Universitat de Lleida

DEGREE CURRICULUM

SOCIAL DATA BENEFITS

Coordination: FERNANDES , JULIANA

Academic year 2020-21

SOCIAL DATA BENEFITS 2020-21

Subject's general information

Subject name	SOCIAL DATA BENEFITS
Code	102186
Semester	2nd Q(SEMESTER) CONTINUED EVALUATION
Typology	
Course number of credits (ECTS)	6
Type of activity, credits, and groups	
Coordination	FERNANDES , JULIANA
Department	ADMINISTRACIÓ D'EMPRESES
Teaching load distribution between lectures and independent student work	During the course, online classes will be combined with practical sessions at the laboratory. With the online sessions, the students will acquire the theoretical knowledge that they will apply subsequently at the laboratory. Students must solve case studies, combined with readings and the development and presentation of a marketing plan, which they must carry out throughout the course as they develop the content. Students must do autonomous work in non-face to face lessons.
Important information on data processing	Consult this link for more information.
Language	Spanish, Catalan, English.
Distribution of credits	1 credit equals 25 hours of student work. 6 credits are 150 hours.

Typology:

Degree	Course	Typology	Modality
Bachelor's Degree in Design and Creative Tecnologies	2	COMPULSORY	Attendance-based

Type of activity, credits, and groups:

Activity type	PRALAB	TEORIA
Number of credits	3	3
Number of groups	2	1

SOCIAL DATA BENEFITS 2020-21

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
FERNANDES , JULIANA	juliana.fernandes@udl.cat	9	

Learning objectives

- Develop critical thinking for decision-making in marketing strategies.

- Know the types and formats of social data.

- Know the tools for data management.

- Know how to discriminate the quality of social data.

- Know the function of the API, Log, Bot and Cookies.

- Understand the use of infographics as a communication tool.

- Establish data navigation patterns.

Competences

Basic

CB3. That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include reflection on relevant issues of a social, scientific, or ethical nature.

Generals

CG1. Ability to create and develop responses to communication problems for different digital content.

CG7. Ability to analyse and develop digital technologies for information visualization.

Specific

CE1. Systematize and use the information extracted from social data and knowledge acquired from social networks, adding value to the results obtained.

CE4. Be able to analyse the results obtained in the different steps of a marketing plan, using data visualization techniques.

CE11. Know how to visualize and visually communicate information through the mastery of the techniques of graphic expression, knowing how to present the results based on aesthetic canons.

Transversal

CT3. Acquire training in the use of new technologies and information and communication technologies.

Subject contents

- **Module 1: Introduction**

  - The data and its purpose

  - Before and after the digital age

  - Information is power: examples of the use of information in different sectors

- **Module 2: Data Mining**

  - What is data mining

  - Ethics in the use of data. Understanding the GDPR

  - The function of the API, Log, Bot and Cookies

  - How search engines work and their algorithm

  - Data sources from social networks: Twitter, Linkedin, Facebook, Instagram, Pinterest and others

- **Module 3: Data Analysis**

  - What is data analysis

  - Classification and data storage

  - Tools to measure and monitor results

  - Identification of trends and patterns

- **Module 4: Measurement plan**

  - Basics of the measurement plan

  - Phases of the measurement plan

  - Business objectives and strategies

  - Identification of KPIs

  - Metrics and acquisition dimensions

  - Definition of monitoring calendar

- **Module 5: Data visualization**

  - Fundamentals of the visualization plan

  - Definition of report specifications

  - Development and presentation of graphics

  - Development of infographics

- Data presentation tools

Methodology

1. **Masterclasses**
2. **Practices**
3. **Teamwork**
4. **Readings**

Students will periodically attend online theoretical lectures and practical sessions. The subject is divided into five major topics.

In the online lectures, students will acquire theoretical knowledge through masterclasses and case studies.

The practical sessions are aimed to apply the knowledge acquired in the online masterclasses through projects, readings, and case studies.

The student's autonomous work consists of preparing assignments, reading recommended books and solving case studies from the theoretical lectures, and executing applied projects.

Development plan

Week	Topic	Evaluation
Week 1	Introduction	
Week 2 - 4	Data Mining	Case study resolution
Week 5 - 8	Data Analysis	Case study resolution
Week 9	Partial exams	
Week 10 - 13	Measurement plan	Case study resolution
Week 14 - 15	Data visualization	Case study resolution
Week 16	Selectividad	
Week 17	Exams – Final Project	
Week 18	Tutoring	
Week 19	Exams	

Evaluation

Nº	Evaluation system	Minimum value	Maximum value
1	Continued evaluation	80%	100%

Bibliography

- Social Media Mining: An Introduction, Reza Zafari, Mohammad Ali Abbfasi, Huan Liu

- Mining Social Media: Finding Stories in Internet Data, Lam Thuy Vo

- Mining the Social Web, Matthew A. Russell

- Data Analytics. Mide y Vencerás, Iñaki Gorostiza Esquerdeiro, Asier Barainca Fontao

- Google Analytics. Mide Y Vencerás, Iñaki Gorostiza Esquerdeiro, Asier Barainca Fontao

- https://www.houseofbots.com/news-detail/11973-1-clarifying-differences-between-data-analysis-data-mining-data-science-machine-learning,-and-big-data

- Hootsuite,

- We are social

- Connect & Sell

- IBM Buyers

- McKinsey

- Think with Google