**Critique 6 Jagadish Tirumalasetty**

**CS590BD #16143014**

**Summary:**

The paper “Power of Social Media Analytics”, as the name suggests discusses the strength of social media and the reach that it could have, on improving a business or product. The authors have mentioned the various steps that they could define while considering to retrieve feed backs from various social media as sources and present a report which then could be used to make business improvement decisions.

The various stages to be considered while creating a new product have been explained as well keeping the social media as key player to get timely feedback and improvise the changes when and where needed to sustain in the competitive market and competing products.

**Critique:**

* The paper is one of the best organized journals that we have read so far.
* The whole tone and explanation of the paper is very crisp and clear. Authors have managed to keep the content pretty simple yet have not taken away the impression of being important.
* It was pretty interesting to start the paper with practical example of Synthesio with actual figures which could establish the importance of the topic being discussed thus, managing to keep the readers engaged.
* The Information display stage could have been explained further or at least a few examples of any important display systems could have strengthened the section further.
* It was a pretty important point about the sentiment factor or mood factor while considering a comment or feedback.
* A few data capturing service references would have been more helpful.
* The authors have pretty much neatly explained stages of data analysis from social media sources but how does the understand stage can be interpreted from analyst point of perspective.

**Questions:**

* Are there any tools that allow analysts to merge similar data coming from various online data sources or social media sites?
* How do decide the Sentiment factor? How to write an effective algorithm that could sense tone of a message and decide how much weightage the message should be given?