

Week 6: Overview

Social Media and Web Analytics

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Video Lecture

Topic: Viral Marketing

- What is it? Why do we care?
- What features of ads are associated with increased virality?
- Do Improvised Marketing Interventions go viral?

Computing Lecture

Topic: Intermediate Text Analytics

- Measures of Sentiment from text + evolution over time
 - Sentiment Lexicons
 - Sentiment of words to sentiment of text
 - Compare sentiment lexicon performance

Lab Section

- Marketing Analytics in the Wild

Suppose Instagram (owned by Meta) has launched a project to understand how they can earn additional revenue from influencer posts. Assume that at present Instagram does not charge an influencer or the company the influencer is hired by for a sponsored post. Propose an analysis strategy that could deliver a causal estimate of the effect of monetizing influencer posts for Instagram. In developing your presentation be sure to provide some strategic guidance on how they could scale this up and implement your solution across the whole platform. Are there any guardrail metrics they should track?

- Review of Lab Assignment 4

Lab Assignment

Topic: Intermediate Text Analytics

- Treating text as data
 - Application: Hotel reviews (again!)
- Doing sentiment analysis

Additional Tasks for You

- Start Group Assignment 2
- Continue exam revision
 - Mock Exam now available on course website
 - See [Assessment/Final Exam](#)