Webinar on Social Media Analytics

Date – 16-04-2021

Report

A webinar was conducted on "Social Media Analytics" by School of Business and Management for fourth semester BBA students of Christ (Deemed to be) University, Lavasa. The webinar was facilitated by Prof Mayank Kumar. Sir obtained his PhD from IIM Trichy. His doctoral thesis, broadly focused on Health IT, was an interdisciplinary study carried out on the interface of Information Systems, healthcare, and Sociology. His research interests lie on the social issues of Information Systems, and he employs diverse methodological and theoretical approaches in his research inquiries. He spoke about the importance of social media analytics in today's market scenario.

Sir further went on to explain how the data extracted from social media adds value to the firms that use it. After giving the students a brief insight of what social media analytics is about, he went to explain the buzzwords such as nodes, links, density, coefficient, diameter, etc. He then spoke about the 8 different layers of social media analytics and its practical application in a business environment, giving examples for each and every aspect to help students understand the practicality of the layers. He then discussed different strategies employed by various terms in social media and the tools needed to do the same. After explaining the intricacies and giving students a detailed insight about this field, sir showed the practical application of this type of analytics.

He introduced a new tool which can be used for this process, which is called NodeXL Excel Template, which is an MS Excel template that can be used in this process. He then took a trending topic(IPL in this case) and explained how social media analytics can help in making key business decisions by understanding relations, key names trending, graphs and charts based on the data, and many more aspects. The students gained valuable knowledge as to how there are so many applications of this type of analytics which they got to know thanks to Prof Mayank Kumar.

Later in the Q&A session, Sir answered questions based on the importance of social media analytics, the various platforms that can be used and how useful would it be for job seekers in the future. All in all, it was a very engaging session as students, who on an average spend a considerable time on social media, now know the various uses of it and how it can help in a business context.

Points Discussed

- Average amount of time spent by population on social media daily
- Spoke about how products use social media to market their products with the help of statistics
- Social media data adds a lot of value to firms
- He explained the meaning of social media analytics. He stressed on how this works mostly on semi structured and unstructured data.
- Compared social media analytics to business analytics
- Spoke about the 8 layers of analytics
- Key concept – Network Analytics
- Networks are building blocks of social media and can carry useful business insights
- Purpose of Network analytics
- Keywords – Links, nodes, density, coefficient, diameter
- Shortest path to prominence strategy – Most influential node : High in degree centrality
- Bridge building strategy – Most Influential node : same as above
- Smart Tweet Strategy – Network + Text analytics
- Text analytics – concept mining, sentiment analytics, trends mining, intention mining
- Action analytics – insights from various social media analytics such as likes, shares and mentions
- Application of different analytics methods to collect different types of social media data
- NodeXL Excel Template – excel extension to do social media analytics
- Used IPL data from twitter to analyze
- Demonstrates the use of the extension to show how to collect data and analysis
- Like connections to the tweets, generate statistics, determine centrality, use charts and figures for this data
- Use of data to represent different clusters in goups
- QnA -1) Use of R in social media analytics – very powerful tool
- 2) Is it a good aspect for a person seeking job
- 3) Any algorithms used in R programming –
- 4) What is the best analytics tool for beginners – R

Invitation to Resourse person

Luthufi M <luthufi.m@christuniversity.in>   Fri,
Mar 26, 2021 at 11:37 AM To: mayankkumar@iitj.ac.in
Cc: SUMITRA BINU

<sumitra.binu@christuniversit

y.in> Dear Prof Mayank sir,

Greetings!!

I am Dr. Luthufi M, Assistant Professor at School of Business and Management CHRIST
(Deemed to be University), Pune Lavasa Campus. On behalf of our school, I would like to
invite you as a resource person for a webinar on **Social Media**

Analytics in the third week of April, preferably on 16th April 2021 from 4.30 pm to 5.30
pm.

Kindly confirm your availability and an acknowledgment mail citing the

acceptance of our request is appreciated. Looking forward to hear from you.

R

Mayank Kumar <mayankkumar@iitj.ac.in>   Fri,
Mar 26, 2021 at 12:42 PM To: Luthufi M <luthufi.m@christuniversity.in>
Cc: SUMITRA BINU <sumitra.binu@christuniversity.in>

Dear Prof. Luthufi,

Nice to hear from you!

Hope you are doing well.

Thanks very much for the invitation. I would be glad to do this session. Kindly allow me

1-2 days before I confirm the date and time. Looking forward!

Mayank

[Quoted text hidden]

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Dr. Mayank
Kumar,
Ph.D. (IIM
Trichy)
Assistant

Luthufi M <luthufi.m@christuniversity.in>

CHRIST LAVASA - BBA <bba.lavasa@christuniversity.in>

Thu, Apr 15, 2021 at 12:49 PM To:
bbaa2019lavasa@bba.christuniversity.in,
bbab2019lavasa@bba.christuniversity.in,
bbac2019lavasa@bba.christuniversity.in
Cc: Luthufi M <luthufi.m@christuniversity.in>

Dear Participant,

Greetings from School of Business and Management, CHRIST(Deemed to be University), Pune Lavasa Campus.

We're organizing a Webinar on Social Media Analytics on 16th April 2021, at 3:30 pm - 5:00 pm. Professor Mayank Kumar (Assistant Professor, Business Analytics, School of Management and Entrepreneurship - IIT Jodhpur) will lead the session.

About the session:

The session would discuss the relevance of social media and social media analytics in today's context- why it is imperative for business entities to take the larger amount of data generated on social media seriously and how they can generate insights from these data. The session would cover various layers of social media analytics and the applications of those layers for various purposes. A part of the session would be dedicated to showing some hands-on on doing social media analytics.

Instructions to Join the Webinar on "Social Media Analytics":

Step 1: You click this Webex link:

https://christlavasa.webex.com/christlavasa/onstage/g.php?

MTID=e061e26335ed26190a5d4e37f0d228ee8 **Step 2: Enter your Name and**

Registration Number

Instructions to Participants during the live event:

- **If you want to ask any questions during the live event, type your questions in the Chat box during the session. (If wish to set your name before the question, type your name in the place of anonymous)**

- Those who fill the Feedback Form will only receive the participation e-certificate.

- **The Feedback Form link will be shared to all participants in the chat box during the event.**

Event poster for your reference. Please take note that the Webinar will be from 3.30 PM to 5 PM IST time on April 16, 2021.

Your kind cooperation and support is highly appreciated.

CHRIST

Invitation to Webinar on Social Media Analytics

6 messages

Luthufi M <luthufi.m@christuniversity.in>   Thu,
Apr 15, 2021 at 12:43 PM To: SUMITRA BINU <sumitra.binu@christuniversity.in>, BAIJU J NAIR
<baiju.nair@christuniversity.in>, Maheshkumar T School of Business and Management
<maheshkumar.t@christuniversity.in>, VINAY A <vinay.a@christuniversity.in>, JERIN JOSE
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MONICA L <monica.l@christuniversity.in>, Amala Siby School of Business and Management
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<alpana.akolkar@christuniversity.in>, GUNAVATHI R <gunavathi.r@christuniversity.in>,
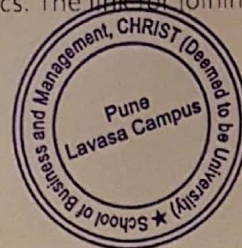MANOHAR GIRI

<manohar.giri@christuniversity.in>, AARON GEORGE <aaron.george@christuniversity.in>,
MANJARI SHARMA
<manjari.sharm

a@christuniv

ersity.in>

Dear faculty

colleagues,

We're organizing a Webinar on '*Social Media Analytics*' tomorrow (16th April 2021), at 3:30 pm -
5:00 pm. Professor
Mayank Kumar (Assistant Professor, Business Analytics, School of Management and
Entrepreneurship - IIT Jodhpur) will lead the session. The session would discuss the
relevance of social media and social media analytics in today's context- why it is
imperative for business entities to take the larger amount of data generated on social
media seriously and how they can generate insights from these data. The session would
cover various layers of social media analytics and the applications of those layers for
various purposes. A part of the session would be dedicated to showing some hands-on
on doing social media analytics.

It's our pleasure to invite you all to the webinar and enrich your understanding of
one of the most relevant topics of the day, social media analytics. The link for joining
the event is given below.

https://christlavasa.webex.com/christlavasa/onstage/g.php?
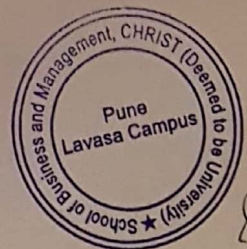MTID=e79fc1a65a644a4cfc6493adac8fb839a

Social Media Analytics Poster 2.jpg
587K

Event Photographs

Attendance/ participants List

Sl.No	Register No	Student Name	Attendance
1	19111301	AASTIK KHARBANDA	P
2	19111302	ABHAY DUTT KAUSHIK	P
3	19111304	AKRUTI JENA	P
4	19111305	ANJALI GIRISH NAMBIAR	P
5	19111306	ANSHIKA AGARWAL	P
6	19111307	ANUSHKA CHAKRAVARTY	P
7	19111308	ARATRIKA NAITHANI	P
8	19111310	ARYAN BAJAJ	P
9	19111312	ATHARVA KABRA	P
10	19111313	AWINASH KUMAR REDDY LAKKU	P
11	19111314	BHAVIK CHACHAN	P
12	19111317	G.S.SREE SREE ABHAY KUMAR	P
13	19111321	JHANVI MEHTA	P
14	19111322	KANALA VENKATA MARUTHI SESHANK	P
15	19111324	MALAIKA MAINI	P
16	19111326	PANDRAJU SUDEEP VEN	P
17	19111327	PRADEEP SINGH	P
18	19111328	PRISHA TELANG	P
19	19111329	RADHIKA GAJENDRA JHAWAR	P
20	19111330	RADHIKA RANDEO	P
21	19111331	ROHAN SINGH	P
22	19111333	SAHIL D KUMBHARE	P
23	19111334	SAIRA SHARMA	P
24	19111335	SANJIT MALLIK	P
25	19111336	SAPTAM PAUL	P

26	19111337	SHERWIN FERNANDES	P
27	19111338	SHRUTHI PEDAPATI	P
28	19111339	SOURAV SANTI SAHA	P
29	19111341	VAIBHAV KUMAR GUPTA	P
30	19111342	VEDANT MISHRA	P
31	19111343	VINAMRA RAKESH KUMAR SINGH	A
32	19111344	L PRATHYUSHA	P
33	19111348	YASH PREMESH JAIN	P
34	19111350	RISHABH DUBEY	P
35	19111351	SAKSHI VIVEKANAND INDE	P
36	19111352	RIYA NEGI	P
37	19111353	DEVANSHI BHARDWAJ	A
38	19111401	AJINKYA TELANG	P
39	19111402	ANANYA BANG	P
40	19111403	ANNAVARAPU DIVYESH SAI	P
41	19111404	ARPIT VERMA	P
42	19111406	BAISHALI GURUNG	P
43	19111407	DERLIN DOMINIC	P
44	19111409	DHRUVI PATEL	P
45	19111410	DIVYA ARPITA MOHANTY	P
46	19111412	GURRAM KRISHNA VAMSI	A
47	19111413	KANISHK MATHUR	P
48	19111414	KARTHIK GUPTA	P
49	19111416	KHUSHI SRIVASTAVA	P
50	19111419	LOKAMITRAA KALYANEE TOKALA	P
51	19111420	M VARSHITH	P
52	19111421	MAYANK TYAGI	P
53	19111422	MEHTA AUM	P

54	19111423	NALIN.S	P
55	19111424	NANDINI PAHWA	P
56	19111425	NIKISH MAHAJAN	P
57	19111426	PAHAL RATHOR	P
58	19111427	PRAKHAR AGRAWAL	P
59	19111430	RONOJ DE	P
60	19111431	SAAEEM SHAIKH	P
61	19111432	SATAKSHI NOON	P
62	19111434	SHUBHAM GUSAIN	P
63	19111435	SHUBHANKAR BALORIA	A
64	19111437	SOUVIK BANIK	P
65	19111438	SRISHANKAR MAITHILY VENUGOPAL	P
66	19111439	SRISHTI RATHI	P
67	19111440	SURUCHI KUMARI	P
68	19111441	SUSARLA SAI VARSHINI	A
69	19111442	TALLURI JASWANTH	P
70	19111443	TANWANT SINGH NAHAR	P
71	19111445	KHUSHI BATHLA	P
72	19111446	KOTA KUMAR VARDHAN	P
73	19111447	ANIRUDH SONI	P
74	19111448	AYUSH CHAUBEY	A
75	19111449	ABHISHEK JAISWAL	P
76	19111451	SAI PAVAN KOUSIK	P
77	19111452	AYUSH VERMA	P
78	19111453	NAMITA PANDEY	P
79	19111454	P V AAHLAD	P
80	19111455	HARSHKUMAR ASHOKKUMAR SHAH	P

81	19111501	AACHAL AGARWAL	A
82	19111503	ADITYA ASHISH PRADHAN	P
83	19111504	ANIKET SINGH	P
84	19111505	ANSHIKA SHARMA	P
85	19111506	ANUPAM MALLIK	P
86	19111507	ANURAG SHARMA	P
87	19111509	BODDU VENKAT SUJITH	A
88	19111510	CLAYTON VALERENA CEDRIC	P
89	19111513	HARDIK RAWAT	P
90	19111514	HITHESH PREETHAM G N	P
91	19111515	KANERIYA JAY	P
92	19111516	KESHAV	P
93	19111517	KRISHNA SARAF	P
94	19111518	KUBER ARORA	P
95	19111519	KUNAL MYANA	A
96	19111520	SAVANI MANOHAR KUMAR RAO	P
97	19111521	MOHIT GHORAWAT	P
98	19111523	NIKITA KOTHALE	P
99	19111525	RABJOT SINGH	A
100	19111527	RISHAB GANG	P
101	19111530	SCOTT GEORGE DO ROSARIO DE SOUZA PROENCA	P
102	19111531	SHEJAL TIBREWAL	P
103	19111532	SHIVANG SAHNI	P
104	19111534	SINGARAM KUSHAL REDDY	P
105	19111535	SINGH SAKSHI YADUMOHAN	P
106	19111536	SIRI VENNELA JULOORI	P

107	19111537	TANYA SOHAL	P
108	19111538	TRIPTI SURI	A
109	19111539	UTKARSH CHAUHAN	P
110	19111540	UTKARSH PATEL	P
111	19111541	VAIBHAV SWAMI	P
112	19111542	VANSH ARORA	P
113	19111543	YALAMANCHILI DEEPIKA	P
114	19111544	JADHAV HARSHADA PREMNATH	P
115	19111545	K GIRI	P
116	19111546	RAKA MANAN ANIL	P
117	19111549	AVIRAL SINGH	A
118	19111550	DHRUV	P
119	19111551	UJJWAL KUMAR SINGH	P
120	19111552	JYOLSNA THANKACHAN	P