Week 3: Overview

Social Media and Web Analytics

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Video Lecture

Topic: Online Reputation

- Why does it matter?
- How does bad reputation hurt a firm?
- Are there fake reviews impacting reputation?
- Do managerial responses impact reputation?

Computing Lecture

Topic: Regression, Experiments and Difference in Differences

- "Doing" Regression in R
- Analyzing data from an A/B test
- Analyzing data from an Natural Experiment
- Presenting regression results

Lab Section

- Marketing Analytics in the Wild

  > *TikTok's User Experience team is worried about the amount of lurkers on their platform and wants to design a new strategy to get them to engage with or post content. Propose a potential strategy that could lead to increases in either form of engagement by lurkers along with an empirical strategy to test whether the strategy is effective.*

- Review of Lab Assignment 1

Lab Assignment

Topic: Multiple Regression in the Wild

- Implementing Multiple Regression
  - Focus: price discrimination in internet mediated markets
- Interpreting results + thinking through shortcomings of an interim model

Additional links and lecture notes to help when you need a refresher on methods

- On course website, see Week 2's readings

Additional Tasks for You

- Get started on the Group Technical Assignment
  - Released later this week with groups on Canvas