## **Supervisor Meeting Minutes 1**

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| Date/Time | 12th January 2018 |
| Venue | Level 4 Student Corner |
| Attendees | Prof Kam, Eric, Ivan, Shing Hei |
| Agenda | 1. Check with Prof with current data if we can proceed 2. Check with Prof on our proposed outcomes/problem statement |

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|  | Task/Description | Person in Charge | Due Date |
| 1 | Check with Prof with current data if we can proceed  Description of problem:   * This category of post performing better in this social media, why is it performing on another platform? Should it all be correlated?   Prof’s Comments:   * Seems like a Chicken and egg problem? Catering to diff group and generation * By and large, people who started social media will be using FaceBook since 2012; Instagram afterwards etc. * There are differences in medium (Instagram (IG) can be cross-linked to FB; might not be able to find the same post across the diff platforms)   **Pointers to take note:**  Should not jump to conclusion. If familiar with social media, anything can go viral, doesn’t mean if in IG, means go viral then if go FB, doesn’t go viral. We can proof him wrong with the data.   * Look at the senior work. Same term previous year, at least two teams (SGAG and competitors of SGAG). There will be diff in each of them and see how they solve them. * Data: What kind of data they are going to give u? FB -> FB insights (export). TSL extracted for us. One year data * Get the data from them first. Extract from them? Or they extract for us? It would be to our advantage to extract for ourselves. Not useful if extract from an overview level. Check if it is granular enough * Social media: If I post any content out, I might get immediate response, some post might drag on and still get a lot of response. Some on the next day, no more responses received. Time interval (for definition of metric) is very important. **Survival time** of post is different. * How should we normalise this? Can I come out with a metric and method? If a particular post continuously receives 20/50 comments, I will continue to calculate the metrics. If go below 20, I will stop. Need to look through all the data and determine the best cut off line -> for normalisation. | All | Nil |
| 2 | Check with Prof on our proposed outcomes/problem statement  We have aggregated data, with some granularity from TSL. One post (ID link, time post, organic/paid impression, average time of video). Take from different platforms and belong to the same campaign, title might be different.   * Master campaign file: FB, Instagram (serve as the primary key to integrate the data tgt) * Get the data from them first. Extract from them? Or they extract for us? It would be to our advantage to extract for ourselves. Not useful if extract from an overview level. Check if it is granular enough * Social media: If I post any content out, I might get immediate response, some post might drag on and still get a lot of response. Some on the next day, no more responses received. Time interval (for definition of metric) is very important. **Survival time** of post is different.   1. How should we normalise this? Can I come out with a metric and method? If a particular post continuously receive 20/50 comments, I will continue to calculate the metrics. If go below 20, I will stop. Need to look through all the data and determine the best cut off line -> for normalisation.   Check it out first. Sign the NDA and fill it all the particulars, and commit themselves to the project. Print a copy out and let Prof sign.   * 2 week default is a yes clause. Before presentation, they have to vet through without delaying. Confirm the date. We CANNOT change the clause, the 14 days cap is to ensure we graduate in time.   **Proposal Reminders:**   * **Iterative** approach: Conduct a preliminary analysis -> Data Collection/Integration * Scope of work/ Work plan: Revise it accordingly | All | Nil |

Team will craft out the NDA and let Prof Kam sign before submitting to TSL for approval.