

# ANLY482 MEETING MINUTES (INTERNAL)

## (01 SEPTEMBER 2016)

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<b>Date:</b>	01 September 2016
<b>Time:</b>	14:00-17:30
<b>Venue:</b>	SIS Labs Level 3
<b>Attendees:</b>	SMU: Anita, Sally, Xiu Ming
<b>Agenda:</b>	<ul style="list-style-type: none"> <li>• Discussion on Proposal draft</li> </ul>

S/N	Things Discussed/Done	Remark
1.	The different datasets that team collected	<ul style="list-style-type: none"> <li>• The information of the paid contents was not found in the dataset collected, check with the sponsor if they keep the profile of the advertisers on a separate spreadsheet</li> </ul>
2.	Proposal content	<ul style="list-style-type: none"> <li>• For the project, team will perform analysis on the two different social media platforms which SGAG relies on, namely Facebook and Twitter.</li> <li>• The objectives of the project are:               <ul style="list-style-type: none"> <li>○ To track the performance of both paid and organic posts</li> <li>○ To evaluate the performance of paid content by industry and advertiser</li> <li>○ To understand what kind of posts engaged users more? (e.g. likes, comments, shares)</li> <li>○ To access the popularity of posts by the different types (e.g. memes, listicles, videos, etc.)</li> <li>○ To understand why certain posts were perceived in a positive/negative manner</li> </ul> </li> </ul>

<b>Item Due</b>
<b>Deadline:</b> <ul style="list-style-type: none"> <li>• Dataset which contains the advertisers' information by 08 Sept 2016</li> <li>• Finalise proposal by 3<sup>rd</sup> Sept, proposal submission on 4<sup>th</sup> Sept</li> </ul>