Social Media Analytics

Overview

Social media analytics gather and analyze users’ natural reactions and language use to find patterns and draw conclusions. This relates to the entities and attributes we used in MIS2502 and how we created relationships to transform data into information. Companies can use data from social media to learn information about their product, such as opportunities, trends, and user perception. Organized data sets are created from the raw data of social media interactions which are curated to answer marketing questions such as target audience, perception of product, and competitor analysis. Often, these findings are displayed in a visual format, which allows anyone to see trends despite education on data analytics.

Relation to Class Materials

In our course, we used data sets consisting of entities such as the moviedb which included tables regarding films, rental customers, actors, and more. We were able to answer questions such as, “What are the PG-rated movies with the largest replacement cost at store 2? And how much is it?”. Relating data is useful for businesses to learn and operate efficiently. In this movie case, the store would be careful with the three returned movies that have the highest replacement value. For social media, data analyzers create these tables and establish relationships to answer questions they may have. How many of a company’s followers are under 25? Do these users have higher interaction than those over 50? This is also used in sentiment analysis on social media to determine users’ perceptions of a specific post or account based on the words used in relation to each other (*What is social media analytics?*, n.d.). When more negative words than positive words are related to a specific post, the company understands that there is an issue they need to resolve (*What is social media analytics?*, n.d.). Relationships are important in data analytics as they show patterns and answer questions, transforming raw data into useful information.

Social Media Analytics in Practice

In practice, social media analytics are useful in a variety of ways, depending on what a company wants to know. Data can be used to analyze natural language, behavior, and discussions to determine user perception of a company’s social presence and products (*What is social media analytics?*, n.d.). From another angle, companies could use demographical data to see who interacts with their content (*What is social media analytics?*, n.d.). This may help them adjust their marketing to the appropriate target audience. Whatever questions the company is looking to answer through this information, they can use dashboards and visualizations to clearly see patterns and analyze their findings (*What is social media analytics?*, n.d.). Social media contains mass amounts of data that can be analyzed and transformed into various forms of useful information.

References

*What is social media analytics?* IBM. (n.d.). Retrieved March 30, 2022, from https://www.ibm.com/topics/social-media-analytics