

Week 2: Overview

Social Media and Web Analytics

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Video Lecture

Topic: Causality & Difference in Differences

- Correlation vs. Causation
- When can we make causal claims?
- How can we use experiments to make casual claims?
- How can we do it in R?

NO (in person) Computer lecture this week

Lab Section

Visualising Social Media Networks

What we'll cover:

- Getting to know each other
- Getting weekly lab assignments / computer lecture material from GitHub
- Collect data with Twitter API
- Visualise Twitter networks

Should help you get started with the Lab Assignment