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| Date: September 1, 2014 |
| Time: 1530 – 1600hrs  |
| Location: Prof Seema Office SIS Level 4 |
| Attended By: Jaehyun, Wei Yin, Prof. Seema, Mr. Daniel |

**Meeting Minutes 01**

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| **No.** | **Agenda** | **Action By:** |
| 1 | Meet up with the supervisor (Prof Srini) to update her our progress and the discussion with sponsor (Prof Srini) on last Thursday | Both |
| 2 | Feedback and suggestions given by Prof Seema:* Find hypothesis on the research paper and try it out with the data
* Twitter API to gather out data but unable to get past data but can live feeds
* Prof Srini gave an example that in a auction, certain bidders can influence the bidding result. It is like how in social networks, certain users can influence others
* In the marketing perspective, research on relevant blogs, papers on twitter/social analysis: how to find influencers in social networks
* It will be good to get case study and research paper closest to the problem that we’re trying to analyze
* In the IS perspective, find how to pull data from Twitter, how to technically/practically use the tool R/NodeXL, focus on twitter data analysis: understand how to technically analyze
 | Prof SeemaWei YinJaehyun |
| 3 | Clarify doubts on project proposal* Objective: how to define, identify and engage social media influencers for you brand/project/campaign
* The research should be applicable somewhere
* You can use characteristics of influencers.
* How to define? Come up with the definition, How do you identify it? Identification, How to engage them? Got to do recommendation

Guideline (assuming we’re the consultants)Let’s say a client wants to make project XXX popular using social media. How to make it known and popular?***How to make it known in social networks???***Objective (clearly define)In the purposes of helping marketing campaignsScopeLimit ourselves to twitter (not other social networks)If we can find another dataset, we can work on it. But for this project, we’ll be validating on the assumptions we make***Milestones (Do your groundwork) & Timeline***Know how to get the data 🡪 know how to understand the data 🡪 know how to analyze the data1. Understanding twitter data
2. What do the fields mean?
3. Learning a tool to analyze twitter data (R)
4. Learning the terms and graph analysis, etc.
5. Supporting the direction of the analysis by pre-done case studies and relevant blogs and research papers

By the midterm, you should be done with above?It’s okay if we can’t identify all the influencers by midterm. Just present the previous case studies or hypotheses & the mere analyses of twitter data------Data ExplorationFrom the midterm to finals, we tried this (networking analysis) 🡪 this is the resultWe tried another option 🡪 this is the resultIt’s not necessary we come up with everything on our own, we can refer to the past papers, etc.----Number of followers would not be a good indicator since it’s not possible to get past data from Twitter. Since the end result is wanting to know characteristics of influencers, what are other areas we could lookCan consider looking at the words of what the influencer used.  | Prof SeemaWeiyinDaniel |
| 4 | Schedule weekly meeting timing with Prof Seema * Weekly meetings can be scheduled
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