

Week 6: Overview

Social Media and Web Analytics

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Video Lecture

Topic: Viral Marketing

- What is it? Why do we care?
- What features of ads are associated with increased virality?
- Do Improvised Marketing Interventions go viral?

Computing Lecture

Topic: Topic Modelling with Text

- What is topic modelling?
- How can I implement this in R?

Lab Assignment

Topic: Networks, Influence and Subcommunities

- This is the final assignment (covers Week 6 & 7)
- You'll need some functions from Week 7's computing lecture

Lab Session

- Group Presentations
- Discussion of Lab Assignment 5

Additional Tasks for You

- Work on Group Presentations
- Work on Group Technical Assignment
- Continue exam revision