User-Generated Content from Social Media:

Marketing's Access Point to the Consumer's mind?

Seminar Summer 2019

In 2018, social media users around the world generated every minute more than 650,000 posts on Facebook. In the same time users wrote more than 480,888 tweets, watched and commented on 4.3 million Youtube videos, generated 2.4 million snaps, liked 174,000 images on Instagram and searched for 3.7 million terms on Google (Daily Mail 2018).

A large fraction of this user-generated content potentially contains information about how users think about products, services, brands and retailers. Satisfied and unsatisfied consumers use social media channels more and more to directly share information with companies as well as other users, customers and consumers (Hewett et al. 2016). User-generated content has therefore become an important information source for marketers and consumers providing substantial guidance for both stakeholder parties.

Learning Outcomes:

In this seminar you will learn how to identify potential sources of information, how to evaluate their value from a marketer's perspective, how to access content online, how to process and measure content with the help of innovative methodologies such as e.g. machine learning and dictionary based sentiment analysis, latent dirichlet allocation topic models, and social media data. Finally you will learn how to integrate content into state of the art- marketing performance measurement models understanding how user-generated content and common marketing metrics such as e.g. brand equity, sales or customer satisfaction come together.

Workload:

Students will be required to conduct an intensive literature review, as well as working with user-generated-content from various online sources (such as e.g. Facebook, Amazon, Twitter, and Google) provided by the professorship.

Please note that this involves working with non-standard software such as e.g. R. I expect students to show extraordinary involvement and dedication, as I am also willing to invest substantial supervision efforts exceeding standard seminar practices. Previous seminars have shown that working with R is commonly less complicated than initially feared. In addition having R skills may pay out later on the job market (Burnham 2017).

Seminar Requirements
The seminar consists of two **mandatory** parts.

1. Writing a seminar paper (individual, 10 pages; 50% of the final grade)
2. Analysis of data set (in groups, 10 page documentation of results, 25% of the final grade)
3. Presentation and discussion of the term paper and analysis (in groups, 25% of the final grade)

Both parts have to be passed separately to get the final grade. Students who pass this seminar will receive **12 credit points** in the Marketing Major.

Organizational Issues

- How to apply? Please follow the MCM application process for seminars via the homepage.
- Please note that submissions of papers and presentations after the submission deadline will not be accepted.
- The number of students for this seminar is restricted to max. 21 students.
- For specific questions, please contact Prof. Dr. Raoul Kübler (raoul.kuebler@uni-muenster.de).

Preliminary Schedule

What	When	Where
Kick-Off Event	01.02.2019	MCM – Seminar Room 006 Ground Floor MCM
Selection of topics	01.02.-04.02.2019	Via Learnweb
Assignment of topics	05.02.2019	Via Learnweb
Submission deadline for term-paper and analysis	04.04.2019 12am	Via Email
Submission deadline for presentations	25.04.2019 12am	Via Email
Seminar Presentations	26.04/27.04.2019	MCM – Seminar Room 006 Ground Floor MCM

Please note that this schedule and the description of the seminar is preliminary and may be subject to changes.