

INTERNET, SOCIAL MEDIA AND MARKETING RESEARCH

1. MODULE SUMMARY

Typically marketing research employs such methods as surveys, focus group interviews, personal interviews, tests, etc. Development of the Internet, social media and Information Technology helps to conduct this type of research in virtual reality and (what is probably more critical) helps to develop new methods - perhaps more efficient and reliable. Terms such as big data, data mining, big query, social media analysis, content analysis, brand sentiment analysis, etc. are becoming more and more popular among marketing researchers nowadays. It seems that this approach is a future of marketing (or even social) research.

The purpose of this course is to provide students with basic methodological knowledge about those new types of marketing research in a practical way. While conducting a simple research project, students will experience all stages, including advantages and limitations, of this methodology.

Module Size and Credits

ECTS points 5

Total student study hours 125

Number of weeks 12

Lazarski University, Faculty of Economics and

School responsible

Management

Academic Year 2022/2023

Entry Requirements (pre-requisites and co-requisites)

Research methods

Excluded Combinations

None

Composition of module mark (including weighting of components)

Research project (group work) – report 100%

Pass requirements

To pass the course a student must score at least 40% of the overall weighted average and not less than 35% for each assessment component. Re-assessment: coursework component(s) and/or examination as appropriate.

Special Features

None

Course stages for which this module is mandatory MSc in International Business
Economics

Course stages for which this module is a core option

None

2. TEACHING, LEARNING AND ASSESSMENT

Intended Module Learning Outcomes

On completion of this module, students should be able to:

- Evaluate basic methodological knowledge about project conceptualisation, conducting research, and data analysis in internet based marketing and social research.
- Evaluate basis knowledge concerning data mining methods and procedures.
- Construct a simple database containing internet and social media textual data.
- Construct a simple dictionary (for example sentiment dictionary) typically used for media content analysis in marketing research.
- Conduct (including data analysis) a simple project focused on content analysis (related to particular brand image, reception) and analyse in a critical way problems and biases which usually are related to this research tool.

Indicative Content

1. Introduction, old methods, new forms – survey, focus group, in-depth interview and social media
2. New methods – new forms – social media growing importance and marketing research
3. Data mining/data harvesting – introduction, data sources, methods and applications
4. Text mining/data harvesting – API and search machines, social media as a data sources
5. Google analytics, FB statistics - different indicators in sociometrix
6. Processing textual data: text preprocessing, keywords, phrases, categories, dictionaries
7. Processing textual data frequency analysis, transforming qualitative data into quantitative variables
8. Analysing textual data – software review
9. Processing textual data: sentiment analysis.
10. Machine learning methods in media content analysis.

- 11. Brand monitoring services – pros and cons
- 12. Draft results presentations

Teaching and Learning

This module will be taught by means of seminar and self-directed study. Formative Assessment: Comments will be given on assessments, and tutorial guidance will be provided for coursework. Student activity and time spent on each activity comprises:

Guided	0 hours	(0%)
Lecture	30 hours	(24%)
Self-guided	95 hours	(76%)
Seminar	0 hours	(0%)
Workshop	0 hours	(0%)
Total	125 hours	

Method Of Assessment (normally assessed as follows)

The intended learning outcomes will be assessed as follows:

Research project (group work) 100%, will assess learning outcomes 1,2,3,4,5

Date of last amendment

June 02, 2015

3. MODULE RESOURCES

Essential Reading

Hill C. A., Dean E., Murphy J., 2013, Social Media, Sociality, and Survey Research, Wiley

Recommended Reading

Krippendorff K. H., 2012, Content Analysis: An Introduction to Its Methodology, SAGE Publications

Russell, M. A., 2013, Mining the Social Web: Data Mining Facebook, Twitter, LinkedIn, Google+, GitHub, and More, O'Reilly Media

Required Equipment None.

4. MODULE ORGANISATION

Module leader

Name Dr. Jarosław Jura

E-mail juraja@o2.pl

Length and month of examination

None

Expected teaching timetable slots No
timetable information available