

#4558

Social Media Research and Analytics
The Ohio State University
Journalism 216, Tuesdays @ 3:55pm

Course Instructor

Prof. Joseph Bayer, Ph.D.
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Include 4558 in Subject

Office Hours

Thursdays
Derby Hall 3143
12:00-2:00pm (or by appt.)

Course Description

This course represents an introduction to analyzing social media data with an emphasis on the implications for communication strategy, market research, and technology history. How do we know whether a feature on the new iPhone is working? What type of consumers are most likely to buy a given product? How does the perception of a platform change after a crisis? Social media streams can provide valuable insights into users, brands, audiences, and technologies. The course is composed of two primary parts: (1) an overview of the approaches and challenges associated with doing social media research, and (2) an involved project in which you will apply the knowledge gained to a self-determined case study on a social platform.

Objectives and Outcomes

The primary objectives of this course are to teach students how to obtain, monitor, and evaluate digital traces from online social platforms. When we are finished, you will be prepared to approach future industry and academic problems with an understanding of how social media data can help accomplish your goals. You will learn the advantages/disadvantages of using social media data, how to operate an established analytics platform, and how to complete a novel research project using social listening. Altogether, you will acquire the fundamental knowledge and skills needed to work with social media data to approach new problems.

Course Materials

Be aware this is a tech-forward class, in which we will move quickly between 5 platforms:

1. Carmen (for class materials)
2. TopHat (for Hybrid activities)
3. Synthesio (for social analytics)
4. Netlytic (for social analytics)
5. Google (for data analysis)

Students are also recommended to acquire two books that serves to compliment the online and offline course activities. Combining business and academic perspectives, Lutz Finger (Snap) and Dr. Soumitra Dutta's (Cornell University) *Ask, Measure, Learn* will provide insights into the communication strategies for conducting robust analytics from an industry standpoint. In addition, students are recommended to acquire *Storytelling with Data* to augment the course's focus on visualizing and presenting data in a efficacious manner.

Finger, L. & Dutta, S. (2014). *Ask, Measure, Learn: Using Social Media Analytics to Understand and Influence Customer Behavior*. Sebastopol, CA: O'Reilly.

Knafllic, C. N. (2015). *Storytelling with Data: A Visualization Guide for Business Professionals*. Hoboken, NJ: Wiley.

Course Format

The course is composed of one weekly offline (in-person) class and regular online activities. On most days, classes will be composed of hybrid activities as individuals or within groups. Class time will be split between teaching analytics skills and rehearsing learned skills through an involved case study, which represents a substantial portion of the course grade.

Grade Distribution

This class has 200 possible points. Points are distributed as follows:

Class Attendance	20 points
Hybrid Activities	16 points
Online Quizzes	24 points
Platform Report	8 points
Netlytic Report	20 points
Synthesio Report	12 points
Case Proposal	20 points
Case Blueprint	20 points
Case Poster	60 points

Individual Requirements (100 points)

- **Class Attendance (20 pts.)**
 - Attendance will be taken each lab. Students will be allowed **ONE** absence for personal matters (i.e., no excuse necessary) during the semester. For each unexcused absence after that, you will lose 2 points for each missed class.
- **Hybrid Activities (16 pts.)**
 - A participation grade will be assigned at the end of the course based on your completion of four hybrid (in-n-out-of-class) activities. All activities will begin in-class and submitted to the Activity HQ on Google Spreadsheets.
- **Online Quizzes (24 pts.)**
 - Four online quizzes will be posted on Carmen during the semester based on the course readings and lessons. Students can take them at their discretion.
- **Platform Report (8 pts.)**
 - You will recommend implementation of a social media analytics platform to a self-selected company. See assignment instructions on Carmen.
- **Netlytic Report (20 pts.)**
 - You will report the results of text and network analyses related to a self-selected product on Netlytic. See assignment instructions on Carmen.
- **Synthesio Report (12 pts.)**
 - You will provide a summary report concerning the brand selected by the class this semester. See assignment instructions on Carmen.

Team Requirements (100 points)

- **Case Proposal (20 pts.)**
 - In teams of 3 or 4 individuals, you will propose a case study on a “social technology” in front of the class. Make-up presentations will be arranged for excused or unavoidable circumstances only (e.g., deaths, personal/family illness, emergencies) with written verification. See assignment instructions on Carmen.
- **Case Blueprint (20 pts.)**
 - Your case team will provide the research design for your case study, including how exactly you will employ data from Synthesio to learn about your chosen platform. See assignment instructions on Carmen.
- **Case Poster (60 pts.)**
 - Your case team will compete the analytics project detailed in your Case Blueprint. After conducting your analysis, you will make a poster to represent your project and its key findings. I will provide detailed instructions as the semester progresses. Toward the end of the semester, we will transition from focusing on hybrid activities to your case projects. As the largest share of your grade for the class, the poster will be scrutinized and used to evaluate the overall effectiveness of your research project. See assignment instructions on Carmen.

Course Policies and Procedures

By staying enrolled in this class, the student agrees to abide by the policies described in the syllabus. Students are expected to act responsibly and abide by the following policies:

Academic Misconduct. Academic misconduct will not be tolerated on any occasion. It is the responsibility of the Committee on Academic Misconduct to investigate or establish procedures for the investigation of all reported cases of student academic misconduct. The term “academic misconduct” includes all forms of student academic misconduct wherever committed; illustrated by, but not limited to, cases of plagiarism and dishonest practices in connection with examinations. Instructors shall report all instances of alleged academic misconduct to the committee (Faculty Rule 3335-5-487). For additional information, see the Code of Student Conduct <http://studentlife.osu.edu/csc/>. Note that final papers and research proposals will be submitted to turnitin.com. Work that has been submitted to other courses will count as plagiarism even if you were the originator of that work.

Graduating Seniors and Other Students. Graduating seniors (and other students) who “need” this course to graduate should work especially hard to ensure that they will pass this course. To be fair to all students in the class, there will *not* be opportunities for students to re-take exams or re-complete assignments in order to raise their grades. *It is the student’s responsibility* to ensure that he or she receives a passing final grade by working diligently and responsibly throughout the semester. *Exceptions will not be made.*

Commitment to Diversity. The School of Communication at The Ohio State University embraces and maintains an environment that respects diverse traditions, heritages, experiences, and people. Our commitment to diversity moves beyond mere tolerance to recognizing, understanding, and welcoming the contributions of diverse groups and the value group members possess as individuals. In our School, the faculty, students, and staff are dedicated to building a tradition of diversity with principles of equal opportunity, personal respect, and the intellectual interests of those who comprise diverse cultures.

Title IX

Title IX makes it clear that violence and harassment based on sex and gender are Civil Rights offenses subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories (e.g., race). If you or someone you know has been sexually harassed or assaulted, you may find the appropriate resources at <http://titleix.osu.edu> or by contacting the Ohio State Title IX Coordinator, Kellie Brennan, at titleix@osu.edu.

Requesting Accommodations

The University strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability (including mental health, chronic or temporary medical conditions), please let me know via email immediately so that we can privately discuss options. You are also welcome to register with Student Life Disability Services to establish reasonable accommodations. After registration, you should make arrangements with me as soon

as possible to discuss your accommodations so that they may be implemented in a timely fashion. SLDS contact information: slds@osu.edu; 614-292-3307; 098 Baker Hall, 113 W. 12th Avenue.

Taking Care of Yourself. As a student you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce a student's ability to participate in daily activities. The Ohio State University offers services to assist you with addressing these and other concerns you may be experiencing. If you are or someone you know is suffering from any of the aforementioned conditions, you can learn more about the broad range of confidential mental health services available on campus via the Office of Student Life's Counseling and Consultation Service (CCS) by visiting ccs.osu.edu or calling 614--292--5766. CCS is located on the 4th Floor of the Younkin Success Center and 10th Floor of Lincoln Tower. You can reach an on-call counselor when CCS is closed at 614-292-5766. If you are thinking of harming yourself or need a safe, non-judgmental place to talk, or if you are worried about someone else and need advice about what to do, 24 hour emergency help is also available through the Suicide Prevention Hotline (Columbus: 614-221-5445 / National: 800-273-8255); or text (4hope to 741741); or at suicidepreventionlifeline.org.

Tentative Nature of this Syllabus. This syllabus is an agreement between the instructor and the student. Events that transpire over the semester may require me to modify the syllabus. In the event I need to modify the syllabus, I will announce the modification in class. However, it is your responsibility to keep up with any such modifications and be aware of current policies.

Students with disabilities that have been certified by the Office for Disability Services will be appropriately accommodated and should inform the instructor as soon as possible of their needs. The Office for Disability Services is located in 098 Baker Hall, 113 W. 12th Avenue; telephone 292-3307, TDD 292-0901; <http://www.ods.ohio-state.edu/>.

Course Grading

At the end of the course, dividing your total number of points by 200 will yield your final course grade percentage. Letter grades will be assigned using the grading scheme below.

93 - 100 (A)	80 - 82.9 (B-)	67 - 69.9 (D+)
90 - 92.9 (A-)	77 - 79.9 (C+)	60 - 66.9 (D)
87 - 89.9 (B+)	73 - 76.9 (C)	Below 60 (E)
83 - 86.9 (B)	70 - 72.9 (C-)	

Graduating seniors (and other students) who “need” this course to graduate should work especially hard to ensure that they will pass this course. To be fair to all students in the class, there will *not* be opportunities for students to re-complete assignments in order to raise their grades. *It is the student’s responsibility* to ensure that he or she receives a passing final grade by working diligently and responsibly throughout the semester. *Exceptions will not be made.*

This syllabus is an agreement between the instructor and the student. Events that transpire over the semester may require me to modify the syllabus. In the event that I need to modify the syllabus, I will announce the modification in class. However, it is your responsibility to keep up with any such modifications and be aware of current policies, deadlines, etc.

By staying enrolled in this class, the student agrees to abide by the policies described above.

Mini-Schedule

Week	Unit	Date	In-Class Activities	Assignments
1	*	Aug 20	Opening via TopHat	***
2	*	Aug 27	Learning via Crowdsourcing	Hybrid Activity A
3	A	Sep 3	Programming via Python	Hybrid Activity B
4	A	Sep 10	Collecting via Netlytic	Platform Report
5	A	Sep 17	Collecting via Synthesio	Online Quiz #1
6	B	Sep 24	Trending vs. Comparing	Hybrid Activity C
7	B	Oct 1	Analyzing Topics via Synthesio	Netlytic Report
8	B	Oct 8	Analyzing Sentiment via Synthesio	Online Quiz #2
9	C	Oct 15	Inducing vs. Deducing	Hybrid Activity D
10	C	Oct 22	Case Proposals	Case Slides
11	C	Oct 29	Case Workshop	Online Quiz #3
12	D	Nov 5	Reporting Insights via Synthesio	Case Blueprint
13	D	Nov 12	Synthesizing via Google	Synthesio Report
14	D	Nov 19	Guest Speaker	Online Quiz #4
15	D	Nov 26	Visualizing vs. Storytelling	Case Poster
16	D	Finals	Case Workshop	

See Course Schedule for Detailed Calendar!