

# FLORIDA ATLANTIC UNIVERSITY™

## Graduate Programs—NEW COURSE PROPOSAL<sup>1</sup>

UGPC APPROVAL \_\_\_\_\_  
 UFS APPROVAL \_\_\_\_\_  
 SCNS SUBMITTAL \_\_\_\_\_  
 CONFIRMED \_\_\_\_\_  
 BANNER POSTED \_\_\_\_\_  
 CATALOG \_\_\_\_\_

DEPARTMENT: ITOM

COLLEGE: BUSINESS

**RECOMMENDED COURSE IDENTIFICATION:**

PREFIX \_\_\_ISM\_\_\_\_\_ COURSE NUMBER \_\_\_6422\_\_\_\_\_ LAB CODE (L or C) \_\_\_\_\_

(TO OBTAIN A COURSE NUMBER, CONTACT [MJENNING@FAU.EDU](mailto:MJENNING@FAU.EDU))

COMPLETE COURSE TITLE: SOCIAL MEDIA AND WEB ANALYTICS

**EFFECTIVE DATE**

(first term course will be offered)

\_\_\_FALL 2016\_\_\_\_\_

CREDITS<sup>2</sup>: 3

**TEXTBOOK INFORMATION:**

KAUSHIK, AVINASH (2013), WEB ANALYTICS 2.0, SYBEX ( JOHN WILEY), ISBN: 978-0-470-52939-3

GRADING (SELECT ONLY ONE GRADING OPTION): REGULAR \_\_\_V\_\_\_ SATISFACTORY/UNSATISFACTORY \_\_\_\_\_

**COURSE DESCRIPTION, NO MORE THAN THREE LINES:**

COVERS CONCEPTS AND TECHNIQUES FOR RETRIEVING, EXPLORING, VISUALIZING AND ANALYZING SOCIAL NETWORK AND SOCIAL MEDIA DATA, WEBSITE USAGE AND CLICKSTREAM DATA. STUDENTS LEARN TO USE KEY METRICS TO ASSESS GOALS AND RETURN ON INVESTMENT, PERFORM SOCIAL NETWORK ANALYSIS TO IDENTIFY IMPORTANT SOCIAL ACTORS, SUBGROUPS AND NETWORK PROPERTIES IN SOCIAL MEDIA.

PREREQUISITES \*: ADMISSION TO AN  
FAU GRADUATE PROGRAM

COREQUISITES\*: NONE

REGISTRATION CONTROLS (MAJOR, COLLEGE, LEVEL)\*:  
NONE

\* PREREQUISITES, COREQUISITES AND REGISTRATION CONTROLS WILL BE ENFORCED FOR ALL COURSE SECTIONS.

MINIMUM QUALIFICATIONS NEEDED TO TEACH THIS COURSE: TERMINAL DEGREE (PH.D.) WITH INFORMATION SYSTEMS COURSE WORK

Faculty contact, email and complete phone number:

Dr. Tamara Dinev  
[1tdinev@fau.edu](mailto:1tdinev@fau.edu)  
561-297-3183

Please consult and list departments that might be affected by the new course and attach comments.<sup>3</sup> NO DEPARTMENTS ARE AFFECTED.

Approved by:

Department Chair: *Dinev* for Dr. Dinev

College Curriculum Chair: *Wm McDaniel*

College Dean: \_\_\_\_\_

UGPC Chair: \_\_\_\_\_

Graduate College Dean: \_\_\_\_\_

UFS President: \_\_\_\_\_

Provost: \_\_\_\_\_

Date:

*10/1/2015*

*10-1-2015*

1. Syllabus must be attached; see guidelines for requirements: [www.fau.edu/provost/files/course\\_syllabus.2011.pdf](http://www.fau.edu/provost/files/course_syllabus.2011.pdf)

2. Review Provost Memorandum: Definition of a Credit Hour [www.fau.edu/provost/files/Definition\\_Credit\\_Hour\\_Memo\\_2012.pdf](http://www.fau.edu/provost/files/Definition_Credit_Hour_Memo_2012.pdf)

3. Consent from affected departments (attach if necessary)

Email this form and syllabus to [UGPC@fau.edu](mailto:UGPC@fau.edu) one week before the University Graduate Programs Committee meeting so that materials may be viewed on the UGPC website prior to the meeting.



Florida Atlantic University  
COLLEGE OF BUSINESS

**ISM 6422**  
**Social Media and Web Analytics**

**Instructor** Dr. Tamara Dinev  
[1tdinev@fau.edu](mailto:1tdinev@fau.edu)  
297-3183  
Room FL 219

**Office hours:** 5:30 pm-6:50 pm Monday and Tuesday  
2:30 pm -3:45 pm Wednesday

**Required Text and Materials**

Kaushik, Avinash(2013), *Web Analytics 2.0*, Sybex ( John Wiley), ISBN: 978-0-470-52939-3 Included with this text is a DVD. We will also use Mr. Kaushik's recent blogs

**Recommended Text**

Some readings will be provided online, including articles about technical topics and current events

**Course Description**

Covers concepts and techniques for retrieving, exploring, visualizing and analyzing social network and social media data, website usage and clickstream data. Students learn to use key metrics to assess goals and return on investment, perform social network analysis to identify important social actors, subgroups and network properties in social media.

**Course Prerequisites , Credit Hours and Class time Commitments**

**Complete working knowledge of Blackboard 9**

You will need to use Blackboard to retrieve class notes, use the Discussion Board, messages, take exams, and listen to videos.

**Credit Hours: 3 credit hours**

**Class Time Commitments**

According to Florida Statue 6A-10.033, students must spend a minimum 37.5 of in class time or demonstrate equivalent number of hours during a 3-credit course. Additionally, students enrolled in a 3-credit course are expected to spend a minimum of 75 hours of out-of-class-time specifically working on course related activities (reading assigned pieces,



completing homework, preparing for exams and other assessments, reviewing notes, etc) and fulfilling any other class activities or duties as required.

### Supplemental Course Description

Students are expected to spend approximately 15-20 hours per week on assignments outside of the class ( i.e. textbook reading, exam preparation, reviewing notes, etc)

### Course Learning Objectives

Social Media and Web Analytics is the practice of gathering data from web sites, social media sites, such as Facebook, LinkedIn, myspace; Twitter, blogs, wikis and analyzing the data to make business decisions. It is used anywhere from gauging customer opinions to supporting marketing and customer service activities. As Bill Gates stated, "The Internet is becoming the town square for the global village of tomorrow". There are over 2.7 billion searches performed on Google each month. The number of text messages sent and received each day exceeds the population of the planet.

This online elearning course is directed to effectively mapping , measuring and understanding the voluminous amount of web and social media data so as to enable businesses to make decisions that will determine product/service development, marketing campaigns, product branding, sales activity, and indicate company opinion in the marketplace. The knowledge of these analytical techniques and tools are a must for those involved in the marketing, development or sales of any product or service.

After completing this course, you will have the following knowledge and understanding:

1. Identify and utilize web and social media analytic metrics
2. Understand the features of the various analytical tools
3. Perform web and social media analysis on web and social media sites
4. Understand how to monitor and measure the success of a marketing campaign
5. Apply technical and analytic skills to develop a term research project and submit it for publication
6. Apply multiple quantitative and qualitative methods to analyze website traffic and social media initiatives
7. Understand how web and social media analysis can be used to address original research questions in the business and social science domains
8. Apply ethical principles to the use of web and social media data

### Course Resources

You are expected to be proficient in computer usage and Blackboard 9. We will utilize various Blackboard 9 features throughout the course. If you are experiencing any Blackboard problems, contact the IRM help desk. If you are experiencing problems with the course material, email me your problem together with a screen



shot of your present activity. Notify me of the problem immediately so that it can be resolved as soon as possible.

### Grading Scale

#### GRADING

Midterm Exam		15%
Final Exam	15%	
Research Paper		15%
Discussions/Assignments	20%	
Web site/Social media site analysis	20%	
Report on a web or Social media analytic tool		15%

The grading scale:

Grade	A	A-	B+	B	B-	C+	C	C-	D+	D	D-	F
Cutoff	93	90	87	83	80	77	73	70	67	63	60	0

### Course Evaluation Method

#### EXAMS

Two (2) exams will be administered this semester (see Course Outline). They are comprehensive, covering all the assigned reading and lecture notes. These exams will cover the material preceding the exam, which may be a combination of multiple choice and descriptive questions. **All exams will be given on Sunday evening on the date indicated in the schedule. Please be sure that you are available.**

#### **“Using LockDown Browser and a Webcam for Online Exams**

This course requires the use of the Internet, LockDown Browser, and a webcam for online exams. The webcam can be built into your computer or can be the type that plugs in with a USB cable (usually costs \$10-30). Watch this [short video](#) to get a basic understanding of LockDown Browser and the webcam feature. General computer requirements are available [here](#) for your review.

You must download and install LockDown Browser from this link:

[http://www.fau.edu/oit/blackboard/lockdown\\_browser.php](http://www.fau.edu/oit/blackboard/lockdown_browser.php)

To take an online test, start LockDown Browser and navigate to the exam. (You won't be able to access the exam with a standard web browser.) For additional details on using LockDown Browser, review this [Student Quick Start Guide \(PDF\)](#).

Finally, when taking an online exam, follow these guidelines:

- Ensure you're in a location where you won't be interrupted and others are not present (this means you cannot take exams for this course in a lab)
- Turn off all mobile devices, phones, etc.
- Clear your desk of all external materials — books, papers, other computers, or devices
- Remain at your desk or workstation for the duration of the test
- Make sure your webcam is plugged in or enabled before starting LockDown Browser
- LockDown Browser will prevent you from accessing other websites or applications; you will be unable to exit the test until all questions are completed and submitted
- You will be recorded during the test to ensure you're using only permitted resources”



#### RESEARCH PAPER

Students are required to research case studies and scholarly articles on topics chosen by the students and approved by the professor.

#### WEB/SOCIAL MEDIA ANALYSIS PROJECT

Using an analysis tool, such as GOOGLE Analytics, perform an analysis of a specific web site or social media site for two months( February and March 2015) and provide a report on your findings by April 12<sup>th</sup>. This analysis will be performed by groups of three students. The team will coordinate their analysis with the owners of the web site and assist in keeping the site up-to-date. The members of the group must be selected by January 18. Students will be solicited using the Discussion Board. If team members are not selected by January 18, they will be randomly selected by the professor. Once a team is formed, they may select the specific web site from a given list on a first come basis.

#### CURRENT AWARENESS

Each student will research a current web or social media analytics tool and write a 2000 word report summarizing and evaluating it. The report will be uploaded to Blackboard (Assignments and Discussion Board) by March 29th. Please check with the professor when choosing a tool to analyze.

#### CLASS PARTICIPATION AND DISCUSSION

This elearning course consists of lectures, on video using the ECHO recording system, discussions, using Discussion Board, and specific assignments. It is expected that you will read the stated textbook chapters, listen to the videos, participate in the discussions and do all the assignments. **Each week's lecture and assignments will be posted Sunday morning at 9 am.**

All correspondence with the instructor should be via Messages in Blackboard (do not email the instructor unless there is an emergency).

Since this is an on-line course, you must plan sufficient time to be an active participant. We all will learn from this important subject.

**Note: This course may be cross-listed with an undergraduate class. In that case, those who take the graduate-level course will be required to complete assignments consistent with the expectation of graduate-level work.**

#### Additional Course Polices

Missing Exams



If you are unable to take an exam due to an emergency, you must inform the instructor of that fact **on or before** the day of the exam and arrange for a make-up to be administered before the graded exam is returned to the class. Any student requiring a make-up has to document his/her excuse (e.g., a letter from a physician written on the physician's letterhead, University-approved activities). Please note that **in no event will a make-up test be given after the graded exam is returned to the class.**

#### **Late Assignments**

Late assignment submitted within two (2) days of due date will incur a 20% penalty. Assignments after the two day period will not be accepted—no exceptions!

#### **Attendance Policy**

This course does not have a formal attendance policy. However, attendance is essential to do the required work and exams.

#### **E-MAILS**

Students are required to have email account for this course, and it is your responsibility to ensure that your email address listed on Blackboard is the one that you check regularly (you can always change it on Blackboard or set up auto forward or POP download if not). All course-related email should contain "ISM 4381" and your section time in the subject field. Include your name in the body of the message, since email addresses do not always identify the sender. Use proper salutations and signatures; use the same type of language and manners that you would use in a formal, business setting. Failure to use proper "[Netiquette](#)" may result in your e-mail being unanswered.



**ISM 4420  
Spring 2015 Schedule**

Week	Topic	Textbook Kaushik
1/4	Course Introduction Introduction to Web Analytics	Chapter 1
1/11	Introduction to Social Media Analytics	Chapters 9
1/18	Analytical Tools: GOOGLE ANALYTICS	Chapter 2 DISCUSSION # 1 IS DUE
1/25	Clickstream Analysis	CHAPTERS 3 & 4 (K) ASSIGNMENT # 1 IS DUE
2/1	Social Media Metrics	Kaushik blog
2/8	Measuring Success	CHAPTER 5 DISCUSSION # 2 IS DUE
2/15	Solving the "Why" Puzzle REVIEW	CHAPTER 6
2/22	MIDTERM EXAM	
	SPRING BREAK!!!!!!	
3/8	Testing & Experimentation	CHAPTER 7
3/15	Intelligence	CHAPTER 8
3/22	Social Media Monitoring	ASSIGNMENT # 2 IS DUE
3/29	FACEBOOK analysis case	Kaushik blog WEB/SOCIAL MEDIA REPORT DUE
4/5	Solutions for Analysis Traps	CHAPTERS 10 DISCUSSION # 3 IS DUE
4/12	Guiding Analysis Principles	CHAPTERS 11 & 12 PROJECT REPORT IS DUE RESEARCH PAPER IS DUE
4/19	COURSE REVIEW	
4/26	>>> FINAL EXAM <<<	



### Selected University and College Policies

#### Code of Academic Integrity Policy Statement

Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty is considered a serious breach of these ethical standards, because it interferes with the university mission to provide a high quality education in which no student

- enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the university community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty. For more information, see

[http://www.fau.edu/ctl/4.001\\_Code\\_of\\_Academic\\_Integrity.pdf](http://www.fau.edu/ctl/4.001_Code_of_Academic_Integrity.pdf)

#### Disability Policy Statement

In compliance with the Americans with Disabilities Act (ADA), students who require special accommodation due to a disability to properly execute coursework must register with the Office for Students with Disabilities (OSD) – in Boca Raton, SU 133, (561) 297-3880; in Davie, MOD 1, (954) 236-1222; in Jupiter, SR 117, (561) 799-8585; or, at the Treasure Coast, CO 128, (772) 873-3305 – and follow all OSD procedures.

#### Religious Accommodation Policy Statement

In accordance with rules of the Florida Board of Education and Florida law, students have the right to reasonable accommodations from the University in order to observe religious practices **and beliefs with regard to admissions, registration, class attendance and the scheduling of examinations** and work assignments. For further information, please see [Academic Policies and Regulations](#).

#### University Approved Absence Policy Statement

In accordance with rules of the Florida Atlantic University, students have the right to reasonable accommodations to participate in University approved activities, including athletic or scholastics teams, musical and theatrical performances and debate activities. It is the student's responsibility to notify the course instructor at least one week prior to missing any course assignment.

#### College of Business Minimum Grade Policy Statement

The minimum grade for College of Business requirements is a "C". This includes all courses that are a part of the pre-business foundation, business core, and major program. In addition, courses that are used to satisfy the university's Writing Across the Curriculum and Gordon Rule math requirements also have a minimum grade requirement of a "C". Course syllabi give individualized information about grading as it pertains to the individual classes.

#### Incomplete Grade Policy Statement





## Florida Atlantic University COLLEGE OF BUSINESS

A student who is passing a course, but has not completed all work due to exceptional circumstances, may, with consent of the instructor, temporarily receive a grade of incomplete ("I"). The assignment of the "I" grade is at the discretion of the instructor, but is allowed only if the student is passing the course.

The specific time required to make up an incomplete grade is at the discretion of the instructor. However, the College of Business policy on the resolution of incomplete grades requires that all work required to satisfy an incomplete ("I") grade must be completed within a period of time not exceeding one calendar year from the assignment of the incomplete grade. After one calendar year, the incomplete grade automatically becomes a failing ("F") grade.

### Withdrawals

Any student who decides to drop is responsible for completing the proper paper work required to withdraw from the course. Please consult the academic calendar to determine the last day to drop this course without receiving a failing grade.

### Grade Appeal Process

A student may request a review of the final course grade when s/he believes that one of the following conditions apply:

- There was a computational or recording error in the grading.
- Non-academic criteria were applied in the grading process.
- There was a gross violation of the instructor's own grading system.

The procedures for a grade appeal may be found in [Chapter 4 of the University Regulations](#).

### Disruptive Behavior Policy Statement

Disruptive behavior is defined in the FAU Student Code of Conduct as "... activities which interfere with the educational mission within classroom." Students who behave in the classroom such that the educational experiences of other students and/or the instructor's course objectives are disrupted are subject to disciplinary action. Such behavior impedes students' ability to learn or an instructor's ability to teach. Disruptive behavior may include, but is not limited to: non-approved use of electronic devices (including cellular telephones); cursing or shouting at others in such a way as to be disruptive; or, other violations of an instructor's expectations for classroom conduct.

### **Faculty Rights and Responsibilities**

Florida Atlantic University respects the right of instructors to teach and students to learn. Maintenance of these rights requires classroom conditions which do not impede their exercise. To ensure these rights, faculty members have the prerogative:

- To establish and implement academic standards
- To establish and enforce reasonable behavior standards in each class
- To refer disciplinary action to those students whose behavior may be judged to be disruptive under the Student Code of Conduct.



### BIBLIOGRAPHY

Hansen, Derek, Ben Sheiderman, Marc Smith. 2014. *Analyzing Social Media Networks with NodeXL: Insights from a Connected World*. Morgan Kaufmann, 304.

Avinash Kaushik. 2009. *Web Analytics 2.0: The Art of Online Accountability*.

Easley, D. & Kleinberg, J. (2013). *Networks, Crowds, and Markets: Reasoning About a Highly Connected World*. New York: Cambridge University Press.  
<http://www.cs.cornell.edu/home/kleinber/networks-book/>

Wasserman, S. & Faust, K. (1994). *Social network analysis: Methods and applications*. New York: Cambridge University Press.

Monge, P. R. & Contractor, N. S. (2003). *Theories of communication networks*. New York: Oxford University Press. <http://nosh.northwestern.edu/vita.html>

Borgatti, S., Mehra, A., Brass, D., & Labianca, G. (2009). "Network Analysis in the Social Sciences." *Science*, Vol. 323: 892-895.

Wellman, Barry and S.D. Berkowitz (Eds.). 1988. "Structural Analysis: From Method and Metaphor to Theory and Substance." Chapter 2 (pp. 19-61) in *Social Structures: A Network Approach*. Cambridge: Cambridge University Press.

Emirbayer, M. & Goodwin, J. (2010). "Network analysis, culture, and the problem of agency." *American Journal of Sociology*, 99(6): 1411-1454. – Critique.

Emirbayer, M. (1997). "Manifesto for a Relational Sociology." *American Journal of Sociology*, 103(2): 281-317. – Critique.

Powell, W. (1990). "Neither Market Nor Hierarchy: Network Forms of Organization." *Research in Organizational Behavior*, 12: 295-336. – Influential in organizational/management literature.

Vespignani, A. (2009). "Predicting the Behavior of Techno-Social Systems." *Science*, 325: 425-428.