

Introduction to Social Media Analytic

Dian Ramadhani



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Pengalaman

- Pengembangan Produk dan Riset di Digital Business Ecosystem Research Center (2019 - sekarang)
- Chief Product Officer di Technaut Education (2019 - sekarang)
- Instruktur di Berbagai Workshop dan Sertifikasi Terkait Analisis Data Berskala Besar (2019 - sekarang)
- Peneliti di Social Computing and Big Data Laboratory (2015 – sekarang)

Pendidikan

- Universitas Telkom – Manajemen (S2)
- Universitas Telkom – Manajemen Bisnis Teknologi Informatika (S1)



Learning Outline

- Human Data Production
- Social Media Analytic Framework

Human Data Production

Human Data Production

Went to Moon



Took 5 photos

Bought a coffee



Took 37 photos

TOTAL
POPULATION**268.2**
MILLION

URBANISATION:

56%MOBILE
SUBSCRIPTIONS**355.5**
MILLION

vs. POPULATION:

133%INTERNET
USERS**150.0**
MILLION

PENETRATION:

56%ACTIVE SOCIAL
MEDIA USERS**150.0**
MILLION

PENETRATION:

56%MOBILE SOCIAL
MEDIA USERS**130.0**
MILLION

PENETRATION:

48%

JAN
2019

TIME SPENT WITH MEDIA

AVERAGE DAILY TIME SPENT CONSUMING AND INTERACTING WITH MEDIA [SURVEY BASED]



AVERAGE DAILY TIME
SPENT USING THE
INTERNET VIA ANY DEVICE



we
are.
social

8H 36M

AVERAGE DAILY TIME
SPENT USING SOCIAL
MEDIA VIA ANY DEVICE



global
web
index

3H 26M

AVERAGE DAILY TV VIEWING TIME
(BROADCAST, STREAMING
AND VIDEO ON DEMAND)



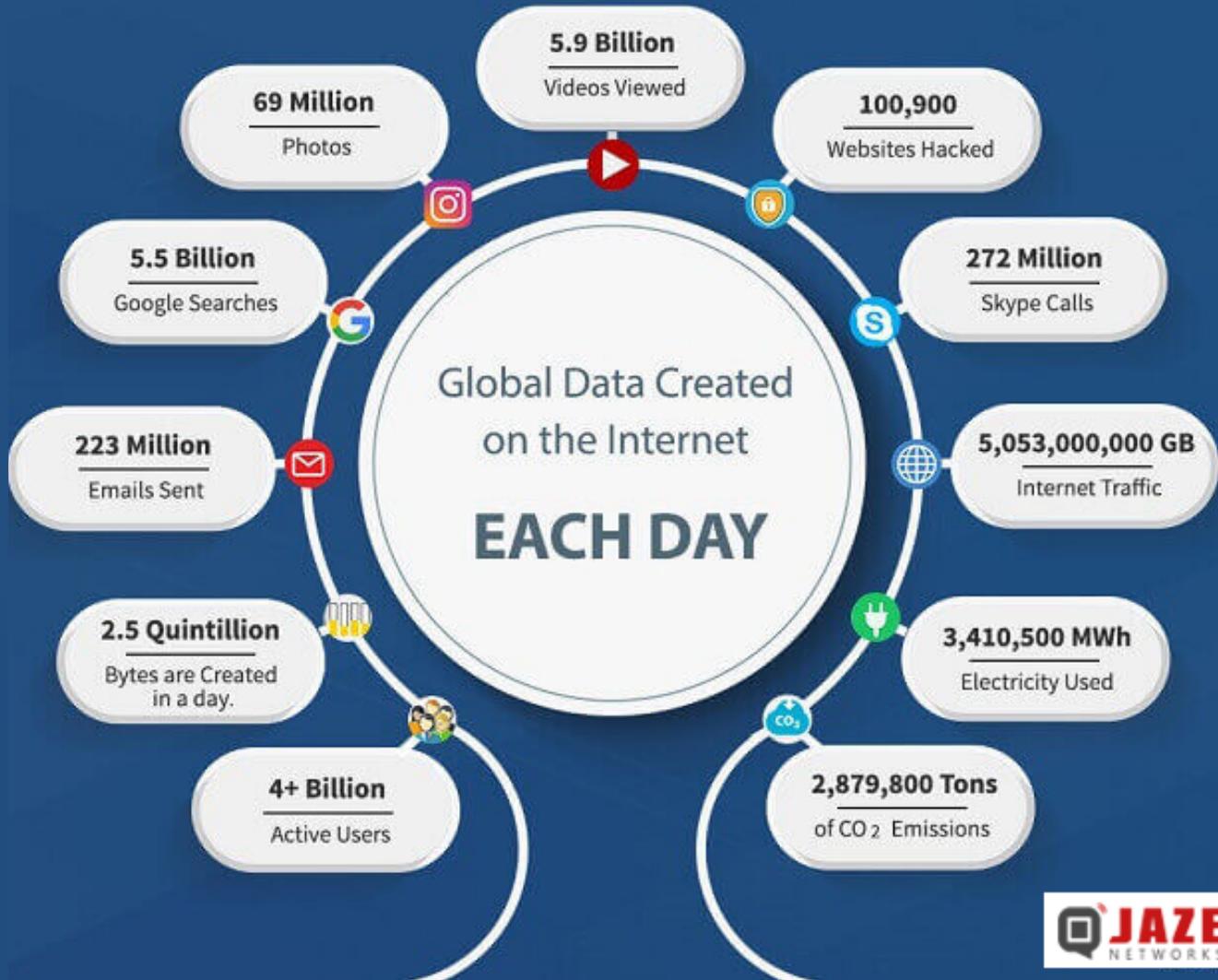
2H 52M

AVERAGE DAILY TIME
SPENT LISTENING TO
STREAMING MUSIC

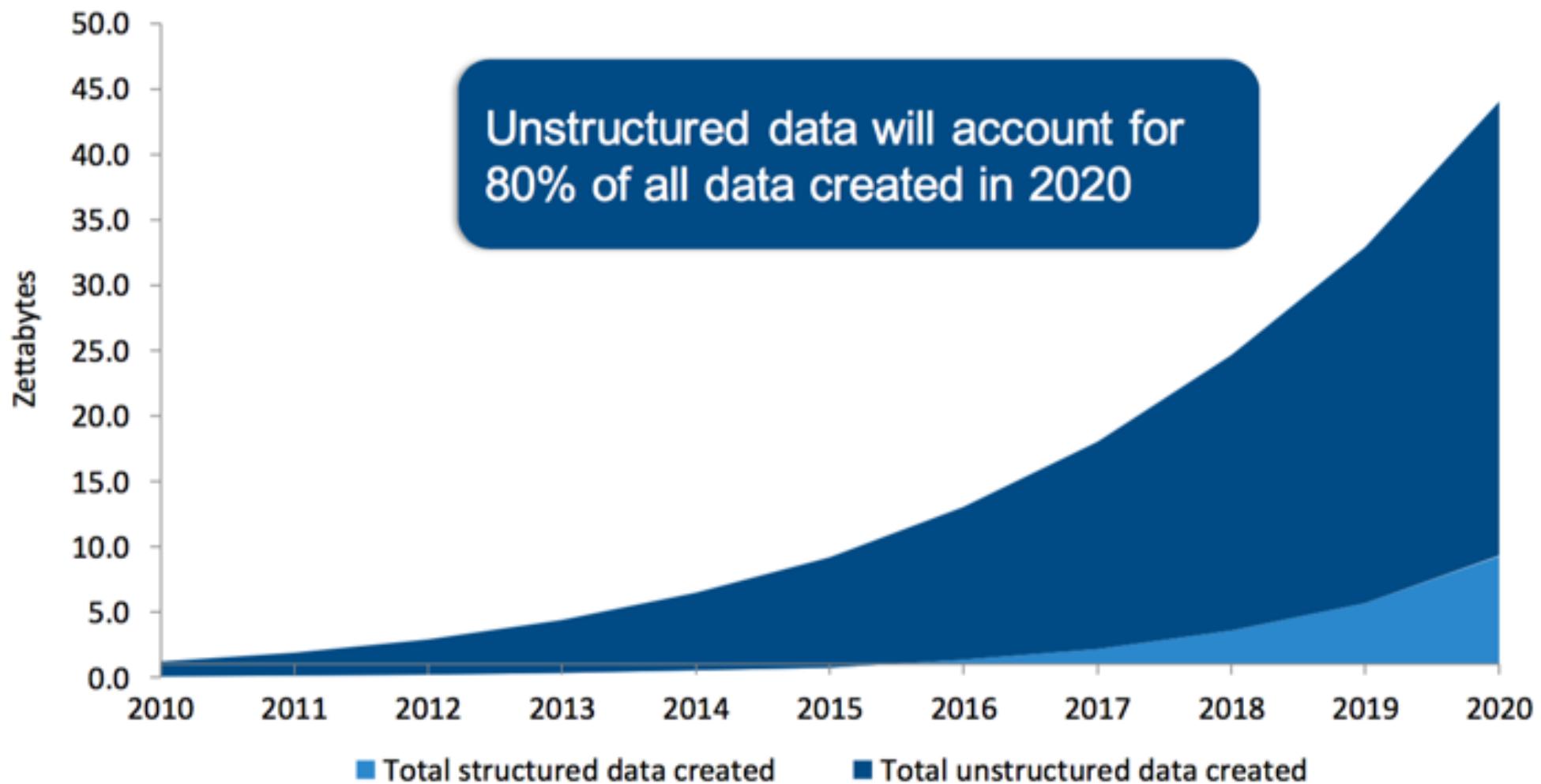


1H 22M

SOURCE: GLOBALWEBINDEX (Q2 & Q3 2018). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16-64. TIMES ARE DAILY AVERAGES, REPORTED IN HOURS AND MINUTES. NOTE: SOME ACTIVITIES MAY TAKE PLACE CONCURRENTLY.



Capacity Growth by Data Type



Source: IDC, 2016

<https://www.ibm.com/blogs/cloud-computing/2016/12/13/idc-stacks-top-object-storage-vendors/>

Structured Data vs Unstructured Data

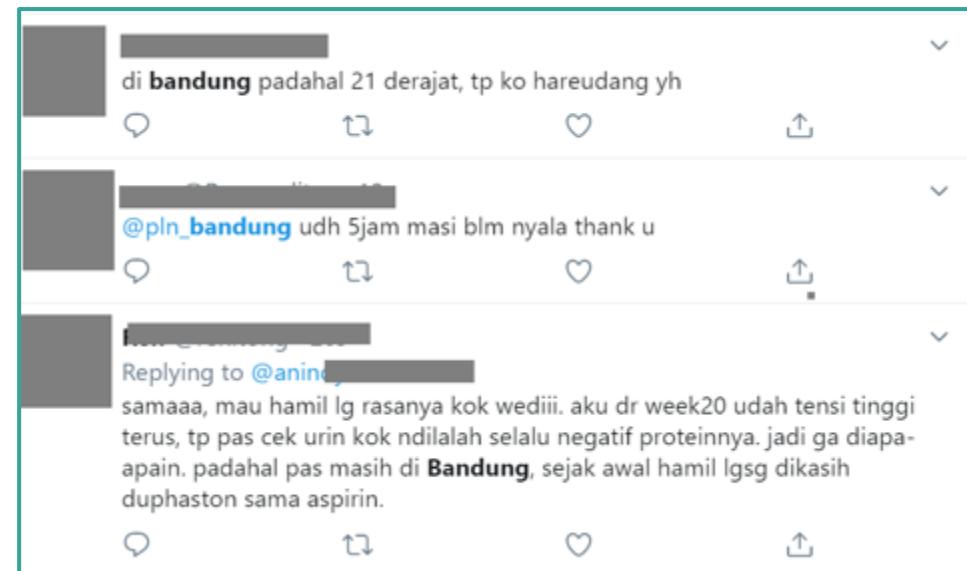
Structured Data

High Degree of Organization, such as a relational database

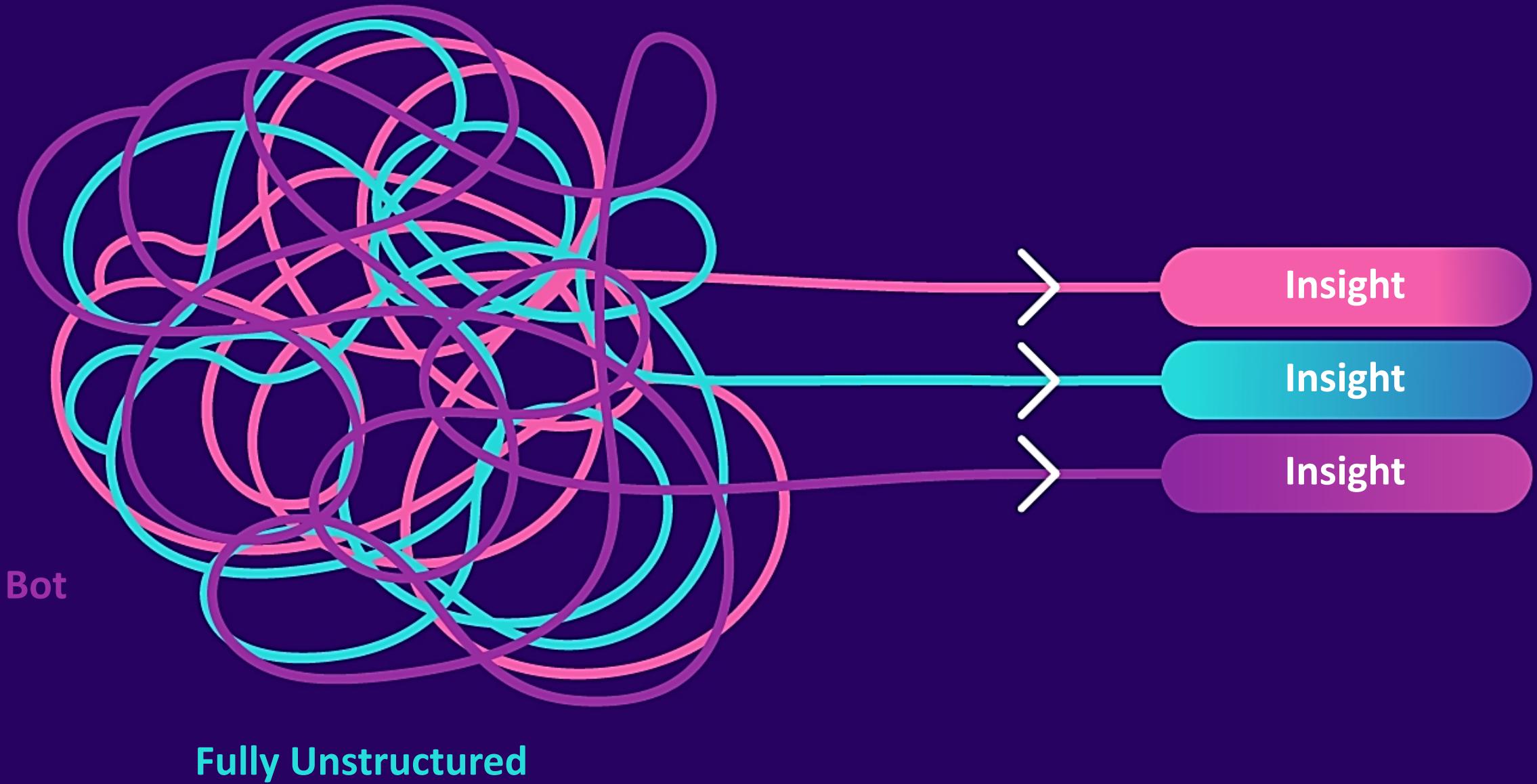
Name	Age	Address
Dian	23	Medan
Rafa	22	Karawang
Dito	22	Wonogiri

Unstructured Data

Information that is difficult to organize using traditional mechanisms



Noise



Social Media Analytic Framework

- Social media analytics refers to the approach of **collecting data from social media sites** and evaluating them to make an insightful decision making.



Social Media Performance

Social Media Followers



YouTube Subscribers (Last 30 Days)



LinkedIn Key Metrics (Last 30 Days)

Metric	Last 30 Days	Prev 30 Days	30 Day Trend
Clicks	1,197	1,273	
Likes	602	510	
Shares	77	105	
Followers	11,802	11,438	
New Followers	364	306	
Impressions	163,786	114,130	

Facebook Engaged Users and Page Impressions (Final)

Aug 21, 2016 to Aug 27, 2016
Aug 14, 2016 to Aug 20, 2016 (prev.)

7 Days

Engaged Users

19,878

▲ 19%
vs. 16,641 (prev.)

Page Impressions

8,391,834

▲ 9%
vs. 7,688,733 (prev.)

*This Klip does not show your data for today and yesterday, because the Facebook API does not provide it.

Facebook Page Likes

Aug 21, 2016 to Aug 27, 2016
Aug 14, 2016 to Aug 20, 2016 (prev.)

7 Days

Facebook Page: Itsy Bitsy

Total Page Likes

8,132

▼ -31%
vs. 11,793 (prev.)

New Page Likes

432

▲ 35%
vs. 321 (prev.)

*This Klip does not show your data for today and yesterday, because the Facebook API does not provide it.

Twitter Favorites of Last 10 Tweets (@))

26
Favorites

▲ 7
vs 19 (prev.)

Twitter Retweets of Last 10 Tweets (@))

418
Retweets

▲ 141
vs 277 (prev.)

Instagram Overview

192

Posts

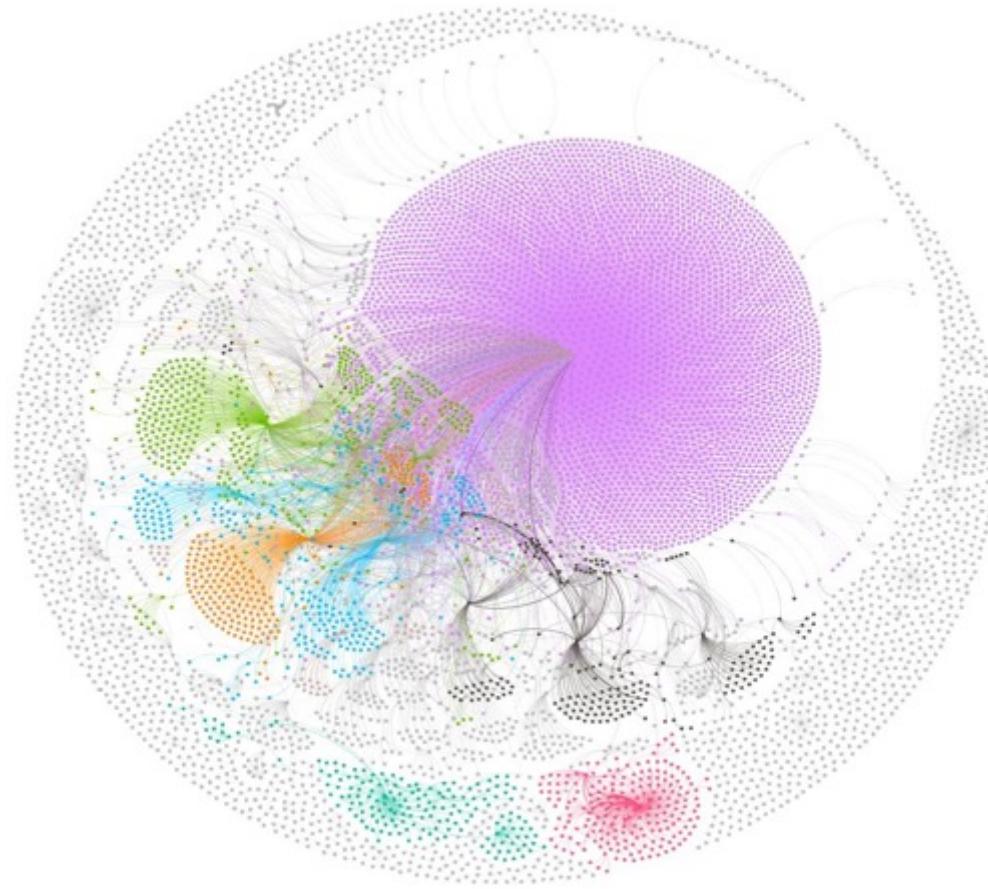
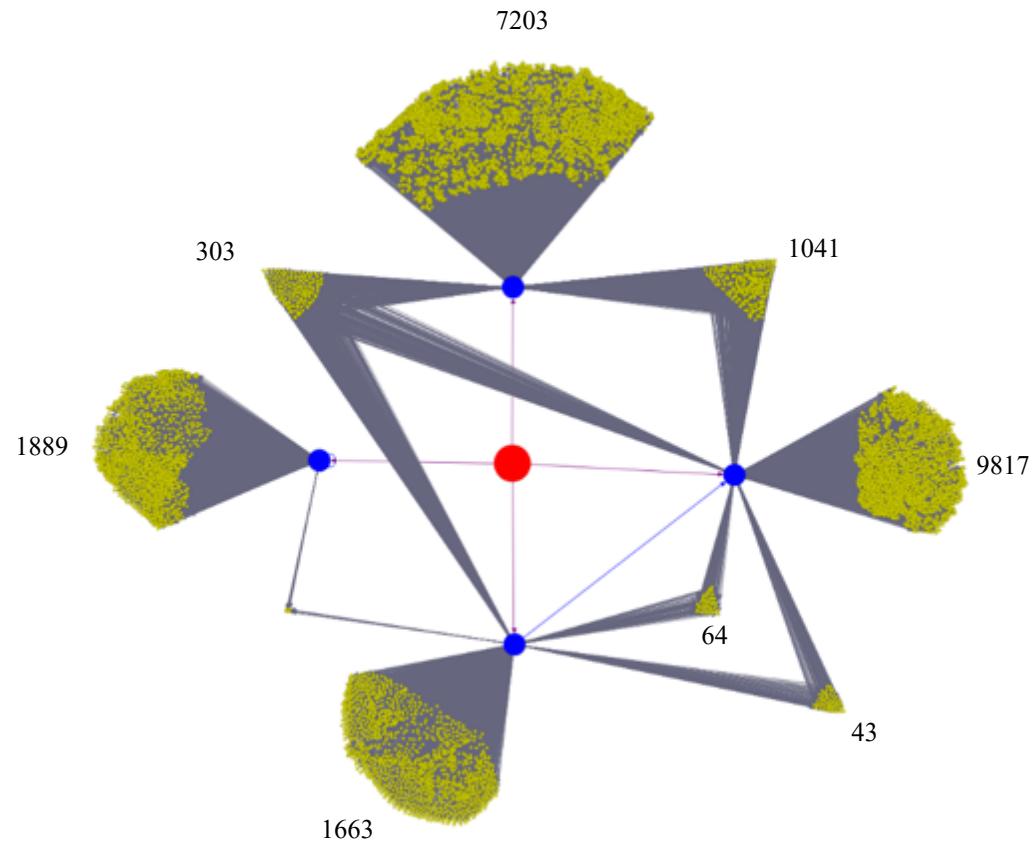
289

Followers

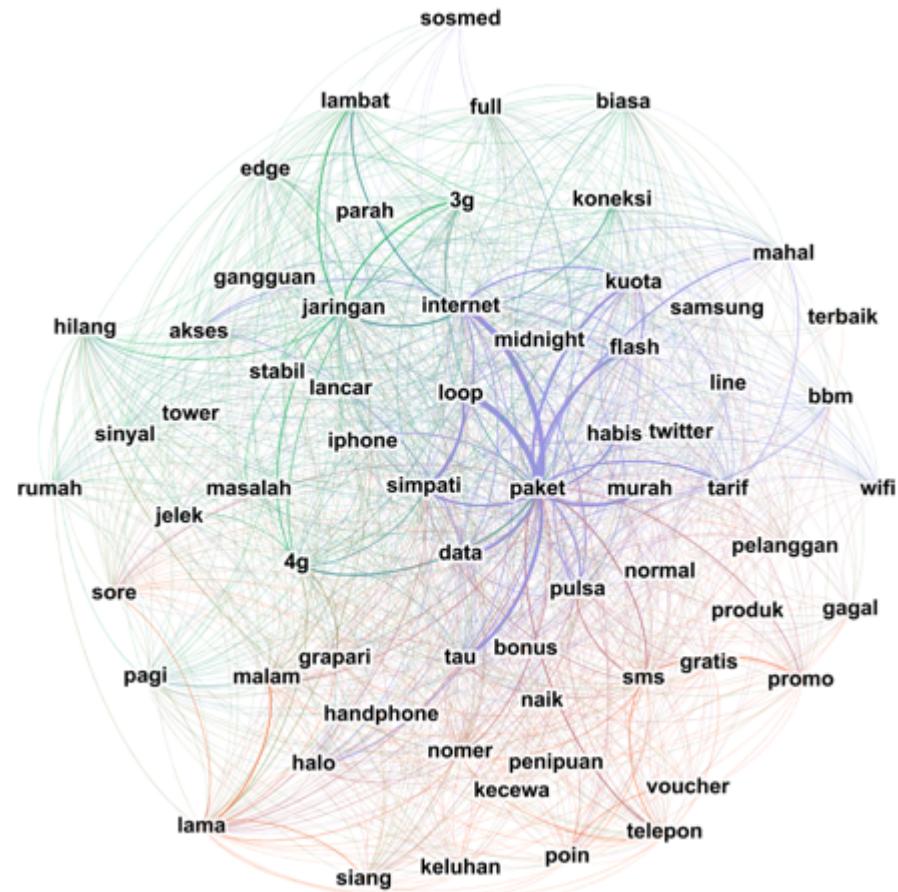
109

Following

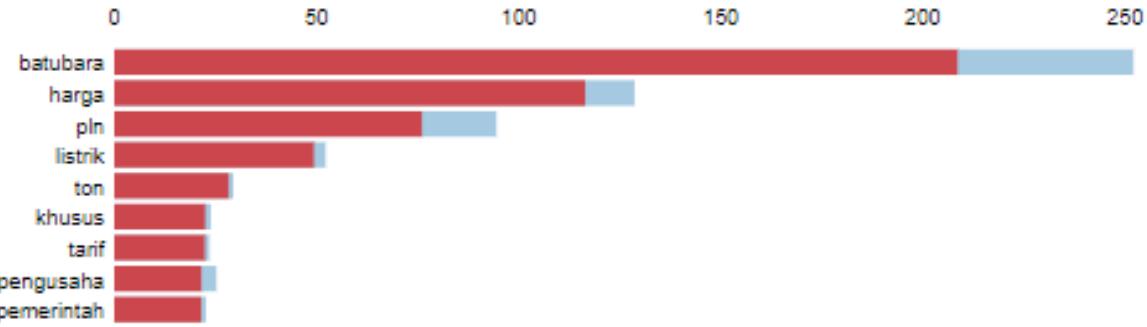
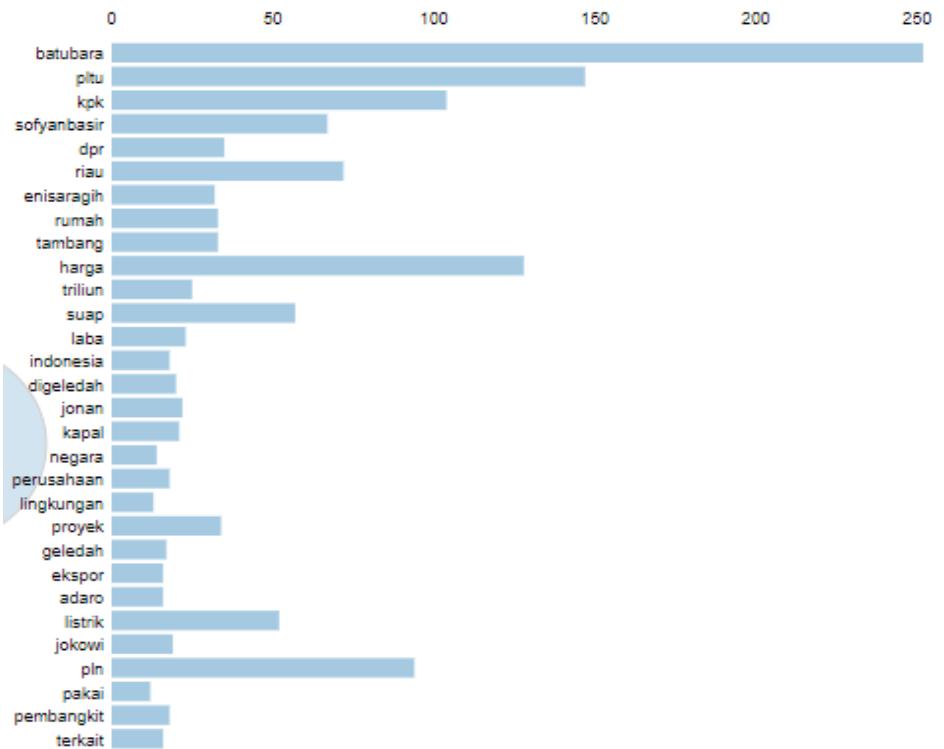
Discover Information Spread Mechanism



Discover Customer Opinion



Discover the Top Topics



Challenges

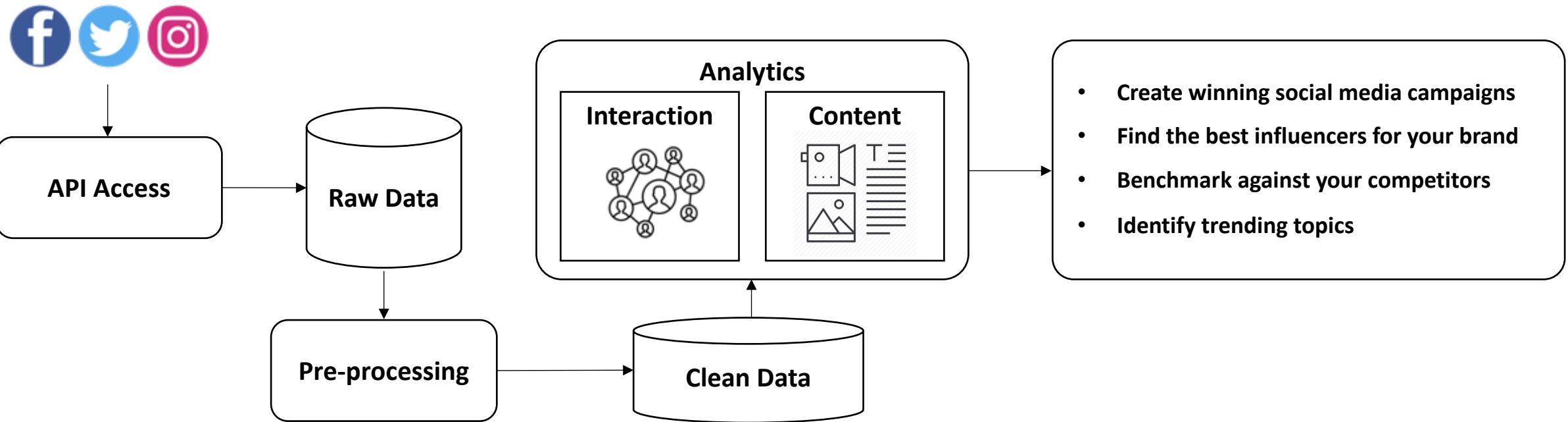
- Huge volumes of data
- Incomplete pictures
- Data relevance
- Data quality

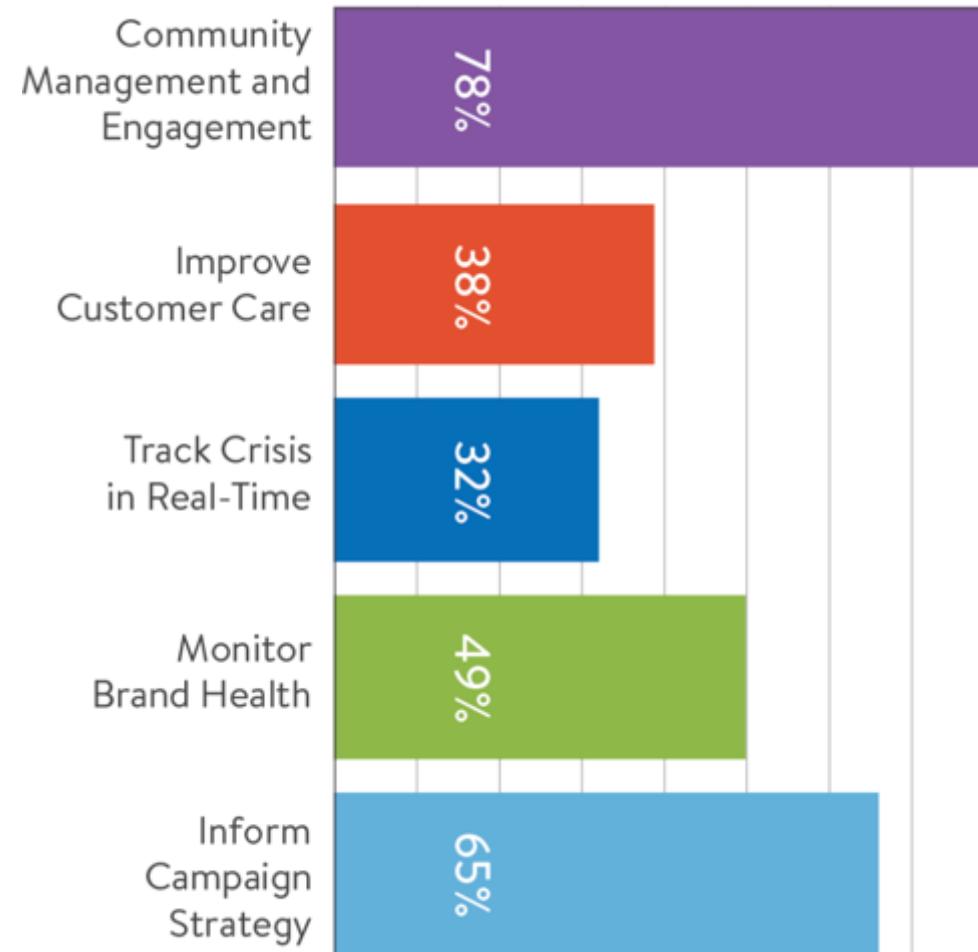
Opportunities

- Uncovering hidden truth
- Track social campaigns
- Create better content
- Competitive benchmarking

Social Media Analytics Workflow

Social Media Platform





Thank You

Dian Ramadhani

