

Final Project

Overview

The final project is to give the students hands-on experience on social media (text) analytics problems. The project emphasizes business problems. Sufficient effort should be put into identifying business problems and executing social media (text) analytics tools that we discuss in class. The requirements of the final project include:

- (i) Pick a business problem and decide a source of data
Alternatively, you can explore the data first and drive a business problem (implications) from the results of the analysis
- (ii) Project proposal (Presentation I): present your source of data (website(s)) and motivation
- (iii) Scrape data from your source of data and analyze it using one (or multiple) of social media (text) analytics tools that we discuss in class
- (iv) Project presentation (Presentation II): present the findings and implications of your analysis

Assignment due date

- Project presentation
 - Presentation I: April 26, 2022
 - Presentation II: June 8, 2022
- Meeting with the instructor: April 28 & May 3 (Optional)
- Assessment report: June 21, 2022

Requirement and Grading

▪ Project Presentation I

You as a team are required to send an email the instructor (i) the website(s) that you are going to crawl data from and (ii) a short paragraph that explains why you choose the website(s) by **11:59pm, Tuesday, April 26, 2022**. It will **NOT** be graded or marked.

▪ Project Presentation II

Presentation II will be a pre-recorded video presentation. You as a team are required to (i) submit the presentation video (file or link) and Python code(s) through Assignment on Blackboard and (ii) share the video (file or link) with class through Discussion on Blackboard by **11:59pm, Wednesday, June 8, 2022**. The video **SHOULD NOT** be more than 10 minutes.

▪ Assessment report

You **INDIVIDUALLY** need to watch presentation videos of all teams and submit (through Assignment link on Blackboard) an assessment report by **10:15am, Tuesday, June 21, 2022**. The report **MUST** include (i) at least one point that you like about each team's project and (ii) how do you think the analysis of each team can be further improved.

▪ **Presentation grading**

| Task | Mark |
|---|-----------------|
| Content | |
| Methodology and analysis are well explained | ___ / 4 |
| Results are correctly derived | ___ / 5 |
| Findings and Implications are clear and logical | ___ / 5 |
| Main message is clear | ___ / 4 |
| Presentation | |
| Presentation materials & videos are well prepared | ___ / 4 |
| Delivery is controlled and smooth | ___ / 4 |
| Length of presentation is within the assigned time limits | ___ / 1 |
| Overall presenters build greater audience interest in topic | ___ / 3 |
| Total | ___ / 30 |

* Every team member **MUST** contribute to the presentation.

▪ **Report grading**

| Task | Mark |
|--|-----------------|
| Content | |
| Strength of each team's project is well identified | ___ / 4 |
| Comments are constructive | ___ / 4 |
| Organization | |
| Report is consistent and clear (readers can easily follow) | ___ / 2 |
| Total | ___ / 10 |

* There will be a penalty of 50% of assigned grade (i.e., 10% points) if we **DO NOT** receive your report before the due date.

Peer Evaluation

The form will be given with the final exam for peer evaluation:

- You need to evaluate yourself also
- Assign a contribution score to each group member
- The sum of contribution scores (including the score for yourself) needs to be 100

| Name | Contribution |
|-----------------------------------|--------------|
| Yourself () | |
| | |
| | |
| | |
| | |
| | |
| Total | 100 |

Comments: