

ANLY482 MEETING MINUTES (INTERNAL)

(01 OCTOBER 2016)

Date:	01 October 2016
Time:	17:00-19:30
Venue:	SMU Labs Level 1
Attendees:	SMU: Sally, Xiu Ming
Agenda:	<ul style="list-style-type: none"> • Project Update

S/N	Things Discussed/Done	Remark
1.	Observations on the extracted table (Daily Total Freq & Daily Page Post Freq)	<ul style="list-style-type: none"> • Daily Total Freq is always higher than Daily Page Post Freq <ul style="list-style-type: none"> ○ Individual distribution (category) e.g. Freq Distri 1 of Total might not > Freq Distri 1 of daily page post → Reason being users in Freq Distri 1 of daily page might have seen the page, hence, the users belong to Freq Distri 2 of Total
2.	Video Level Data	<ul style="list-style-type: none"> • There's no missing value in the datasets • 1 duplicate found with identical post_ID, link, message, etc. It is to be excluded from our analysis • Video posts which the actual content were removed from Facebook are also to be excluded from our analysis • Several video posts' data were not found in the Posts Level dataset. Hence, it is to be removed from the analysis as well • To compare the performance between video and shared video, <u>click-to-play</u> versus <u>auto-play</u>
3.	Posts Level Data	<ul style="list-style-type: none"> • Top posts which engaged most users were also receiving high negative feedback at the same time

Item Due/Actions
Deadline: <ul style="list-style-type: none"> • Book consultation with Prof next week