



SNS COLLEGE OF TECHNOLOGY

Coimbatore - 35

19BAE734 – SOCIAL NETWORK ANALYSIS

UNIT IV – DATA ANALYSIS AND
VISUALIZATION



CRITIQUING DATA

- **Critiquing is a systematic process for evaluating research studies and the results reported.**



FOUR KEY ASPECTS OF CRITIQUE

- **Understanding the purpose and problem, while determining if the design and methodology are consistent with the purpose.**
- **Determining if the methodology is properly applied.**
- **Assessing if outcomes and conclusions are believable and supported by findings.**
- **Reflecting on overall quality, strengths, and limitations.**



RESEARCH CRITIQUE PROCESS

- 1. Read the research article or report in its entirety to get a sense of the study and its contribution to knowledge development.**
- 2. Read the article or report again, paying attention to the questions appropriate to each stage of the critiquing process.**



COLLECTING CRIMSON

Crimson is a social media insights platform that uses NLP, machine learning and neural networks for text analytics, object recognition and network analysis of audience interests.



HISTORICIZING DATA

Historicizing Big Data provides comparative breadth and historical depth to the ongoing discussion of the revolutionary potential of data-intensive modes of knowledge production and the challenges the current "data deluge" poses to society.



REPORTING

A social media report offers a means of extracting value from data based on various social networks (Facebook, Twitter, LinkedIn, YouTube, etc.) and metrics (follows, likes, reach, growth, awareness, post-performance, engagements, etc.) over various time frames.



IMPORTANCE OF REPORTING

- **Smarter content creation**
- **Results-driven scheduling**
- **Tailored targeting**
- **Customized tracking and performance measurement**
- **Identifying trends and new opportunities**
- **Delivering added value to audiences**

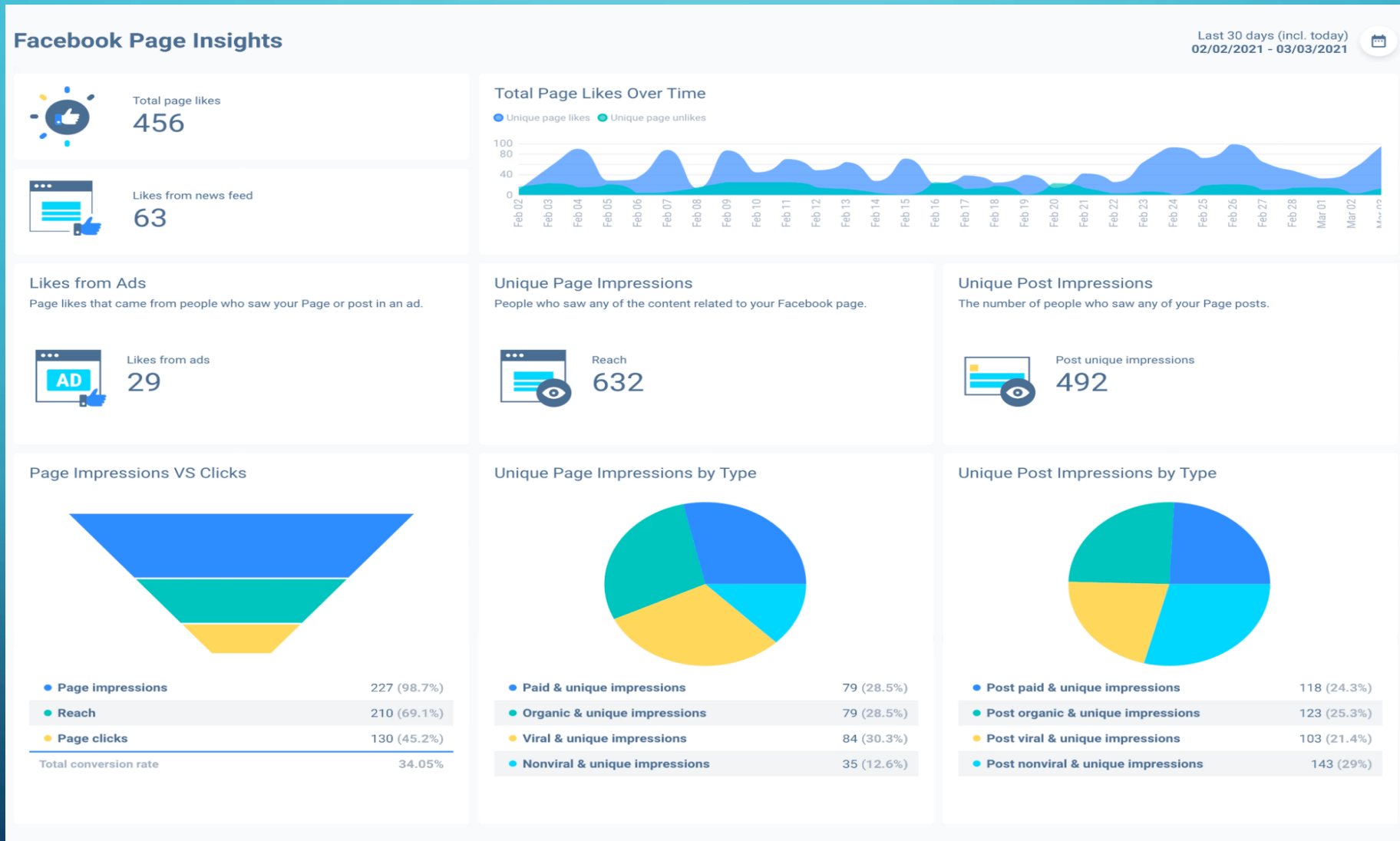


STEPS OF DATA REPORTING





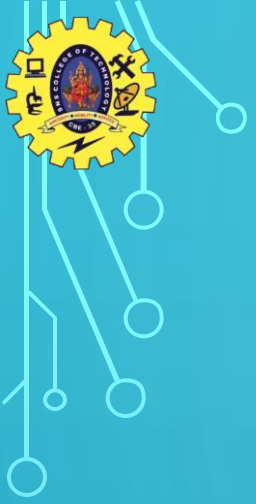
EXAMPLE OF DATA REPORTING





REFERENCE:

- <https://www.datapine.com/blog/social-media-reports-examples-and-templates/#:~:text=social%20media%20reports!-,What%20is%20a%20Social%20Media%20Report%3F,over%20various%20time%20frames.>



THANK YOU!

