

# MRS. ALGORITHM'S SECRETS REVEALED IN FACEBOOK WORLD

December 2020

## Course Info

Zoom ID: 961 0584 7426

Time: 15:00-16:00

## Instructors Info

Tai Chi Wu ([wu.tai@stud.hs-fresenius.de](mailto:wu.tai@stud.hs-fresenius.de))

Linh Vu ([vu.linh2@stud.hs-fresenius.de](mailto:vu.linh2@stud.hs-fresenius.de))

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## Overview

With the advance of the technology and the ease access of the Internet, social media like Facebook has become a popular place to advertise the products and service. Facebook regularly updates its way of working, but major changes to the News Feed have had impacts on Facebook marketers and users everywhere. This has been called the "Facebook Apocalypse – the end of days for Facebook organic traffic" by social media experts. Within this course, you will be analysing Facebook algorithm updates to find the secrets for success. You will be given proven methods, comprehensive strategies and techniques to make your social media marketing a success and fight back against the Facebook apocalypse.

## Materials

Lecture notes and Slides are available on Github

<https://github.com/linhvu00/Data-Science>.

## Further readings

- Explaining the News Feed Algorithm: An Analysis of the "News Feed FYI" Blog  
<https://www.researchgate.net/publication/316612050>.
- The Silencing Power of Algorithms: How the Facebook News Feed Algorithm Manipulates Users' Perceptions of Opinion Climates  
<https://pdxscholar.library.pdx.edu/cgi/viewcontent.cgi?article=1783context=honorstheses>.
- Wickham, H. Golemund, G., 2017, *R for Data Science: Import, Tidy, Transform, Visualize, and Model Data*, O'Reilly Media, Canada.

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## Course Structure

1. Facebook algorithm matters!
2. Facebook's new algorithm prefers quality over quantity
3. What happens to the News Feed?
4. Tips to work better with Mrs. Algorithm
5. Text Mining with R
6. Key takeaways

## Learning objectives

After this course, you will be able to:

- Know how Facebook algorithm works
- Understand changes of Facebook algorithm and its impact on News Feed
- Extract valuable insights from given data from Facebook with RStudio
- Improve sales, marketing and advertising strategies on Facebook