

Term Information

Effective Term Spring 2017

General Information

Course Bulletin Listing/Subject Area Communication
Fiscal Unit/Academic Org School Of Communication - D0744
College/Academic Group Arts and Sciences
Level/Career Undergraduate
Course Number/Catalog 4558
Course Title Social Media Analytics
Transcript Abbreviation Soc Med Analytics
Course Description This course is an introduction to analyzing social media data. Students will learn how to operate an established analytics platform and complete a novel research project using real world social media data. Students will learn how to tackle industry and academic research problems using social media logs and metrics.
Semester Credit Hours/Units Fixed: 3

Offering Information

Length Of Course 14 Week
Flexibly Scheduled Course Never
Does any section of this course have a distance education component? No
Grading Basis Letter Grade
Repeatable No
Course Components Lecture
Grade Roster Component Lecture
Credit Available by Exam No
Admission Condition Course No
Off Campus Never
Campus of Offering Columbus

Prerequisites and Exclusions

Prerequisites/Corequisites Prior completion of Communication Research Methods: Comm 3160, 3163, or 3165.
Exclusions

Cross-Listings

Cross-Listings

Subject/CIP Code

Subject/CIP Code 09.0102
Subsidy Level Baccalaureate Course
Intended Rank Junior, Senior

Requirement/Elective Designation

The course is an elective (for this or other units) or is a service course for other units

Course Details

Course goals or learning objectives/outcomes

- The course goals include teaching students how to obtain, monitor, and evaluate digital traces from online platforms.
- Successful students should be prepared to approach future research problems with an understanding of the possibilities and challenges of social media.
- Students who complete this course will be able to understand how to use social media analytics, and effectively present research in written reports and oral presentations.

Content Topic List

- Social media analytics
- Digital traces
- API's
- Research design
- Social listening
- Social monitoring
- Market research
- Opinion research
- Online methods

Attachments

- Social media analytics Course Syllabus.docx: Proposed Course Syllabus

(Syllabus. Owner: Butte,Kylie M.)

Comments

Workflow Information

Status	User(s)	Date/Time	Step
Submitted	Butte,Kylie M.	09/01/2016 09:57 AM	Submitted for Approval
Approved	Butte,Kylie M.	09/01/2016 09:58 AM	Unit Approval
Approved	Haddad,Deborah Moore	09/01/2016 11:15 AM	College Approval
Pending Approval	Nolen,Dawn Vankeerbergen,Bernadette Chantal Hanlin,Deborah Kay Jenkins,Mary Ellen Bigler Hogle,Danielle Nicole	09/01/2016 11:15 AM	ASCCAO Approval

Communication #XXXXXX (Spring, 2017)
Social Media Analytics
The Ohio State University

Course Instructor
Joseph Bayer, Ph.D.
bayer.66@osu.edu

Office Hours
XXXXX
XXXXX

Weekly Schedule
XXXXX
XXXXX

Course TA
XXXXX
XXXXX

Office Hours
XXXXX
XXXXX

Course Description

“Listening” to social media streams can provide valuable insights into brand strategy, market research, and social theory. This course is an introduction to analyzing social media data. Students will learn how to operate an established analytics platform and complete a novel research project using real world social media data. Altogether, students will learn how to tackle industry and academic research problems using social media logs and metrics.

Course Objectives and Outcomes

Primary objectives: to teach students how to obtain, monitor, and evaluate digital traces from online platforms. Successful students should be prepared to approach future research problems with an understanding of the possibilities and challenges of social media. More specifically, students who complete the course will be able to (1) understand how to use social media analytics and (2) effectively present research in written reports and oral presentations.

Course Materials

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

Khan, G. F. (2015). Seven Layers of Social Media Analytics: Mining Business Insights from Social Media Text, Actions, Networks, Hyperlinks, Apps, Search Engine, and Location Data.

Further Reading:

Russell, M. A. (2013). *Mining the Social Web: Data Mining Facebook, Twitter, LinkedIn, Google+, GitHub, and More*. Sebastopol, CA: O'Reilly Media.

Kawasaki, G. & Fitzpatric, P. (2014). *The Art of Social Media: Power Tips for Power Users*. New York: Penguin.

Course Format

The course is composed of two weekly classes. On most days, classes will be composed of a lecture paired with computer-based activities as individuals or within small groups.

Requirements

(1) *Attendance/participation (25 pts.)*. A participation grade will be assigned at the end of the course based on your attendance and active participation in class activities. Note that attendance will be taken each lab. Students will be allowed TWO absences for personal matters during the semester. For each unexcused absence after that, you will lose 5 points for every missed class.

(2) *Individual Research Proposal and Bibliography (15 pts.)*. You will hand in a one-page proposal concerning a potential group research project. You will lose a letter grade for everyday that it is late. If the submission is late by more than two days, you will receive zero points.

(3) *Group Research Proposal (10 pts.)*. You will be assigned to a group and based on the topic of your individual research proposal. As a group (4-5 students), you will identify and design a new research proposal that will serve as the basis of your group research report.

(4) *Group Research Report (40 pts.)*. You will complete a research report (10-12 pages not including references) that employs at least one of the methods covered in the course. It should answer a question tied to social media analytics and you are encouraged to be creative and come up with your own topic. I will provide more details and guidelines about the research design proposal at various points during the semester. A complete draft of the report will be submitted prior to group presentations as indicated on the course schedule. The report will be resubmitted during finals week as the course final with additional adaptations based on draft feedback.

(5) *Research Presentation (10 pts.)*. You will give a 15-minute presentation of your group research report 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. If you miss your presentation due to an unexcused absence, you will receive zero points.

Course Policies and Procedures

Students are expected to act responsibly and abide by the following policies:

All cell phones must be silenced during class. Students must refrain from reading the newspaper, texting, listening to headphones, e-mailing, or using the Internet during class unless it is part of the lecture. Students may be asked to leave class for such behaviors. Any form of audio or video recording is ***not*** allowed in class. Students are also not permitted to take pictures of the projection screen. The instructor does ***not*** give permission for the lecture sessions to be recorded (in either an audio or video format). Course resources will be posted on Carmen. However, you will need to attend classes regularly to complete the course requirements.

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/>. 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.

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.

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 100 will yield your final course grade percentage. Letter grades will be assigned using the following grading scheme.

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

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 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.

Tentative Course Schedule

Week 1	Class A	Introduction	--
Week 1	Class B	What and Why Analytics?	F&D Introduction
Week 2	Class A	Marketing and Public Relations	F&D Chapters 1, 3
Week 2	Class B	Other Industry Applications	F&D Chapters 2, 4, 5, 7
Week 3	Class A	Theories and Academic Research	Journal Articles 1 and 2
Week 3	Class B	Challenges to Good Analytics	F&D Chapter 6
Week 4	Class A	Developing Research Questions	F&D Chapter 8
Week 4	Class B	Data Collection and Selection	F&D Chapter 9
Week 5	Class A	Types of Social Media Analytics (1)	Khan Chapter 1
Week 5	Class B	Types of Social Media Analytics (2)	Khan Chapter 1
Week 6	Class A	Measurement and Metrics	F&D Chapter 10
Week 6	Class B	Group Projects (1)	Proposal Due
Week 7	Class A	Coding and Analytics	--
Week 7	Class B	Working with APIs	--
Week 8	Class A	Text Analytics	Khan Chapter 3
Week 8	Class B	Network Analytics	Khan Chapter 4
Week 9	Class A	Actions Analytics	Khan Chapter 5
Week 9	Class B	Location Analytics	Khan Chapter 8
Week 10	Class A	Mobile Analytics	Khan Chapter 6
Week 10	Class B	Hyperlink Analytics	Khan Chapter 7
Week 11	Class A	Search Analytics	Khan Chapter 9
Week 11	Class B	Conclusions	Journal Articles 3 and 4
Week 12	Class A	Group Projects (2)	--
Week 12	Class B	Group Projects (3)	--
Week 13	Class A	Group Projects (4)	Draft Report Due
Week 13	Class B	In-Class Presentations	--
Week 14	Finals Week	--	Final Report Due