Social Media: Challenges and Opportunities
	Workshop	• Case study: Social Media use in the business context • Class-debate: Consumer empowerment in the digital era
Week 2 : 16 September - 22 September	Lecture	Social Media Strategy: why do companies thrive on social media while others fail?
	Workshop	• Case study: Critical analysis of successful social media strategies in industry • Class debate: Analysis of Social Media Strategy @ UNSW Business School
Week 3 : 23 September - 29 September	Lecture	Applied Text Analytics using SAS Viya - Part 1
	Workshop	• Hands-On Activities on SAS Visual Text Analytics in SAS Viya - Part 1
Week 4 : 30 September - 6 October	Lecture	Applied Text Analytics using SAS Viya - Part 2
	Workshop	• Hands-On Activities on SAS Visual Text Analytics in SAS Viya - Part 2
Week 5 : 7 October - 13 October	Lecture	Social Media Analytics: Methods and Applications Using R for social media data collection and analysis (Pre-reorded lecture due to public holiday on 7th October 2024 - Labour Day)
	Workshop	• Hands-On data collection, cleaning and discretisation using R • Hands-On data analysis using R - keyword extraction
Week 6 : 14 October - 20 October	Other	Flex Week
Week 7 : 21 October - 27 October	Lecture	Social Network Analysis: Structure and Influence
	Workshop	• Hands-On Activities on NodeXL Case study: How do brands leverage social media influencers • The impact of virtual influencers on real social media influencers
Week 8 : 28 October - 3 November	Lecture	Advanced Social Media Data Analytics using: • R sentiment analysis • AI-enabled analytics using Microsoft Cognitive Services and Google Vision AI
	Workshop	• Natural Language Processing (NLP) using R for sentiment analysis • Microsoft Cognitive Services and Google Vision AI to apply AI-enabled analytics on image content
Week 9 : 4 November - 10 November	Lecture	Social Media Analytics for Social Commerce
	Workshop	• Case study: Social Media Analytics for Social Commerce
Week 10 : 11 November - 17 November	Lecture	Ethical implications in Social Media Analytics
	Workshop	• Case study: The ethics of Artificial Intelligence on Social Media (e.g. AI enabled chatbots) • Class debate: Should social media conversations be monitored? • Class debate: The ethical considerations in the spread of deep fake videos on social media

Attendance Requirements

Students are strongly encouraged to attend all classes and review lecture recordings.

Course Resources

Prescribed Resources

The website for this course is hosted on UNSW Moodle. The course website will be used to

provide access to the weekly seminar slides, study guides, announcements and other materials as required.

The following book is recommended but not compulsory resource:

Ganis, M. and Kohirkar, A. (2015) Social media analytics: Techniques and insights for extracting business value out of social media. 1st edition, IBM Press (ISBN 9780133892567)

Additional readings

This course will make regular use of additional readings such as journal articles, business reports and the like. These additional readings will be listed in the weekly notes. It is your responsibility to obtain a copy of the readings.

Course Evaluation and Development

Feedback is regularly sought from students and continual improvements are made based on this feedback. At the end of this course, you will be asked to complete the myExperience survey, which provides a key source of student evaluative feedback. Your input into this quality enhancement process is extremely valuable in assisting us to meet the needs of our students and provide an effective and enriching learning experience. The results of all surveys are carefully considered and do lead to action towards enhancing educational quality.

Feedback from previous students indicated that the real-life project and peer learning are excellent learning tools; and that the valuable hands-on assignments need more guidance. As a result of this feedback, we have retained our mission to present opportunities to engage in exciting and challenging real-life cases and guest lectures and enhanced the guidance for hands-on tutorial activities. In making these changes and maintaining the outstanding aspects of the course we aim to maintain the quality experience offered by this course and we strive to make this one of the most enjoyable learning experiences of your degree.

If at any time you have any concerns with your progress or any aspects of the course, please feel free to contact the LIC to discuss your concerns.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Chedia Dhaoui		Microsoft Teams	Microsoft Teams	Tuesdays from 10am to 11am	No	Yes

Other Useful Information

Academic Information

COURSE POLICIES AND SUPPORT

The Business School expects that you are familiar with the contents of this course outline and the UNSW and Business School learning expectations, rules, policies and support services as listed below:

- Program Learning Outcomes
- Academic Integrity and Plagiarism
- Student Responsibilities and Conduct
- Special Consideration
- Protocol for Viewing Final Exam Scripts
- Student Learning Support Services

Further information is provided on the Policies and Guidelines page.

Students may not circulate or post online any course materials such as handouts, exams, syllabi or similar resources from their courses without the written permission of their instructor.

STUDENT LEARNING OUTCOMES

The Course Learning Outcomes (CLOs) – under the Outcomes tab – are what you should be able to demonstrate by the end of this course, if you participate fully in learning activities and successfully complete the assessment items.

CLOs also contribute to your achievement of the Program Learning Outcomes (PLOs), which are developed across the duration of a program. PLOs are, in turn, directly linked to UNSW graduate capabilities. More information on Coursework PLOs is available on the Policies and Guidelines page. For PG Research PLOs, including MPDBS, please refer to UNSW HDR learning outcomes.

Academic Honesty and Plagarism

As a student at UNSW you are expected to display academic integrity in your work and interactions. Where a student breaches the UNSW Code of Conduct with respect to academic integrity, the University may take disciplinary action. To assure academic integrity, you may be

required to demonstrate reasoning, research and the process of constructing work submitted for assessment.

To assist you in understanding what academic integrity means, and how to ensure that you do comply with the UNSW Code of Conduct, it is strongly recommended that you complete the [Working with Academic Integrity](#) module before submitting your first assessment task. It is a free, online self-paced Moodle module that should take about one hour to complete.

Submission of Assessment Tasks

SHORT EXTENSIONS

Short Extension is a new process that allows you to apply for an extended deadline on your assessment without the need to provide supporting documentation, offering immediate approval during brief, life-disrupting events. Requests are automatically approved once submitted.

Short extensions are ONLY available for some assessments. Check your course outline or Moodle to see if this is offered for your assessments. Where a short extension exists, all students enrolled in that course in that term are eligible to apply. Further details are available the UNSW [Current Students](#) page.

SPECIAL CONSIDERATION

You can apply for special consideration when illness or other circumstances beyond your control interfere with your performance in a specific assessment task or tasks, including online exams. Special consideration is primarily intended to provide you with an extra opportunity to demonstrate the level of performance of which you are capable.

Applications can only be made online and will NOT be accepted by teaching staff. Applications will be assessed centrally by the Case Review Team, who will update the online application with the outcome and add any relevant comments. The change to the status of the application immediately sends an email to the student and to the assessor with the outcome of the application. The majority of applications will be processed within 3-5 working days.

For further information, and to apply, see Special Consideration on the UNSW [Current Students](#) page.

LATE SUBMISSION PENALTIES

LATE SUBMISSION PENALTIES

For assessments other than examinations, late submission will incur a penalty of 5% per day or part thereof (including weekends) from the due date and time. An assessment will not be accepted after 5 days (120 hours) of the original deadline unless special consideration has been approved. In the case of an approved Equitable Learning Plan (ELP) provision, special consideration or short extension, the late penalty applies from the date of approved time extension. After five days from the extended deadline, the assessment cannot be submited.

An assessment is considered late if the requested format, such as hard copy or electronic copy, has not been submitted on time or where the 'wrong' assessment has been submitted.

For assessments which account for 10% or less of the overall course grade, and where answers are immediately discussed or debriefed, the LIC may stipulate a different penalty. Details of such late penalties will be available on the course Moodle page.

FEEDBACK ON YOUR ASSESSMENT TASK PERFORMANCE

Feedback on student performance from formative and summative assessment tasks will be provided to students in a timely manner. Assessment tasks completed within the teaching period of a course, other than a final assessment, will be assessed and students provided with feedback, with or without a provisional result, within 10 working days of submission, under normal circumstances. Feedback on continuous assessment tasks (e.g. laboratory and studio-based, workplace-based, weekly quizzes) will be provided prior to the midpoint of the course.

Faculty-specific Information

PROTOCOL FOR VIEWING FINAL EXAM SCRIPTS

UNSW students have the right to view their final exam scripts, subject to a small number of very specific exemptions. The UNSW Business School has set a protocol under which students may view their final exam script. Individual schools within the Faculty may also set up additional local processes for viewing final exam scripts, so it is important that you check with your School.

If you are completing courses from the following schools, please note the additional school-specific information:

- Students in the **School of Accounting, Auditing & Taxation** who wish to view their final examination script should also refer to this page.

- Students in the **School of Banking & Finance** should also refer to this page.
- Students in the **School of Information Systems & Technology Management** should also refer to this page.

COURSE EVALUATION AND DEVELOPMENT

Feedback is regularly sought from students and continual improvements are made based on this feedback. At the end of this course, you will be asked to complete the myExperience survey, which provides a key source of student evaluative feedback. Your input into this quality enhancement process is extremely valuable in assisting us to meet the needs of our students and provide an effective and enriching learning experience. The results of all surveys are carefully considered and do lead to action towards enhancing educational quality.

QUALITY ASSURANCE

The Business School is actively monitoring student learning and quality of the student experience in all its programs. A random selection of completed assessment tasks may be used for quality assurance, such as to determine the extent to which program learning goals are being achieved. The information is required for accreditation purposes, and aggregated findings will be used to inform changes aimed at improving the quality of Business School programs. All material used for such processes will be treated as confidential.

TEACHING TIMES AND LOCATIONS

Please note that teaching times and locations are subject to change. Students are strongly advised to refer to the Class Timetable website for the most up-to-date teaching times and locations.