SDSC3013: INTRODUCTION TO SOCIAL MEDIA ANALYTICS

Effective Term

Semester A 2023/24

Part I Course Overview

Course Title

Introduction to Social Media Analytics

Subject Code

SDSC - School of Data Science

Course Number

3013

Academic Unit

School of Data Science (DS)

College/School

School of Data Science (DS)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

SDSC1001 Introduction to Data Science* and SDSC2001 Python for Data Science

*Pre-requisite SDSC1001 will be exempted for students who are enrolled in Minor in Data Science

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

Social media analytics is widely used in various social media companies to guide the design, production, delivery, consumption, and evaluation of their products such as news, entertainment, advertising, etc. This course provides students with an extensive exposure to the industry practices of social media analytics. Topics include technical infrastructure, business operations, regulatory systems, user profiling, content recommenders, computational advertising, and project management.

Course Intended Learning Outcomes (CILOs)

	CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Explain clearly fundamental process and specific practices of social media analytics	20	x		
2	Classify various functions of data analytics in social media business operations	20	x	x	
3	Evaluate existing practices in social media analytics and seek ways to improve the existing practices	30	x	x	x
4	Apply appropriate principles and methods to solve given practical problems in social media analytics	30	x	x	x

A1: Attitude
Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability
Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments
Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Teaching and Learning Activities (TLAs)

	TLAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Lecture	Learning through teaching is primarily based on lectures.	1, 2, 3, 4	39 hours in total
2	Case studies	Describe and critique classic cases of social media analytics.	2, 3, 4	in or after classes

3	Take-home assignments	Learning through in-class or take-home assignments is primarily based on interactive problem solving and hands-on exercises allowing instant feedback.	2, 3, 4	in or after class

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Test	1, 2, 3, 4	10	Questions are designed for the basic industry operations of social media analytics to see how well the students have learned the fundamental concepts and methods, and applications of analytics algorithms in real world context.
2	Hands-in assignments	3, 4	40	These are skills based assessment to enable students to demonstrate the basic concepts, methods and algorithms of social media analytics, and applications of analytics algorithms in some applications.

Continuous Assessment (%)

50

Examination (%)

50

Examination Duration (Hours)

2

Additional Information for ATs

Note: To pass the course, apart from obtaining a minimum of 40% in the overall mark, a student must also obtain a minimum mark of 30% in both continuous assessment and examination components.

Assessment Rubrics (AR)

Assessment Task

Test

Criterion

Ability to understand and apply common industry practices of social media analytics.

Excellent (A+, A, A-)

High

Good (B+, B, B-)
Significant

Fair (C+, C, C-)
Moderate

Marginal (D)
Basic

Failure (F)
Not even reaching marginal levels

Assessment Task
Hands-in assignments

Criterion
Ability to learn the basic concepts, apply methods of social media analytics, and design relevant studies for industry applications.

Excellent (A+, A, A-)
High

Good (B+, B, B-)
Significant

Fair (C+, C, C-)
Moderate

Marginal (D)
Basic

Failure (F)
Not even reaching marginal levels

Assessment Task
Examination

Criterion
Ability to solve conceptual and operational questions using social media analytics.

Excellent (A+, A, A-)
High

Good (B+, B, B-)
Significant

Fair (C+, C, C-)
Moderate

Marginal (D)

Basic

Failure (F)
Not even reaching marginal levels

Part III Other Information

Keyword Syllabus

Technical infrastructure, business operations, regulatory systems, user profiling, content recommenders, computational advertising, project management

Reading List

Compulsory Readings

	Title
1	Social media industry, by Alan Albarran, Routledge, 2013

Additional Readings

	Title
1	Nil