

**PhD in Economics, Statistics and Data Science (ECOSTATDATA)**  
**Academic Year 2022-2023**  
**Cycle XXXVIII**

**Social Media Analytics**

(Prof. R. Boselli)

**1. Introduction**

- a. Social Media: state of the art
- b. Social Media Analytics: definitions
- c. Business point of view
- d. Measurement Framework and Metrics

**2. Social Media Analytics in Research**

- a. SMA in research studies
- b. Frameworks
- c. Different approaches
- d. Examples of research works
- e. SMA in Twitter: examples

**3. Social Network Analysis**

- a. Graphs
- b. Metrics
- c. Tools

**4. Orange Data Miner**

- a. Introduction to Orange
- b. Text Mining with Orange
- c. Social Network Analysis with Orange

**References:**

- Batrinca, B., & Treleaven, P. C. (2015). Social media analytics: a survey of techniques, tools and platforms. *Ai & Society*, 30(1), 89-116.
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business horizons*, 53(1), 59-68.
- Cosenza, V, (2012) Social Media ROI, Apogeo.