

Assignment 3: Social Analytics Write-up
MRKT671: Advanced Marketing Analytics
Professor Bruce Doré

Summary:

For your final group project, you will analyze online engagement data for social media posts from a variety of brands. For this paper, you will need to **develop statistical models to ask whether post engagement can be explained in terms of content** (e.g., the language used in posts) and **non-content characteristics** (e.g., when something is posted). In your write-up, you will need to draw insights from your analyses to help explain what drives engagement with brand-generated social media content. Your group will need to generate a paper that answers all of the questions posed with a **clear overall narrative**, referencing key visual aids.

As a rule, successful papers will:

- (1) Use the data and analysis to support key arguments.
- (2) Emphasize analysis over description, e.g., explain what the conclusions imply for brands trying to be successful rather than just mentioning the conclusions
- (3) Outline a clearly written and engaging narrative, using visualizations to illustrate key points.

Due: Feb 26, 2:35PM to the Assignment tab on myCourses

Formatting:

- The total paper must be no more than 1800 words, with no more than 6 Exhibits (graphs or tables – ideally graphs)
- You must answer each of the four questions posed below, using each question as a sub-header within your paper.
- The paper must be formatted in 12pt font with 1.5 spacing.
- Required file format: PDF

Data + Documentation:

- The dataset and documentation to help you understand the variables are available on myCourses under Content > Social Analytics Project
- Columns 1 through 40 reflect data from Facebook
 - see: <https://help.crowdtangle.com/en/articles/3213537-crowdtangle-codebook>
- Columns 40 through 133 reflect output from the text-processing program LIWC applied to the text of the 'Message', 'Link Text', and 'Description' variables
 - see: <https://usermanual.wiki/Pdf/LIWC2015LanguageManual201.168531337>

Grading:

For details on Grading, see Content > Syllabus & Assignments > Grading Rubric (Social)

Questions:

1. Why is engagement with social media content important for brands?
2. How accurately can engagement (likes + shares + comments) with digital content be predicted? What kinds of variables are most useful for making these predictions?
3. Drawing from your analyses, and other qualitative considerations, what do these data

say about the factors that cause people to engage with social posts? Is engagement mostly a function of factors extrinsic to the post, like who posted it or when they did so, or mostly due to factors intrinsic to the post, like the language it uses?

4. What are the implications of these results for social media marketing managers? In addition to addressing this question in general, select one of the brands represented in the dataset and recommend a strategy they could use to boost engagement with their posts.