



Universitat de Lleida

DEGREE CURRICULUM
SOCIAL DATA BENEFITS

Coordination: FERNANDES , JULIANA

Academic year 2022-23

Subject's general information

| Subject name | SOCIAL DATA BENEFITS | | | | | | | | | | | |
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| Code | 102186 | | | | | | | | | | | |
| Semester | 2nd Q(SEMESTER) CONTINUED EVALUATION | | | | | | | | | | | |
| Typology | <table border="1"> <thead> <tr> <th>Degree</th> <th>Course</th> <th>Typology</th> <th>Modality</th> </tr> </thead> <tbody> <tr> <td>Bachelor's Degree in Design and Creative Tecnologies</td> <td>2</td> <td>COMPULSORY</td> <td>Attendance-based</td> </tr> </tbody> </table> | | | Degree | Course | Typology | Modality | Bachelor's Degree in Design and Creative Tecnologies | 2 | COMPULSORY | Attendance-based | |
| Degree | Course | Typology | Modality | | | | | | | | | |
| Bachelor's Degree in Design and Creative Tecnologies | 2 | COMPULSORY | Attendance-based | | | | | | | | | |
| Course number of credits (ECTS) | 6 | | | | | | | | | | | |
| Type of activity, credits, and groups | <table border="1"> <thead> <tr> <th>Activity type</th> <th>PRALAB</th> <th>TEORIA</th> </tr> </thead> <tbody> <tr> <td>Number of credits</td> <td>3</td> <td>3</td> </tr> <tr> <td>Number of groups</td> <td>2</td> <td>1</td> </tr> </tbody> </table> | | | Activity type | PRALAB | TEORIA | Number of credits | 3 | 3 | Number of groups | 2 | 1 |
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| Number of credits | 3 | 3 | | | | | | | | | | |
| Number of groups | 2 | 1 | | | | | | | | | | |
| Coordination | FERNANDES , JULIANA | | | | | | | | | | | |
| Department | ADMINISTRACIÓ D'EMPRESES | | | | | | | | | | | |
| Teaching load distribution between lectures and independent student work | <p>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.</p> | | | | | | | | | | | |
| 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. | | | | | | | | | | | |

| Teaching staff | E-mail addresses | Credits taught by teacher | Office and hour of attention |
|---------------------------|---------------------------|---------------------------|------------------------------|
| FERNANDES , JULIANA | juliana.fernandes@udl.cat | 3 | |
| MARTÍ OCHOA, JULIA LORENA | julia.marti@udl.cat | 6 | |

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 theoretical lectures and practical sessions. The subject is divided into five major topics.

In the lectures sessions, 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