# MSc Web and Social Media Analytics

# Reading Assignment 1 – Learning Week 2

(To be completed during LW3)

This week’s assignment is a reading assignment.   
  
I have uploaded the following readings to supplement your understanding of some of the core topics from learning weeks 1 and 2.

* week2\_reading\_assignment\_1\_advanced\_web\_metrics.pdf
* week2\_reading\_assignment\_2\_Fishers\_Exact\_Test.pdf
* week2\_reading\_assignment\_3\_understanding\_kpis.pdf

**NOTE** the reading materials have been zipped together in a single file.

You will need to open them with a program like WinRAR or 7Zip. One or both should be available on appsanywhere.

Best Regards

Philip