

## Social Media Data for Market Research

Learn how to use social media data as a market research data source. In this fun, introductory-level course the instructor covers social media monitoring, social media research with sentiment analysis, and social platforms as sample sources. Get a practical perspective on how you can use social media data in your market research projects.

- I. Definitions & Context
  - a. Research Options
  - b. Social Media and Research: What's So Exciting?
- II. Social Media Research
  - a. Pros and Cons
  - b. Social Media Research
    - i. Monitoring Buzz: Free Tools
    - ii. Mini Case Study
    - iii. 50+ Tools!
    - iv. Credibility Concerns
    - v. Text Analysis
    - vi. Pros and Cons
  - c. Why is Social Media Research So Important?
    - i. Word of Mouth: Traditional vs. Social Media
    - ii. Common Applications
    - iii. No More Focus Groups?
- III. Social Networks: The Ultimate Convenience Sample?
  - a. Facebook as a Sample Source
  - b. Building Research Panels
  - c. Convenience Samples = Bad Samples?
- IV. Getting Started
  - a. Market Research Best Practices Apply
  - b. Start Small (Pilot Testing)
  - c. Social Media + MR: It's Still Evolving

**Class availability and content subject to change. For the most current information, please contact [Sales@ResearchRockstar.com](mailto:Sales@ResearchRockstar.com).**