Ideation Phase
Brainstorm & Idea Prioritization Template

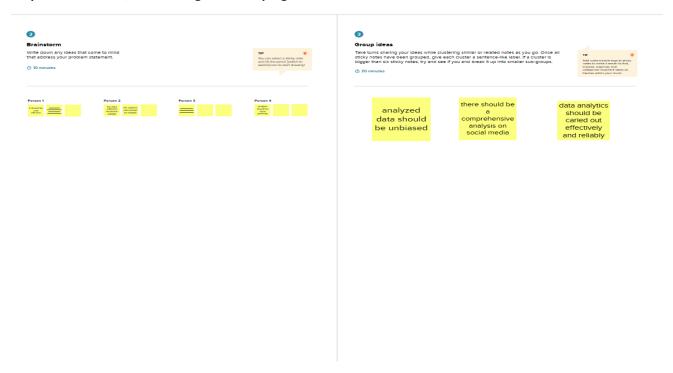|	
Date	29 April 2023
Team ID	NM2023TMID20068
Project Name	Dissecting the digital landscape: A comprehensive Analysis of Social media.
Maximum Marks	4 Marks

Dissecting the digital landscape: A comprehensive Analysis of Social media.

"Dissecting the Digital Landscape: A Comprehensive Analysis of Social Media" is a research article or paper that provides a detailed and in-depth analysis of various social media platforms, including Facebook, Twitter, Instagram, YouTube, and LinkedIn. The analysis covers a wide range of topics related to social media, such as the history and evolution of social media, the demographics of social media users, the impact of social media on communication and society, the role of social media in politics and activism, and the challenges and opportunities of social media for businesses and organizations. The paper draws on a wide range of research studies, surveys, and data sources to provide a comprehensive overview of the digital landscape and its implications for individuals, organizations, and society as a whole. Overall, the paper aims to provide a comprehensive and up-to-date understanding of the complex and dynamic world of social media (twitter as an example), and to inform future research, policy, and practice in this rapidly evolving field. The digital landscape has evolved rapidly over the past few decades, with social media becoming an increasingly central feature of modern communication and social interaction. This paper provides a comprehensive analysis of social media, examining its various dimensions and impacts on society.

Step-1: Team Gathering, Collaboration and Select the Problem Statement

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

🕐 10 minutes

TIP
You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

Person 1   Person 2   Person 3   Person 4

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

🕐 20 minutes

TIP
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

analyzed data should be unbiased

there should be a comprehensive analysis on social media

data analytics should be carried out effectively and reliably

Step-3: Idea Prioritization

4

Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

🕐 20 minutes

TIP
Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the H key on the keyboard.

there should be a comprehensive analysis on social media

data analytics should be carried out effectively and reliably

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

analyzed data should be unbiased

the data collected should be reliable

the analyzed data should be reliable

it should be cost efficient

analysis should be done perfectly

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)