

# Week 3: Overview

## Social Media and Web Analytics

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Updated: 2022-04-14

# Video Lecture

## **Topic: Online Reputation**

- Why does it matter?
- How does bad reputation hurt a firm?
- Are there fake reviews impacting reputation?
- Do managerial responses impact reputation?

# Computing Lecture

## Topic: Text as data - first steps

- How can we treat text as a data set?
- Removing 'common' words, dealing with multiple versions of the same word
- Summarize features of text
- Visualize patterns in text
- Introduction to sentiment calculation (if time)

# Lab Assignment

## **Topic: Difference in Differences**

- "Doing" difference in differences
  - Example: search engine marketing and revenue at eBay
- Data tidying, plotting, regressing, summarising, interpreting

**The paper this is based on was/is quite influential**

# Lab Section

- Group Presentations
- Review of Lab Assignment 2

# Additional Tasks for You

- Keep working on Group Assignment 1