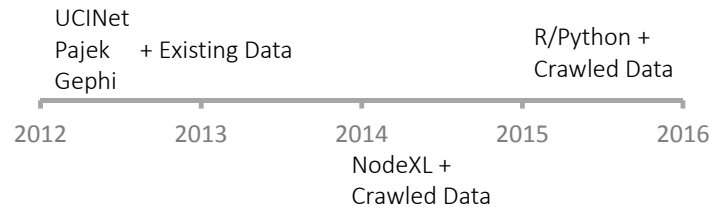


Teaching and Learning of Social Media Analytics at City University of Hong Kong



Pros and Cons of NodeXL (2013-15)

	Data Crawling	Data Analysis	Visualization
UCINet		**	*
Pajek		***	**
Gephi		**	***
NodeXL	*	*	**
R	***	***	***
Python	***	***	***

* Minimum; ** Adequate; *** Sophisticated

Pros:

- o Crawling data without coding
- o One tool does all phases

Cons:

- o Data collection limited to a few SNSs
- o Cumbersome in manipulating crawled data
- o Limited analytic metrics

Informal Training on Coding (2014-16)

Workshops:

- non-credit bearing
- 3-hour/session x 5 sessions
- focused on R language

Coding Club:

- students self-learning
- relied on MOOCs
- split between R and Python

Formal Training on Coding (2016+)

Plan to launch a new specialization on social media analytics in MA in Communication and New Media, with four core courses on coding:

- Computational foundation
- Data crawling
- Data mining
- Data visualization