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| Date: October 1, 2014 |
| Time: 1300 – 1405hrs  |
| 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 update him our progressWent through Powerpoint presentation | Both |
| 2 | Feedback and suggestions given by Prof Srini:* Emphasis the reasoning behind using social network analysis as our choice of analysis
* Find out what are other ways of analysing with Twitter data
* Good to know the benefits of using social network and understand the drawbacks of such analysis
* Youtube mention may give value too because
* Present “4. Results”, the mentions between users in a more direct format
* Focus and think in terms of outcome, think of what story can be told based on the outcome and whether there are any general principles that you can come up with

e.g. One with more followers = more influentialORInteresting contente.g. Key phrases that have more impact* Great insights generated
* Consider generating a graph of tweet/view/google search data across time – more tweets = more views

See if it’s possible to get viewership content from Youtube or any other sourcesSuggestions to read into these examples* Auction paper: identified the key-bidders (aka influencers) in the bidders’ networks. Tried to come up with network analyses throughout different time periods and find out who are the influencers in each time phrase
* Hokey Pokey: an example of giving a monetary value to the influencers, depending on how influential they are
* Find out whether there are any other ways to incentivize the influencers
* Read on Prof Lim Ee Peng’s article on “Making Sense of Social Media” and gain insights from it (meet him if it is possible)
* JK Wedding dance: It uses copyrighted music from Chris Brown but since there was an bad reputation from Chris Brown (abuse incident), Sony was contemplating to sue or leave it as it is. This video however increased the publicity of the song
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 | Prof SriniWei YinJaehyun |
| 3 | AOB* Prof. Srini will contact Prof. Seema directly
* Check Prof. Srini’s availability and schedule next meeting two weeks from now
 | Both |