

# Week 7: Overview

## Social Media and Web Analytics

---

Lachlan Deer

Tilburg University

Updated: 2023-05-22

# Video Lecture

## **Topic: Social Advertising**

- Do digital ads 'work'?
- Do company tweets impact demand?
- Does advertising generate (online) Word of Mouth?

# Computer Lecture

## Topic: Intermediate Text Analytics

- Can we learn topics from a group of texts → topic modelling
  - What data structure do we need?
  - What choices do we need to make as an analyst?
  - Visualizing topics
  - Assign topics to individual texts

# Lab Section

- Marketing Analytics in the Wild

Building on existing knowledge on improvised marketing interventions (IMI), the company ViralBrand has hired your team to develop an understanding about how and why IMI increases consumer brand engagement and perceptions. Develop a plan that allows you to investigate how IMI influences these key metrics and isolate what components of an IMI strategy are most effective.

- Review of Lab Assignment 5, Exercise 1

# Lab Assignment

## **Topic: Intermediate Text Analytics**

- Treating text as data
  - Application: Hotel reviews (again!)
- Doing topic modelling

# Additional Tasks for You

- Continue Group Assignment 2
- Continue exam revision

**Advice:** Take some time this week to take care of your *health*

- Do as I say, not as I do
- I'm not so great at this myself ...
- (it's one of my biggest flaws)

*health* = physical, mental, and spiritual.