

Social Media Analytics

* Important Question Bank *

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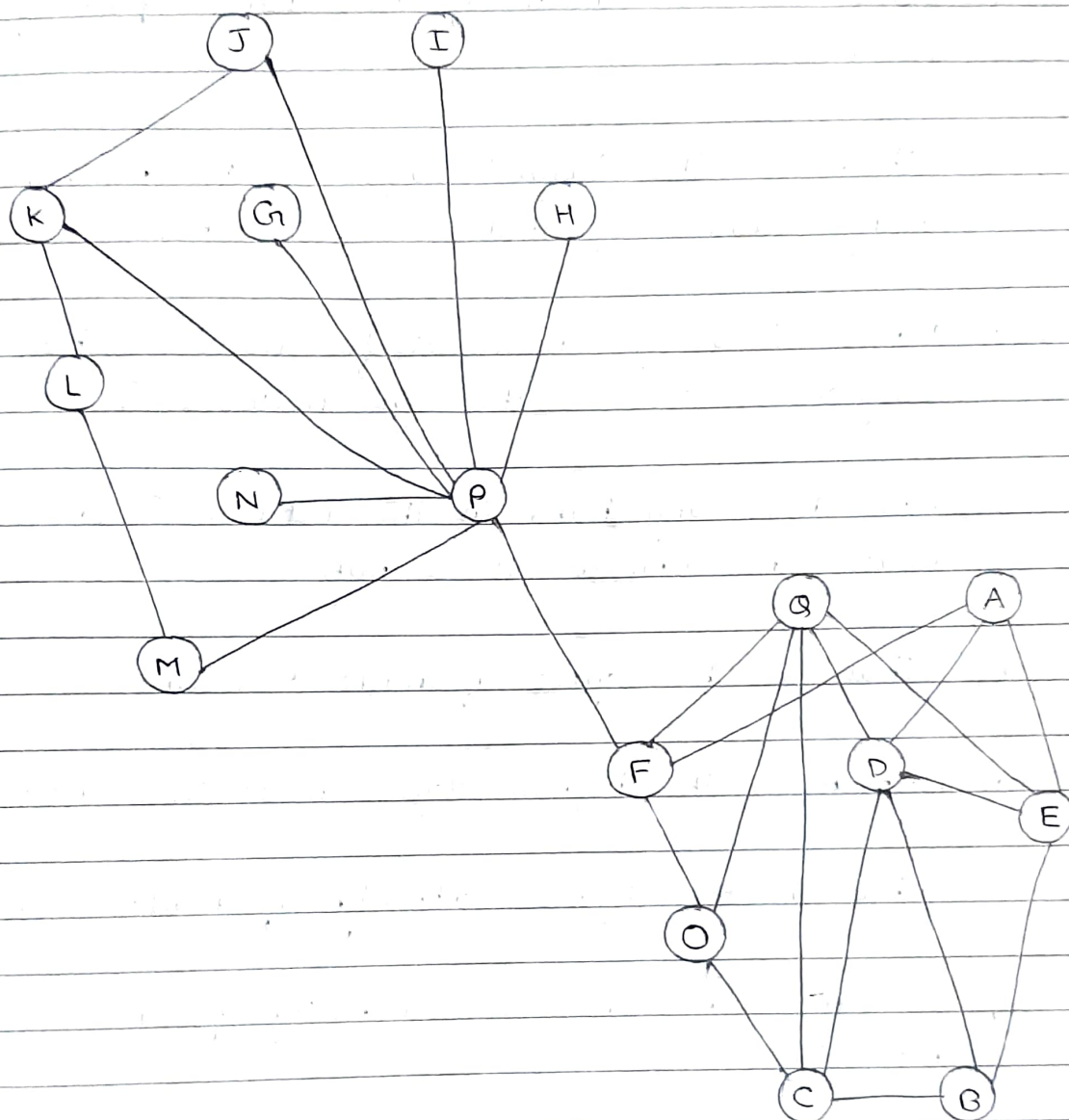
* Module 1 *

1. What is Social Media Analytics? How it is different from traditional business Analytics?
2. Explain Seven layers of Social Media Data.
3. Explain Life cycle of Social Media Analytics.
4. What are the main challenges of Social Media Analytics?
5. Compare different Social media analytical tools available in market and explain their strengths and weakness.

* Module 2 *

1. Explain Centrality measures.
2. Explain different types of Network visualizations.
3. List and explain all common social media network.

4. Consider this graph :-



- How many singletons are there in the network? List them.
- What is the largest connected component?
- Are there any bridges in the network? If so, where are they?
- Create an adjacency list for the network.
- Create an adjacency matrix for the network.
- How many nodes are there in the network?
- How many edges are in the network?

- h. Is this graph directed or undirected?
- i. What is the length of the shortest path from node F to node L?
- j. Which is the largest clique in the network? How many cliques of that size are there?
- k. Draw 1.5 ego networks for node D. How many singletons are in the ego networks?
- l. Are there any hubs in the network? If so, which nodes and why is it a hub?
- m. What is the degree of node P, F and Q?
- n. Which is the highest degree node in a network?
- o. What is the degree centrality of Node C and Q?
- p. Determine the closeness centrality for node K and for node A.
- q. Compute betweenness for a node D with the pair of nodes as follows:-
AE, AB, AC, AD, AF, AQ, AP, AK, AM.
- r. What is the degree distribution for this graph?
- s. What is the density of this graph?
- t. Draw the 1.5 ego centric network of node D and calculate its Density.

- u. Which node have the longest degree? What is the Degree
- v. Which node have the lowest degree? What is the Degree
- w. What is the cohesion of the graph?

5. List the 15 people you are the closest to turn this list into a network by listing all the connections between these people.

- a. Is your network directed or undirected?
- b. What do the edges represent (Friendship, Family relationship, close relationships, acquaintances, etc)?
- c. Give the adjacency list for the network.
- d. Give the adjacency matrix for the network.
- e. Are there any singletons?

(1) Which is the largest clique?

(2) Are there any bridges? IF so, where are they?

(3) Are there any hubs? IF so, which nodes are hubs and why?

(4) How many connected components are there in the graph?

f. Which node have the highest degree? What is the Degree?

- g. Which node have the lowest degree? What is the degree?
- h. What is the degree distribution for this graph?
- i. What is the density of this graph?
- j. Which node has the highest closeness centrality?
- k. Which node has the highest degree centrality?

* Module 3 *

1. Explain the purpose of Social Media Text Analytics.
2. Explain typical social media text analytics steps.
3. Why it is important to measure actions performed by social media users?
4. List and Define different actions performed by social media users.
5. State and Explain types of Hyperlinks.
6. State and Explain Hyperlink Analytics.

* Module 4 *

1. Define Location Analytics. Explain the two main categories of Location Analytics.
2. What are the sources of location data?
3. Discuss privacy concerns related to location analytics.
4. Explain different types of Search Engines.
5. Difference between local and Global search engines.
6. What is Search Engine Analytics? Explain the two main categories of Search Engine Analytics.

* Module 5 *

1. Explain Social Information Filtering.
2. Explain Social Sharing and Filtering.
3. Explain Automated Recommendation System.
4. Explain Traditional and Social Recommendations system in detail.
5. What is the goal of Aligning social media analytics with business goals?
6. Explain the Social Media KPI.

7. Explain the steps needed to formulate a Social media Strategy.
8. Explain common social media risk mitigation strategies.

* Module 6 *

1. What is Social Media in Public Sector ?
2. Explain Analyzing public sector Social media.
3. What is Analyzing individual users ?
4. What is the use of Business in Social Media ?
5. What is a Social Media Metric ? How measuring Success in Social media ?
6. Explain with example Interaction and Monitoring.
7. What information are you sharing where you use Social networks ?
8. How we can maintain data ownership and maintaining privacy online ?

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