The main component of this course is a **Final Project**where students conduct their own form of Social Media Mining.

**The Final Project must be done in groups of 3 individuals.**

The first task of the Final Project is submitting a Project Proposal. The project proposal is simply a written report that provides us with information about what you would like to do for the final project.

**Note: Your final project must analyze Twitter data using Python.**

The final project should address the following points:

1. The names of the 3 individuals in your project group.
2. This is meant to be a research proposal. It should not be a list. We except to see section headings, complete paragraphs and correct English grammar.
3. The paper should be at least one page long, not including citations
4. The proposal should have 6 sections: I. Introduction, II. Literature Review, III. Dataset Description, IV. Research Design and Methods, V. Conclusions, VI. References
5. The **Introduction** should include be 1-2 paragraphs and address the following:
   1. What your main idea is and why it is interesting?
   2. Clearly identify your topic; define key terms – cite as necessary
   3. Motivate the study; tell the reader why it is important practically and theoretically
   4. Identify a problem, e.g., lack of previous research and explain how your research addresses the problem
   5. Ask a research question that follows from the above
6. The **Literature Review** should be 2-4 paragraphs long and include:
   1. Establish the field you are working in - if little research has been done on your topic, find what comes closest
   2. Cite at least 6 **ACADEMIC, PEER REVIEWED RESEARCH PAPERS** and at least one paper for each topic area your work falls into, including methodology
      1. For methodological studies, explain the method that was proposed and how it was tested
      2. For empirical studies, indicate what kind of data was analyzed, what research question was asked, and what was found
      3. For conceptual studies, indicate what was claimed, on what basis
   3. Show that a gap exists for your work
      1. E.g., This is known about A, and that is known about B, but little is known about the relationship of A to B.  (This is the gap your study will start to fill)
   4. Clearly cite the related works you discuss using an accepted reference method
7. **Data Description** should be 2-4 paragraphs and include:
   1. Describe your publically available Twitter data subset.
   2. Describe how the data is subset and justify your decisions. Your data may be **temporally**subset, meaning you collect "tweets" from a period of time. Your data may be subset by a certain feature, meaning you only collect data from a certain set of users, hashtags, categories. etc.
8. **Research Design and Methods** should be 2-4 paragraphs and include:
   1. Describe the main inference or analysis you would like to make with this data. This is the "end goal" of the project. At this stage, you don't have to know *how*you're going to get there, just what your main goal will be. For Robinson's Trump tweet analysis, the main goal was to identify Tweets written by Trump. For Culotta's flu paper, the main goal was to see if tweets about the flu and flu outbreaks were correlated. What do you want to *do*with the data?
   2. Indicate what features you will have to extract from the data and what transformations you will have to do to reach your analytical goal. It's possible, but unlikely, that you can just use the raw data from the social media site as input to your analysis, but you will more likely have to transform the data for it to be usable. Will you use word counts? Do the data come with built-in features (author, time of posting, hashtags) that will be useful? Will you analyze your data as a network?
9. **Conclusions**should be 2-3 paragraphs long and include:
   1. Reiterate the importance or significance of your proposal and provide a brief summary of the entire study.
   2. Answer:
      1. Why should your study be done?
      2. Why are you using the data and research design you have chosen over other options,
      3. What are some potential real world, theoretical or methodological implications of your study?
      4. How does your study fit within the broader scholarship about the research problem?
10. **References:**
    1. Cite 6 academic sources
    2. Use APA or another accepted citation style

Rubric

**Z532 Project Proposal Rubric**

| Z532 Project Proposal Rubric | | |
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| **Criteria** | **Ratings** | **Pts** |
| This criterion is linked to a Learning OutcomeThrough the Introduction, Literature Review and Conclusion sections, the students 1. describe their main topic and research question (1 point), 2. demonstrate that the proposal and research question fill a “gap” in the literature (that they are original) (1 point), 3. explain the significance of the proposed study (or why it should be done) (1 point). |  | 3.0 pts |
| This criterion is linked to a Learning OutcomeThrough the Dataset Description and Research Design and Methods sections, the students 1. describe their dataset of interest (1 point), 2. justify how social media data will be subset (1 point), 3. outline their plan for getting the data (1 point), 4. describes what they plan to do with the data (1 point) and 5. how that will help them answer their research question (1 point). |  | 5.0 pts |
| This criterion is linked to a Learning OutcomeSix of the referenced related works qualify as peer reviewed academic research and are cited appropriately in text and in the reference section. |  | 1.0 pts |
| This criterion is linked to a Learning OutcomeSubmitted document follows the prescribed format (with appropriate section headings). Document is written using grammatically correct English sentences divided into paragraphs. Submitted document meets length requirements. |  | 1.0 pts |
| Total Points: 10.0 | | |