Week 5: Overview

Social Media and Web Analytics

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Video Lecture

Topic: Influencers

- What are they? What does the market look like?
- Can we identify people susceptible to influence?
- Are influencers effective?
- How does regulating influencer markets change consumer engagement?

Computer Lecture

Topic: Intro to Text Analytics

- How to use text as data?
- Intro to the "tidy text" format
- Preparing text for analysis
- Descriptive analysis and plotting of text's features

Example: Ebay Reviews

Lab Assignment

Topic: Intro to Text Analytics

- Treating text as data
  - Application: fake review 'detection'
- Tidying text data, visualising summaries of words

Lab Section

- Marketing Analytics in the Wild

  > While working in Activision Blizzard's (a large video game publisher) Marketing Analytics team you've been assigned the task to quantify the effect of Word of Mouth (Volume and Sentiment) on the demand for its video games. Propose an empirical strategy that would allow them to estimate these effects credibly without the need for an experiment. When pitching your strategy, discuss why an experiment is most likely not feasible.

- Review of Lab Assignment 3

Additional Tasks for You

- Finish Group Assignment 1
- Begin / continue exam revision