

# Week 4: Overview

## Social Media and Web Analytics

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Updated: 2023-04-29

# Video Lecture

## Topic: Word of Mouth

- What is it?
- Can we quantify the effect of it?
  - Volume?
  - Sentiment?
- How large are (credible) estimates of the effects?
- Do the estimated effects differ across product type?

# Computing Lecture

## Topic: Doing Differences in Differences

- Pick up where we left off last week
- Computing Difference in Difference estimates ...
  - "Manually" - means of treated and control groups in before and after periods
  - Via Regression
- Clustered Standard Errors
  - What are they?
  - How can we do it in R

**All of this is useful for the first group assignment**

# Lab Assignment

## **Topic: Difference in Differences**

- "Doing" difference in differences
  - Example: search engine marketing and revenue at eBay
- Data tidying, plotting, regressing, summarising, interpreting

**The paper this example is based on was/is quite influential**

# Lab Session

- Marketing Analytics in the Wild: Online Reputation

Bol.com's Seller Experience team is looking to expand the number of third party vendors who sell on the site. One problem they are facing is that new vendors have less, and noisier reviews by consumers about their reputation.

Propose a new strategy that they could adopt to help new seller's reputations on Bol.com and an analytical framework that you could use to test whether this strategy is successful.

- Discussion of Lab Assignment 2

# Additional Tasks for You

- **Keep Working on Group Assignment 1!**
- Start thinking about exam revision