



Academic Year: 2023-24

Semester: VIII

Class / Branch: BE Computer

Subject: Social Media Analytics Lab

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Date of Submission: 14/02/2024

Experiment No. 01

Aim: To Study and implement various -

- i) Social Media platforms (Facebook, Twitter, YouTube, etc)
- ii) Social Media analytics tools (Facebook Insights, Google Analytics, Netlytic etc)

Objective: To analyze various social media platforms, including Facebook, Twitter, and YouTube, as well as different analytical tools like Facebook Insights, Google Analytics, and Netlytic.

Software used:

Social Media Platforms: Facebook, Twitter, YouTube

Social Media Analytics Tools: Facebook Insights, Google Analytics, Netlytic

Theory:

Social Media Platforms:

Social media platforms allow individuals, businesses, and organizations to share content, interact with audiences, and build communities. Each platform has its own unique features, demographics, and engagement dynamics. Understanding these differences is crucial for effective communication and audience engagement.

Facebook:

Facebook is a widely used social media platform that allows users to connect with friends, family, and businesses through sharing posts, photos, videos, and more. With its expansive user base and diverse features like groups, events, and pages, Facebook serves as a hub for communication, networking, and content sharing. Users can engage with content by liking, sharing, and commenting, facilitating interaction and conversation within the platform's ecosystem.

Twitter:

Twitter is a microblogging platform known for its real-time, concise updates called tweets. Users can share thoughts, news, and multimedia content within a limited character count, making it a popular platform for quick communication and information sharing. With features like retweets, likes, and hashtags, Twitter encourages engagement and facilitates discussions on a wide range of topics, from current events to niche interests.

YouTube:

YouTube is a video-sharing platform that allows users to upload, view, and share videos on various topics. From educational tutorials to entertainment content, YouTube offers a diverse range of videos catering to different interests and audiences. Users can engage with videos by liking, commenting, and subscribing to channels, fostering a community-driven environment where creators and viewers can interact and collaborate.



Social Media Analytics Tools:

Social media analytics tools allow users to monitor, analyze, and interpret data generated from social media platforms. These tools provide insights into audience demographics, engagement metrics, content performance, and trends. By utilizing social media analytics tools, users can optimize their social media strategies, improve content relevance, and measure the impact of their efforts.

Netlytics:

Netlytics is a tool used for analyzing network traffic and data. It typically focuses on understanding patterns and trends within data flows across networks. This can include analyzing traffic volume, types of data being transmitted, sources and destinations of data, and other network-related metrics. Netlytics can be valuable for network administrators, security analysts, and researchers who need to understand and optimize network performance or detect anomalies and potential security threats.

Facebook Insights:

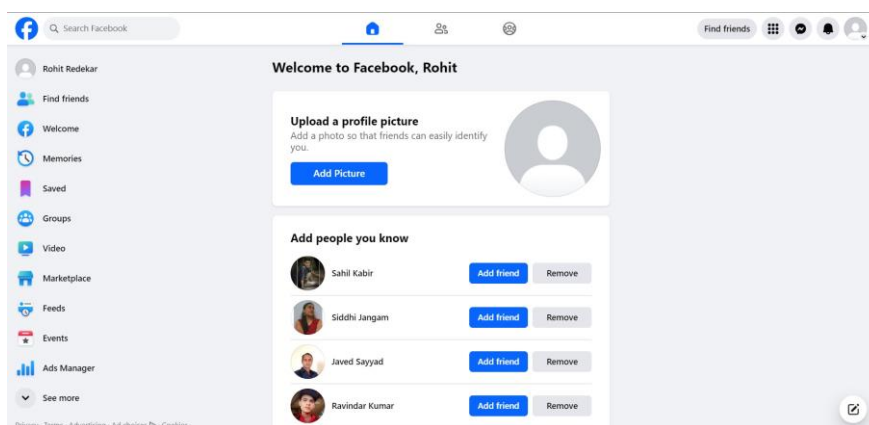
Facebook Insights is a built-in analytics tool provided by Facebook for users who manage Facebook Pages (for businesses, organizations, public figures, etc.). It provides data and metrics related to the performance of the Facebook Page, including information about the audience, engagement with posts, reach, and other key metrics. Facebook Insights helps Page admins understand how their content performs on the platform and make data-driven decisions to improve their Facebook presence.

Google Analytics:

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. It provides detailed statistics and insights into website visitors, including information about their demographics, behavior, devices used, and sources of traffic. Google Analytics can help website owners understand how users interact with their site, which pages are most popular, how users find the site, and much more. This information can be used to optimize website performance, improve user experience, and tailor marketing strategies.

Implementation and Output:

Social Media Platforms:

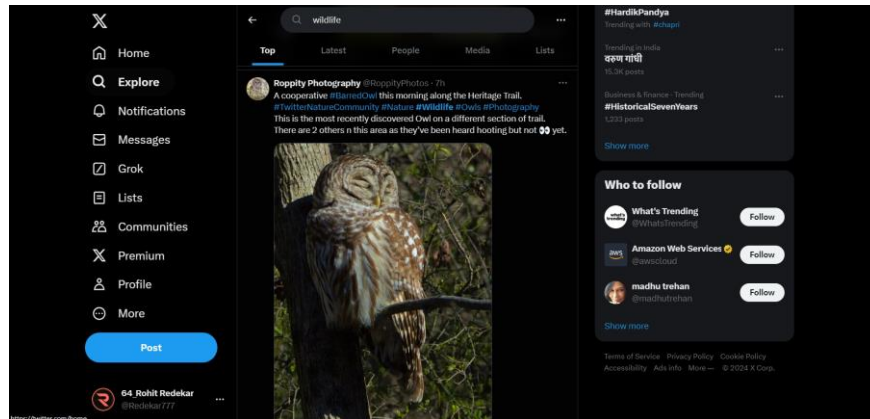


Facebook

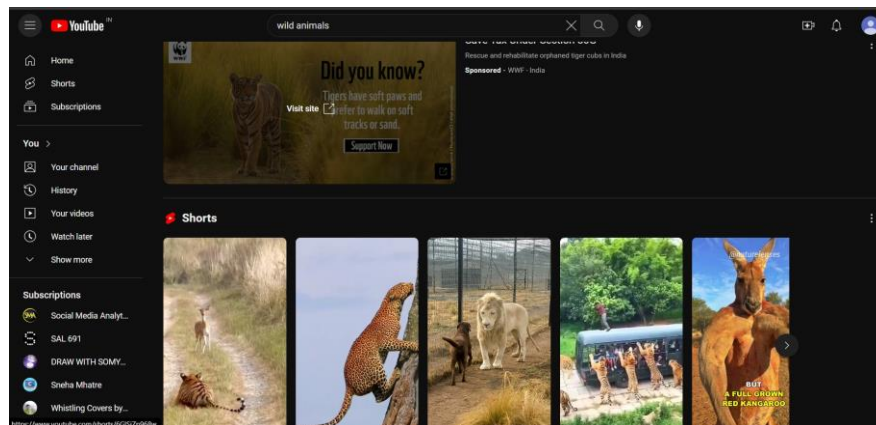


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Twitter



Youtube

Social Media Analytics Tools:

Netlytic: Using Netlytic to analyze comments present in a YouTube video of a Samsung Galaxy S24 review.

Twitter(discontinued)

YouTube

Google Sheets

Text File

RSS

Reddit/Telegram (via Communalityc.org)

YouTube API information and limitations

The YouTube API limits the number of comments Netlytic can collect daily. If you encounter issues, you can use third-party tools like [YouTube Data Tools](#) to collect comments from YouTube as a CSV file and then import it into Netlytic for further analysis.

Samsung Galaxy S24 Dataset

(No Special Characters)

Mdn0Nt-L4Zw

Enter the ID of the YouTube video as follows:



https://www.youtube.com/watch?v=9bZkp7q19f0

On the video page,
copy the code after "v=" in the URL

Important notices:

- Please don't close the browser once you click the "Import" button below.
- Netlytic collects top-level comments + up to 5 replies per comment. Replies to replies are not collected.
- Since YouTube API only permits storage of public data for up to 30 days, this dataset will be automatically deleted 30 days after its collection unless it's updated within the 30-day period.





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100%

> Retrieving data... **Don't close the browser!**

> Retrieving **up to 2500** top-level comments and up to 5 one-level replies per comment.

> Processing retrieved data.

> Retrieved 1459 top-level comments + 109 one-level replies.

> Saving data...

> Saved updated 1568 records.



You can now close the browser!

<Go Back

Next Step>

1. Edit / 2. Preview / 3. Text Analysis / 4. Network Analysis / 5. Report

Dataset: Samsung Galaxy S24 Dataset

Download this dataset to your computer as an Excel  or CSV 

Keyword Search (non-English search is case-sensitive)

[View All](#)

1 2 3 [NEXT](#)

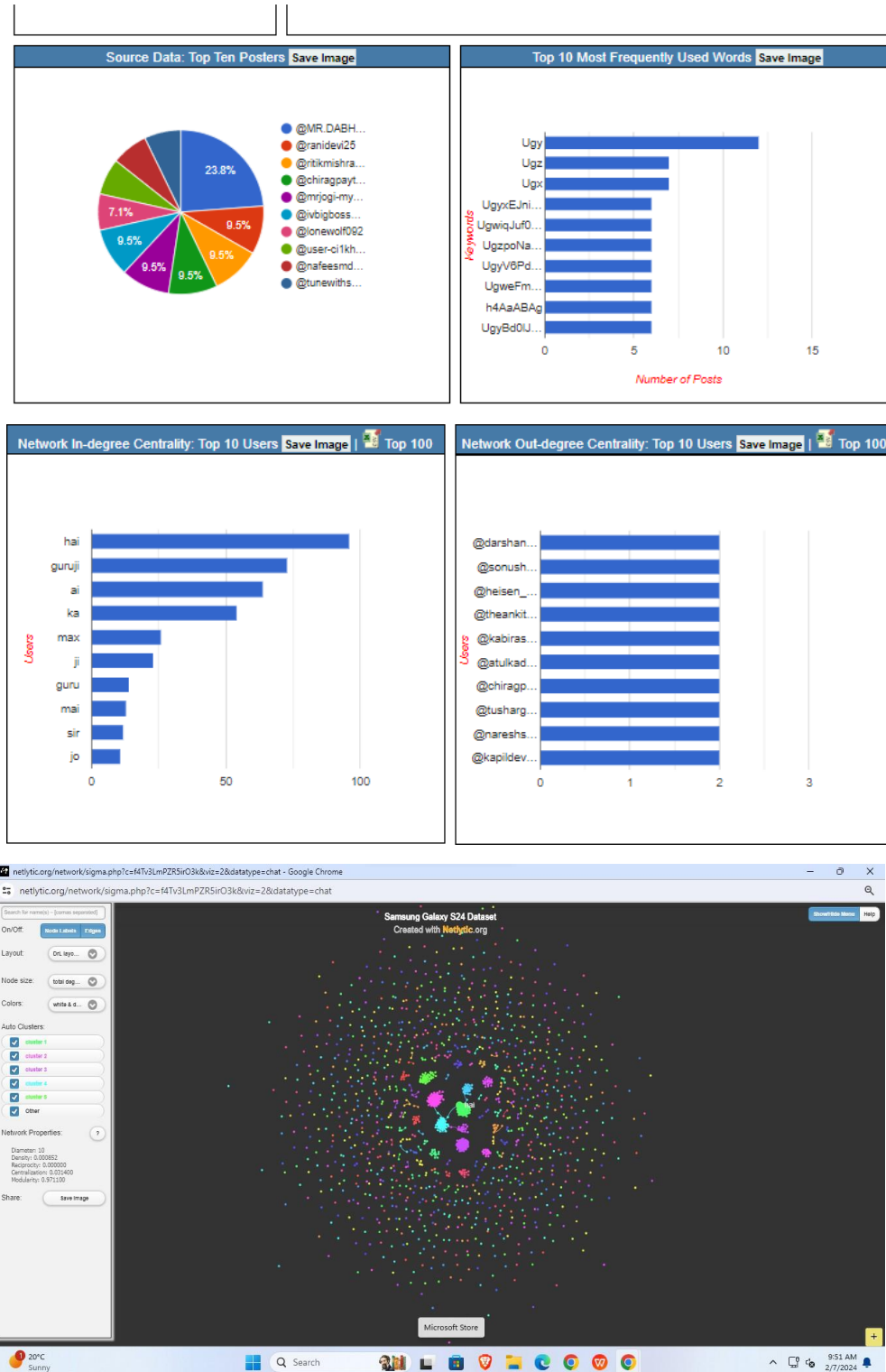
DATE	USER	POSTS, N = 23 (INCLUDING PARTIAL MATCHES)
2024-01-22	@khateebshaikh357	Good
2024-01-22	@Inder.Sabharwal	Samsung is good work flat display 🙌🙌🙌
2024-01-22	@shridhamiranjan625	Good evening all friends
2024-01-22	@krishnareddyketu149	Good explanation gurujeeeee♥♥♥
2024-01-22	@KRISHAN_BIJARNIYA	Samsung ka exionos prosrer good Snapdragon sai

CSDL8023: Social Media Analytics Lab



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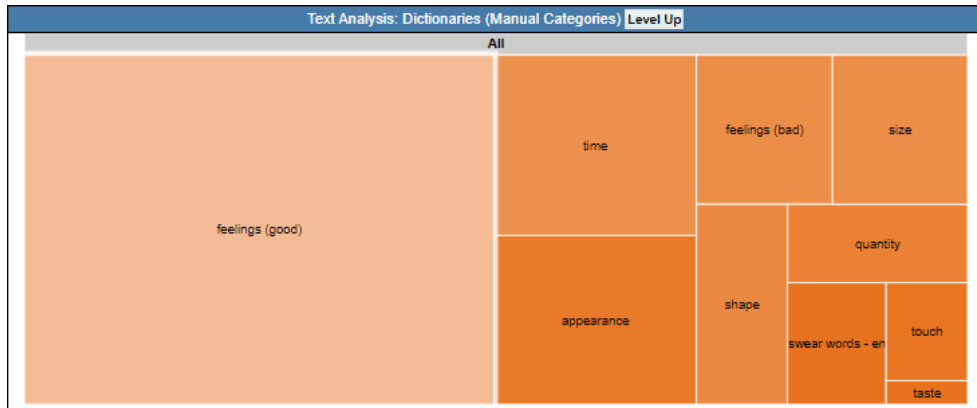
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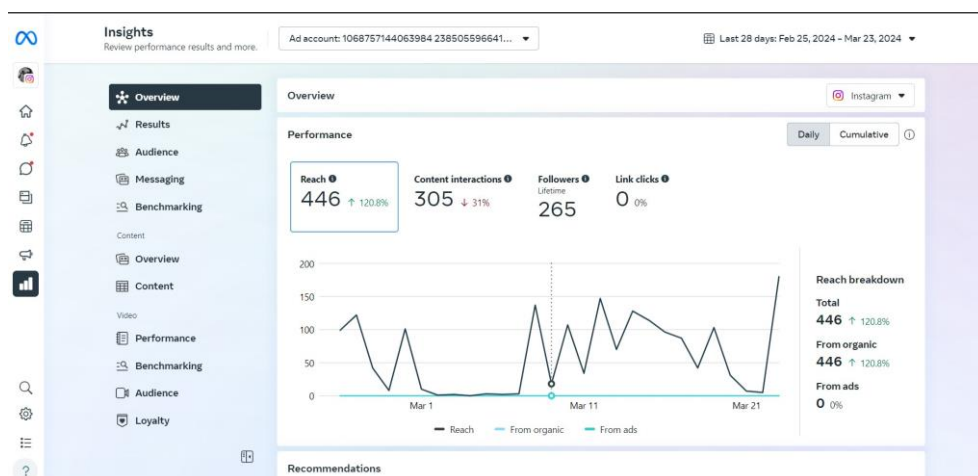
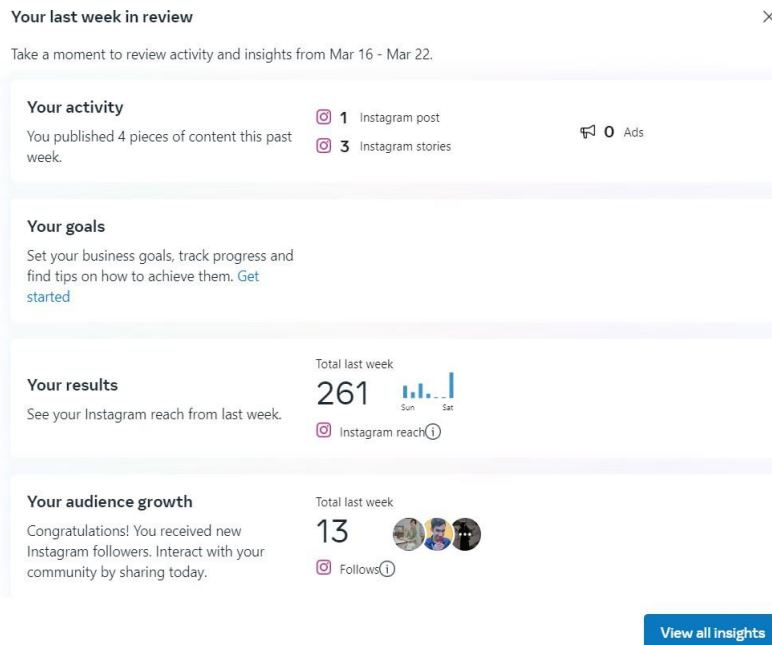


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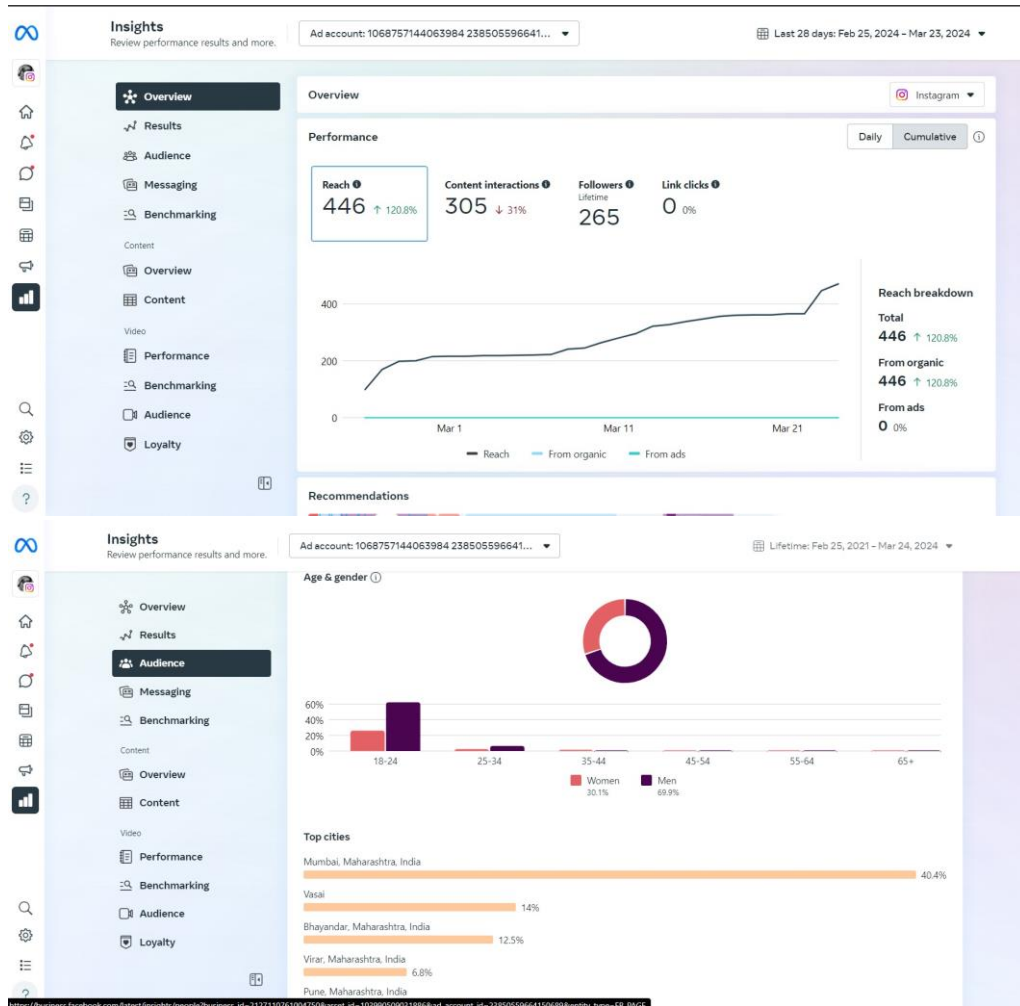
Facebook Insights: Using Facebook Insights to view audience interaction, reach, activity, content interactions, and audience details of an Instagram account.



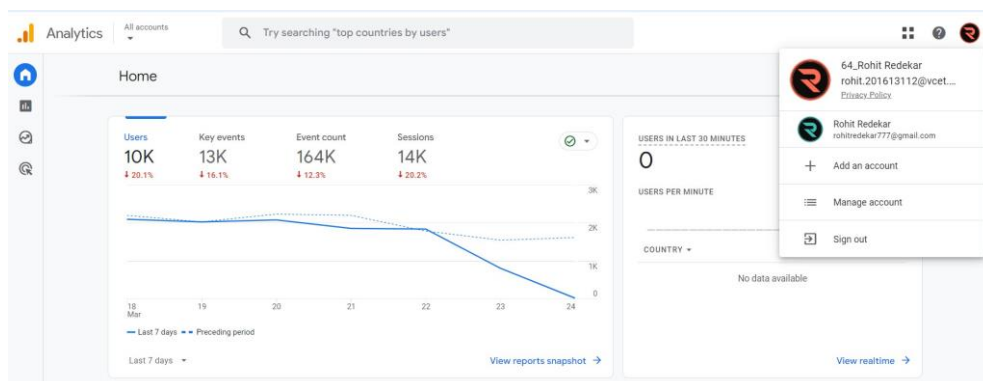


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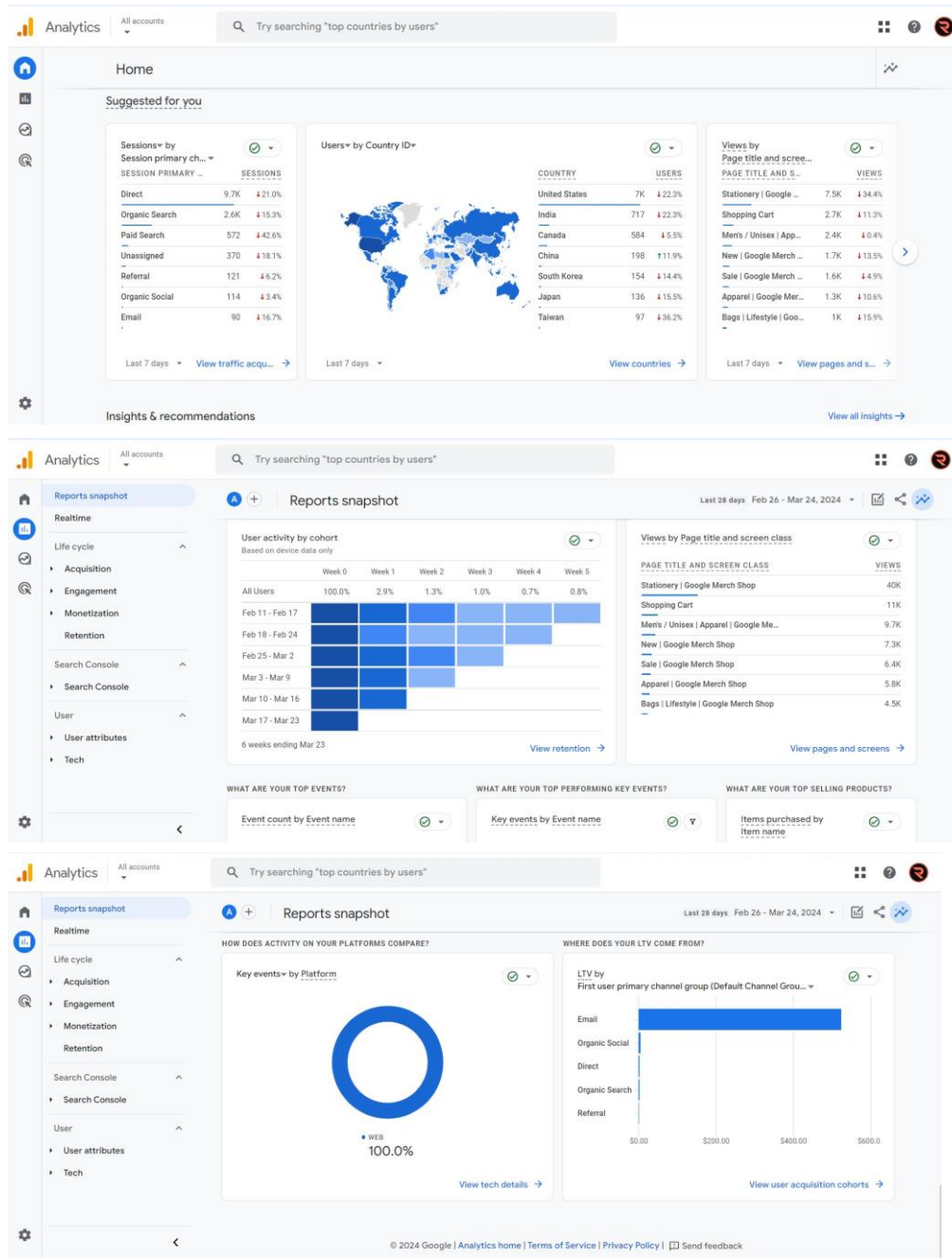
Google Analytics: Using Google Analytics to analyze the demo product purchase dataset provided by Google Analytics.





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Conclusion:

Through this experiment, we aim to better understand the strengths and limitations of various social media platforms and analytics tools. By meticulously analyzing data collected from platforms like Facebook, Twitter, and YouTube, we aspire to unearth nuanced insights into audience behavior, content preferences, and engagement patterns. Armed with these insights, we can refine our social media marketing strategies, tailoring them to resonate more effectively with our target audiences. Ultimately, our goal is to optimize our approach, driving greater reach, fostering meaningful interactions, and achieving tangible results in enhancing brand visibility and engagement across diverse social media landscapes.