Final Project Description

Throughout the course, you and your teammates will work together to use a real dataset and show the application of a social media or social network analytics approach in a real context. The scope and topic is up to you, but the project will be evaluated based on:

1-Impact it has (1) has anyone already done this type of analysis? 2) what is the expected business/economic/ or societal impact? 3) Why is the topic important?)

2-Completeness of material:

- A maximum of two-page document, explaining the problem, your analytics approach, and the expected impact.
- R or/and Python code.
- The data file(s) used.
- A video recording of the code running over the data and showing example results
- A 15-minute presentation.

3-Effective use of material taught in class

Here are examples of topics you can work on:

- Social media influencer detection
- Fake news detection using networks or image analysis
- Corporate network position impact on sales/valuation
- Brand network analysis and sales impacts
- Brand mention centrality and market power