

Week 1: Overview

Social Media and Web Analytics

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Live Lecture

Topic: Course Introduction

- Logistics
- Brief intro to course
- Assessment

Video Lecture

Topic: Social Media Landscape

- Brief introduction to social media
- Why people contribute to social media?
- What to do about non-contributors?

Your To Do List

- Enroll in a Lab Section (ASAP!)
- Read required readings and lecture notes
- Attend Course Introduction Lecture
- Watch Video Lecture (*you're in the right place!*)