

Stages of Teaching and Learning Social Media Analytics

BlueSky Workshop on Tools for Teaching and Learning of Social Media Analytics

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Objective: To introduce unexperienced undergraduate students to the process of analyzing social media with sufficient breadth that they may continue to learn independently.

Challenges:

- *Students* at the University of Maine at Augusta are non-traditional, lack preparation, lack confidence, and are fascinated by but intimidated by math, research and technology.
- *Social media platforms* are in a state of constant change.
- *Social media analytics packages and methods* are in a condition of rapid evolution and are likely to experience substantive alterations in the next decade.

Learning Outcomes: Students who complete a course in social media analytics will be able to:

1. Find and navigate social media platforms
2. Recognize the common elements of social media:
 - a. Individuals
 - b. Actions
 - c. Memberships
 - d. Relationships
3. Extract observations of these elements into datasets:
 - a. Individual-level
 - b. 1-mode network
 - c. 2-mode network
4. To analyze data and report data visualizations, qualitative categorizations and quantitative statistics

Strategy: A gentle, stepwise series of stages taking students from where they are to where they need to be, introducing students to a variety of analytic platforms, and focusing on the social research skills that will remain constant despite changes in social media and social media analytic platforms.

