

PRASAD V. POTLURI SIDDHARTHA INSTITUTE OF TECHNOLOGY

(Autonomous)

Kanuru, Vijayawada-520007

DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING (Data Science)**III B. Tech II Semester****Social Media Analytics**

Course Code	23DS4601A	Year	III	Semester	II
Course Category	PEC	Branch	CSE (Data Science)	Course Type	Theory
Credits	3	L-T-P	3-0-0	Prerequisites	Introduction to Data Science
Continuous Internal Evaluation	30	Semester End Evaluation	70	Total Marks	100

Course Outcomes

Upon Successful completion of course, the student will be able to		
CO1	Describe the evolution of the web, fundamentals of social media, its characteristics, types, and applications to understand their role in modern communication and business.	L2
CO2	Apply the concepts and tools of social media analytics, text analytics, and actions analytics to extract business insights from user-generated content.	L3
CO3	Apply hyperlink analytics methods and relevant tools to analyze online interaction patterns and the viral spread of content on platforms like YouTube	L3
CO4	Analyze the complete social media analytics cycle to identify challenges and draw actionable insights using appropriate case studies and analytical tools	L4

Contribution of course outcomes towards achievement of program outcomes & Strength of correlations (3: Substantial,2: Moderate,1: Slight)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2
CO1	2												
CO2	3												
CO3	3												
CO4		3									2		

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Syllabus		
Unit No	Contents	Map ped CO
I	Introduction to social media , World Wide Web, Web 1.0, Web 2.0, Web 3.0, Social Media, jCore Characteristics of social media, Types of social media, Social Networking Sites, Using Facebook for Business Purposes, Content Communities	CO1
II	Social Media Analytics Overview, Purpose of Social Media Analytics, social media Vs. Traditional Business Analytics, Seven Layers of Social Media Analytics, Types of Social Media Analytics, Social Media Analytics Cycle, Challenges to Social Media Analytics, social media Analytics Tools. Case Study: The Underground Campaign That Scored Big	CO1, CO2, CO4
III	Social Media Text Analytics, Types of Social Media Text, Purpose of Text Analytics, Steps in Text Analytics, Social Media Text Analysis Tools. Case Study: Tapping Into Online Customer Opinions	CO1, CO2, CO4
IV	Social Media Actions Analytics, Introduction to Actions Analytics, Common Social Media Actions, Actions Analytics Tools. Case Study: Cover-More Group	CO1, CO3, CO4
V	Social Media Hyperlink Analytics Types of Hyperlinks, Hyperlink Analytics, Types of Hyperlink Analytics, Hyperlink Analytics Tools. Case Study: Hyperlinks And Viral YouTube Videos	CO1, CO3, CO4

Learning Resources**Text Books**

1. Seven Layers of Social Media Analytics: Mining Business Insights from Social Media Text, Actions, Networks, Hyperlinks, Apps, Search Engine, and Location Data, Gohar F. Khan, 1st Edition, 2015, CreateSpace Independent Publishing Platform

References

1. Social Media Analytics: Techniques and Insights for Extracting Business Value Out of social media, Matthew Ganis and Avinash Kohirkar, 1st Edition, 2015, Pearson Education.
2. Social Media Analytics: Effective Tools for Building, Interpreting, and Using Metrics, Marshall Spender, 1st Edition, 2011, McGraw-Hill (MGH).
3. Big Data and Analytics, Seema Acharya and Subhasini Chellappan, 1st Edition, 2015, Wiley Publications.

E-Recourses and other Digital Material

1. https://onlinecourses.nptel.ac.in/noc22_cs117/preview