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American Public University System
American Military University | American Public University

ANLY646

Course Summary

Course : ANLY646 **Title :** Social Media Analytics

Length of Course : 8 **Faculty :**

Prerequisites : N/A **Credit Hours :** 3

Description

Course Description:

This course covers the fundamentals of social media analytics, as well as, the basic principles of social media analytics. The knowledge learned in this course studies big data collection, demographic data, transactions, and web analytics. The aim is to help learn social media analytics to understand how social media data can be handled considering online customer behavior so as to make real time decisions.

Course Scope:

This course covers the fundamentals of social media analytics, as well as, the basic principles of social media analytics. The knowledge learned in this course studies big data collection, demographic data, transactions, and web analytics. The aim is to help learn social media analytics to understand how social media data can be handled considering online customer behavior so as to make real time decisions.

Social Media Analytics provides much-needed understanding and practice of how web data, social media related commercial transactions, customer input are collected; and how analytics tools can be used to infer insight from such environment to make decisions. This course provides much-needed understanding of both what can be accomplished by examining social streams and why such insights matter. This course helps one derive the right strategy to make data-driven decisions based on a balanced and broad range of information. This course also moves beyond the simple practice of social media monitoring and introduce the concept of social media intelligence.

Objectives

At the end of the course, students will be able to:

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- Understand how social media analytics reflect public opinion, brand management, and public perceptions, etc. (LO1)
 - Understand techniques and insights for extracting business value out of social media. (LO2)
 - Process insights and answer questions using unstructured data such as social media. (LO3)
 - Create data visualisations and use them to identify and improve social networking (LO4)
- Develop social media intelligence and integrate it into an organization's strategic decisions making. (LO5)
- Apply the three essentially steps: data identification, data analysis, and information interpretation in social media analysis. (LO6)

Outline

Week 1: The Business Value of Social Media

Learning Outcomes

1. Understand what social media is: A social media website doesn't just give you information, but rather it is an interaction and a conversation among readers and writers. Everyone can be both a contributor and a beneficiary from information posted. Everyone can shape the information structure.
2. Social media has business value: the interaction and conversation reveals people's preferences, for example it may pick up on messages or customer perceptions of your product or brand.
3. The process of social media analysis involves essentially three steps: [data identification](#), [data analysis](#), and finally [information interpretation](#).
4. Learn to identify data that carries valuable and valid information based on one's agenda, time frame of interest, and attributes of data.

Required Readings

Social Media Analytics: Techniques and Insights for Extracting Business Value Out of Social Media, Preface, Chapters 1 and 2

Assignments

Introduction Forum

Week 1 Forum

Week 1 Quiz

Recommended Optional Reading

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Please check links provided in Lessons.

Recommended Media

Please check links provided in Lessons.

Week 2: The Target and Objectives of Social Media (Audience, Time, Structure)

Learning Outcomes

1. Getting the right feedback: select unbiased opinions from the right subset of people, consideration employment, location and demographics.
2. Choosing the right time: an immediate impulse response vs. a delayed more thought-after and balanced view.
3. Conducting sentiment analytics: analysis of comments or words made by individuals to quantify the thoughts or feelings intended to be conveyed by words so as to understand the positive or negative feelings individuals have toward a brand, company, individual, or any other entity.
4. Finding the trend: historical data could be to validate models for an upcoming analysis.
5. Finding the appropriate data: identify the right data from raw data and big data in various social media outlets.

Required Readings

Social Media Analytics: Techniques and Insights for Extracting Business Value Out of Social Media, Chapters 3-5

Assignments

Week 2 Forum

Week 2 Quiz

Recommended Optional Reading

Please check links provided in Lessons.

Recommended Media

Please check links provided in Lessons.

Week 3: The Analytical Tools for Social Media Analysis

Learning Outcomes

1. Dimensions: [Depth of analysis](#), [Machine capacity](#), [Domain of analysis](#), and [Velocity of data](#).

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2. Trend and Hypothesis: validation of hypothesis and discovery of themes using Iterative Methods.
3. Value of Real Time: while not providing an insight into *why* something happened, we can be prepared for it by understanding *what* the discussion is around a particular topic.
4. Stream Computing: data collected is run over a designed "graph" to produce results as the data arrives.
 - a. IBM InfoSphere Streams is a software platform that enables the development and execution of applications that process information in data streams.
 - b. SPL Applications
 - c. Directed Graph
 - d. Simple Social Metrics, or SSM
5. Ad Hoc Analysis: an analysis of data on an as-needed or requested basis.

Required Readings

Social Media Analytics: Techniques and Insights for Extracting Business Value Out of Social Media, Chapters 6-9

Assignments

Week 3 Forum

Week 3 Quiz

Recommended Optional Reading

Please check links provided in Lessons.

Recommended Media

Please check links provided in Lessons.

Week 4: The Implementation of Social Media Analysis

Learning Outcomes

1. [Deep Analysis](#): establish a relationship between two or more entities, or the analysis involves multiple different phases in order to discover complex themes and patterns from social media content in real time.
2. Social Network: develop an enterprise social network (ESN), an internal, private social network used to assist communication within a business.
3. Customization: follow up on the procedures in [Figure 12.1](#) to locate the data that will uncover the targeted social media content
4. Visualization: there are three Elements of Successful Data Visualizations:
 - a. The design should understand and be customized to the audience.

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- b. The design should adopt a clear framework.
- c. The design should tell a compelling story.

Required Readings

Social Media Analytics: Techniques and Insights for Extracting Business Value Out of Social Media, Chapters 10-13

Assignments

Week 4 Quiz

Recommended Optional Reading

Please check links provided in Lessons.

Recommended Media

Please check links provided in Lessons.

Week 5: The Foundations of Social Media Intelligence

Learning Outcomes

1. Monitoring: examine behaviors on social media to reveal one's preference about a product or opinion on an issue so as to learn about a company's customers or other stakeholders and gauge their opinions in an effort to guide strategy.
2. Referencing: apply anecdotal referencing, the practice of reading a collection of comments and selecting a smaller set for further scrutiny.
3. Data Mining: adopt a text mining tool to narrow down the scope of anecdotal referencing. These tools include: Word Counts and Word Clouds, Co-occurrence of Words, and Sentiment Analysis.
4. Opinion Formation: form a well-thought-out evaluation of an issue, experience, or product in a social context by screening influences from expectations, views from experts and knowledge bases, and by applying Bandwagon Behavior and Information Cascades framework to identify relevant opinions and utility functions.

Required Readings

Social Media Intelligence, Preface, Chapters 1 and 2

Assignments

Week 5 Forum

Week 5 Team Project (Due in Week 6)

Recommended Optional Reading

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Please check links provided in Lessons.

Recommended Media

Please check links provided in Lessons.

Week 6: The Formation of Social Media Intelligence

Learning Outcomes

1. Opinion Sharing: individuals can be either posters (those post new information) or lurkers (those consume others' posted content without providing any content themselves). People need to be motivated to be a poster and the motivations (altruistic, self-enhanced, product-oriented) may lead to selection effects that shape the composition of the social media community.
2. Interaction with Strangers: most posters and lurkers are strangers to each other and posters face the difficulty of multiple audience effects, yet tendencies toward bandwagon (or conformity) may still influence one's opinion expression and formation. The the Wisdom of Crowds may or may not be true.
3. Social Dynamics: a healthy exchange of opinions takes place in a sustained opinion ecosystem where the life cycle dynamics of the preferences of the innovators are aligned with the preferences of later adopters.
4. Influential Hypothesis: there is a small number of individuals who have the ability to influence the opinions and behaviors of a larger population. Influentials can be identified by examining the audience and its quality and its ability as well as dimensions of influence.

Required Readings

Social Media Intelligence, Chapters 3-6

Assignments

Week 6 Forum

Team Project

Recommended Optional Reading

Please check links provided in Lessons.

Recommended Media

Please check links provided in Lessons.

Week 7: The Fulfillment of Social Media Intelligence

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Learning Outcomes

1. Inviting vs. Manipulating Environment: a healthy word-of-mouth social media community needs good management to solicit the high-quality reliable reviews in an inviting environment. This can be done with the following approaches:
 - a. Increasing the validity of reviews by increasing accountability, managing reputation, verifying and certifying reviews, allowing for negative reviews and responding to them.
 - b. Minimizing social dynamics by encouraging a variety of voices and minimizing expert effects.
2. Fraudulent Opinions: keep out Buzz Campaign and Fraud
3. Marketing Research: organizations should employ the following five-step process to measurement to transform online chatter to social media intelligence.
 - a. Measure what matters
 - b. Cast a wide net
 - c. Analyze the text
 - d. Understand the biases
 - e. Establish links to performance metrics
4. Social Media in Marketing Research: develop an intelligence dashboard containing analysis of data from three general sources: (1) social media intelligence, (2) traditional marketing research, and (3) customer touch points.

Required Readings

Social Media Intelligence, Chapters 7-9

Assignments

Week 7 Forum

Final Project (Due in Week 8)

Recommended Optional Reading

Please check links provided in Lessons.

Recommended Media

Please check links provided in Lessons.

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Week 8: The Future of Social Media Intelligence

Learning Outcomes

1. Integration into strategy: examine Several successful case studies, the Multichannel Strategies, the Rapid Response Systems, the Integrated Customer relationship management (CRM) Systems, and the Seeding Strategies, used to leverage Social Data
2. Outlook: look at social media intelligence today and tomorrow to develop an integrated strategy for the future based on the Science of Opinion in an Opinion Ecosystem.

Required Readings

Social Media Intelligence, Chapters 10-11

Assignments

Final Project

Recommended Optional Reading

Please check links provided in Lessons.

Recommended Media

Please check links provided in Lessons.

Evaluation

Name	Grade %
Discussion	
Forums	20%
Introduction	2%
Week 1 Forum	3%
Week 2 Forum	3%
Week 3 Forum	3%
Week 5 Forum	3%
Week 6 Forum	3%
Week 7 Forum	3%
Assignments	10%
Week 5-6 Team Project	10%
Problem Sets	40%
Week 1 Quiz	10%

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Week 2 Quiz	10%
Week 3 Quiz	10%
Week 4 Quiz	10%
Final Project	30%
Total	100%

Grading:

Name	Grade %
Discussions	20.00 %
Introduction	3.33 %
Week 2: Discussion	3.33 %
Week 3: Discussion	3.33 %
Week 5: Discussion	3.33 %
Week 6: Discussion	3.33 %
Week 7: Discussion	3.33 %
Assignments	10.00 %
Weeks 5-6 Team Project	10.00 %
Problem Sets	40.00 %
W4 Quiz	10.00 %
W3 Quiz	10.00 %
W2 Quiz	10.00 %
W1 Quiz	10.00 %
Final Project	30.00 %
Final Project - Due Week 8	30.00 %

Materials

Book Title: Social Media Analytics: Techniques and Insights for Extracting Business Value Out of Social Media (Ebook available through the APUS Online Library)

Author: Kohirkar; A. and Matthew Ganis

Publication Info: IBM Press Lib

ISBN: 9780133892567

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Book Title: Social Media Intelligence - *Note: the price provided is for the VitalSource eBook

Author: Moe, Wendy and David A. Schweidel

Publication Info: Cambridge University Press

ISBN: 9781107031203

Book Title: Social Media Analytics: Techniques and Insights for Extracting Business Value Out of Social Media

Authors: Matthew Ganis and Avinash Kohirkar

Publication Info: IBM Press © 2016

ISBN: 9780133892567

Online Access: Please right click on [this](#) to open a new page or go to <https://viewer.books24x7.com/Toc.aspx?bookid=105676> to access the book once you logged into SkillSoft.

Book Title: Social Media Intelligence

Authors: Wendy W. Moe and David A. Schweidel

Publication Info: Cambridge University Press © 2014

ISBN: 9978-1-107-03120-3

Online Access: Please right click on [this](#) to open a new page or go to <https://viewer.books24x7.com/Toc.aspx?bookid=58479> to access the book once you logged into SkillSoft.

Course Guidelines

Citation and Reference Style

- Students will follow APA format as the sole citation and reference style used in written assignments submitted as part of coursework to the School of Business.
- Please note that no formal citation style is required on forum assignments in the School of Business— only attribution of sources (please see details regarding forum communication below).

Tutoring

- [Tutor.com](#) offers online homework help and learning resources by connecting students to certified tutors for one-on-one help. AMU and APU students are eligible for 10 free hours of tutoring provided by APUS. Tutors are available 24/7 unless otherwise noted. Tutor.com also has a SkillCenter Resource Library offering educational resources, worksheets, videos, websites and career help. Accessing these resources does not

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count against tutoring hours and is also available 24/7. Please visit the APUS Library and search for 'Tutor' to create an account.

Late Assignments

- Students are expected to submit classroom assignments by the posted due date and to complete the course according to the published class schedule. The due date for each assignment is listed under each assignment.
- Generally speaking, if arrangements are not made in advance, a late penalty of 10% will be assessed for any assignment submitted 1-7 days past the due date. Assignments will not be accepted after the 7th day. No work will be accepted past the final day of class, unless prior arraignments have been made with the instructor.
- As a working adult, your time is limited and often out of your control. Faculty may be more flexible if they know ahead of time of any potential late assignments.

Turn It In

- Faculty may require assignments be submitted to Turnitin.com. Turnitin.com will analyze an assignment submission and report a similarity score. Your assignment submission is automatically processed through the assignments area of the course when you submit your work.

Academic Dishonesty

- Academic Dishonesty incorporates more than plagiarism, which is using the work of others without citation. Academic dishonesty includes any use of content purchased or retrieved from web services such as CourseHero.com or Scribd. Additionally, allowing your work to be placed on such web services is academic dishonesty, as it is enabling the dishonesty of others. The copy and pasting of content from any web page, without citation as a direct quote, is academic dishonesty. When in doubt, do not copy/paste, and always cite.

Submission Guidelines

- Some assignments may have very specific requirements for formatting (such as font, margins, etc) and submission file type (such as .docx, .pdf, etc). See the assignment instructions for details. In general, standard file types such as those associated with Microsoft Office are preferred, unless otherwise specified.
- It is the student's responsibility to ensure the all submitted work can be accessed and opened by the instructor.

Disclaimer Statement

- Course content may vary from the outline to meet the needs of a particular group or class.

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Communicating on the Forum

- Forums are the heart of the interaction in this course. The more engaged and lively the exchanges, the more interesting and fun the course will be. Only substantive comments will receive credit. Although there is a final posting day/time after which the instructor will grade and provide feedback, it is not sufficient to wait until the last day to contribute your comments/questions on the forum. The purpose of the forums is to actively participate in an on-going discussion about the assigned content.
- “Substantive” means comments that contribute something new and important to the discussion. Thus a message that simply says “I agree” is not substantive. A substantive comment contributes a new idea or perspective, a good follow-up question to a point made, offers a response to a question, provides an example or illustration of a key point, points out an inconsistency in an argument, etc.
- As a class, if we run into conflicting view points, we must respect each individual's own opinion. Hateful and hurtful comments towards other individuals, students, groups, peoples, and/or societies will not be tolerated.
- Students must post a response to the weekly forums prompt and post the required number of replies to other students – refer to the grading rubric and/or forum instructions for specific expectations on number of replies and word count requirements.
- The main response to the forum need to be provided mid-week – refer to the grading rubric and/or forum instructions for specific expectations. Late main response posts to a forum will not be accepted without prior instructor approval.
- Replies must be posted in the week due and replies after the end of the each week will not be graded.

Quizzes and Exams

- Quizzes and exams may consist of true/false, multiple choice, and short essay questions. Each quiz/exam is accessible only once. Once a quiz/exam is accessed, you will not be able to access it again if you disconnect. Therefore, allocate time to complete your quiz. Weekly quizzes must be submitted by midnight Eastern Time, Day 7 of the assigned week. Late quizzes or exams will not be accepted without prior instructor approval.

University Policies

[Student Handbook](#)

- [Drop/Withdrawal policy](#)
- [Extension Requests](#)
- [Academic Probation](#)
- [Appeals](#)
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[Disability Accommodations](#)

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