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ANLY 482: Analytics Practicum
Final Presentation
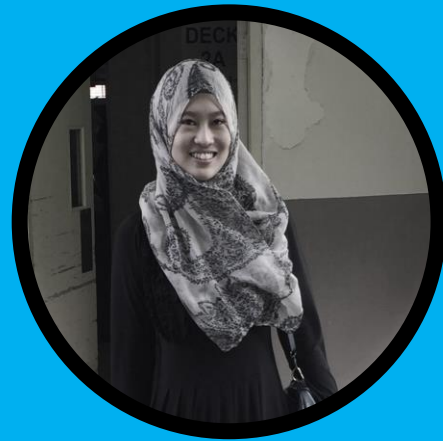
SOCIAL MEDIA CONTENT ANALYSIS

TEAM MEMBERS

Project Manager
Data Analyst

Data Analyst
Business Analyst

SPONSOR

Karl Mak

Co-Founder

AGENDA

- BACKGROUND
- PREPARATION
- ANALYSIS
- MOVING FORWARD

MOTIVATION

Gut Instincts + Latest viral content + Crawl the net

=

Post Creation

MOTIVATION

"What makes a great post?"

Gain insights to enable them to create popular content that is data-driven by an understanding of audience preferences.

BUSINESS OBJECTIVES

SGAG's 2015

Post and Page Data

BUSINESS OBJECTIVES

- Assess the role of content layout and design in improving posts' popularity

- Develop a list of common topics and understand the role of topic selection in affecting the popularity of posts

- **BACKGROUND**
- **PREPARATION**
- **ANALYSIS**
- **MOVING FORWARD**

DATA COLLECTION

- Ensuring comparability of post's performance

- Attribute selection to represent "growth"

METHODOLOGY

SGAG's original basic topical framework for content creation was segmented based on gender, age and occupation

METHODOLOGY

- Created a list of topics

- Identified number of frames used

- Identified number of description lines used

- Identified characters used

METHODOLOGY

Created a list of topics

Tested and expanded topic list

Tested and expanded topic list

Tested and expanded topic list

METHODOLOGY

Sibei Motivation
Submissions
Breaking News
Name to shame/honour
Weather
Education
Media Entertainment
Singaporean Life
Politics
Working Blues
Unique Persona
MGAG
Throwback
Funny Convos
Female Problems
Male Problems
National Service
Festivals
R/S
Animals
Types of people

METHODOLOGY

TAGGING OF POSTS

METHODOLOGY

| Tagging and Design Attributes	Values
Topical framework tags:	Relationship, funny convos
Detailed flexible tags:	Husband, wife, wife rage, dinner, trying to be funny, john cena
Number of frames:	>3
Number of description lines:	>3
Characters used:	Troll faces/memes, foreign celebrity

DATA PREPARATION

Facebook Insights – Page Level Data → Check for missing entries → Attributes Selection → Complete

DATA PREPARATION
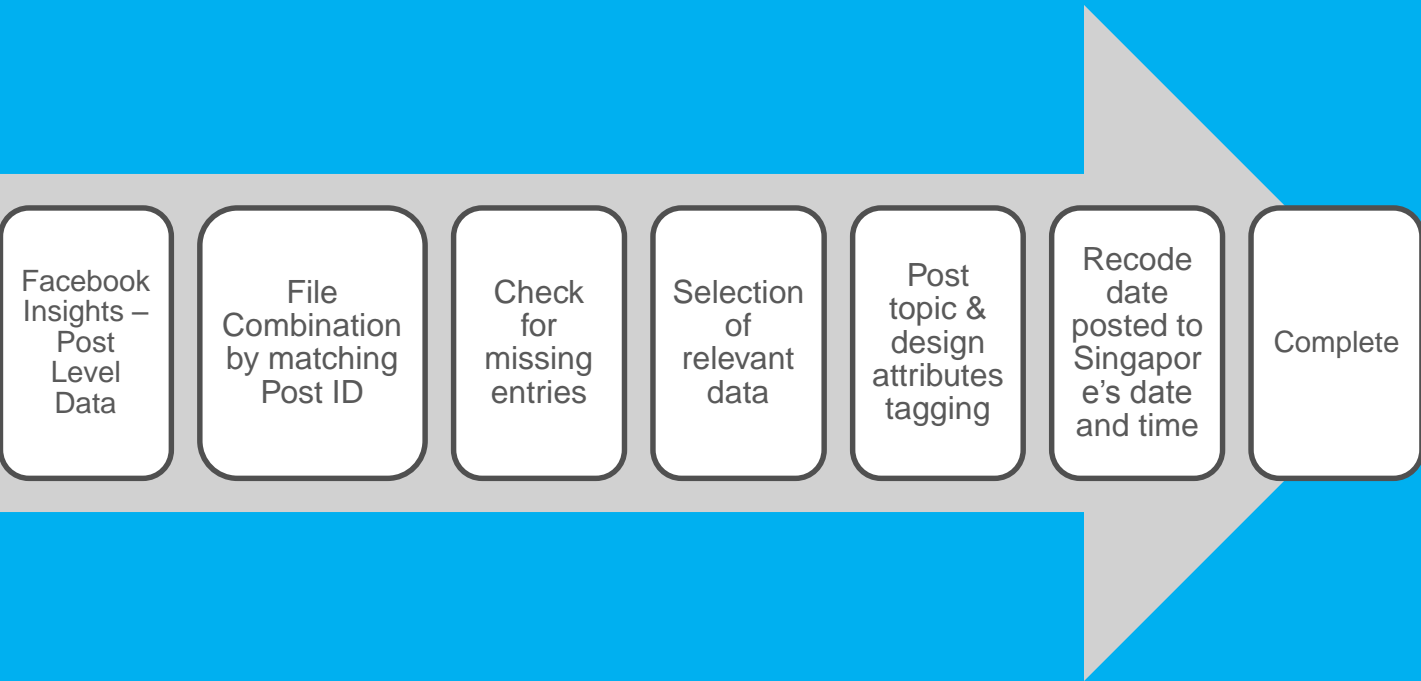
TOOLS USED
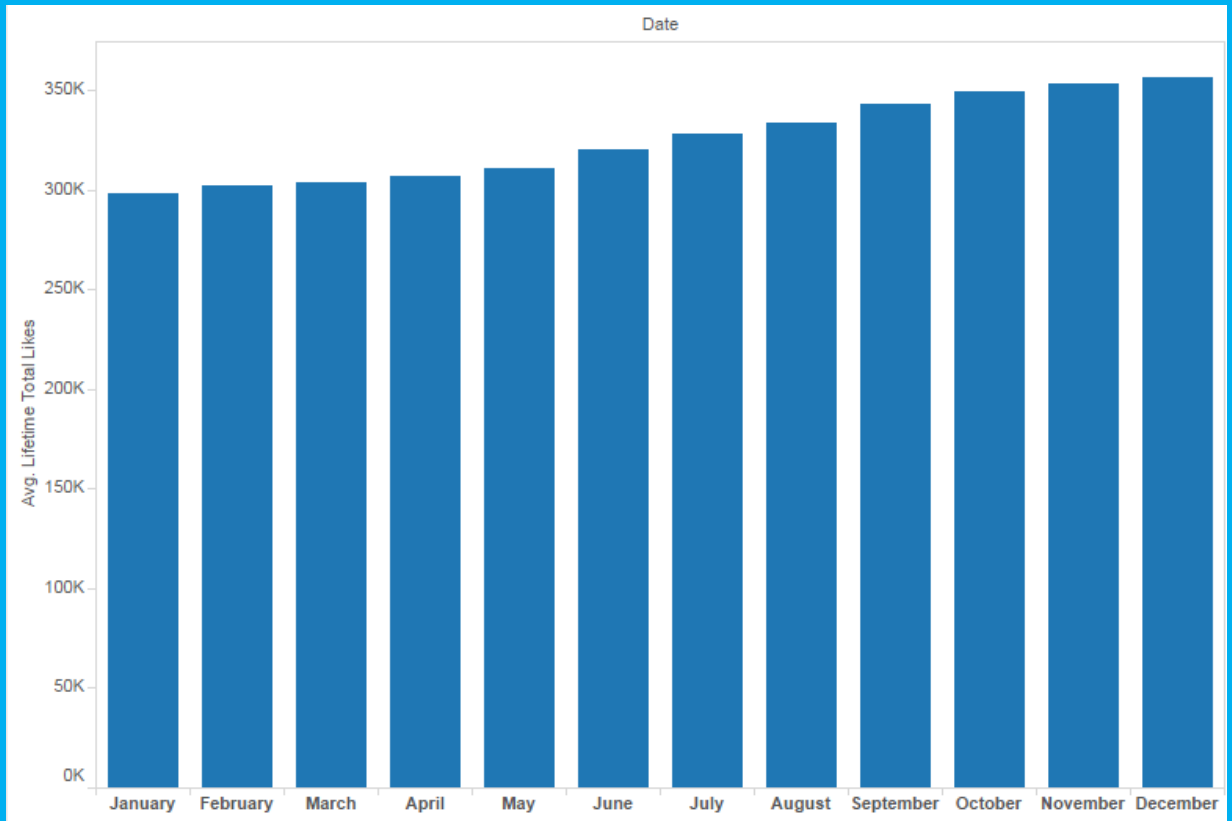
Microsoft excel

JMP Pro

Tableau

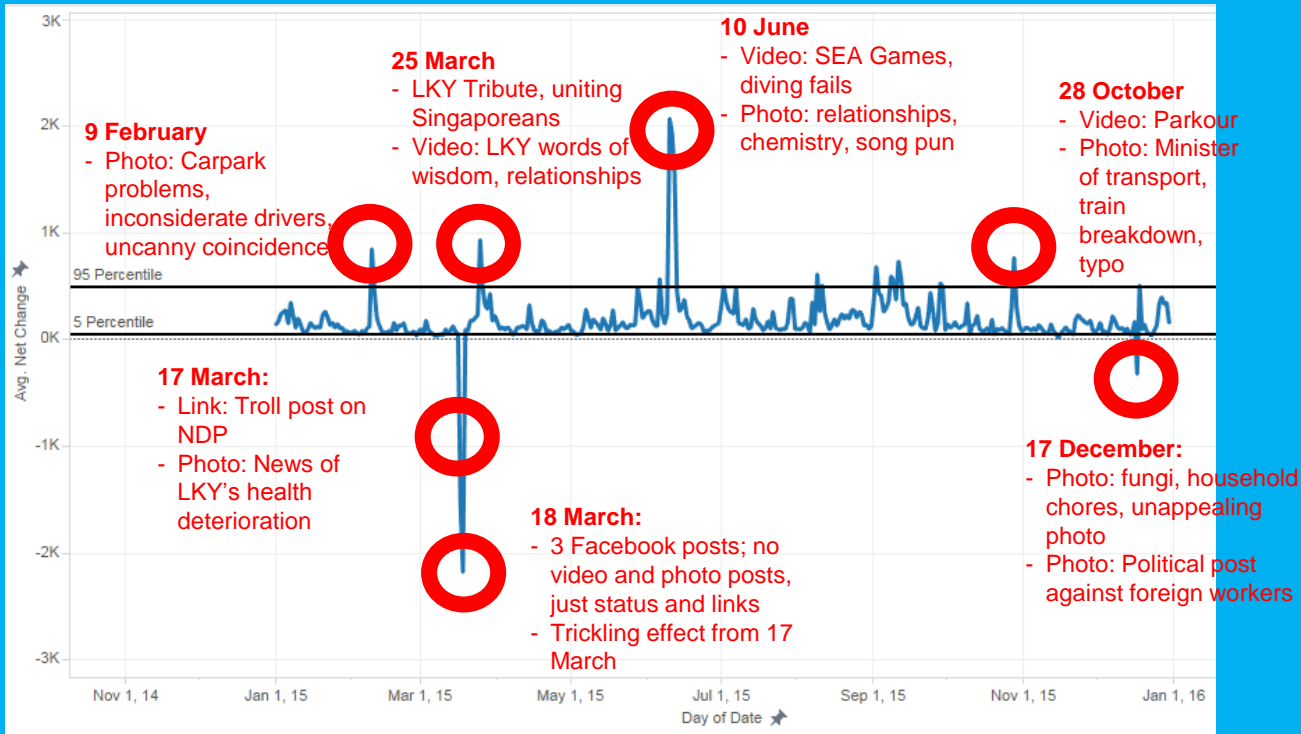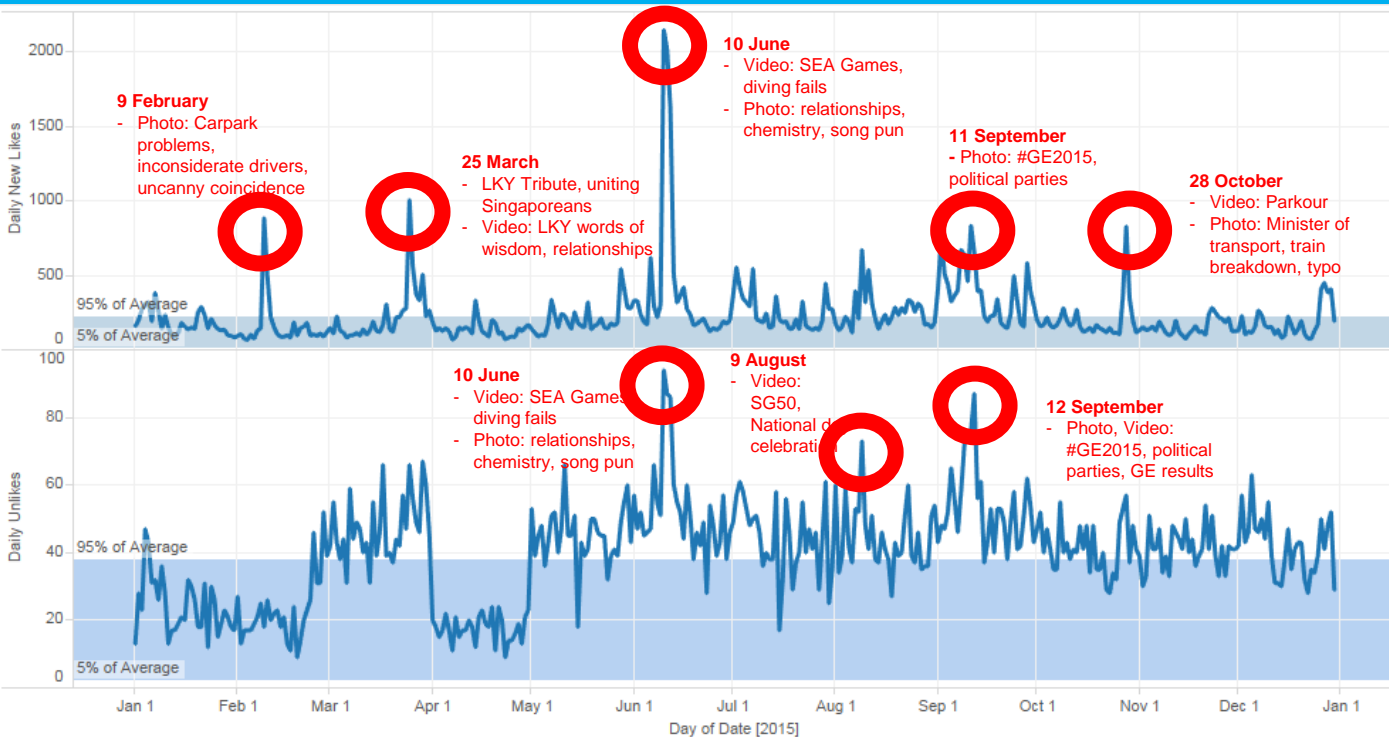SAS Miner

LIFETIME TOTAL LIKES

NET CHANGE (%) IN DAILY LIFETIME TOTAL LIKES

DAILY NEW LIKES AND UNLIKES

AVERAGE DAILY TOTAL REACH

25 March
LKY Tribute, uniting Singaporeans
Video: LKY words of wisdom, relationships

11 June
- Photo: SEA Games, diving fails, reply, positive attitude

10 June
- Video: SEA Games, diving fails
- Photo: relationships, chemistry, song pun

28 October
- Video: Parkour
- Photo: Minister of transport, train breakdown, typo

26 March
- LKY Tribute, uniting Singaporeans
- SAF Tribute, sacrifices of soldiers
- Video: Tribute to LKY

12 June
- Video: SEA Games, diving fails

661,370.936813187

AVERAGE NO. OF DAILY ENGAGED USERS

11 June
- Photo: SEA Games, diving fails, reply, positive attitude

25 March
- LKY Tribute, uniting Singaporeans
- Video: LKY words of wisdom, relationships

10 June
- Video: SEA Games, diving fails
- Photo: relationships, chemistry, song pun

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- SAF Tribute, sacrifices of soldiers
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28 October
- Video: Parkour
- Photo: Minister of transport, train breakdown, typo

12 June
- Video: SEA Games, diving fails

% OF ENGAGED USERS OVER TOTAL REACH

19 April
- Photo: ecommerce, pickup line, screen capture

5 April
- Photo: funny conversation, Korean spicy noodles, screen capture
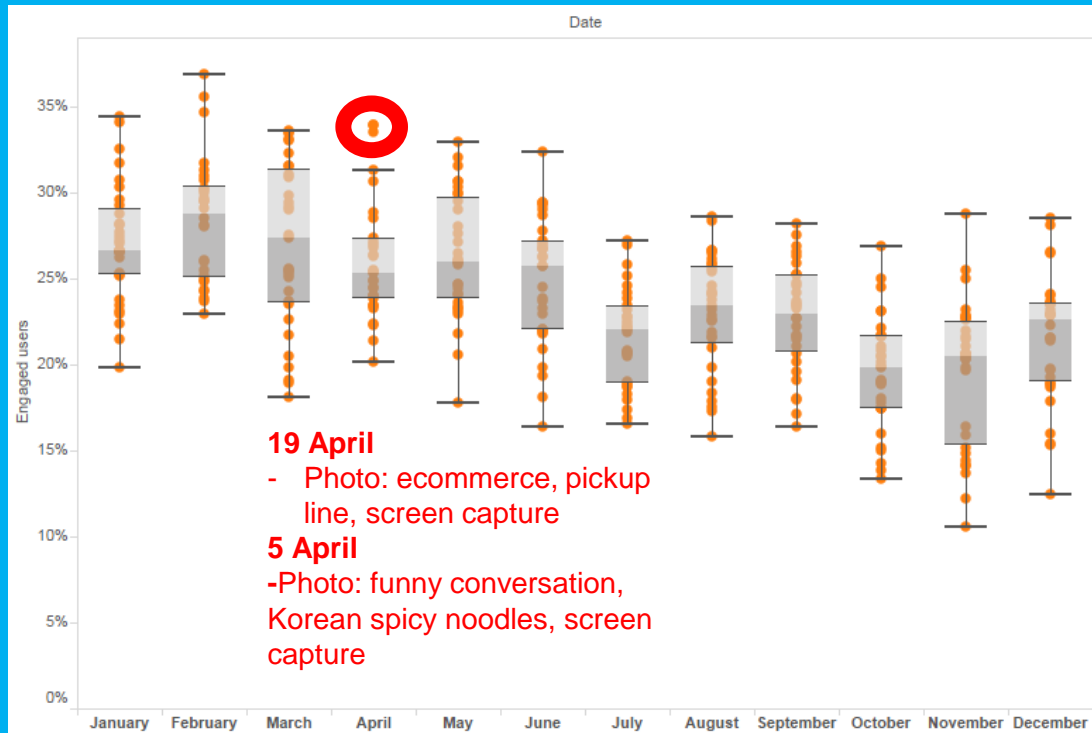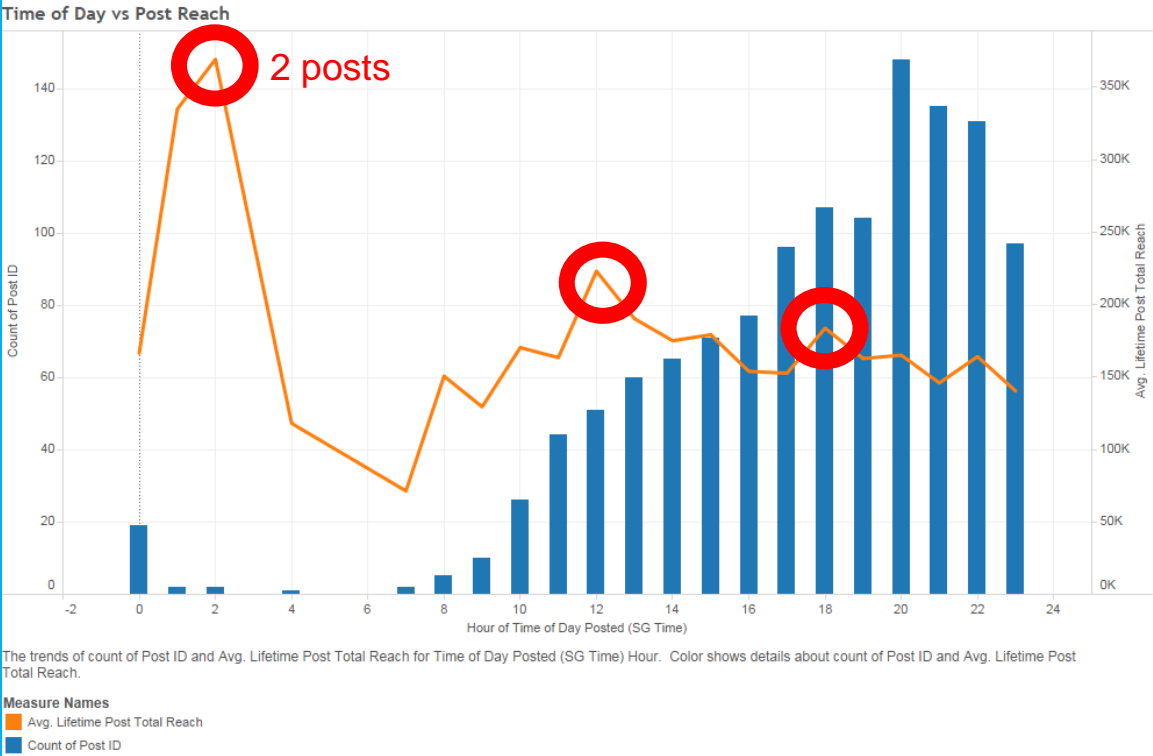
COMPOSITION OF LIFETIME LIKES
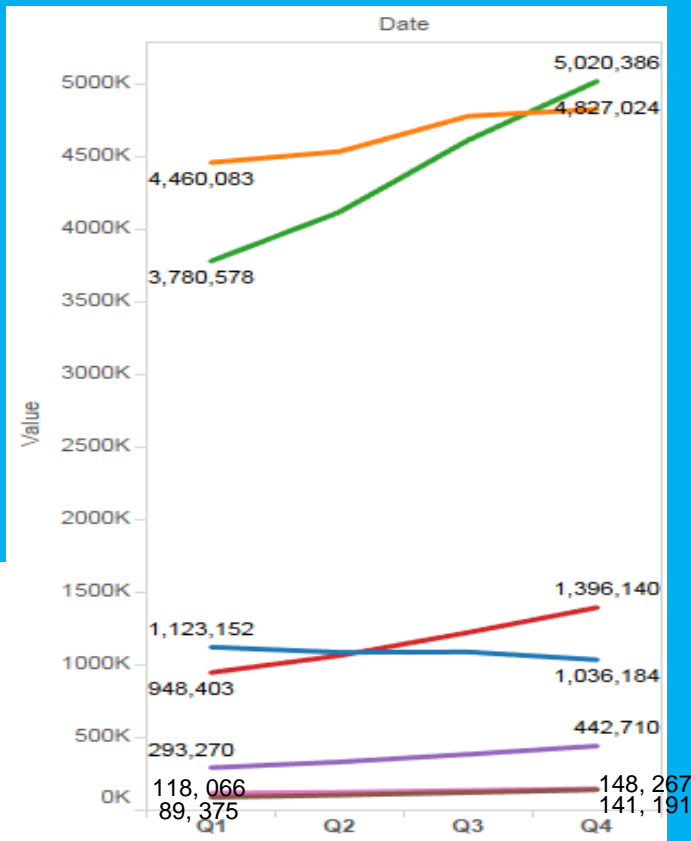
COMPOSITION OF LIFETIME LIKES

TIME OF DAY/ AVERAGE POST REACH

Time of Day vs Post Reach

2 posts

The trends of count of Post ID and Avg. Lifetime Post Total Reach for Time of Day Posted (SG Time) Hour. Color shows details about count of Post ID and Avg. Lifetime Post Total Reach.

Measure Names
- Avg. Lifetime Post Total Reach
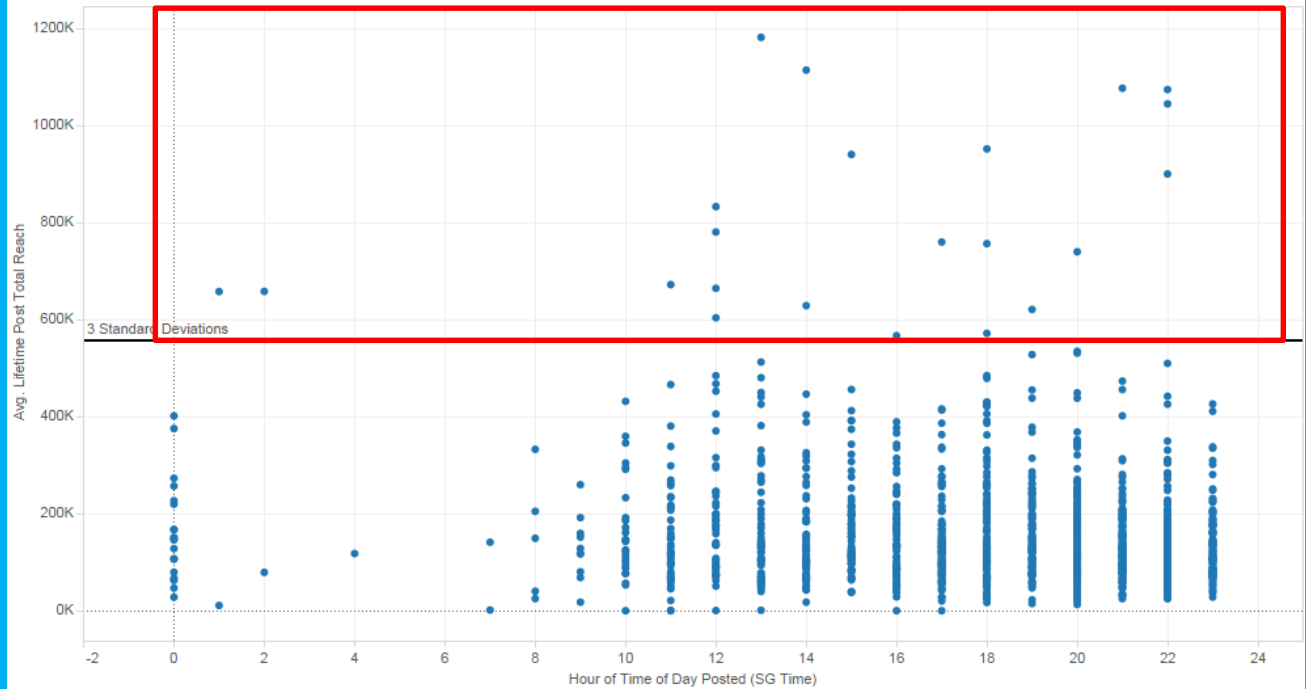- Count of Post ID
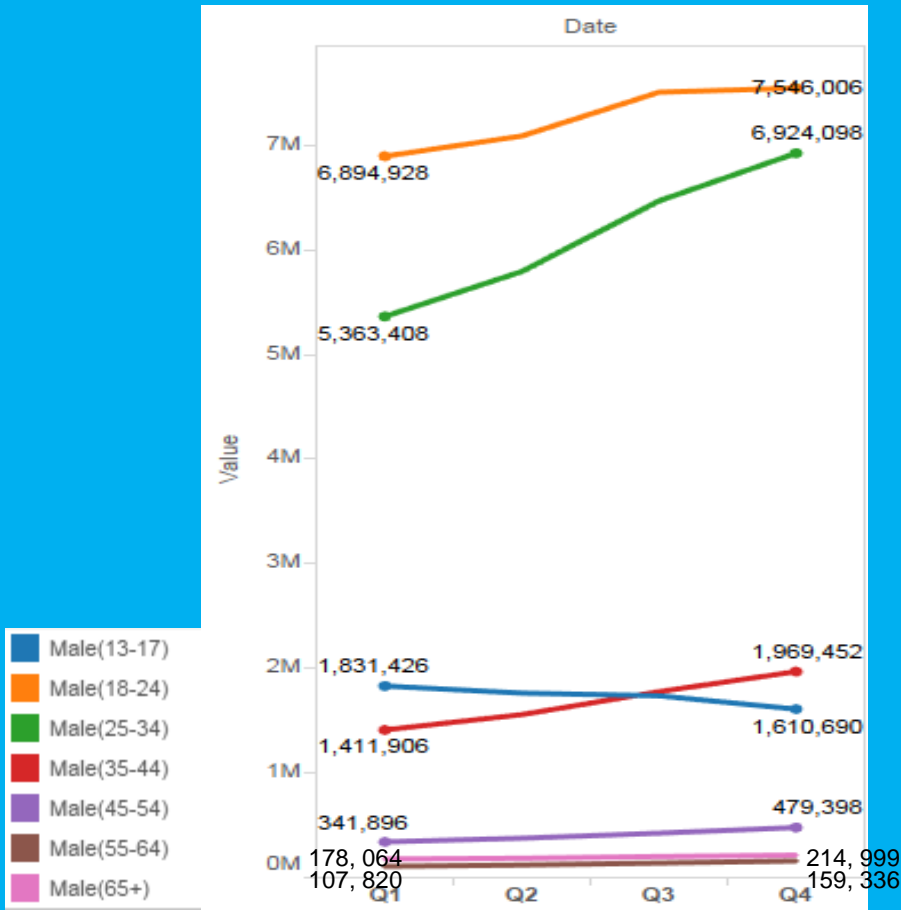
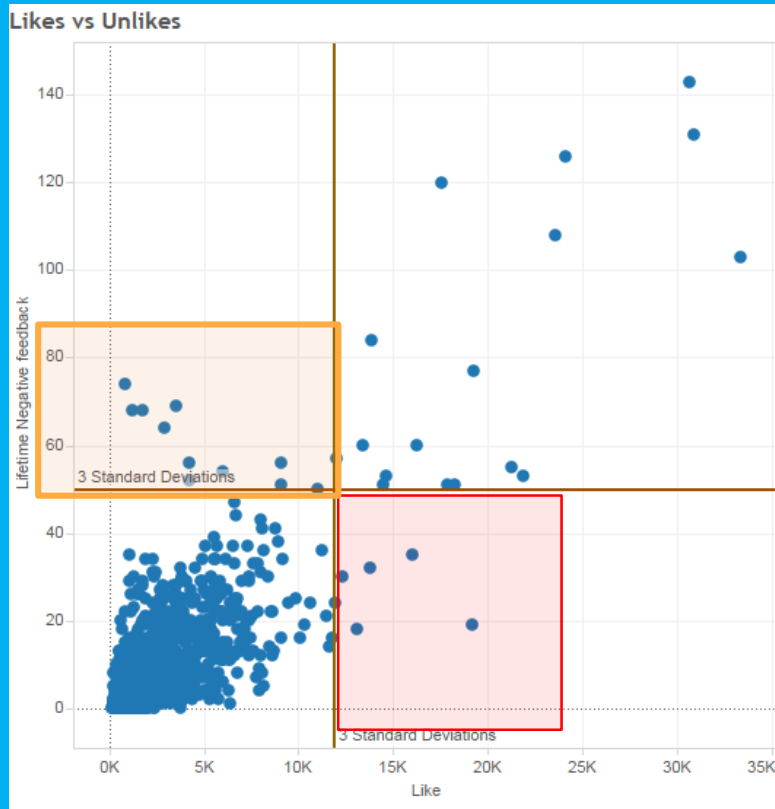# TIME OF DAY/ AVERAGE POST REACH

Time of Day vs Post Reach(2)

The trend of Avg. Lifetime Post Total Reach for Time of Day Posted (SG Time) Hour. Color shows details about Avg. Lifetime Post Total Reach. Details are shown for Post ID.
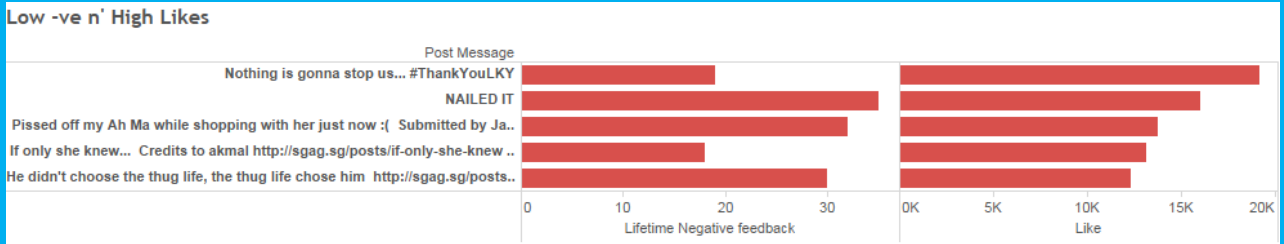
Measure Names
Avg. Lifetime Post Total Reach
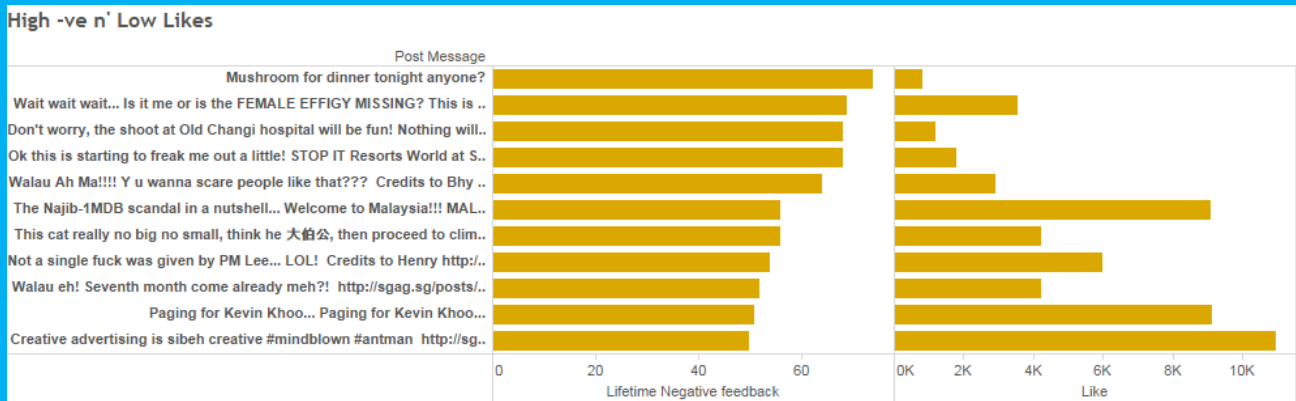
NUMBER OF NEGATIVE FEEDBACK OVER LIKES

Likes vs Unlikes

LOW NEGATIVE, HIGH LIKES

Low -ve n' High Likes

Post Message	Lifetime Negative feedback	Like
Nothing is gonna stop us... #ThankYouLKY		
NAILED IT		
Pissed off my Ah Ma while shopping with her just now :(Submitted by Ja..		
If only she knew... Credits to akmal http://sgag.sg/posts/if-only-she-knew ..		
He didn't choose the thug life, the thug life chose him http://sgag.sg/posts..		

No clear similarities

LOW NEGATIVE, HIGH LIKES

High -ve n' Low Likes

| Post Message	Lifetime Negative feedback	Like
Mushroom for dinner tonight anyone?		
* Wait wait wait... Is it me or is the FEMALE EFFIGY MISSING? This is ..		
* Don't worry, the shoot at Old Changi hospital will be fun! Nothing will..		
* Ok this is starting to freak me out a little! STOP IT Resorts World at S..		
* Walau Ah Ma!!!! Y u wanna scare people like that??? Credits to Bhy ..		
The Najib-1MDB scandal in a nutshell... Welcome to Malaysia!!! MAL..		
This cat really no big no small, think he 大伯公, then proceed to clim..		
Not a single fuck was given by PM Lee... LOL! Credits to Henry http:/..		
* Walau eh! Seventh month come already meh?! http://sgag.sg/posts/..		
Paging for Kevin Khoo... Paging for Kevin Khoo...		
Creative advertising is sibeh creative #mindblown #antman http://sg..		

5 posts shared a common topic about
seventh month and ghosts " * "
Superstitious audience members may
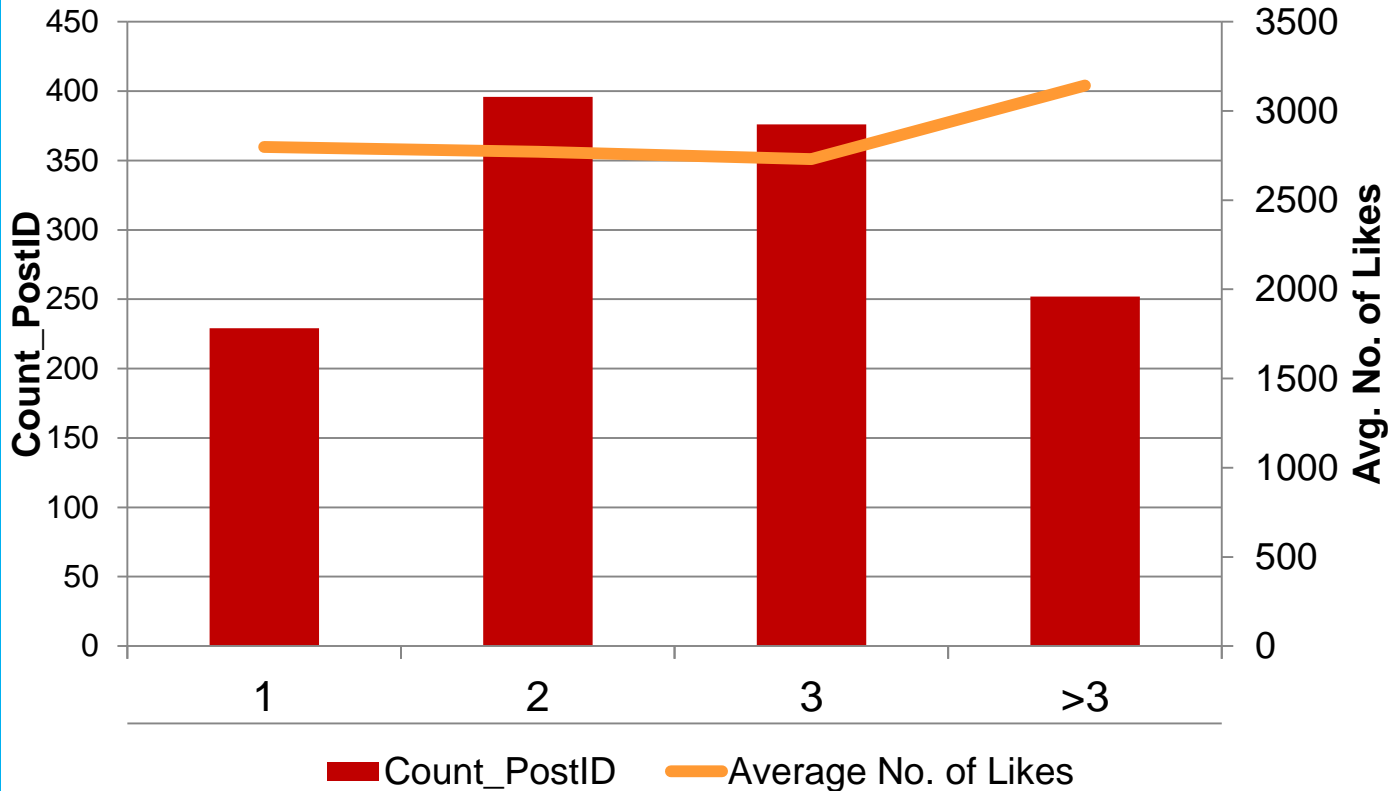not have favored such content

CHARACTER DESIGN

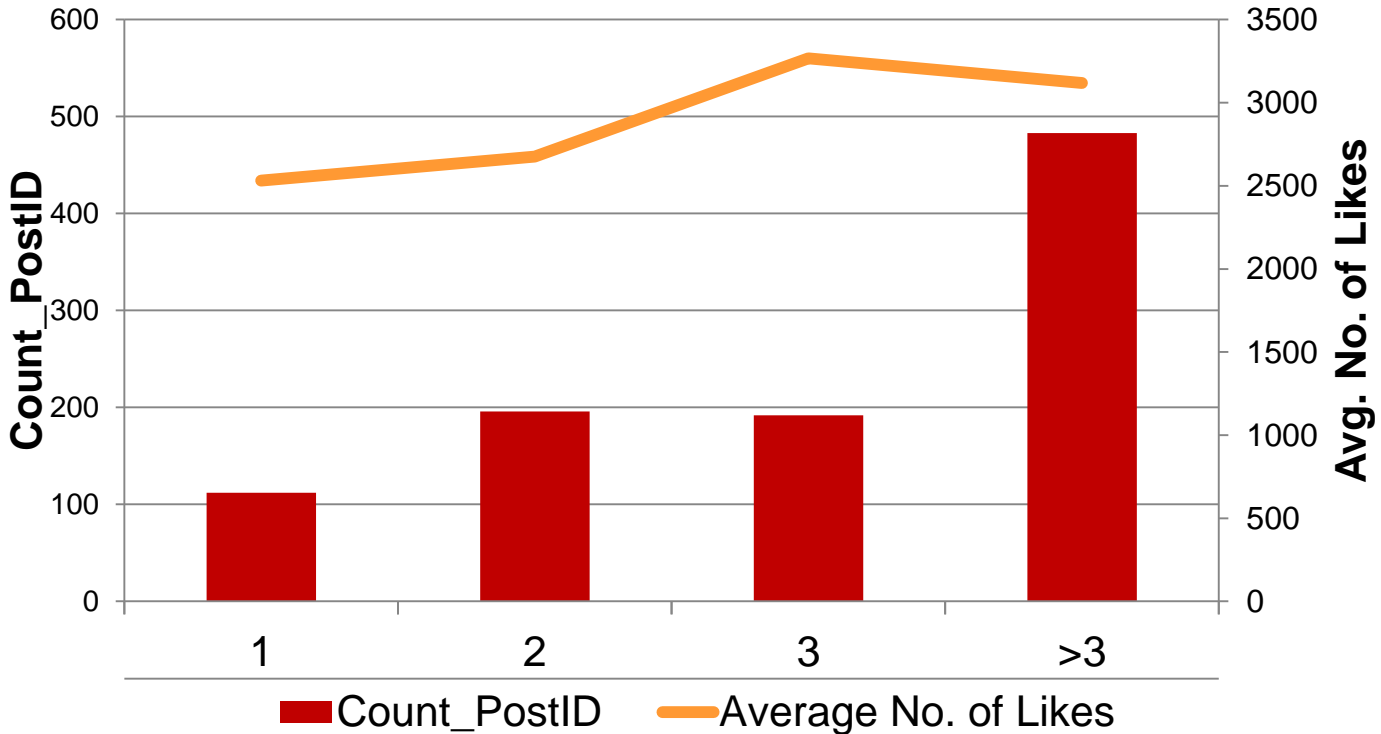Character Design vs Avg. No. of Likes
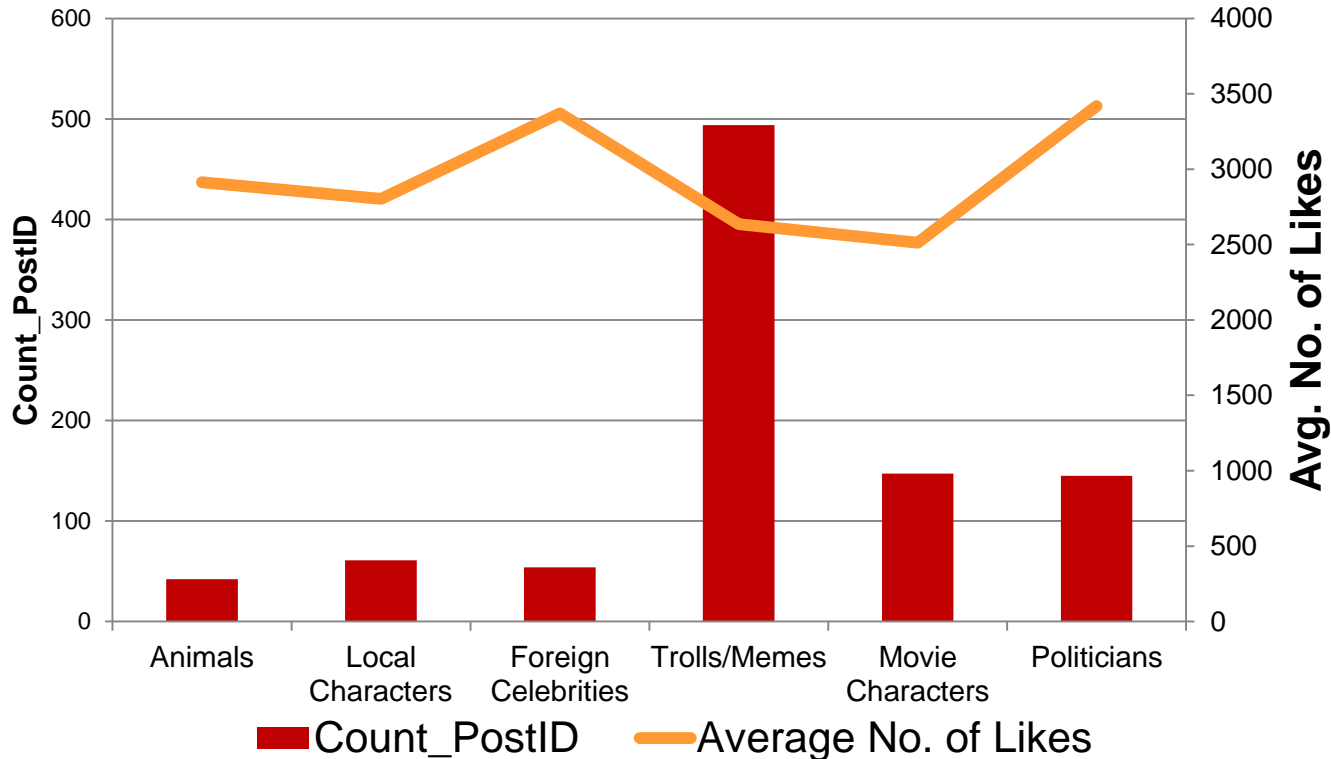
NUMBER OF FRAMES

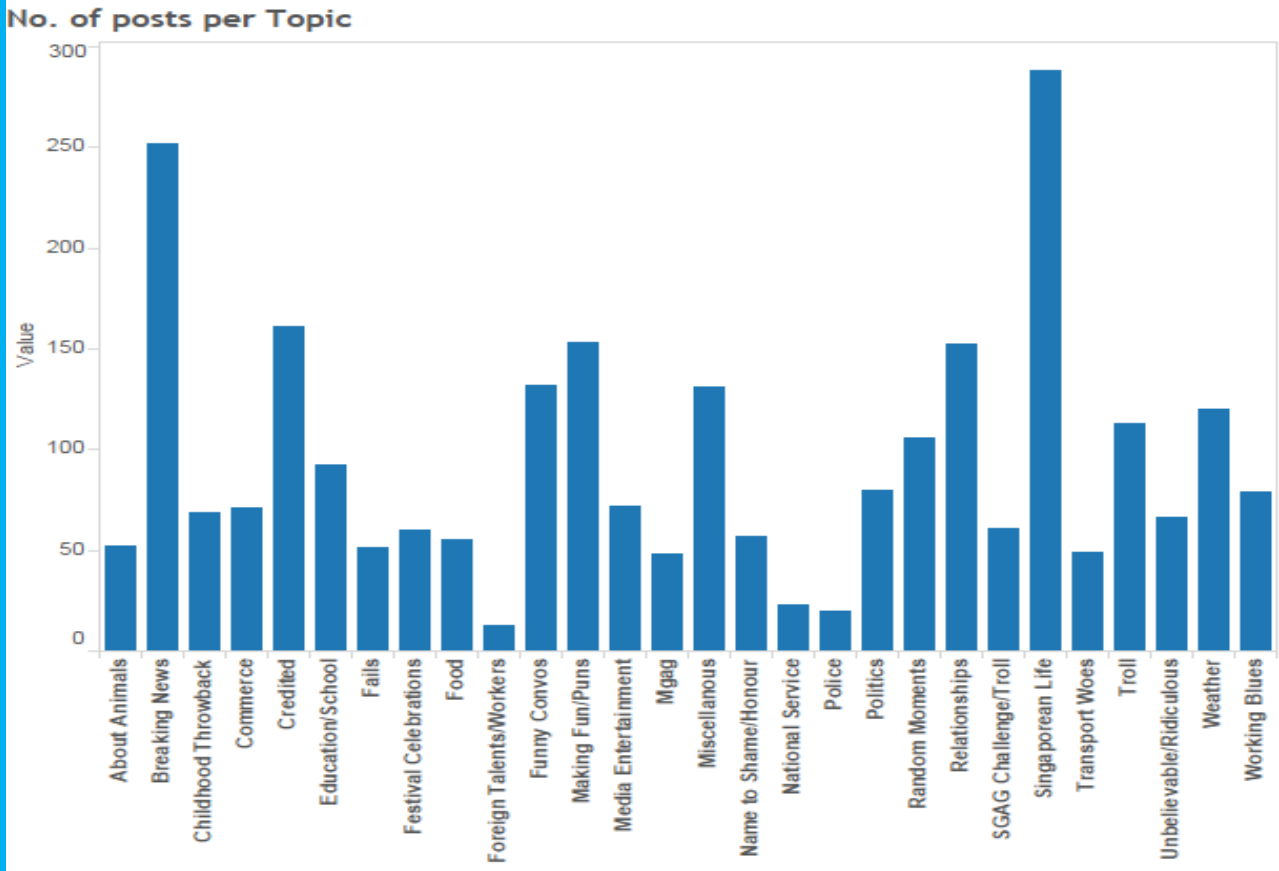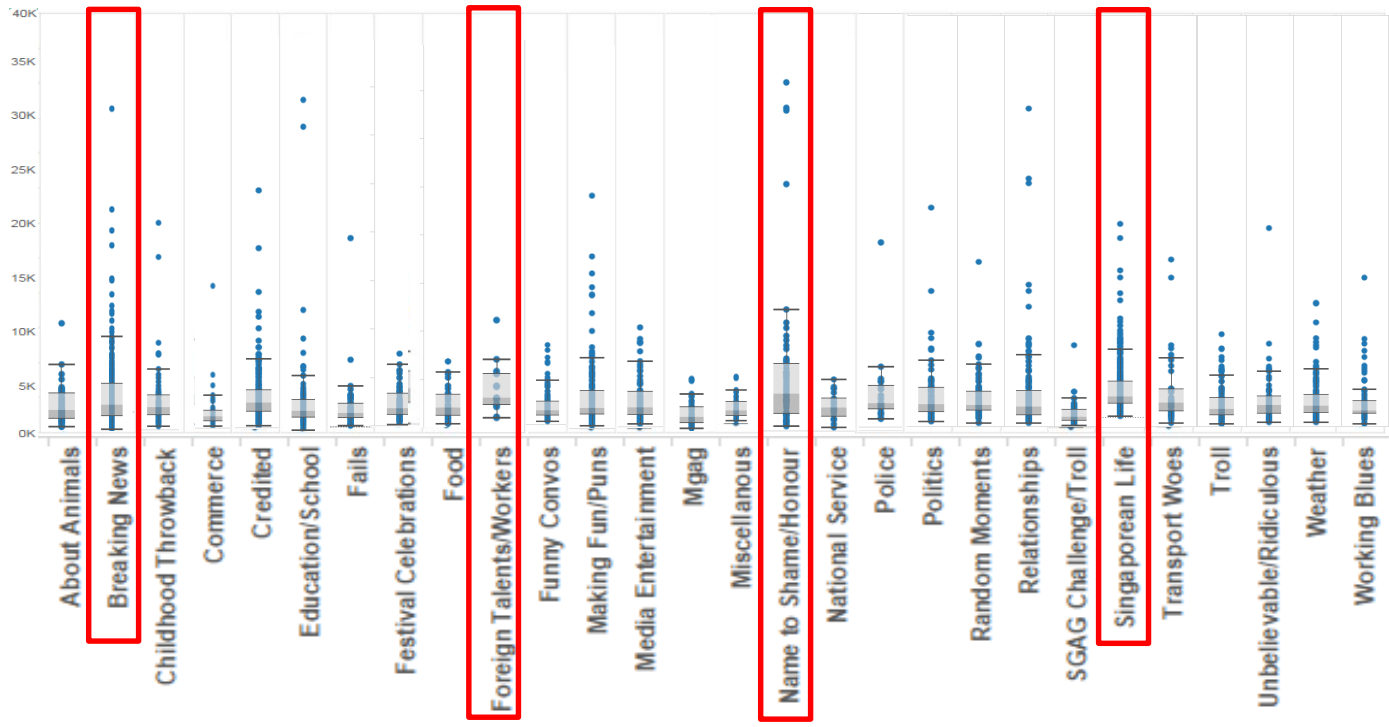No. of Frames Design vs Avg. No. of Likes

NUMBER OF DESCRIPTION LINES

No. of Description Lines Design vs Avg. No. of Likes

TOPIC MODELING - FINDINGS
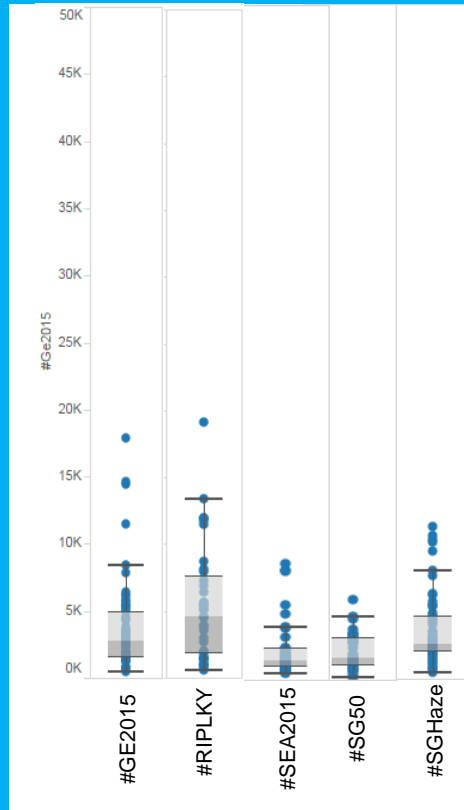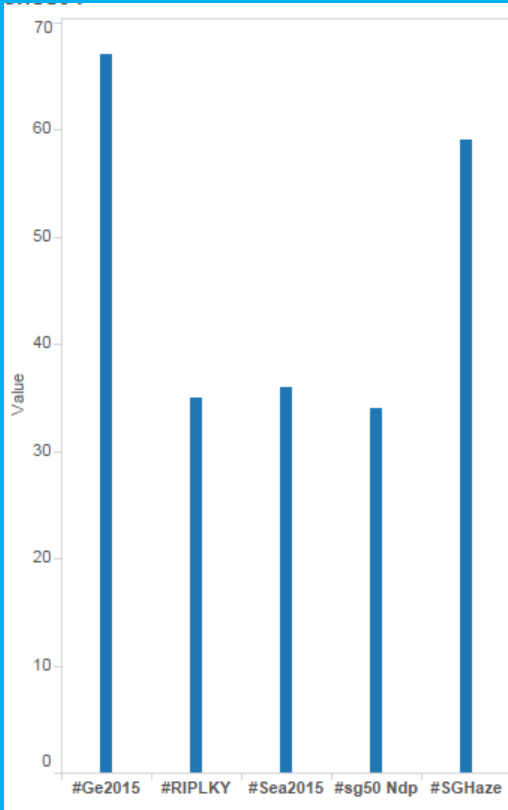

No. of posts per Topic

TOPIC MODELING - FINDINGS

4 topics which appear to have potential are: "Breaking News", "Foreign talents/workers", "Name to shame/honour", as well as "Singaporean Life"
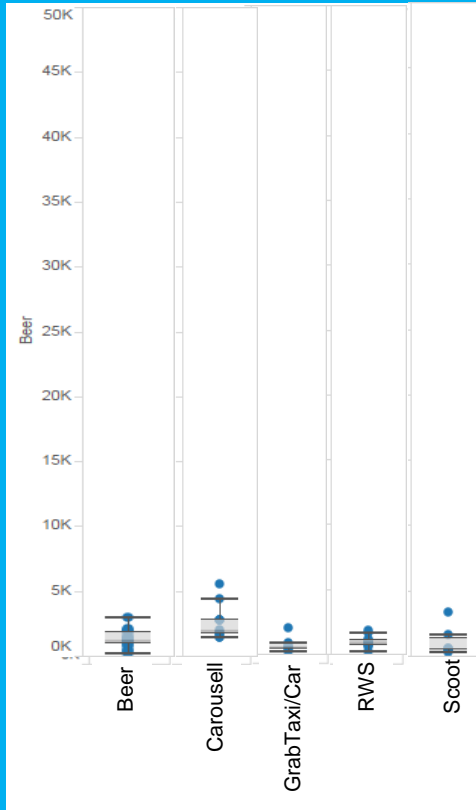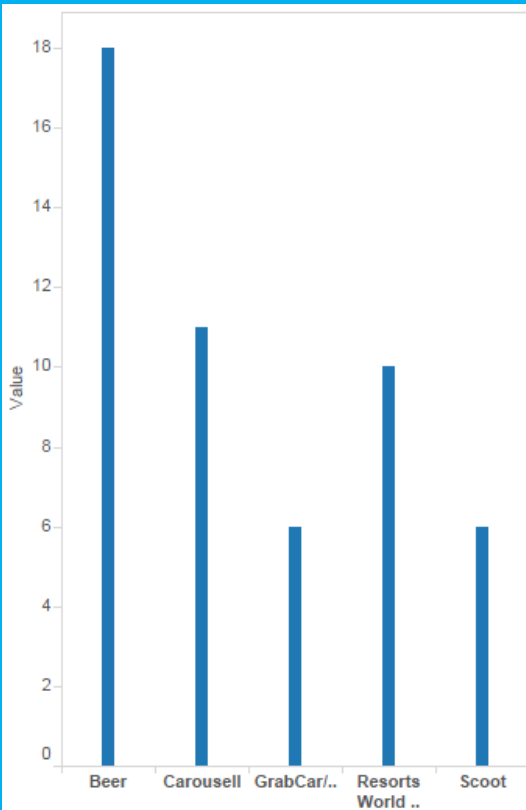
TOPIC MODELING - FINDINGS

Sub Topics – Breaking News:

Posts about #RIPLKY generally had more likes

TOPIC MODELING - FINDINGS

Sub Topics – Commerce:

Posts about Carousell also had slightly greater number of likes on average

RECOMMENDATIONS

Generate content to boost viewership in audience between the ages of 13 to 17 years old.

RECOMMENDATIONS

Publish posts during peak post reach points (lunch hours and going home hours)

RECOMMENDATIONS

Create more content with characters;
foreign celebrities and politicians

RECOMMENDATIONS

Audience are inclined towards comic-based content (with more than 3 frames) and up to 3 or 4 overlapping topics.

LIMITATIONS

TAGGING

Lack of standardization

Flexible

LIMITATIONS

POST CATEGORIZATION

Manual

Human error

Perform image analysis

LIMITATIONS

REGRESSION ANALYSIS

Inconclusive results

In-depth study on the selection of variables

LIMITATIONS

Nominal Logistic Regression – Design + ALL Topic Attributes	Dependent Target = Likes > 3000
Prob > Chi Square	0.0001*
RSquare (U)	0.1003
Significant Variables	**Estimate (Prob > Chi Square)**
Intercept	1.3320607 (<.0001*)
Troll Faces/Memes Character	0.39337263 (0.0145*)
No. of Description Lines	-0.1456207(0.0037*)
MGAG	1.15580681 (0.0282*)
Name to Shame/Honour	-0.763731 (0.0416*)
SGAG Challenge/Troll	2.057696 (0.0086*)
#RIPLKY	-1.3460428 (0.0054*)
Time of Post (1201-1400h)	0.42968374 (0.1235)
Foreign Talents/Workers	-1.1273765 (0.0723)

LIMITATIONS

DATA SIZE

Collect larger data set