INSY 5377 Web and Social Analytics
Fall 2020

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CLASS TIME: Online - Asynchronous
CLASS MEETING: Online - Asynchronous
COURSE WEBSITE: https://uta.instructure.com/courses/
OFFICE HOURS: On Teams by appointment

COURSE PERSPECTIVE AND DESCRIPTION
The Internet and mobile technologies generate large volume of digital footprints of the users. Using quantitative methods to analyze those data enables managers to uncover economic relationships and to make better decisions. This course introduces the concepts, techniques, and tools of collecting and analyzing digital data on how users interface with an organization through the web and social media. The web and social data contain user “digital footprints” that describe or imply their behaviors, experiences, and attitudes. Analyzing these web (click)stream data and social media data serves the purposes of strengthening customer relationship management, improving online marketing (e.g. advertising, recommendation, pricing), and increasing the bottom line. The course will consist of lectures, assignments, and project.

TEXT AND READINGS:
3. Coursepack: You are required to purchase the Harvard Business School cases from the Harvard web site: https://hbsp.harvard.edu/import/740173
Online Course Information Requirements:
Since this is an asynchronous online course, we would meet as a class on Teams only for the first class. After that, all course materials and video lectures will be posted on Canvas that you are expected to read and watch. I will be available to meet for office hours on Teams by appointment. Please make sure you have Teams installed and signed-in with your UTA credentials. Also make sure you have a working webcam. The exam will be conducted online using Lockdown Browser and Respondus Monitor that also requires a working webcam.

Grade Distribution:

Final Exam 30%
Assignments 35%
Project 35%

Letter Grade Scale:

We will not be using a fixed scale for determining the letter grade. The cutoff points for different letter grades will be based on the class average and class standard deviation of the final score. Cutoff points will be strictly enforced without any rounding.

Cutoff for A: (Class average) + 0.5(Class standard deviation)
Cutoff for B: minimum of {80, Cutoff for A – 10}
Cutoff for C: minimum of {70, Cutoff for B – 10}

So, to get an A your final score should be at least half a standard deviation above the class average.

Project:

Students will work on a group project and a project report will be due at the end of the semester. Under the guidance of the instructor, each student will select a business problem to analyze with data. The goal is to derive managerial insights/guidelines based on the data analytics. More details will be given.
## Tentative Course Schedule

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<th>Week</th>
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<th>Topics</th>
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<td>3</td>
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<td>Exam</td>
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<td>15</td>
<td>12/10</td>
<td>Final Project Reports Due</td>
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As the instructor, I reserve the right to change the schedule with notice.
Institution Information
UTA students are encouraged to review the below institutional policies and informational sections and reach out to the specific office with any questions. To view this institutional information, please visit the Institutional Information page (https://resources.uta.edu/provost/course-related-info/institutional-policies.php) which includes the following policies among others:

- Drop Policy
- Disability Accommodations
- Title IX Policy
- Academic Integrity
- Student Feedback Survey
- Final Exam Schedule

Additional Information
Mandatory Face Covering Policy
All students and instructional staff are required to wear facial coverings while they are on campus, inside buildings and classrooms. Students that fail to comply with the facial covering requirement will be asked to leave the class session. If students need masks, they may obtain them at the Central Library, the E.H. Hereford University Center’s front desk or in their department. Students who refuse to wear a facial covering in class will be asked to leave the session by the instructor, and, if the student refuses to leave, they may be reported to UTA’s Office of Student Conduct.

Attendance
At The University of Texas at Arlington, taking attendance is not required but attendance is a critical indicator of student success. Each faculty member is free to develop his or her own methods of evaluating students’ academic performance, which includes establishing course-specific policies on attendance. As the instructor of this section which will be conducted asynchronously online, I will not be taking attendance. However, students are expected to go through the lectures and videos every week as they are posted. While UT Arlington does not require instructors to take attendance in their courses, the U.S. Department of Education requires that the University have a mechanism in place to mark when Federal Student Aid recipients “begin attendance in a course.” UT Arlington instructors will report when students begin attendance in a course as part of the final grading process. Specifically, when assigning a student a grade of F, faculty report must the last date a student attended their class based on evidence such as a test, participation in a class project or presentation, or an engagement online via Canvas. This date is reported to the Department of Education for federal financial aid recipients.

Student Success Programs
UT Arlington provides a variety of resources and programs designed to help students develop academic skills, deal with personal situations, and better understand concepts and information related to their courses. Resources include tutoring by appointment, drop-in tutoring, etutoring, supplemental instruction, mentoring (time management, study skills, etc.), success coaching, TRIO Student Support Services, and student success workshops. For additional information, please email resources@uta.edu, or view the Maverick Resources website.

The IDEAS Center (https://www.uta.edu/ideas/) (2nd Floor of Central Library) offers FREE tutoring and mentoring to all students with a focus on transfer students, sophomores, veterans and others undergoing a transition to UT Arlington. Students can drop in or check the schedule of available peer tutors at www.uta.edu/IDEAS, or call (817) 272-6593.
Library Information

Research or General Library Help

Ask for Help
- Academic Plaza Consultation Services (library.uta.edu/academic-plaza)
- Ask Us (ask.uta.edu/)
- Research Coaches (http://libguides.uta.edu/researchcoach)

Resources
- Library Tutorials (library.uta.edu/how-to)
- Subject and Course Research Guides (libguides.uta.edu)
- Librarians by Subject (library.uta.edu/subject-librarians)
- A to Z List of Library Databases (libguides.uta.edu/az.php)
- Course Reserves (https://uta.summon.serialssolutions.com/#!/course_reserves)
- Study Room Reservations (openroom.uta.edu/)