

# Summary

## Social Media and Web Analytics

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**I GUESS ITS TIME**



**TO SAY GOODBYE**

memegenerator.net

Where we've been

# Marketing Content

Five Blocks:

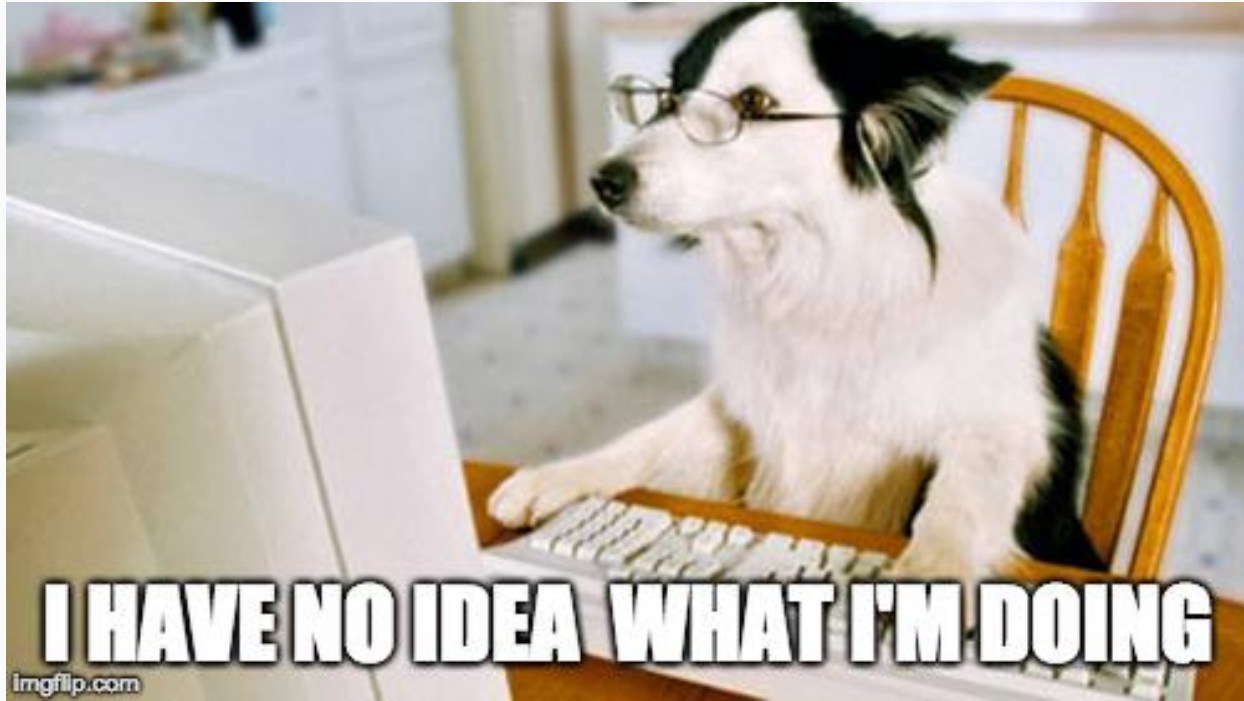
1. **Social Media Networks** (Week 1, 7)
  - Structure of Social Media Networks
2. **Causality!** (Week 2)
  - Difference in Differences
3. **Branding and Community** (Weeks 3)
  - Online Reputation
4. **Word of Mouth and Influence** (Weeks 4 & 5)
  - Word of Mouth
  - Influencers
5. **Advertising and Social Media** (Weeks 6 & 7)
  - Viral Marketing
  - Social Advertising

# Stats & Reproducibility



Here's how I summarize the journey we went on...

# The Journey



# The Journey

When you can't find an  
example of R code to steal  
from  **stackoverflow**



# The Journey





# Where You Are Now



# We covered a lot!

## 1. **Network Analytics**

- tidygraph, ggraph

## 2. **Text-as-Data**

- tidytext, vader, afinn, NRC, stm/topicmodels, wordcloud

## 3. **Statistics/Econometrics**

- lm, fixest, modelsummary ...

*a lot ...* **really!**

# All that R was powerful!

## 1. **Networks**

- Visualizing networks
- Summarizing Networks
- Identify communities in networks

## 2. **Regression**

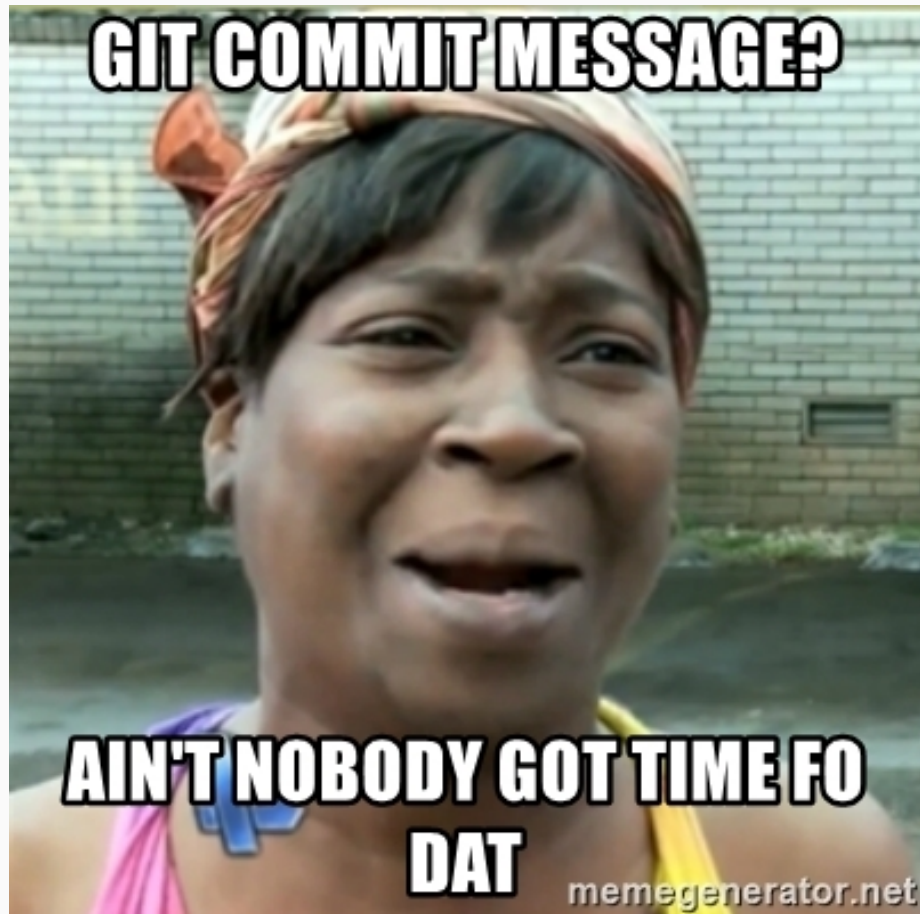
- Estimate OLS models
- Estimate DiD models
- Present estimates nicely (regression tables)

## 3. **Text as Data**

- Summarize text
- Track sentiment over time, or brands or both
- Learn topics from text

# Final R Wisdom?







# Parting Thoughts

# For the Exam

- Lectures, Labs & Presentations prompts the best way to revise
- Be prepared to think
  - You'll encounter topics you might not have thought about
- Be explicit
  - Write, even when you don't know the answer, write your thoughts
  - Clearly express yourself via assumptions, interpretations, caveats where needed
  - We can't grade what we can't see
- Use your time wisely (and in proportion to the weight of a question)
- Its a **marketing** analytics class
  - We assess with that in mind
  - But be open minded with what 'marketing' is



# Going Bigger

I hope the class has shown that **good analytics is critical for marketing insights**

- Not only in social media / web analytics
- And good analytics is do-able at all levels of 'depth'

If you enjoyed picking up the skills along the way:

- Pursue an analytics career, there's **lots of employer demand**
- ... even among firms who don't know it yet

If you found it more painful than fun, but persisted:

- When you work with an analytics team on a project you can appreciate how the sausage was made
  - It's **not easy**, it **is time consuming**



**KEEP  
CALM**

**IT'S ALMOST THE**

**END OF  
TERM**

[KeepCalmAndPosters.com](http://KeepCalmAndPosters.com)

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Suggested Citation:

```
@misc{ddw2021,  
  title={"Social Media and Web Analytics: Summary Class"},  
  author={Lachlan Deer},  
  year={2021},  
  url = "https://github.com/tisem-digital-marketing/smwa-lecture-final"  
}
```



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