Social Analytics Network and Text Methods with NodeXL and R 1st edition Miranda Test Bank

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Sample Quiz Questions for *Social Analytics: Network and Text Methods with NodeXL and R*, by Shaila Miranda

Chapter 1: What Is Social Analytics?

1. Social analytics is the study of
    a. social media conversations.
    b. email.
    c. letters.
    d. recorded face-to-face conversations.
    e. all of these things.

Answer: e

2. Examples of standing relationships on social media include
    a. comments on your spouse's posts.
    b. friends or followers.
    c. favoriting your child's post.
    d. re-tweeting a colleague's post.
    e. all of these things.

Answer: b

3. I just downloaded a dataset of over 14,000 tweets about the Olympics. I am concerned that some of you will not be able to work with a dataset of this size, raising which of the following "big data" issues?
    a. volume
    b. verifiability
    c. veracity
    d. velocity
    e. variety

Answer: a

4. I recently noticed the Price College's Facebook account is not a verified account. Which of the following big data issues does this raise?
    a. volume
    b. verifiability
    c. variety
    d. veracity
    e. velocity

Answer: d

5. One drawback of this course is that we do not get into analyzing images, audio, or video. What type of big data issue does this raise?

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a. volume
b. verifiability
c. velocity
d. variety
e. veracity

Answer: d

6. The tools we will use on this course include all of the following, except
    a. R
    b. SAS
    c. NodeXL
    d. LIWC
    e. Tagul

Answer: b

7. Examples of listening posts include all of the following, except
    a. Face-to-face research of customers by employees.
    b. Guest communications in the form of emails and letters.
    c. a CEO's letter to shareholders.
    d. Website and social media monitoring.
    e. Conversations with front-line employees.

Answer: c

8. The primary objective of social analytics is to
    a. produce actionable insights.
    b. detect problems.
    c. understand stakeholder sentiment.
    d. identifying influential actors.
    e. determining whether a group is polarized.

Answer: a

9. An emotional hotspot is
    a. detrimental to the welfare of organizations.
    b. typically an individual or group expressing very negative sentiments.
    c. a subset of our customer base.
    d. an influential individual or group expressing strong emotions.
    e. all of these things.

Answer: d

10. In the social analytics context, which of the following are accurate statements about fault-lines?
    a. Fault-lines refer to sub-groups formed based on shared attributes.
    b. Fault-lines manifest in social disruptions.

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c. Fault-lines constrain the flow of information.
d. Fault-lines can create resource haves and have-nots.
e. All of these statements are accurate.

Answer: e

Chapter 2: Some Uses of Social Analytics

All correct answers are (a)

1. Using social analytics as a listening post can help us accomplish all the following, except:
    a. detect fault-lines.
    b. detect problems.
    c. understand stakeholder sentiment.
    d. identify emotional hotspots.
    e. none of the above – all these are viable listening post uses.

2. The coincidence of strong sentiment and centrality (influence) within a social network is a(n):
    a. emotional hotspot.
    b. fault-line.
    c. problem.
    d. influential actor.
    e. tie we should reciprocate.

3. A(n) _____ divides group members based on factors such as race, gender, job tenure, status, or functional area.
    a. fault-line.
    b. emotional hotspot.
    c. strategic reference group.
    d. influential actor.
    e. tie we should reciprocate.

4. We should benchmark against a(n)
    a. strategic reference group.
    b. emotional hotspot.
    c. fault-line.
    d. influential actor.
    e. tie we should reciprocate.

5. Social analytics can help us manage conflict by
    a. all these ways.
    b. determining whether a group is polarized.
    c. determining the basis of group polarization.
    d. determining when a group became polarized.
    e. representing competing parties' semantic networks.

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Social Analytics (MIS 5970) **Spring 2018**
Shaila Miranda **Test – Part I**

Section I: (**Closed book/notes**)
Please answer the following questions as completely as possible.

1. What is the difference between directed and undirected networks? Provide an example of each. (10)

2. What is the difference between a one-mode and a 2- or multi-mode network? Provide examples of each. (10)

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3. Define the following SNA terms: (10)

a. Node:

b. Tie:

c. Network:

d. Dyad:

e. Triad:

f. Homophily:

g. Geodesic distance:

h. Transitivity:

i. Community:

j. Isolate:

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4. Explain the following network metrics: (10)

   a. Density:

   b. Modularity:

5. What is the best centrality measure to assess the following: (10)

   a. Influence: _____

   b. Popularity: _____

   c. Gregariousness: _____

   d. Bridging: _____

   e. Communication speed: _____

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6. What is the significance of power-law/scale-free/long-tail distributions in relation to networks? Why do they occur? What mechanisms impede their occurrence? (10)

7. Define the following text analytics terms: (10)

   a. Corpus:

   b. Token:

   c. Stem:

   d. Stop word:

   e. Content word:

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8. Explain the bag-of-words versus string-of-words levels of text representation and their limitations. (10)

9. Explain two things we can learn from people's use of function words. (10)

10. Briefly explain the four tasks of discovery-based text analytics (text mining). (10)

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