

Topic Proposal

Your second coursework for COM61332 will be based on a group project focussed on **Social Media Analytics (SMA)** enabled by Text Mining.

In preparation for this, your coursework group needs to:

1. Propose 2-3 topics that you would like to work on using SMA.
 - a. For each topic, think of 2-3 analytical questions that you would like to answer. Ideally, these questions should be answerable by tasks such as named entity recognition/linking (covered in Week 4), topic modelling, and sentiment analysis (to be covered in Week 5).
 - b. For each topic, think of your potential data sources, i.e., social media/user-generated content¹ platforms. For this, you are encouraged to check your options: Can you use any APIs? If not, do the platforms' Terms and Conditions allow you to use web scraping? Otherwise, are there any existing data sets which are publicly available?
At this point, only some preliminary checking is needed; you will be given time during the lab in Week 5 to download/look for data sets.
2. By **16:00 UK time of the 8th March**, submit via Blackboard a one-page document with a table similar to the example below, summarising your proposal (Assessment & Feedback → Coursework 2 Topic Proposal). For each group, please decide on the one representative who will upload the submission via Blackboard (i.e., please do not have multiple people submitting on behalf of the same group).

Example

Below is an example topic proposal. Note that you have to come up with 2-3 topics. Specify them in the table in decreasing order of preference, i.e., put in the first row your group's most preferred topic. For inspiration, a list of sample topics is provided in the next page.

Group members	Name 1, Name 2, Name 3, Name 4, Name 5, Name 6	
Proposed topics	Potential data source(s)	Analytical questions
Covid-19 vaccines	Twitter	1) What is the dominant sentiment towards Covid-19 vaccines? 2) Which Covid-19 vaccine brands/manufacturers have been most talked about recently? Do people prefer any brands? 3) Have people been discussing side-effects of the Covid-19 vaccine? If yes, what are these?
Topic 2
Topic 3

¹ For our purposes, you can also make use of platforms with user-generated content, e.g., review sites, discussion fora, multimedia-sharing sites, which are not exactly social media/networking platforms but contain posts from online users just the same.

Sample topics

Below is a list of sample topics that you can draw inspiration from. Note that there are no constraints in terms of sector/domain; they can be about health, politics, the economy, the environment, lifestyle, and so on.

Face masks

Hotel quarantine in the UK

Covid-19 variants

Tokyo Olympics 2021

Climate change

Anti-Asian racism

Zoom or Microsoft Teams?

WhatsApp privacy policies

2021 Myanmar protests

Golden Globe Awards 2021

Feedback

To help you in choosing the final topic of your group for Coursework 2, we will provide you with feedback on your proposed topics during (if not before) the lab in Week 5.

Note that the topic proposals themselves are not assessed, i.e., the document that you will submit will not be marked. Its purpose is to help you come up with ideas for Coursework 2 and for you to get feedback on those.