

Week 5: Overview

Social Media and Web Analytics

Lachlan Deer

Tilburg University

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Video Lecture

Topic: Influencers

- What are they? What does the market look like?
- Can we identify people susceptible to influence?
- Are influencers effective?
- How does regulating influencer markets change consumer engagement?

Computing Lecture

Topic: Intermediate Text Analytics

- Measures of Sentiment from text + evolution over time
- Inferring topics of discussion from text (Topic Models)
 - Starting point: Ask software to find 'x' topics from the text
 - But we don't say what the topics are about

Lab Assignment

Topic: Intermediate Text Analytics

- Treating text as data
 - Application: Hotel reviews (again!)
- Sentiment analysis, inferring topics from text

Lab Section

- Group Presentations
- Review of Lab Assignment 4

Additional Tasks for You

- Start collecting your thoughts about Group Technical Assignment 2
 - Will be released this week
- Work on Group Presentations
- Begin / continue exam revision