Week 4: Overview

Social Media and Web Analytics

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Video Lecture

Topic: Word of Mouth

- What is it?
- Can we quantify the effect of it?
  - Volume?
  - Sentiment?
- How large are (credible) estimates of the effects?
- Do the estimated effects differ across product type?

Lab Assignment

Topic: Intro to Text Analytics

- Treating text as data
  - Application: fake review 'detection'
- Tidying text data, visualising summaries of words

Lab Session

- Group Presentations
- Discussion of Lab Assignment 3

Additional Tasks for You

- **Finish Group Technical Assignment 1!**
- Work on Group Presentations
- Start thinking about exam revision