Week 7: Overview

Social Media and Web Analytics

Lachlan Deer
Tilburg University
Updated: 2022-05-23

Video Lecture

Topic: Social Advertising

- Do digital ads 'work'?
- Do company tweets impact demand?
- Does advertising generate (online) Word of Mouth?

Computing Lecture

Topic: Influencers in a Network / Sub-communities

- Revisit Social Networks
- Can we find 'influential' members in a network? How?
- How to divide a network into sub-communities?

- Concluding Thoughts / Course Wrap Up

Lab Assignment

No new Lab this week

- Continue with Lab Assignment 6

Lab Section

- Final Group Presentations
- Discuss Lab Assignment 6

Additional Tasks for You

- Work on Group presentations
- Complete Group Technical Assignment
- Keep working on exam revision!

Advice: Take some time this week to take care of your *health*

- Do as I say, not as I do
- I'm not so great at this myself …
- (it's one of my biggest flaws)

health = physical, mental, and spiritual.