KING'S OWN INSTITUTE*

Success in Higher Education

ICT733 SOCIAL WEB ANALYTICS T326 BRIEF

All information in the Subject Outline is correct at the time of approval. KOI reserves the right to make changes to the Subject Outline if they become necessary. Any changes require the approval of the KOI Academic Board and will be formally advised to those students who may be affected by email and via Moodle.
Information contained within this Subject Outline applies to students enrolled in the trimester as indicated

1. General Information

1.1 Administrative Details

Associated HE Award(s)	Duration	Level	Subject Coordinator
Master of Information Technology (MIT)	1 trimester	Postgraduate	Dr Xin Gu xin.gu@koi.edu.au P: +61 (2) 9283 3583 L: 7-11, 11 York Street. Consultation: via Moodle or by appointment.

1.2 Core/Elective

This subject is:
- an elective subject for the Master of Information Technology (MIT)

1.3 Subject Weighting

Indicated below is the weighting of this subject and the total course points

Subject Credit Points	Total Course Credit Points
4	MIT (64 Credit Points)

1.4 Student Workload

Indicated below is the expected student workload per week for this subject

No. Timetabled Hours/Week*	No. Personal Study Hours/Week**	Total Workload Hours/Week***
3 hours/week plus supplementary online material	7 hours/week	10 hours/week

* Total time spent per week at lectures and tutorials
** Total time students are expected to spend per week in studying, completing assignments, etc.
*** Combination of timetable hours and personal study

1.5 Mode of Delivery Classes will be face-to-face or hybrid. Certain classes will be online (e.g., special arrangements).

1.6 Pre-requisites ICT713 Advanced Database Design and Development
ICT731 Data Mining
BUS708 Statistics and Data Analysis

1.7 General Study and Resource Requirements

- Students are expected to attend classes with the weekly worksheets and subject support material provided in Moodle. Students should read this material before coming to class to improve their ability to participate in the weekly activities.
- Students will require access to the internet and their KOI email and should have basic skills in word processing software such as MS Word, spreadsheet software such as MS Excel and visual presentation software such as MS PowerPoint.

- Computers and WIFI facilities are extensively available for student use throughout KOI. Students are encouraged to make use of the campus Library for reference materials.

Software resource requirements specific to this subject: Office 365, MS Imagine, Netlytic, Semantria, NodeXL, UCINET, Google (Analytics, Correlate, Fusion Tables, Trends), Count.ly, VOSON, and a range of other free services (e.g. Tweetreach), Python (Anaconda), RStudio.

1.8 Academic Advising

Academic advising is available to students throughout teaching periods including the exam weeks. As well as requesting help during scheduled class times, students have the following options:

- Consultation times: A list of consultation hours is provided on the homepage of Moodle where appointments can be booked.
- Subject coordinator: Subject coordinators are available for contact via email. The email address of the subject coordinator is provided at the top of this subject outline.
- Academic staff: Lecturers and Tutors provide their contact details in Moodle for the specific subject. In most cases, this will be via email. Some subjects may also provide a discussion forum where questions can be raised.
- Head of Program: The Head of Program is available to all students in the program if they need advice about their studies and KOI procedures.
- Vice President (Academic): The Vice President (Academic) will assist students to resolve complex issues (but may refer students to the relevant lecturers for detailed academic advice).

Academic Details

2.1 Overview of the Subject

Social web analytics involves the extraction of valuable insights available from the large data sets associated with websites and social media in order to make informed business decisions. Students will learn how to systematically identify, extract, and analyse data using sophisticated tools and techniques. In addition to evaluating data to make better business decisions, students will learn how to communicate this information to varied audiences, including decision makers, who may only have a limited technical background.

2.2 Graduate Attributes for Postgraduate Courses

Graduates of postgraduate courses from King's Own Institute will gain the graduate attributes expected from successful completion of a postgraduate degree under the Australian Qualifications Framework (2nd edition, January 2013). Graduates at this level will be able to apply advanced body of knowledge in a range of contexts for professional practice or scholarship and as a pathway for further learning.

King's Own Institute's key generic graduate attributes for a postgraduate degree are summarised below:

	KOI Postgraduate Degree Graduate Attributes	**Detailed Description**
	Knowledge	Current, comprehensive and coherent knowledge, including recent developments and applied research methods
	Critical Thinking	Critical thinking skills to identify and analyse current theories and developments and emerging trends in professional practice
	Communication	Communication and technical skills to analyse and theorise, contribute to professional practice or scholarship, and present ideas to a variety of audiences

	Research and Information Literacy	Cognitive and technical skills to access and evaluate information resources, justify research approaches and interpret theoretical propositions
	Creative Problem Solving Skills	Cognitive, technical and creative skills to investigate, analyse and synthesise complex information, concepts and theories, solve complex problems and apply established theories to situations in professional practice
	Ethical and Cultural Sensitivity	Appreciation and accountability for ethical principles, cultural sensitivity and social responsibility, both personally and professionally
	Leadership and Strategy	Initiative, leadership skills and ability to work professionally and collaboratively to achieve team objectives across a range of team roles Expertise in strategic thinking, developing and implementing business plans and decision making under uncertainty
	Professional Skills	High level personal autonomy, judgement, decision-making and accountability required to begin professional practice

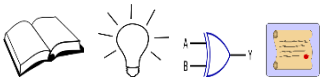
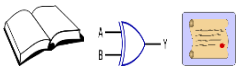
Across the courses, these skills are developed progressively at three levels:

- **Level 1 Foundation –** Students learn the skills, theories and techniques of the subject and apply them in stand-alone contexts
- **Level 2 Intermediate –** Students further develop skills, theories and techniques of the subject and apply them in more complex contexts, beginning to integrate the application with other subjects
- **Level 3 Advanced** – Students have a demonstrated ability to plan, research and apply the skills, theories and techniques of the subject in complex situations, integrating the subject content with a range of other subject disciplines within the context of the course

Generally, skills gained from subjects in the Graduate Certificate and Graduate Diploma are at levels 1 and 2 while other subjects in the Master's degree are at level 3.

2.3 Subject Learning Outcomes

Listed below, are key knowledge and skills students are expected to attain by successfully completing this subject:

Subject Learning Outcomes	Contribution to Course Graduate Attributes
a) Identify and apply appropriate tools and techniques to analyse social media and website data from a variety of perspectives	
b) Evaluate analysis reports in order to make informed business decisions	
c) Formulate social media metrics for measuring return on investment	
d) Manage legal, ethical, privacy, and security issues related to the use of data	
e) Identify and discuss emerging trends in research and the use of data analytics and business intelligence	

2.4 Subject Content and Structure

Below are details of the subject content and how it is structured, including specific topics covered in lectures and tutorials. Reading refers to the text unless otherwise indicated.
Weekly Planner:

Week (beginning)	Topic covered in each week's lecture	Reading(s)	Expected work as listed in Moodle
Week 1 26 October	Introduction to Social Web Analytics & Legal, Ethical, Privacy, and Security Related Issues in Social Web Analytics	Ch 1,2,3,16 (Khan, 2024) ACS Code of Ethics, General Data Protection Regulation (GDPR)	Tutorial exercise questions Formative nor graded as part of the portfolio
Week 2 02 November	Actions and Hyperlinks Analytics	Ch 9, 12 (Khan, 2024)	Data Analysis Fundamentals Tutorial exercise questions Graded as part of the portfolio
Week 3 09 November	Capturing Value with Network Analytics	Ch 6 (Khan, 2024)	Data Visualisation in Python Network Visualisation in Python Tutorial exercise questions Graded as part of the portfolio.
Week 4 16 November	Social Text Analytics – Sentiment Analysis	Ch 7 (Khan, 2024)	Sentiment Analysis in Python Tutorial exercise questions Graded as part of the portfolio.
Week 5 23 November	Social Text Analytics – Intention Analysis	Ch 7 (Khan, 2024)	Intention Analysis in Python Tutorial exercise questions Graded as part of the portfolio
Week 6 30 November	Social Text Analytics – Topic Modelling I	Ch 7 (Khan, 2024)	Topic Modelling in Python Tutorial exercise questions Graded as part of the portfolio **Assessment 2 due**
Week 7 07 December	Social Text Analytics – Topic Modelling II	Ch 7 (Khan, 2024)	Topic Modelling in Python Tutorial exercise questions Graded as part of the portfolio
Week 8 14 December	Search Engine and Website Analytics	Ch 10 (Khan, 2024)	Web Scraping in Python Tutorial exercise questions Graded as part of the portfolio

Week (beginning)	Topic covered in each week's lecture	Reading(s)	Expected work as listed in Moodle
			Assessment 3 due
Week 9 04 January	Social Media Location Analytics	Ch 11 (Khan, 2024)	Geographical Analysis in Python Tutorial exercise questions Graded as part of the portfolio
Week 10 11 January	Multimedia Analytics Image Processing	Reading provided on Moodle	Image Processing in Python Tutorial exercise questions Graded as part of the portfolio Final case study due
Week 11 18 January	Multimedia Analytics - Video Processing	Reading provided on Moodle	Video Processing in Python Tutorial exercise questions Graded as part of the portfolio **Assessment 4 Report due**
Week 12 25 January	Presentation & VIVA	All course material	**Assessment 4 Presentation due**
Week 13 01 February	Study review week and Final Exam Week		
Week 14 08 February	- Final Exam Week - Continuing students - enrolments for T127 open		Please see the exam timetable for the exam date, time and location
Week 15 15 February	- Student Vacation begins - New students - enrolments for T127 open		
Week 16 22 February	o Results Released o Review of Grade Day for T326 – see Sections 2.6 and 3.2 below for relevant information. o Certification of Grades NOTE: More information about the dates will be provided at a later date through Moodle/KOI email.		
T127 01 March 2027			
Week 1 01 March	Week 1 of classes for T127		

2.5 Teaching Methods/Strategies

Briefly described below are the teaching methods/strategies used in this subject:

- *Lectures* (1 hours/week) are conducted in seminar style and address the subject content, provide motivation and context and draw on the students' experience and preparatory reading.
- *Tutorials* (2 hours/week) include class discussion of case studies and research papers, practice sets and problem-solving and syndicate work on group projects. Tutorials often include group exercises and so contribute to the development of teamwork skills and cultural understanding. Tutorial participation is an essential component of the subject and contributes to the development of many of the graduate attributes (see section 2.2 above). Tutorial participation contributes towards the assessment in many subjects (see details in Section 3.1 for this subject). Supplementary tutorial material such as case studies, recommended readings, review questions etc. will be made available each week in Moodle.
- *Online* teaching resources include class materials, readings, model answers to assignments and exercises and discussion boards. All online materials for this subject as provided by KOI will be found in the Moodle page for this subject. Students should access Moodle regularly as material may be updated at any time during the trimester
- *Other contact* - academic staff may also contact students either via Moodle messaging, or via email to the email address provided to KOI on enrolment.

2.6 Student Assessment

Assessment is designed to encourage effective student learning and enable students to develop and demonstrate the skills and knowledge identified in the subject learning outcomes. Assessment tasks during the first half of the study period are usually intended to maximise the developmental function of assessment (formative assessment). These assessment tasks include weekly tutorial exercises (as indicated in the weekly planner) and low stakes graded assessments (as shown in the graded assessment table). The major assessment tasks where students demonstrate their knowledge and skills (summative assessment) generally occur later in the study period. These are the major graded assessment items shown in the graded assessment table.

Final grades are awarded by the Board of Examiners in accordance with KOI's Assessment and Assessment Appeals Policy. The definitions and guidelines for the awarding of final grades are:

- *HD High distinction* (85-100%): an outstanding level of achievement in relation to the assessment process.
- *D Distinction* (75-84%): a high level of achievement in relation to the assessment process.
- *C Credit* (65-74%): a better than satisfactory level of achievement in relation to the assessment process.
- *P Pass* (50-64%): a satisfactory level of achievement in relation to the assessment process.
- *F Fail* (0-49%): an unsatisfactory level of achievement in relation to the assessment process.
- *FW:* This grade will be assigned when a student did not submit any of the compulsory assessment items.

Provided below is a schedule of formal assessment tasks and major examinations for the subject.

Assessment Type	When Assessed	Weighting	Learning Outcomes Assessed
Assessment 1: Tutorial portfolio	Weeks 2 - 11	15%	a, b, c, d, e
In-Class Quiz	Week 6	20%	b,d,e
Assessment 3: Individual Assignment (1500 words) + Recorded Presentation	Week 8	Report: 15% Presentation: 10% Total: 25%	a,b,c,e
Assessment 4: Group Assignment. Report (3000 words) + in-class Presentation & VIVA	Report: Week 11 Presentation & VIVA: Week 12	Report: 20% Presentation: 10% VIVA: 10% Total: 40%	a,b,c,e

Requirements to Pass the Subject:

To gain a pass or better in this subject, students must gain a *minimum of 50%* of the total available subject marks.

2.7 Prescribed and Recommended Readings

Provided below, in formal reference format, is a list of the prescribed and recommended readings.

Prescribed Texts:

Khan, G.F., (2024) Creating value with social media analytics. 3rd ed., Seattle, WA: Independently Published. ISBN: 9798320860459.

Recommended readings:

Abdusalomovna, T. D. (2023). TEXT MINING. European Journal of Interdisciplinary Research and Development, 13, 284-289. https://ejird.journalspark.org/index.php/ejird/article/view/443.

Assenmacher, D., Weber, D., Preuss, M., Calero Valdez, A., Bradshaw, A., Ross, B. and Grimme, C. (2022) 'Benchmarking crisis in social media analytics: a solution for the data-sharing problem', *Social Science Computer Review*, 40(6), pp. 1496-1522. DOI: https://doi.org/10.1177/08944393211012268

Australian Computer Society (ACS), 2023. *Code of Professional Conduct* (v2.1). Available at: https://www.acs.org.au/content/dam/acs/ACSimages/ethicsdiscipline/CodeOfProfessionalEthics_Mar_2023.pdf

Beheshti, A., Ghodratnama, S., Elahi, M., Farhood, H. (2022). Social data analytics. CRC press. ISBN : 9781032196275.

GDPR-Info.eu, n.d. *General Data Protection Regulation (GDPR)*. Available at: https://gdpr-info.eu/

He, C. and Hu, D., 2025. Social media analytics for disaster response: Classification and geospatial visualization framework. *Applied Sciences*, *15*(8), p.4330. *Available at: https://www.mdpi.com/2076-3417/15/8/4330*

Long, J. A. (2024). jtools: Analysis and presentation of social scientific data. *Journal of Open Source Software*, *9*(101), 6610. DOI: https://doi.org/10.21105/joss.06610.

Polanco-Levicán, K. and Salvo-Garrido, S. (2022) 'Understanding social media literacy: A systematic review of the concept and its competences', *International Journal of Environmental Research and Public Health*, 19(14), p. 8807. DOI: 10.3390/ijerph19148807.

Rodríguez-Ibánez, M., Casánez-Ventura, A., Castejón-Mateos, F., & Cuenca-Jiménez, P. M. (2023). A review on sentiment analysis from social media platforms. *Expert Systems with Applications*, *223*, 119862. DOI: https://doi.org/10.1016/j.eswa.2023.119862.

Theodorakopoulos, L., & Theodoropoulou, A. (2024). Leveraging big data analytics for understanding consumer behavior in digital marketing: A systematic review. *Human Behavior and Emerging Technologies*, *2024*(1), 3641502. DOI: https://doi.org/10.1155/2024/3641502.

Thielmann, A., Weisser, C., Krenz, A., & Säfken, B. (2023). Unsupervised document classification integrating web scraping, one-class SVM and LDA topic modelling. *Journal of Applied Statistics*, *50*(3), 574-591. DOI: https://doi.org/10.1080/02664763.2021.1919063.

Suggested Periodicals:

- Data Mining and Knowledge Discovery: https://link.springer.com/journal/10618

- International Journal of Business Intelligence and Data Mining: https://www.inderscience.com/jhome.php?jcode=ijbidm
- International Journal of Data Science and Analytics: https://www.springer.com/computer/database+management+%26+information+retrieval/journal/41060
- Journal of Big Data: https://journalofbigdata.springeropen.com/
- Wiley Interdisciplinary Reviews: Data Mining and Knowledge Discovery (WIDM): http://wires.wiley.com/WileyCDA/WiresIssue/wisId-WIDM.html?pageType=all

Useful Websites:

- What is social media analytics: https://www.ibm.com/topics/social-media-analytics
- Find Social Web Datasets on Kaggle: https://www.kaggle.com/
- Datasets on UC Irvine: https://archive.ics.uci.edu/datasets
- Social Media Analytics: https://blog.hubspot.com/marketing/social-media-analytics

Conference/ Journal Articles:

Students are encouraged to read peer reviewed journal articles and conference papers. Google Scholar provides a simple way to broadly search for scholarly literature. From one place, you can search across many disciplines and sources: articles, theses, books, abstracts and court opinions, from academic publishers, professional societies, online repositories, universities and other web sites.