

ANLY482 MEETING MINUTES (INTERNAL)

(28 OCTOBER 2016)

Date:	28 October 2016
Time:	14:00-17:00
Venue:	SOE Study Area @ Level 1
Attendees:	SMU: Anita, Sally, Xiu Ming
Agenda:	<ul style="list-style-type: none"> • Project discussion

S/N	Things Discussed/Done	Remark
1.	Post and Video Data	<ul style="list-style-type: none"> • As the Datetime captured was in Pacific Time Zone, team transformed Datetime to Singapore time by (+15 hours) to the Datetime in the dataset • Transformed Date into categorical variables such as Weekday/Weekend and Day of week • Apply Public Holiday to the Date
2.	Categorize time	<ul style="list-style-type: none"> • Team decided to categorized time into the followings and perform analysis on the posts performance on different timings: <ul style="list-style-type: none"> • 00:00-04:59 →Midnight • 05:00-06:59 →Dawn • 07:00-09:59 → Morning • 10:00-11:59→Late Morning • 12:00-13:59→Noon • 14:00-16:59→Afternoon • 17:00-18:59→Evening • 19:00-21:59→ Night • 22:00-23:59→Late Night
3.	The different types of post – listicles, memes, video on SGAG website	<ul style="list-style-type: none"> • As the current Facebook data did not segregate which post is listicles/memes. Team found out that the segregation is available on SGAG's website posts. Hence, team will check with Karl if external data are available to help matching the Facebook posts to the correct type

Item Due/Actions
Deadline: <ul style="list-style-type: none"> • Check with Karl regarding the SGAG's website data