



## UNSW Course Outline

# INFS5730 Social Media Analytics in Practice - 2024

Published on the 29 Jan 2024

## General Course Information

**Course Code :** INFS5730

**Year :** 2024

**Term :** Term 1

**Teaching Period :** T1

**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 :** Postgraduate

**Units of Credit :** 6

### Useful Links

[Handbook Class Timetable](#)

## Course Details & Outcomes

### Course Description

Social media and Web 2.0 mobile technologies have contributed to the emergence of digitally empowered consumers challenging businesses to thrive on social media as they are taking over online conversations. In this digital era, consumers are actively engaged to generate and

disseminate content across social media platforms in the form of images, videos, text, and emotional icons. Businesses striving to stay ahead of the competition, take advantage of social media data to design and implement successful social media strategies.

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

Tutorials are very 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. On successful completion of the course, students are expected to be able to demonstrate both a professional perspective as well as technological confidence regarding social media analytics and its implications on the business context.

## **Course Aims**

This course develops students' ability to use 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 provide 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 : Analyse strategic issues related to social media use to solve business problems.	<ul style="list-style-type: none"> <li>• PLO1 : Business Knowledge</li> <li>• PLO2 : Problem Solving</li> </ul>
CLO2 : Develop and appraise models for implementing and assessing social media analytics.	<ul style="list-style-type: none"> <li>• PLO1 : Business Knowledge</li> <li>• PLO2 : Problem Solving</li> </ul>
CLO3 : Examine and evaluate the scope and metrics for assessing the effectiveness of social media analytics.	<ul style="list-style-type: none"> <li>• PLO1 : Business Knowledge</li> <li>• PLO2 : Problem Solving</li> </ul>
CLO4 : Conduct social media analytics and apply techniques for unstructured social media analysis.	<ul style="list-style-type: none"> <li>• PLO1 : Business Knowledge</li> <li>• PLO2 : Problem Solving</li> </ul>
CLO5 : Communicate and assess a firm's social media strategy.	<ul style="list-style-type: none"> <li>• PLO3 : Business Communication</li> <li>• PLO7 : Leadership Development</li> </ul>
CLO6 : Evaluate ethical implications in social media analytics and their impacts on individuals, organisations and society at large.	<ul style="list-style-type: none"> <li>• PLO5 : Responsible Business Practice</li> <li>• PLO6 : Global and Cultural Competence</li> <li>• PLO7 : Leadership Development</li> </ul>
CLO7 : Develop collaborative teamwork skills.	<ul style="list-style-type: none"> <li>• PLO4 : Teamwork</li> <li>• PLO7 : Leadership Development</li> </ul>

Course Learning Outcomes	Assessment Item
CLO1 : Analyse strategic issues related to social media use to solve business problems.	<ul style="list-style-type: none"> <li>• Hands-on Assignment</li> <li>• Team Project</li> <li>• Final Exam</li> </ul>
CLO2 : Develop and appraise models for implementing and assessing social media analytics.	<ul style="list-style-type: none"> <li>• Hands-on Assignment</li> <li>• Final Exam</li> </ul>
CLO3 : Examine and evaluate the scope and metrics for assessing the effectiveness of social media analytics.	<ul style="list-style-type: none"> <li>• Hands-on Assignment</li> <li>• Final Exam</li> </ul>
CLO4 : Conduct social media analytics and apply techniques for unstructured social media analysis.	<ul style="list-style-type: none"> <li>• Hands-on Assignment</li> </ul>
CLO5 : Communicate and assess a firm's social media strategy.	<ul style="list-style-type: none"> <li>• Team Project</li> <li>• Hands-on Assignment</li> </ul>
CLO6 : Evaluate ethical implications in social media analytics and their impacts on individuals, organisations and society at large.	<ul style="list-style-type: none"> <li>• Team Project</li> <li>• Final Exam</li> </ul>
CLO7 : Develop collaborative teamwork skills.	<ul style="list-style-type: none"> <li>• Team Project</li> </ul>

# Learning and Teaching Technologies

Moodle - Learning Management System | Microsoft Teams

## 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	20%	Start Date: TBA Due Date: TBA	<ul style="list-style-type: none"><li>• PLO1 : Business Knowledge</li><li>• PLO2 : Problem Solving</li><li>• PLO3 : Business Communication</li></ul>
Team Project Assessment Format: Group	30%	Start Date: TBA Due Date: TBA	<ul style="list-style-type: none"><li>• PLO1 : Business Knowledge</li><li>• PLO2 : Problem Solving</li><li>• PLO3 : Business Communication</li><li>• PLO4 : Teamwork</li><li>• PLO5 : Responsible Business Practice</li><li>• PLO6 : Global and Cultural Competence</li><li>• PLO7 : Leadership Development</li></ul>
Final Exam Assessment Format: Individual	50%	Start Date: TBA Due Date: TBA	<ul style="list-style-type: none"><li>• PLO1 : Business Knowledge</li><li>• PLO2 : Problem Solving</li><li>• PLO5 : Responsible Business Practice</li><li>• PLO6 : Global and Cultural Competence</li><li>• PLO7 : Leadership Development</li></ul>

# **Assessment Details**

## **Hands-on Assignment**

### **Assessment Overview**

The Individual Hands-On Assignment consists of an analytical component of this course which includes the completion of a textual analysis using SAS Visual 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. Detailed requirements of the assignment will be communicated on Moodle and discussed in the Week 1 lecture and tutorial classes.

### **Course Learning Outcomes**

- CLO1 : Analyse strategic issues related to social media use to solve business problems.
- CLO2 : Develop and appraise models for implementing and assessing social media analytics.
- CLO3 : Examine and evaluate the scope and metrics for assessing the effectiveness of social media analytics.
- CLO4 : Conduct social media analytics and apply techniques for unstructured social media analysis.
- CLO5 : Communicate and assess a firm's social media strategy.

### **Assessment Length**

TBA

### **Assignment submission Turnitin type**

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

## **Team Project**

### **Assessment Overview**

This project is to be undertaken in a team of 5 students. It involves the preparation of a report 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.

### **Course Learning Outcomes**

- CLO1 : Analyse strategic issues related to social media use to solve business problems.
- CLO5 : Communicate and assess a firm's social media strategy.

- CLO6 : Evaluate ethical implications in social media analytics and their impacts on individuals, organisations and society at large.
- CLO7 : Develop collaborative teamwork skills.

#### Assessment Length

TBA

#### Assignment submission Turnitin type

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

### **Final Exam**

#### Assessment Overview

The final exam may cover all material discussed in the course, the lecture notes, the assignments, case studies and hands-on exercises. The exam will focus 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).

#### Course Learning Outcomes

- CLO1 : Analyse strategic issues related to social media use to solve business problems.
- CLO2 : Develop and appraise models for implementing and assessing social media analytics.
- CLO3 : Examine and evaluate the scope and metrics for assessing the effectiveness of social media analytics.
- CLO6 : Evaluate ethical implications in social media analytics and their impacts on individuals, organisations and society at large.

#### Assessment Length

TBA

#### Assignment submission Turnitin type

Not Applicable

## **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 : 12 February - 18 February	Lecture	The Rise of Social Media: Challenges and Opportunities
	Workshop	<ul style="list-style-type: none"><li>• Case study: Social Media use in the business context</li><li>• Class-debate: Consumer empowerment in the digital era</li></ul>
Week 2 : 19 February - 25 February	Lecture	Social Media Strategy: why do companies thrive on social media while others fail?
	Workshop	<ul style="list-style-type: none"><li>• Case study: Critical analysis of successful social media strategies in industry</li><li>• Class debate: Analysis of Social Media Strategy @ UNSW Business School</li></ul>
Week 3 : 26 February - 3 March	Lecture	Applied Text Analytics using SAS Viya - Part 1
	Workshop	<ul style="list-style-type: none"><li>• Hands-On Activities on SAS Visual Text Analytics in SAS Viya - Part 1</li></ul>
Week 4 : 4 March - 10 March	Lecture	Applied Text Analytics using SAS Viya - Part 2
	Workshop	<ul style="list-style-type: none"><li>• Hands-On Activities on SAS Visual Text Analytics in SAS Viya - Part 2</li></ul>
Week 5 : 11 March - 17 March	Lecture	Social Media Analytics: Methods and Applications Using R for social media data collection and analysis
	Workshop	<ul style="list-style-type: none"><li>• Hands-On data collection, cleaning and discretisation using R</li><li>• Hands-On data analysis using R - keyword extraction</li></ul>
Week 6 : 18 March - 24 March	Lecture	Advanced Social Media Data Analytics using: <ul style="list-style-type: none"><li>• R sentiment analysis</li><li>• AI-enabled analytics using Microsoft Cognitive Services and Google Vision AI</li></ul>
	Workshop	<ul style="list-style-type: none"><li>• Hands-On activities on:<ul style="list-style-type: none"><li>• Natural Language Processing (NLP) using R for sentiment analysis</li><li>• Microsoft Cognitive Services and Google Vision AI to apply AI-enabled analytics on image content</li></ul></li></ul>
Week 7 : 25 March - 31 March	Lecture	Social Network Analysis: Structure and Influence
	Workshop	<ul style="list-style-type: none"><li>• Hands-On Activities on NodeXL Case study: How do brands leverage social media influencers</li><li>• The impact of virtual influencers on real social media influencers</li></ul>
Week 8 : 1 April - 7 April	Lecture	Social Media Analytics for Social Commerce (Pre-recoded Lecture due to Public Holidays)
	Workshop	<ul style="list-style-type: none"><li>• Case study: Social Media Analytics for Social Commerce</li></ul>
Week 9 : 8 April - 14 April	Lecture	Ethical implications in Social Media Analytics
	Workshop	<ul style="list-style-type: none"><li>• Case study: The ethics of Artificial Intelligence on Social Media (e.g. AI enabled chatbots)</li><li>• Class debate: Should social media conversations be monitored?</li><li>• Class debate: The ethical considerations in the spread of deep fake videos on social media</li></ul>
Week 10 : 15 April - 21 April	Lecture	Course Review and Exam Revision
	Workshop	Industry case studies for exam revision

## 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 books are recommended but not compulsory resources:

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)

Sponder, M. (2012). Social media analytics. 1st edition, McGrawHill Education (ISBN 9780071824491).

#### 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	Mondays from 4pm to 5pm	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 [key policies and support 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 [key policies and support page](#). For PG Research PLOs, including MPDBS, please refer to the [UNSW HDR Learning Outcomes](#).

## Academic Honesty and Plagiarism

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.

## Submission of Assessment Tasks

### 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. Students studying remotely who have exams scheduled between 10pm and 7am local time, are also able to apply for special consideration to sit a supplementary exam at a time outside of these hours.

Special consideration is primarily intended to provide you with an extra opportunity to demonstrate the level of performance of which you are capable. To apply, and for further information, see Special Consideration on the UNSW [Current Students](#) page.

Special consideration 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.

Please note the following:

1. Applications can only be made through Online Services in myUNSW (see the UNSW [Current Students](#) page). Applications will not be accepted by teaching staff. The lecturer-in-charge/course coordinator will be automatically notified when your application is processed.
2. Applying for special consideration does not automatically mean that you will be granted a

- supplementary exam or other concession.
3. If you experience illness or misadventure in the lead up to an exam or assessment, you must submit an application for special consideration, either prior to the examination taking place, or prior to the assessment submission deadline, except where illness or misadventure prevent you from doing so.
  4. If your circumstances stop you from applying before your exam or assessment due date, you must apply within 3 working days of the assessment or the period covered by your supporting documentation.
  5. Under the UNSW Fit To Sit/Submit rule, if you sit the exam/submit an assignment, you are declaring yourself well enough to do so and are cannot subsequently apply for special consideration.
  6. If you become unwell on the day of – or during – an exam, you must stop working on your exam, advise your course coordinator or tutor and provide a medical certificate dated within 24 hours of the exam, with your special consideration application. For online exams, you must contact your course coordinator or tutor immediately via email, Moodle or chat and advise them you are unwell and submit screenshots of your conversation along with your medical certificate and application.
  7. Special consideration requests do not allow the awarding of additional marks to students.

Further information on Business School policy and procedure can be found under “Special Consideration” on the [key policies and support](#) page.

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