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   No
education component?
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

- COMM 4558 Course Syllabus v2.docx: 4558 Syllabus

  (Syllabus. Owner: Butte,Kylie M.)

- Communication Curriculum Map updated Sept 2016.docx: Comm Curriculum Map

  (Other Supporting Documentation. Owner: Butte,Kylie M.)

Comments

- Sent back at the request of the School of Communication. *(by Vankeerbergen,Bernadette Chantal on 09/27/2016 01:40 PM)*

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
Revision Requested	Vankeerbergen,Bernadette Chantal	09/27/2016 01:41 PM	ASCCAO Approval
Submitted	Butte,Kylie M.	09/28/2016 01:51 PM	Submitted for Approval
Approved	McDonald,Daniel Gary	09/28/2016 01:53 PM	Unit Approval
Approved	Haddad,Deborah Moore	09/28/2016 02:43 PM	College Approval
Pending Approval	Nolen,Dawn Vankeerbergen,Bernadette Chantal Hanlin,Deborah Kay Jenkins,Mary Ellen Bigler Hogle,Danielle Nicole	09/28/2016 02:43 PM	ASCCAO Approval

Communication #4558 (Spring, 2017)
Social Media Analytics
The Ohio State University

Course Instructor	**Office Hours**
Joseph Bayer, Ph.D.	Tuesdays and Thursdays
bayer.66@osu.edu	1 to 3 pm

Course TA	**Office Hours**
XXXXX	XXXXX
XXXXX	XXXXX

Course Description

This course represents an introduction to analyzing social media data with an emphasis on the implications for communication strategy and industry research. How do we know whether an online marketing campaign worked? What type of consumers are most likely to buy a given product? How does the perception of a given company change after a big event? Social media streams can provide valuable insights into brand strategy, market research, and audience analysis. The course is composed of two primary parts: (1) an overview of key practices, techniques, and challenges associated with social media analytics, and (2) an involved group project in which you will apply the knowledge gained in the first half to a self-determined research problem.

Course Objectives and Outcomes

The primary objectives of this course are to teach students how to obtain, monitor, and evaluate digital traces from online platforms. When we are finished, you will be prepared to approach future problems with an understanding of how social media data can help. You will learn the advantages/disadvantages of using social media data, how to operate an established analytics platform, how to collect data from Twitter directly, and complete a novel research project using real world social media data. In addition, you will know how to complete written research reports and oral presentations using digital data traces. Altogether, you will develop the core knowledge and skills needed to use social media data to answer practical questions.

Course Materials

Three contemporary and complementary books on social media analytics will be used throughout the semester. Students are required to purchase ALL three books and follow the reading schedule on the syllabus carefully. The reading list is designed to balance the practical application of research in the modern industry environment with the theoretical and methodological rigor required in academic communication research.

First, combining business and academic perspectives, Lutz Finger (LinkedIn) and Dr. Soumitra Dutta's (Cornell University) *Ask, Measure, Learn* will provide insights into the communication strategies and theoretical requirements required for conducting robust analytics.

> (1) Finger, L. & Dutta, S. (2014). *Ask, Measure, Learn: Using Social Media Analytics to Understand and Influence Customer Behavior*. Sebastopol, CA: O'Reilly.

Second, Matthew Russell's (Digital Reasoning) *Mining the Social Web* represents a proven introduction to extracting data directly through the dominant social media platforms.

> (2) Russell, M. A. (2013). *Mining the Social Web: Data Mining Facebook, Twitter, LinkedIn, Google+, GitHub, and More*. Sebastopol, CA: O'Reilly.

Finally, dual academic and consultant Dr. Gohar Khan's (University of Waikato, NZ) recent textbook offers a ground level view of working with social media data, supplementing the primary readings above and providing the sample data sets used for in-class activities.

> **(3)** 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*. Paramount, CA: Amazon CreateSpace.

In addition to the required books, you will be required to read the following journal articles that will be posted to the course Canvas/Carmen site:

> (a) Boyd, D. & Crawford, K. (2012). Critical questions for big data: Provocations for a cultural, technological, and scholarly phenomenon. *Information, Communication, & Society*, *15*, 662-679.
>
> (b) Lewis, K. (2015). Three fallacies of digital footprints. *Big Data & Society, 2,* 1-4.

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 (15 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 (10 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) *Midterm (25 pts.).* The course midterm examination will cover all material in the first half of the course (prior to Spring Break). This exam, which will take place on Thursday, March 9th, will be the one multiple choice exam during the semester.

(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 the serve as the basis of your group research report.

(4) *Group Research Report (30 pts.).* You will compete 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. Toward the end of the semester, I will reserve three class periods for groups to work on their project during the normal class time. During these open class periods, I will meet with each group individually and answer any questions or concerns that come up in analysis. 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.

<h1 style="text-align: center;">Course Policies and Procedures</h1>

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.

Week	Day	Topic Schedule and Class Events	Due for Class
Week 1	Tuesday, January 10	Introduction	--
Week 1	Thursday, January 12	What and Why Analytics?	F&D Introduction
Week 2	Tuesday, January 17	Analytics for Marketing	F&D Chapter 1
Week 2	Thursday, January 19	Analytics for Public Relations	F&D Chapter 3
Week 3	Tuesday, January 24	Developing Research Questions	F&D Chapter 8
Week 3	Thursday, January 26	Data Collection and Selection	F&D Chapter 9
Week 4	Tuesday, January 31	Types of Social Media Data	Khan Chapter 1
Week 4	Thursday, February 2	Measurement and Metrics	F&D Chapter 10
Week 5	Tuesday, February 7	Individual Proposals	--
Week 5	Thursday, February 9	Hyperlink and Search Analytics	Khan Chapter 7, 9
Week 6	Tuesday, February 14	Text Analytics	Khan Chapter 3
Week 6	Thursday, February 16	Network and Action Analytics	Khan Chapter 4, 5
Week 7	Tuesday, February 21	Location and Mobile Analytics	Khan Chapter 8, 6
Week 7	Thursday, February 23	Challenges to Effective Analytics	F&D Chapter 6
Week 8	Tuesday, February 28	Big Data: Good or Bad?	Boyd, Lewis Articles
Week 8	Thursday, March 2	Mid-Semester Review	--
Week 9	Tuesday, March 7	**MIDTERM EXAM**	
Week 9	Thursday, March 9	Collecting Your Own Data	--
Week 10	Tuesday, March 14	**SPRING BREAK**	
Week 10	Thursday, March 16	**SPRING BREAK**	
Week 11	Tuesday, March 21	Coding and Mining Data	Russell Chapter 1
Week 11	Thursday, March 23	Third Party Data Providers	--
Week 12	Tuesday, March 28	How to Mine Twitter	Group Proposal
Week 12	Thursday, March 30	Mining Twitter	Russell Chapter 2
Week 13	Tuesday, April 4	How to Use Crimson Hexagon	--
Week 13	Thursday, April 6	Using Crimson Hexagon	--
Week 14	Tuesday, April 11	Group Projects (1)	--
Week 14	Thursday, April 13	Group Projects (2)	--
Week 15	Tuesday, April 18	Group Projects (3)	Draft Report
Week 15	Thursday, April 20	Group Presentations	--
Week 16	Thursday, April 27	**FINAL REPORT DUE ONLINE**	

Communication
Curriculum map, indicating how program goals are accomplished via specific courses.

Program learning goals

Goal 1. Students are knowledgeable about the principles of communication within a social science framework and understand the role of communication in society.
Goal 2. Students are competent in practicing communication.
Goal 3. Students are sufficiently trained and prepared to get jobs in the field of communication.

	Goal 1: Comm Principles	Goal 2: Comm Practice	Goal 3: Career Preparation
Premajor			
1100	Basic		
1101	Basic		Basic
Research Methods			
3160(H), 3163, 3165		Intermediate	Advanced
Core Requirements			
Strategic Comm			
2321	Basic		
3325	Intermediate	Intermediate	
2331		Advanced	Intermediate
2367(H)	Basic	Intermediate	
4337			Advanced
New Media & Comm Tech			
2367(H)	Basic	Intermediate	
2540	Basic		
3545	Intermediate	Basic	
3554	Advanced		
Comm Analysis & Practice			
2110	Basic		
2367(H)	Basic	Intermediate	
3620	Basic	Basic	
3440		Intermediate	
Sub-Plan Electives			
Strategic Comm (9 cr. Req.)			
3668			Intermediate
3330(H)		Intermediate	
3331		Advanced	Advanced
3333		Intermediate	
3334		Intermediate	
3345	Advanced		
3444	Advanced		Intermediate
3628	Advanced	Intermediate	
4820(H)	Advanced		Advanced
4558		Advanced	Advanced

	Goal 1: Comm Principles	Goal 2: Comm Practice	Goal 3: Career Preparation
Sub-Plan Electives			
New Media & Comm Tech			
2511 (or outside Credit in Visual Design)	Intermediate	Intermediate	Basic
Other specialization (3 cr. Req.)			
3513	Intermediate		
4554	Intermediate	Intermediate	Intermediate
4557	Intermediate		Intermediate
4738	Intermediate		Intermediate
4853.01	Intermediate	Intermediate	
4853.02	Intermediate	Intermediate	
4558		Advanced	Advanced

Comm Analysis & Practice
N/A as CAP has elective clusters (see below)

Special Topic Electives

Strat Comm (3 cr. req.)			
2131	Intermediate	Advanced	Basic
2511	Intermediate	Intermediate	Basic
3332	Intermediate		Intermediate
4190		Intermed/Advanced	Advanced
4191		Intermed/Advanced	Advanced
4445	Advanced		Intermediate
4556	Advanced		Intermediate
4635	Advanced		Intermediate
4668	Advanced	Advanced	
4998(H)		Advanced	Advanced
4999(H)		Advanced	Advanced

New Media & Comm Tech			
(9 cr. from one track)			
Track 1:			
4191		Intermed/Advanced	Advanced
4511	Advanced	Advanced	Advanced
4555	Advanced	Advanced	
4557	Advanced	Advanced	Intermediate
CS&E 2123		Advanced	Intermediate
Psych 3310	Intermediate		
Psych 3312	Intermediate	Intermediate	
Psych 5620			Intermediate
4998(H)		Advanced	Advanced
4999(H)		Advanced	Advanced

	Goal 1: Comm Principles	**Goal 2: Comm Practice**	**Goal 3: Career Preparation**
Special Topic Electives			
New Media & Comm Tech			
(9 cr. from one track)			
Track 2:			
3330(H)	Advanced	Intermediate	
3331	Advanced	Intermediate	
4191		Intermed/Advanced	Advanced
4556	Advanced	Advanced	Advanced
4557		Advanced	Advanced
BusMHR 3100		Advanced	Intermediate
BusM&L 3150		Advanced	Intermediate
CS&E 2123		Advanced	Intermediate
4998(H)		Advanced	Advanced
4999(H)		Advanced	Advanced
Comm Analysis & Practice			
(18 cr. req.)			
3668	Intermediate		
4240(H)		Basic	
3330(H)	Advanced	Intermediate	
3331	Advanced	Intermediate	
3332	Advanced		Intermediate
3402	Intermediate		
3404(H)	Advanced	Intermediate	Intermediate
3413	Intermediate		
3466	Intermediate		
3624	Intermediate		
3628		Intermediate	Intermediate
3629	Intermediate	Intermediate	
3662		Intermediate	Intermediate
3667	Intermediate	Intermediate	
4401	Intermediate		Basic
4445	Advanced	Intermediate	
4600		Intermediate	Intermediate
4635		Intermediate	Intermediate
4665		Intermediate	Intermediate
4668		Intermediate	Intermediate
4736		Intermediate	Intermediate
4737		Intermediate	Advanced
4738		Intermediate	Advanced
4814		Intermediate	Advanced
4820(H)		Intermediate	Advanced
4853.01		Intermediate	Advanced
4853.02		Intermediate	Advanced
4998(H)		Advanced	Advanced
4999(H)		Advanced	Advanced