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| Date: August 28, 2014 |
| Time: 1400 – 1500hrs  |
| Location: Prof Srini Office SOB Level 5 |
| Attended By: Jaehyun, Wei Yin, Prof. Srini |

**Meeting Minutes 02 (with Prof Srini)**

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| **No.** | **Agenda** | **Action By:** |
| 1 | Meet up with the sponsor (Prof Srini) to discuss the details of the project | Both |
| 2 | Feedback and suggestions given by Prof Srini:* Determine “Why and how” the video went viral on social media
* Make use of both marketing and analytics perspectives
* Prof Srini will be providing input from the marketing perspective while Prof Seema will be overlooking into the analytics perspective
* Prof Srini wants us to look up on past research done on social media influences (using Twitter) and other analyses done on Kolaveri Di
* Determine the “trigger” or the factors behind the virality of the video
* Determine the influencers (such as the Indian actor Amitabh Bachchan and the rich guy Anand Mahindra) and what impact they have on their followers
* Perhaps we can do manual checkup on the number of followers of the users in the dataset
* Will be better to check on the timeline of the “mentions” or “tweets” & influence of media coverage (such as CNN news or newspaper) on the number of tweets
* [Possible to do] Comparison with other viral video of the year such as Rebecca Black and other recent videos such as ALSIceBucketChallenge
 | Prof SriniWei YinJaehyun |
| 3 | Schedule the timing with Prof Srini for midterm presentation* He mentioned 1st October (wed) will be good
* Check with Prof Seema to confirm the schedule & timing
* Confirm with Ms HuiLing to set the final schedule
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Prepared by:

Vetted by: