Week 1: Overview

Social Media and Web Analytics

Lachlan Deer
Tilburg University
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Live Lecture

Topic: Course Introduction

- Logistics
- Brief intro to course
- Assessment

Video Lecture

Topic: Social Media Landscape

- Brief introduction to social media
- Why people contribute to social media?
- What to do about non-contributors?

Lab Section

Topic: Collecting and Visualising Social Media Networks

What we'll cover:

- (Tips on Group Presentations)
- Getting weekly lab assignments / computer lecture material from GitHub
- Collect data with Twitter API
- Visualise Twitter networks

... more of a 'Computer Lecture' this week

Should help you with the Lab Assignment

Lab Assignment

Topic: Collecting and Visualising Social Media Networks

What we'll cover:

- Getting data from social media sites
  - Focus: Twitter
- Visualising connections on social media
  - Focus: retweet network, mentions networks

How to complete it?

- Builds off what we'll cover the Lab Section
  - At a slower pace
- Utilize the additional lecture notes

Your To Do List

- Enroll in a Lab Section (ASAP!)
- Read required readings and lecture notes
- Attend Course Introduction Lecture & Lab session
- Watch Video Lecture (*you're in the right place!*)
- Work through Lab Assignment 1
- Introduce yourself to your first presentation group