

**University of Florida
College of Journalism and Communications
Department of Public Relations**

PUR 4501, Social Media Listening and Analytics (3 credit hours)

Summer A 2024

Meeting Time

M: 9:30 AM - 12:15 PM (Periods 2-3)

W: 9:30 AM - 1:45 PM (Periods 2-4)

We'll meet Mondays and Wednesdays on Zoom. You can access all course materials, including our Zoom sessions, online through e-Learning on Canvas (<https://elearning.ufl.edu/>).

Instructor Name: Jason Nam (*he/him*)

Office Hours: By appointment

Email Address: g.nam@ufl.edu

Response time: Expect a response within 24-48 hours. All e-mail correspondence to the course instructor must originate from your ufl.edu account, contain your course and section number in the subject line and have your full name in the body of the e-mail.

LinkedIn: <https://www.linkedin.com/in/jason-gwiwon-nam/>

Prerequisites PUR 3000 with a minimum grade of C and PUR 3622 with a minimum grade of C.

PURPOSE AND OUTCOME

Course Overview. Social media provides valuable insights for organizations to better understand and build relationships with their audiences. During the six-week Summer A semester, we will discuss how to listen to public opinions through various social media channels, learn how to leverage social media data to gain insights about an organization and its public, provide actionable, data-driven recommendations, and shape social media strategies.

Course Objective. You will gain hands-on experience in social listening, analyzing native analytics, using measurement tools, and creating and presenting social media listening and analytics reports. By handling real-world social media data, this course aims to develop a robust portfolio that showcases your skills in social media listening and analytics.

Expected Outcomes. From this course, you will gain experience with diverse social media listening and analytics tools, collecting actual data to practice data analysis and derive insights to meet the demands of today's industry. You will:

- Understand the role of social media data and analytics in helping organizations achieve their goals and understand their publics.
- Analyze social media data using social media listening and measurement tools.
- Acquire proficiency in data analysis tools, including Excel and R.
- Draw meaningful insights and provide actionable, strategic recommendations based on thorough social media data analysis.
- Enhance critical thinking, listening, and professional skills through mock competitions.

Materials. This course does not have a required textbook, but this book can be helpful:

Duarte, N. (2019). DataStory: Explain data and inspire action through story. Oakton: Ideapress Publishing. ISBN: 1940858984

There will be online readings and videos assigned for certain weeks. You will also use social media platforms (e.g., Facebook, Instagram, or X) and other programs (e.g., Excel, Talkwalker, etc.) to complete the assignments for this course. Additional guidance will be provided on how to access and use these tools. I will publish the course materials every Thursday the following week. It is important for you to keep up with all materials. Canvas can remind you of upcoming due dates, so please check the site daily.

Technology and Software.

Microsoft Excel (Required). Microsoft Excel is an essential part of this course. Students are expected to have an installed version of Microsoft Excel before the course begins. All University of Florida students have access to a free version of Microsoft Excel. You can find the details: <https://cloud.it.ufl.edu/collaboration-tools/office-365/>

R Computing Software (Optional). Some lectures will briefly cover how free, opensourced software can be used to create charts, graphs & other data visualizations. Information on the R Project can be found on their website. Details on how to download the R package will be covered during the meeting.

Additional Social Media Learning and Analytic Tools (Required/Optional): We will use various social media learning and analytic tools throughout the semester. Details on how to create accounts and use these tools will be covered during the meeting.

GRADING AND ASSIGNMENTS

GRADING POLICY

Final grades will be based on the following scale:

Percentage earned	93-100	90-92	87-89	83-86	80-82	77-79	73-76	70-72	67-69	63-66	60-62	Below 60
Letter Grade	A	A-	B+	B	B-	C+	C	C-	D+	D	D-	E

COMPONENTS OF YOUR FINAL GRADE

- **Self-Introduction slide and Presentation (2 %):** As a future PR practitioner or someone interested in strategic communication and the media field, it is essential that you present yourself and your ideas effectively. This will also help your peers and me get to know each other better. Details requirements will be discussed.
- **Brief Review & Report (8 %):** You will explore platforms' native analytics tools indirectly (or directly, if you have access to them) from Meta Suites and similar sources, using course materials and videos. You will post a short review and report on Canvas about what you learned from these resources. You can work at your own pace, but make sure to submit the report by the end of the semester. Detailed grading criteria will be discussed – This assignment can be optional for extra credit, depending on the course schedule. Further discussions will be held.
- **Individual Case Study Report (10%):** You will select one data-driven social media campaign and write a 2-page report about how successfully the organization evaluated its social media efforts. Did it set SMART outcome objectives? Were these aligned with business and communication goals? Which KPIs did it measure? What could it have done differently? Detailed grading criteria will be provided during the meeting.
- **Individual Presentation (20%):** Two options are available. Further discussions will be held.

For Option A: During the session, you will be given a small dataset to analyze using Microsoft Excel. Once you complete the analysis, you will record a demonstration of the data analysis procedure and discuss what you have learned from the results. After recording, you will submit the video. The purpose of this option is to demonstrate your comprehensive

understanding of data analysis using Microsoft Excel.

For Option B: During the session, you will explore a designated social media listening and analytics tool. After familiarizing yourself with the tool, you will be given a keyword or topic to analyze using this tool. You will record a demonstration of the data analysis procedure, share what you have learned from the tool, and discuss its results. This option aims to enhance your comprehensive understanding of using diverse social media listening and analytics tools.

- **Short Response Paper for Peer Presentation (10%):** You will be paired with one of your peers to watch their recorded presentation. Afterward, you will write a one-page response paper discussing what you learned and how you can improve your own demonstrations – This assignment can be optional for extra credit, depending on the course schedule. Further discussions will be held.
- **Mock Competition (20%):** During the session, we will hold a mock competition. Think you are a social media expert at a boutique PR company. A client has contacted us to request social media learning and analytics. Each team will receive a social media dataset. You will analyze this dataset using various tools that you have learned about during the semester. You will also use other social media learning for additional insights. After analyzing the data, you will write a report outlining your findings and providing recommendations for your client. Detailed grading criteria will be provided during the meeting.
- **Final Presentation and Peer Reviews (20%):** Based on the report you submitted during the competition, you will create slides and present the results, insights, and recommendations. Unlike your report, the visual components and your presentation skills are important. After the presentation, you will complete the Self & Peer Evaluations form. Detailed grading criteria will be provided during the meeting.
- **Class Participation & In-Class Activities (10%):** Your attendance and active participation are important in this course. You must be fully present and actively contribute to discussions, activities, and peer reviews to show your understanding of the subject and demonstrate your critical thinking skills throughout the semester. Any more than two absences or late arrivals will negatively affect your grade.

DESCRIPTION OF COURSE CONTENT

Topical Outline/Course Schedule

Week	Class meeting	Topic(s)	Assignment due date
1	5/13 (M)	<u>First day!</u> <ul style="list-style-type: none"> ● Course introduction ● Syllabus Review & Course Roadmap ● Concept Discussion: What is social media? ● Complete “<i>Get to Know Survey</i>” 	N/A
	5/15 (W)	<u>Setting the Stage</u> <ul style="list-style-type: none"> ● Concept Discussion: Setting Goals, Objectives and Benchmarks ● Practice: Tool Demo I ('Talkwalker' & 'Quid') with Dr. Nathan Carpenter, Director of Atlas Lab ● Application: In class activities with new tools ● Introduce yourself with slides! 	Self Intro Slides

Week	Class meeting	Topic(s)	Assignment due date
2	5/20 (M)	<u>Collecting and Analyzing Data I</u> <ul style="list-style-type: none"> ● Concept Discussion: Setting Up for Social Listening Success ● Practice: Tool Demo II – Meta Tools (CrowdTangle, Meta Ads Library, Meta Content Library) with Dr. Nathan Carpenter, Director of Atlas Lab ● Application: In class activities 	N/A
	5/22 (W)	<u>Collecting and Analyzing Data II</u> <ul style="list-style-type: none"> ● Concept Discussion: Conducting Social Listening ● Practice: Navigating Meta Suite ● Application: In class activities ● Individual Case Study Report 	Complete the survey for 'Interested in Topics' for the individual case study assignment
3	5/27 (M)	Memorial Day: No meeting	N/A
	5/29 (W)	<u>Generating Observations, Insights and Recommendations I</u> <ul style="list-style-type: none"> ● Concept Discussion: Generating Observations & Insights ● Practice: Tool Demo III – Microsoft Excel 101 ● Application: In class activities with sample data 	Installed version of Microsoft Excel on your device should be ready before starting the meeting
4	6/3 (M)	<u>Generating Observations, Insights and Recommendations II</u> <ul style="list-style-type: none"> ● Concept Discussion: Making Actionable Recommendations ● Practice: Tool Demo IV, – Microsoft Excel Review ● Application: In class activities with sample data 	N/A
	6/5 (W)	<u>Presentation day (Recording)</u> Option A. Excel Comprehensive Presentation Option B. Social Media Listening and Analytical Tool Comprehensive Presentation	Individual Case Study Report Due by end of the week (6/7)
5	6/10 (M)	<u>Reporting and Communicating Social Media Data</u> <ul style="list-style-type: none"> ● Concept Discussion: Reporting Social Media Analytics ● Practice: Data Visualization & R Studio ● Application: In class activities with sample data 	Short Response Paper for peer presentation by end of the week (6/14)
	6/12 (W)	<u>Mock Competition Day</u> You or your group will be given a scenario and dataset to analyze social media data, and you will report the results during the meeting	N/A
6	6/17 (M)	<u>Final presentation day</u> You or your group will present the final report	Final presentation slides
	6/19 (W)	Juneteenth: No meeting	Brief Review & Report: Meta Suite readings and videos

Caveat

The above schedule and procedures in this course are subject to change in the event of extenuating

circumstances. Any changes will be announced in class, and the student is personally responsible for obtaining updated information regarding those changes.

Considering the duration of the Summer A semester, some assignments may be made optional for extra credit. Further discussions will take place during the semester.

COURSE EXPECTATIONS & RULES

Attendance & Expectations Regarding Course Behavior. Although the course is in an online format, you are expected to actively engage throughout the six weeks of the semester. You must join to class prepared by completing all out-of-class assignments. This preparation provides the knowledge or practice needed to engage in higher levels of learning for other assignments and projects. If you are not prepared for the face-to-face sessions, you may struggle to keep pace with the activities occurring in the class, and it is unlikely that you will achieve the higher learning goals of the course. Similarly, you are expected to actively participate in live classes. Your participation fosters a rich course experience for you and your peers, facilitating overall mastery of the course objectives.

As a matter of mutual courtesy, please let the instructor know when you're going to be late, when you're going to miss class, or if you need to leave early. Please try to do any of these as little as possible. Students who have extraordinary circumstances preventing attendance, or who must leave early, should explain these circumstances to the course instructor prior to the scheduled class, or as soon as possible thereafter. The instructor will then make an effort to accommodate reasonable requests. If you must miss a class, please request notes from your classmates about the exercises/discussion you missed.

The instructor will try to balance professionalism with compassion so that it can make alternative plans, when necessary, to help you be successful in this course while prioritizing your emotional and physical well-being. If at all possible, please reach out before missing a class or other work.

Requirements for class attendance, make-up assignments and other work in this course are consistent with university policies that can be found at:
<https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>

Submitting Assignments. Assignments cannot be made-up except in the case of extreme circumstances that meet the criteria of the University of Florida policy for an excused absence. Make-ups are only given for illnesses that require medical treatment, valid emergencies, and valid scheduling conflicts. With this said, as described above, please do not hesitate to reach out if special circumstances occur, and we will work with you as best as possible.

The Summer A semester is very short and can be quite intensive. Time management is crucial. Please do not wait until the last minute to start working on your assignments. This is important for your future career as a PR practitioner, as well.

With regard to missing or incomplete assignments, the following policies apply:

- While it is your responsibility to check that the correct assignment has been submitted to Canvas on time.
- If a personal concern (e.g., physical, social or mental health situation) arises, please reach out to the instructor.
- Though late assignments are not generally accepted, life happens. You may submit one assignment late (48 hours maximum) without any penalty, but you must email in advance.

Privacy Notice & "Camera on" request (optional). Our class sessions will not be officially recorded or shared with others, including students. The structure of the class is as follows: We will begin each class as a full group, reviewing lecture materials, introducing new content, and engaging in open discussions. Sometimes, we will have group discussions, and you will be assigned to a small group

meeting room.

During the class and small group discussions, please keep your camera on. Having cameras on helps maintain engagement and prevents depersonalization, especially important in this type of course format. However, it is important to note that your camera feed will not be recorded without your permission. That said, this is a request, but we understand and support the decision of some students to exercise their right to keep their cameras off. Please discuss this matter in advance with your instructor

Academic Integrity. The work you submit must be your own and specific to this course. You should not submit anything that you wrote for another class, internship, as a volunteer or in another academic or professional setting as work for this course.

Use APA format to cite all sources, including websites and social media pages. Anything copied word for word must have quotations around it and clear attribution. You must also list your sources in a references page.

As a UF student, you are bound the UF Student Conduct and Honor Codes, which provide examples of unethical academic behavior, such as cheating, plagiarism, misrepresentation and fabrication. Any case of academic dishonesty will result in failing the course. I will follow university guidelines for any incidents of academic dishonesty.

To view the UF Student Conduct and Honor Codes, visit:
<https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>.

Professionalism. The College of Journalism and Communications is a professional school, and professional decorum is expected at all times. You are expected to conduct yourself in an honest, ethical, respectful and courteous manner with other students and with me, abiding by the UF Student Conduct and Honor Codes.

Because this course will be entirely online, please follow rules of common courtesy for email, discussions and chats. UF provides a Netiquette Guide for Online Courses here:
<http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf>.

Commitment to Diversity, Equality, Inclusion and Access. Your experience in this class is important to me. We will respect each other and all who join us. I am committed to creating an inclusive, equitable and accessible learning environment that respects and is enhanced by our diversity of ethnicity, race, culture, gender, sexuality, disability, age, religion and socioeconomic status. The course aims to make valuable to all students. Your feedback and suggestions (which can be anonymous) to make this course more effective are always encouraged and appreciated. If I can make this a better learning experience for you, in any way, please let me know.

Students with Disabilities. Students with disabilities who would like to request academic accommodations should connect with the Disability Resource Center. Click here to get started with the Disability Resource Center. If you have an accommodation letter, please let me know as early as possible in the semester.

To contact the Disability Resource Center, visit <https://disability.ufl.edu/> or call 352-392-8565.

Online Course Evaluation Policy. At the end of the semester, please provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. You will be notified when the evaluation period opens and can complete evaluations through the email you receive from GatorEvals, in your Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

ADDITIONAL RESOURCES

CAMPUS RESOURCES

Health & Wellness

- U Matter, We Care: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit U Matter, We Care website to refer or report a concern and a team member will reach out to the student in distress.
- Counseling and Wellness Center: Visit the Counseling and Wellness Center website or call 352-392-1575 for information on crisis services as well as non-crisis services.
- Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the Student Health Care Center website.
- University Police Department: Visit UF Police Department website or call 352-392-1111 (or 9-1-1 for emergencies).
- UF Health Shands Emergency Room / Trauma Center: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; Visit the UF Health Emergency Room and Trauma Center website.
- GatorWell Health Promotion Services: For prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, visit the GatorWell website or call 352-273-4450.

NOTE: Do not wait until you are in a crisis to seek help. Come and talk with me or someone who can assist you. Remember, you are not alone, so do not hesitate to ask for assistance.

Academic Resources

- E-learning technical support: Contact the UF Computing Help Desk at 352-392-4357 or via e-mail at helpdesk@ufl.edu.
- Career Connections Center: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.
- Library Support: Various ways to receive assistance with respect to using the libraries or finding resources.
- Teaching Center: Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring.
- Writing Studio: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.
- Student Complaints On-Campus: Visit the Student Honor Code and Student Conduct Code webpage for more information.
- On-Line Students Complaints: View the Distance Learning Student Complaint Process.

Special Thanks in the Credits

Professor Natalie Asorey, Lecturer in the Department of Public Relations, who has developed the course and shared relevant materials to benefit student learning.

Dr. Nathan Carpenter, Director of Atlas Lab, who participates as a guest lecturer to enhance student learning.

Dr. Jieun Shin, Assistant Professor in the Department of Media Production, Management, and Technology, who share relevant course materials to support student learning.

Dr. Myiah Hutchens, Associate Professor and Chair in the Department of Public Relations, along with **Isabella Ryan** from the PR department staff, for their assistance in offering the course.
