

94823-A

Carnegie Mellon University, Heinz College

Measuring Social (94-823)

Meets Wednesday Evenings

Professor: Ari Lightman

- Location Remote/HBH 1002

Office Location: HBH 2107c

Office Hours by appointment

- e-mail: aligh@andrew.cmu.edu

TA: Michael Cunningham

Office Hours by appoint, M – F

Upon confirming a date and time for an appointment with Michael, students will be responsible for scheduling a meeting room for the appointment.

- e-mail: mcunningham@cmu.edu

Course Description

Online social activity provide new and meaningful ways for individuals to engage, communicate, and organize as well as create, distribute and share information. As corporations explore and invest in this area, many are finding that there is a plethora of unstructured data that can be valuable in many different

corporate functions including marketing, customer service, internal collaboration and innovation. We often refer to this data store as having 3 Vs – Velocity, Volume and Variety. You could also throw in Veracity. The difficulty lies in how to measure, report and justify expenditure and activity for initiatives in this area. Are traditional measures, like ROI, applicable or does social require new metrics that need to be understood and implemented. Unique social patterns, rapid evolution and adoption of social technologies, as well as the inherent viral nature of information on the web continues to exacerbate these issues. In addition, we will explore issues associated with increasing levels of social platforms - profiling, censorship, deplatforming, mis and dis information, cancel culture and regulation

This class will explore how to measure outcomes from online social activity including brand awareness, customer loyalty, revenue generation, community activation, etc. The class will examine data generated both on the social web and within a corporation. The purpose of this course is to provide students interested in the social space, real world scenarios in which corporations are looking to understand and use these applications, platforms and processes to create and implement strategies focused on development, engagement and measurement.

The student teams will work with one of several project sponsors to develop a methodology and rational for a social based strategy as well as a process to measure its effectiveness. 5-7 sponsors participate in the class each semester and students are required to interact with them in a professional manner, develop hypothesis collaboratively, identify data needs and deliver value added analysis, measurement schemas and experimental methodologies. Previous sponsors who have participated in the class include: Netflix, Google, The New York Times, Target, Nike, MLG, Microsoft, Cisco, The Pittsburgh Steelers, Sony Music, etc...The class will include a combination of lectures, facilitated discussions, team presentations, and guest lectures.

Course Objectives

- Understand the different components surrounding social including online communities, privacy, social analytics, companies and platforms, tools, etc.
- Develop project management office (PMO) focusing on project execution, task delegation, relationship management, etc.
- Apply knowledge in researching, developing and presenting recommendations
- Analyze unstructured data stores to determine pattern correlations
- Understand success metrics around social initiatives and be able to effectively communicate their applicability

Required Text

There is no required text for this class. A list of resources will be discussed during the lectures. Software licenses will be made available to all students to enable social listening, online utilization and community development.

Attendance and Engagement

This class is focused on sponsor based projects as well as class discussion, lectures, guest presenters and participation. Participation includes active involvement in discussion, presenting materials to the class, and sharing experiences around social. We will have guest presenters; students need to make every effort to come to these classes and be highly engaged (minimal use of laptops).

The class is intended to be inter-disciplinary. This class is available across Heinz. We encourage other students from across CMU, including Tepper, and seats will be reserved for these students

In addition, all students will be required to sign a teaming contract committing themselves to the success of their project and the growth of individual team members. This contract will need to be signed by all team members and a final copy sent to the instructor and TA.

Submitting Assignments

Teams are required to submit their presentations via e-mail the day before presentations are delivered. It is strongly encouraged that students send their presentations to sponsors at least 3 days prior to delivery to ensure adequate time for review.

Each team member will need to fill out an evaluation of his or her other team members twice during the semester. This will be done after the mid-term and final presentations and will be used to evaluate individual contribution and focus on strengths/weaknesses in several different categories. Team evaluations should be submitted to Canvas and labeled (lastname_firstname_team.xls). Also each

worksheet needs to be properly labeled with the team member's name. More information on evaluations and a sample will be provided during the semester. Evaluations are a real key component to grading and should be given careful consideration. Evaluations can either bring up or down your team grade and are an essential part of teamwork. This is used to factor out free ridership within teams Failure to submit evaluation will result in a significant deduction on grading

Grading

You will be evaluated on the basis of your project work, team evaluation and in-class participation. Since this is a project-based class, a majority of your grade will be based on your performance within the team, the uniqueness of your approach, your interaction with your project sponsor and the details of your recommendations.

Engagement – 10%

Class Discussion – 15%

Project Plan (due 2/24)

Mid-Term Presentation – 15%

Reflection Paper

Final Presentation – 60%

Note: Your team grade will be modified to reflect your individual contribution. This will be done through team evaluations.

Class Participation: This is inherently a subjective assessment but will take the following factors into account:

- Ability to coherently present arguments and contribute to a discussion
- Ability to share information based on previous experience
- Ability to discuss projects, interaction with sponsors and professor/TA

Class Discussion: Each team will be responsible for picking, researching, delivering and facilitating a discussion for the class. These topics should focus on social and could include a wide variety of topics

(see suggested 94-823 topics list on Canvas). Teams can either pick from the list or suggest their own discussion topic and submit their discussion topic before 2/19

Presentations: This class is an experiential learning environment. Students will be presenting their findings, applications, algorithms, etc. to actual clients and should prepare accordingly. In addition, students will be working with executives within corporations and need to be conscientious of their time and needs.

Since the class is project oriented, students will not be allowed to take the class with a pass/fail option. Students are welcome to audit the class, however they cannot take up a team slot from another student who is officially registered.

Academic Conduct

Students are subject to Carnegie Mellon University's policies on academic integrity. Plagiarism is a serious offense and can result in failing the course and other disciplinary action. Plagiarism includes, but is not limited to:

- Presenting another writer's work as your own;
- Cutting and pasting content verbatim without using quotation marks to indicate a direct quote or paraphrasing content without citing the source in-text using parenthetical references, footnotes, or endnotes in addition to listing each source on the Works Cited, References, or Notes page in a manner consistent with the format detailed in an approved style guide;
- Providing incomplete or incorrect information about the source cited.

Schedule of Classes and Assignments

2/3 Introduction – class, teams, sponsors and schedule. Overview of social

2/10	Community Definition, Frameworks, Social Cases + In Class Exercise
2/17	Brandwatch Demo, Project Planning
2/24	Social Metrics, Social Network Analysis
3/3	Class Discussion, Crowdsourcing
3/10	Class Discussion, Mobility + Social
3/17	Mini Break – No Class
3/24	Mid-Term Presentations

Date	Activity
3/31	Class Discussion, Digital, Social Health and Patient Communities
4/7	Class Discussion, Social Influence
4/14	Guest Presentations/Guest Speaker
4/21	Class Discussion, Social Commerce
4/28	Class Discussion, Future of Social
5/5	Final Presentations

Class schedule and assignments are subject to change.

Important Dates:

- 5/12– Last day to Add/Drop
- 3/26 – Mid-Term Evaluations due
- 5/14 – Final Evaluations and Reflection Essays due