## **External Meeting Minutes 1**

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| Date/Time | 9th January 2018 (Tuesday)  |
| Venue | TheSmartLocal (TSL) Office, 219 Kallang Bahru, #04-00 (Singapore 339348)  |
| Attendees | Ivan, Shing Hei, Mushi Luke (TSL)  |
| Agenda | To discuss on project objectives and gather requirements  |

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|  | Task/Description | Person in Charge | Due Date |
| 1 | Understand senior’s project scope and their past requirement: * <https://wiki.smu.edu.sg/ANLY482/ANLY482_AY2016-17_T2_Group8> (Albert, Jun Liang, Russell group); under Prof Kam as well
* Senior’s group used R language to code out the application, together with report attached
* At first, they use Java/Python, but changed to R at the end
* Product: Dashboard – with filters, percentage difference
* Previous problem scenarios:
1. Determines what goes viral or not (Facebook only)
2. Analyse author (counter): correlation of author and variety
3. Break it down within video, article and photo format
4. Understand the engagement at specific timing (posting time, content genre affects performance), e.g. travel
* Currently for Article posts, there are meta data for tagging
* TSL’s view: steps included to the answers (stats related); not required, but good to know
 | All | Nil |
| 2 | Gather current project requirements and scope: Investigative problem – **cross-platform analysis** for a single content* Determinants of social media engagement across various platforms (Facebook, Instagram, TSL’s blog, YouTube)
* More holistic approach: whether certain content type affects the engagement
* Understand the target audience in which area, e.g. travel entries in Facebook vs in YouTube (lower view)
* Know the mechanics in diff in statistics (investigative)
* Operations archive: understand the factors in changes for uploading the same content

Impact on Facebook algorithm changes* Engagement bed: Previous vs current Algo: refer to link (for comparison) <https://www.socialmediatoday.com/news/new-facebook-news-feed-algorithm-updates-you-need-to-know/513809/>
* For videos, intent and repeat viewership matter (Google search bar as a new factor of consideration); older videos viewership might go up
* Tag/Comment/Vote/React/Share Baiting
* Links to low-quality website will be devalued -> instant articles from TSL (NOT penalized for this)
* Facebook changed the algorithm in December; may have or have not affected the viewership
* Newer Q1 numbers (end Feb); compare the numbers before the change
* Study the change in FB algorithm (Dec, Jan and Feb); compare it with the same period??
	+ **Check back with Prof (in the situation when numbers are NOT drastic enough)**
* Analyse the impact of the FB algorithm changes
* Business solution: Facebook video engagement (as the preferred content) instead of embedding YouTube link within a FB post
	+ FB deprioritize external YouTube link; will have to upload FB video
	+ FB can’t do category tagging
	+ Article: content category (meta tag) for cross-checking
* Optimum video length; average scroll depth, reading time, watch time?
* Facebook have the numbers for these for TSL; requires some crawling for others
* We will only work on the exported data

For YouTube - API driven (insights creator studio): * Watch time
* Average view duration
* Likes/Dislikes
* Aggregated data for Dashboard (negative, because might not have single data point for comparison)
* Difficulty: linking/combining into a single unit of content published
* Single content campaign manager: only links provided
* Which platform to use will depend on the content to be uploaded
* Content can be launched in different formats (videos/articles)

Other possible use cases: * Investigating/comparing similar content types with competitors (insights)
* Look at travel (which other publishers are doing well): requires Mining for FB, IG (monitor within 24 hours): own database of record (one quarter of a year to analyse; there might be missing/incomplete data)
* Look at engagement numbers: comparing if there is good enough ranking (which publisher is doing better at which genre)
* Who is best performing during a particular period of time? Understanding the media landscape
* Article: **Google Analytics (need to check with Brian; more robust).** Engagement at specific social media platform
 | All  | Nil  |
| 3 | NDA DetailsNDA part: TSL requires masking of data (previously 2 weeks before presentation; showcase of data: TSL verbally agree during the 2 weeks). On the occasion where TSL doesn’t reply on time, default is public. * Default is to mask; school’s default is not to mask (one line of change in NDA format)
* Author’s name (employee information)
* Report: one with masking and one without masking for submission at the end
 | All  | Nil  |

After the meeting, Shing Hei sent out email to Mushi to request for sample data/metadata for proposal submission. The master file on campaign driver will be requested upon proposal approval and to be requested from Mr. Bryan Choo, Managing Editor of TSL.