## **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 Details  NDA 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.