

Syllabus

Social Media Analytics

Course Name	Course type (credit/hours)	전선(3/3)		Course code	
	Target students Division/major/grade	경영정보학과/		Opening semester	2019년 2학기
	Class time and classroom	화11(다505) 화12(다505) 화13(다505)(다505)			
Reference to this course	Related basic courses	R 프로그래밍			
	Recommended concurrent courses				
	Related advanced courses				
Instructor	Name (title/division)	강민형(부교수/이비즈니스학과)			
	Office Room Number	다산관 312호 (Dasan Hall #312)	Office phone Number	3663	e-mail minhkang@ajou.ac.kr
	Office hours	이메일로 사전 협의 요망(e-mail first!)	Homepage address		
Teaching Assistant	Name (title/division)				
	Office Room Number		Office phone Number		e-mail

1. Introduction

Every second, ton of social data is generated in social media. Thus, analyzing social media data and extracting business insights from them has become imperative for corporate management. This class introduces 1) data crawling from social media sites, 2) text mining and 3) social network analysis of social media data. Each topic has a hands-on exercise session using the R program.

2. Course Objectives

소셜 미디어 관련한 연구 주제를 수립하고, 이를 위해 필요한 자료를 수집/분석할 수 있는 역량을 키운다.
 본 강의의 강의자료는 영어로 제공되며, 강의언어는 수강생들의 선호에 따라 결정된다.
 This class provides the ability to define research questions and design research using social media analytics
 The course materials are in English, and the language of the course depends on the preferences of the students.

3. Class types and activities

Research article presentation (student)
 Topic lecture (professor)
 Hands-on exercise using R

4. Teaching Method

Research article presentation (student)
Topic lecture (professor)
Hands-on exercise using R

5. Knowledge and ability required for taking this course

R programming (optional)

6. Method of Evaluation

Evaluation Item	The Number of Times	Evaluation Proportion	Remarks
Attendance			
midterm exam		25	Research proposal
final exam		35	Term paper
quiz			
presentation		30	Research article presentation
discussion			
homework			
etc		10	Discussion and participation

7. Textbooks

Main/Sub	Title	Writer	Publisher	Publication year
주교재	Learning Social Media Analytics with R	Raghav Bali et al	Packt	2017
주교재	A User's Guide to Network Analysis in R (Use R!)	Douglas A. Luke	Springer	2015

8. Lecture Schedule

Week	Lecture contents	Lesson type	Remark
1	Introduction	Lecture/Hands -on	
2	SMA with R: Twitter	Lecture/Hands -on	
3	SMA with R: Facebook	Lecture/Hands -on	
4	SMA with R: GitHub	Lecture/Hands -on	
5	SMA with R: StackExchange	Lecture/Hands -on	
6	SMA with R: News	Lecture/Hands -on	
7	ML based sentiment analysis	Lecture/Hands -on	
8	Research proposal		
9	SNA using R: Data handling	Lecture/Hands -on	
10	SNA using R: Visualization	Lecture/Hands -on	
11	SNA using R: Descriptive analysis 1	Lecture/Hands -on	
12	SNA using R: Descriptive analysis 2	Lecture/Hands -on	
13	SNA using R: Network modeling 1	Lecture/Hands -on	
14	SNA using R: Network modeling 2	Lecture/Hands -on	
15	Individual presentation(data gathering/results of analysis)	Presentation	
16	Term paper		

9. Others

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