



Centre for Marketing in Emerging Economics & Social Media Research Foundation

PRESENTS
WORKSHOP
ON

Mapping Social Media Network Analysis with NODEXL

12-13th December 2017

Venue: IIM Lucknow Campus



WORKSHOP SPEAKER



DR. MARC A. SMITH
Chief Social Scientist
Connected Action Consulting Group

Broad Area of Discussion

- ❖ SNA Basics
- ❖ SNA tools and software: NODEXL
- ❖ Deriving practical and useful information through SNA analysis

For Registration related queries Contact:

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BACKGROUND

With the evolution of Indian consumers has arisen the need for newer qualitative methodologies drawing from theoretical disciplines other than psychology to guide management practices. One such, proven discipline and methodology is Social network analysis which has proven applicability and usefulness in various marketing and business areas such as branding, communication, design and innovation. This 2-days program offers an introduction to applied marketing sphere.

WORKSHOP OBJECTIVE

The purpose of the workshops is to provide an overview of social network analysis (SNA) and demonstrates through theory and practical case studies its application to research, particularly on social media and digital interaction and behaviour records among management professionals across India. The program objective is to familiarize participants' usefulness and application of SNA and its application in social media analysis in management research with the use of standard SNA tools and software in general and the NodeXL social network analysis add-in for Excel in particular and developing creative strategy and creating value of their brand.

CMEE's offering this workshop would be aligned with CMEE's goal of bringing state-of-the-art consumer understanding methodologies to the Indian market and raising the quality standards in the practice of consumer insight and marketing in India.

WORKSHOP PEDAGOGY

Predominant methodology of learning will be through presentations, classroom exercises and real life business applications example demonstration through videos, conversation and collaborative learning.

KEY DELIVERABLES

- ❖ **Basic concept of network analysis (vertex, edge, group, graph)**
- ❖ **Application of Network Analysis Methods to social media**
- ❖ **SNA tools including the NodeXL and Gephi**

WHO SHOULD ATTEND?

- ❖ **Researchers and practitioners from multidisciplinary field of social science**
- ❖ **Academics and professionals from computer mediated communication, universal design and social software**
- ❖ **Management and Branding Professionals**

ABOUT THE SPEAKER

Dr. Marc A. Smith is a sociologist specializing in the social organization of online communities and computer mediated interaction. Smith leads the Connected Action consulting group and lives and works in Silicon Valley, California. Smith co-founded and directs the Social Media Research Foundation (<http://www.smrfoundation.org>), a non-profit devoted to open tools, data, and scholarship related to social media research.

Smith is the co-editor with Peter Kollock of *Communities in Cyberspace* (Routledge), a collection of essays exploring the ways identity; interaction and social order develop in online groups. Along with Derek Hansen and Ben Shneiderman, he is the co-author and editor of [Analyzing Social Media Networks with NodeXL: Insights from a connected world](#), from [Morgan-Kaufmann](#) which is a guide to mapping connections created through computer-mediated interactions.

Smith's research focuses on computer-mediated collective action: the ways group dynamics change when they take place in and through social cyberspaces. Many "groups" in cyberspace produce public goods and organize themselves in the form of a commons (for related papers see: <http://www.connectedaction.net/marc-smith/>).

Smith's goal is to visualize these social cyberspaces, mapping and measuring their structure, dynamics and life cycles. While at Microsoft Research, he founded the Community Technologies Group and led the development of the "Netscan" web application and data mining engine that allowed researchers studying Usenet newsgroups and related repositories of threaded conversations to get reports on the rates of posting, posters, cross posting, thread length and frequency distributions of activity. He contributes to the open and free NodeXL project (<http://nodexl.codeplex.com/>) that adds social network analysis features to the familiar Excel spreadsheet. NodeXL enables social network analysis of email, Twitter, Flickr, WWW, Facebook and other network data sets.

Links:

<http://www.connectedaction.net>
http://delicious.com/marc_smith/
<http://nodexl.codeplex.com>
http://twitter.com/marc_smith
<http://www.smrfoundation.org/>

MAPPING SOCIAL MEDIA NETWORK ANALYSIS WITH NODEXL

Speaker: Dr Marc A. Smith

Date: 12-13th December 2017

Venue: IIM, Lucknow Campus

Day 1 (Tuesday): 12th December 2017		
Session	Time	Topic
	9:00 AM - 9:30 AM	Registration
Think Link – how to get insights from collections of connections	9:30AM - 11:00AM	Introduction to the network way of thinking. Basic concepts of edges, vertices, clusters, groups, and key positions within networks.
Tea break 11:00AM -11:30 AM		
Social media networks – how to see the edges in the feed	11.30 AM -1:00 PM	All social media creates social networks. Learn to extract the “edges” present in Twitter, Facebook, YouTube and other forms of social media.
Lunch break: 1:00AM -2.00 PM		
Building sample social media networks with NodeXL	2:00 - 3:30 PM	Import a sample social media network from Twitter. Identify key people, groups, divisions, bridges, top topics, hashtags, and links.
Tea Break 3:30-4:00 PM		
Networks from the bottom up: building edges by hand	4.00-5.30 PM	Master the idea of social networks by creating a network data set by hand.

Day 2 (Wednesday): 13th December 2017		
Session	Time	Topic
	9:00 AM - 9:30 AM	Registration
1. Mapping social media networks: Twitter	9:30AM - 11:00AM	Understand the 6 basic types of social media (reply) networks
Tea break 11:00AM -11:30 AM		
2. Automation and Data Recipes	11.30 AM -1:00 PM	Learn how to use “settings options files” to get advanced results with just a few clicks.
Lunch break: 1:00AM -2.00 PM		
3. Exploring Facebook Fan Page and Group Networks	2:00 - 3:30 PM	Analyze social media networks from Facebook groups and fan pages.
Tea Break 3:30-4:00 PM		
4. Conclusions: Think Link	4.00-5.30 PM	Apply the network approach to other forms of data – email, personal communication, investment, trade, etc.

REGISTRATION

All participants are requested to fill in the registration form. [Click Here](#) to download the Workshop Registration Form. Kindly ensure that the completed form is mailed to cmeerc@iiml.ac.in

Registration Fee (Individual) : Rs 15000 +18% Tax*	
Early Bird Registration (before 30 th Oct, 2017)	5% discount**
Special IIM Alumni Discount	10% discount**
Student Discount (Ph.D./post graduate)	<u>25% Discount</u>
CMEE Members	15% discount**
MRSI Members	10% discount**
Corporate members CMEE	15% discount**+Nomination upto two members
Last date of Registration 5th December, 2017 (confirmation of registration subject to seats availability)	
*as per government GST norm w.e.f 1st July 2017	
**Members can avail only one category of discount +early bird discount valid upto 30th October 2017	

MODE OF PAYMENT

Participants can deposit the fee through:

Demand Draft (DD) in favor of “Indian Institute of Management Lucknow- Noida Campus” Payable at Noida

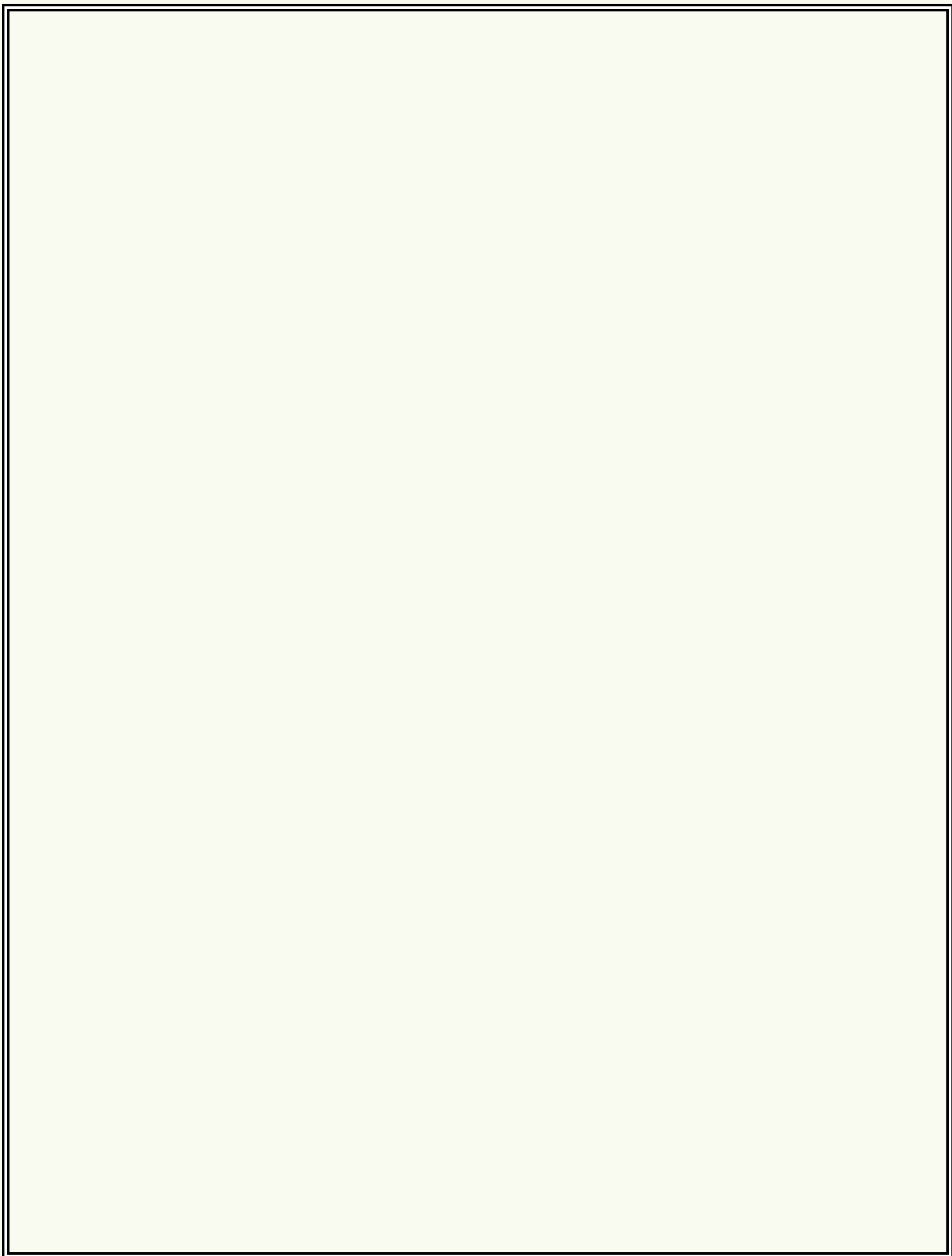
*DD has to be mailed to Dr. Shruti Chopra, Room no.2303, CMEE, Indian Institute of Management Lucknow- Noida Campus,
B-1, Institutional Area Sector -62, Noida-201307*

OR

Electronic transaction as per the following details

PAYMENT DETAILS	
Name	Indian Institute of Management, Lucknow-Noida Campus
Payment Details Banker Name	Axis Bank Ltd.
Address	B-2 & B-3, Sector-16, Noida 201301
MICR Code	110211004
IFSC code	UTIB0000022
Swift Code	AXISINBB022
Account Type	S/B Account
Account Number	022010100356060

Once the payment is done on DD or on Electronic Wire Transfer, Email to cmeerc@iiml.ac.in Mentioning the Transaction Details to get an acknowledge receipt of the same and your seats confirmation.



CONTACTS

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About Centre for Marketing In Emerging Economies (CMEE)

Established in 2012, Centre for Marketing in Emerging Economies (CMEE) is a lively resource center for scholars, academicians, marketing research practitioners and corporations from around the world, who have interest in emerging economy markets. CMEE 's vision is to be globally recognized Centre for Marketing that studies, understands and educates about consumers, business and public policies towards marketing in Emerging Economies.

FOCUS AREAS OF THE CENTER

- **Research & Publication**
- **Continuous Education Programs**
- **Networking opportunities**



Achievements of CMEE

- ❖ The center has established collaboration with major emerging market countries' premier business schools, specifically in BRICSIT Countries (Brazil, Russia, China, South Africa, Indonesia and Turkey) as the phase one partners of the Centre.
- ❖ The 2012, 2014 and 2017 annual conference organized by CMEE attracted the who's who of the marketing world, with delegates and speakers from over 21 countries assembled, and included a blend of academicians, senior marketing executives, research practitioners, representations from prominent academic journals and media. It also gives budding and emerging scholars to publish in eight established marketing journals.
- ❖ A Field Study Report on "Prospects of Coir Products in Uttar Pradesh" was submitted to Coir Board, MSME Ministry in 2016.
- ❖ The marketing research handbook titled "Decoding Lucknow: Special Issue on Food" published by CMEE during the year 2014 provides a wealth of detail on food and drinks consumption in Lucknow.
- ❖ The marketing research handbook titled "Decoding Lucknow: An Insightful Handbook of Lucknow Consumer" published by CMEE in 2013 presents interesting finding on changing pattern of penetration of consumer durables, food and beverages consumption, household care products, personal care products and media reach.
- ❖ CMEE in association with SIMOFEST and MRSI conducted fourteen workshops during 2014-15, 2015-16 and 2016-17 AY. Around five hundred participants from Industry/ Research agencies and Academia attended these workshops.
- ❖ The Centre has become Knowledge Partner to MSME Ministry, Govt. of India.

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For details, please visit www.iimcmee.org

**GLIMPSE OF
CMEE PAST
EVENTS**



CMEE flashback 2011-16 release in 2017 Annual conference of EMCB

Case Study Writing and Development Workshop, Jan 2017



Important plenary sessions in 2017 Annual conference



2017 Annual conference Group Photo



Mr. Naveen Gattu in Data Visualization Workshop, April 2016



Prof. Jerry Olson and Mr. Holger E. Metzger in Qualitative Marketing Research workshop, April 2014



Networking and Interaction



Mr. Vinit Goenka in Data Driven Marketing workshop, Apr and May,



Dr. Laura Oswald in Semiotics Workshop, May



Prof. Russell Belk in Understanding consumers in Digital era workshop, Nov 2015



Prof. Naresh Malhotra at the pre-conference Workshop 2014



Prof. Naresh Malhotra in Teaching Marketing Research workshop, Nov 2015



Ms. Lucia Laurent –Neva and Mr. Chris Arning in Semiotic Workshop, Feb 2015



SPONSERSHIP OPPURTUNITIES

Meet Your Target group and get a chance to enhance your product. Get the best brand mileage – one time opportunity! Limited time left. Last date – 15th of November’2017

Platinum Sponsor

Be the first and the only one to avail this solo sponsorship opportunity. Platinum sponsors will receive the highest visibility and attention as our prestigious Workshop Sponsor.

Gold Sponsor

Avail this golden opportunity to be one of our two Gold Sponsors (from different industry verticals). The Gold sponsorship entails your close association with the Workshop. In case the platinum sponsorship has already been availed, gold sponsors shall be only from other industries.

Networking Lunch/ Dinner Sponsor

Avail this Opportunity to sponsor any of our workshop Lunches or a special networking dinner

S.No	Sponsorship Category	Platinum (x 1)	Gold (x 2)	Networking Lunch/ Dinner (x1)
1.	Sponsorship Amount (INR)	5,00,000	2,00,000	1,00,000
2.	Corporate Branding			
a)	Wings of Main Backdrop at Workshop Venue	✓		
b)	Workshop Publicity/ Marketing material	✓		
c)	Conference Souvenirs (Notepad)	✓		
d)	Workshop page on IIML website	✓	✓	✓
3.	Reserved seating of sponsors	✓	✓	✓
4.	Distribution of company literature in Delegate Kit	✓	✓	

5.	Complementary delegate passes	15	8	4
6.	Sit down session at Lunch/ Dinner with Workshop main speakers	5	3	1
7.	Stall at Workshop Venue	✓		
8	Special Thank You announcement at the Valedictory session	✓	✓	✓

For further details about sponsorship opportunities, mail us at cmeerc@iiml.ac.in