



# AALIM MUHAMMED SALEGH COLLEGE OF ENGINEERING

IAF-AVADI, CHENNAI - 55

DEPARTMENT OF INFORMATION TECHNOLOGY



## CIRCULAR

Date: 23-08-2018

Department of Information Technology plans to conduct a Value added Course certification on “Social Media Analytics” by Ms. S Tamilselvi, Chase Technologies for the beneficiaries are our II, III and Final Year IT students.

This Course is Scheduled from 1st Sep'18 to 29th Sep'18 (Saturdays). All students must attend all classes without fail. Students who complete the course successfully will get certificates.

*23/8/2018*  
HEAD/IT

### Copy to:-

1. Principal.
2. IQAC
3. Resource Person
4. IT Faculty Members
5. II, III & IV year IT Whatsapp group
6. Hostel/Transport Supervisor
8. Campus Manager
9. Campus Engineer



*[Signature]*  
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COLLEGE OF ENGINEERING**

Approved by AICTE and Affiliated to Anna University Chennai



TNEA Counselling CODE: **1101**

## Department of Information Technology

Value added Course

# Social Media Analytics

For II, III & IV Year  
Students

**RESOURCE PERSON**  
**Ms. S Tamilselvi,**  
**Chase Technologies**

**1st Sep'18 -  
29th Sep'18**  
(SATURDAY'S)

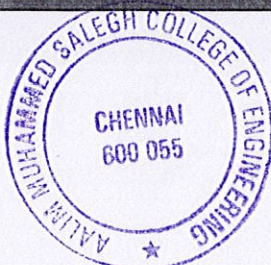
**Prof.Dr.Afzal Ali Baig**  
Principal


**Alhaj S Segu Jamaludeen**  
Secretary & Correspondent

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**DEPARTMENT OF INFORMATION TECHNOLOGY**  
**VALUE-ADDED COURSE- SUMMARY REPORT**

**COURSE NAME: SOCIAL MEDIA ANALYTICS**

Date: 01/09/2018 to 29/09/2018

Time: 10 AM to 1 PM & 2 PM to 5 PM- Saturday

Mode of Conduction : Offline

Speaker: Ms. S Tamilselvi

Students Attended: 65

**Objective of the Course:**

- Understand the fundamentals of social media analytics and its applications in extracting insights from social media data.
- Gain proficiency in using tools and libraries to preprocess, analyze, and visualize social media data.
- Develop practical skills in performing sentiment analysis, network analysis, topic modeling, and trend detection on social media platforms.

**Summary of the course :** This course provides a comprehensive introduction to social media analytics, covering fundamental concepts, essential techniques, and practical applications. Participants will gain hands-on experience using Python or R-based tools and libraries to analyze social media data, perform sentiment analysis, network analysis, topic modeling, trend analysis, and more.

**Course Outcomes:**

Upon successful completion of this course, students should be able to:

- Understand the principles and applications of social media analytics across various domains.
- Be proficient in using social media analytics tools and libraries to preprocess, analyze, and extract insights from social media data.
- Gain practical experience in implementing key social media analytics tasks such as sentiment analysis, network analysis, topic modeling, and trend analysis.



  
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NAAC Accredited Institution

"Nizara Educational Campus", Muthapudupet, Avadi - IAF, Chennai - 600 055.

ANNA UNIVERSITY COUNSELLING CODE : 1101



Place: Chennai  
Date: 16-08-2018

**From**

Head of the Department,  
Department of Information Technology  
Aalim Muhammed Salegh College of Engineering,  
Avadi IAF, Muthapudupet  
Chennai - 600055

**To**

The Principal  
Aalim Muhammed Salegh College of Engineering  
Avadi IAF, Muthapudupet  
Chennai - 600055

**Respected Sir,**

Sub: Requisition for the approval to conduct Value Added course in our IT department – Reg.

**Resource Person:** Ms. S Tamilselvi, Chase Technologies.

We wish to conduct Value Added course in our IT department on the topic “**Social Media Analytics**” an Alumni Guest Lecture Series From 01-09-2018 to 29-09-2018 (Saturdays).

The objective of conducting this Value Added course will give the industry focus in developing skills required by using latest technology advancement in “**Social Media Analytics**”. This effort will benefit our Student’s community and bring core strength in engineering field.

Thank you.

Yours truly,

  
16/8/2018

  
16/8/2018  
HEAD/IT



  
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IAF-AVADI, CHENNAI - 55

DEPARTMENT OF INFORMATION TECHNOLOGY



## Certificate Course Details

Course Name: SOCIAL MEDIA ANALYTICS

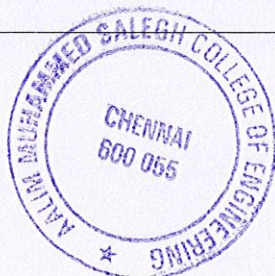
Date : 01/09/2018 to 29/09/2018

Week	Content	Total Hours/Week
1	<b>Introduction to Social Media Analytics</b> <ul style="list-style-type: none"><li>• <b>Morning Session</b><ul style="list-style-type: none"><li>○ Introduction to social media analytics: Concepts, challenges, and applications</li><li>○ Overview of popular social media platforms and their data structures</li></ul></li><li>• <b>Afternoon Session</b><ul style="list-style-type: none"><li>○ Data collection methods for social media analytics: APIs, web scraping</li><li>○ Hands-on exercise: Collecting data from social media platforms using Python</li></ul></li></ul>	6
2	<b>Data Preprocessing and Sentiment Analysis</b> <ul style="list-style-type: none"><li>• <b>Morning Session</b><ul style="list-style-type: none"><li>○ Data preprocessing for social media data: Cleaning, tokenization, normalization</li><li>○ Introduction to sentiment analysis in social media: Techniques and tools</li></ul></li><li>• <b>Afternoon Session</b><ul style="list-style-type: none"><li>○ Sentiment analysis applications: Brand sentiment analysis, customer feedback analysis</li><li>○ Hands-on exercise: Performing sentiment analysis on social media data using NLTK or TextBlob</li></ul></li></ul>	6



  
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3	<p><b>Network Analysis and Community Detection</b></p> <ul style="list-style-type: none"> <li>• <b>Morning Session</b> <ul style="list-style-type: none"> <li>○ Social network analysis basics: Graph theory fundamentals</li> <li>○ Techniques for network analysis in social media: Centrality, clustering coefficients</li> </ul> </li> <li>• <b>Afternoon Session</b> <ul style="list-style-type: none"> <li>○ Community detection algorithms: Modularity-based, hierarchical clustering</li> <li>○ Hands-on exercise: Analyzing social media networks and detecting communities using NetworkX or igraph</li> </ul> </li> </ul>	6
4	<p><b>Topic Modeling and Trend Analysis</b></p> <ul style="list-style-type: none"> <li>• <b>Morning Session</b> <ul style="list-style-type: none"> <li>○ Introduction to topic modeling in social media: LDA, NMF techniques</li> <li>○ Applications of topic modeling: Identifying trends, content analysis</li> </ul> </li> <li>• <b>Afternoon Session</b> <ul style="list-style-type: none"> <li>○ Trend analysis in social media: Time-series analysis, hashtag tracking</li> <li>○ Hands-on exercise: Implementing topic modeling and trend analysis on social media data using Gensim or Scikit-Learn</li> </ul> </li> </ul>	6
5	<p><b>Advanced Techniques and Ethical Considerations</b></p> <ul style="list-style-type: none"> <li>• <b>Morning Session</b> <ul style="list-style-type: none"> <li>○ Advanced analytics techniques: Geospatial analysis, sentiment propagation</li> <li>○ Case studies of advanced social media analytics applications</li> </ul> </li> <li>• <b>Afternoon Session</b> <ul style="list-style-type: none"> <li>○ Ethical considerations in social media analytics: Privacy, bias, and data security</li> <li>○ Final project presentations and discussion on applying social media analytics to real-world problems</li> </ul> </li> </ul>	6
<b>Total Hours</b>		<b>30</b>



  
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ANNA UNIVERSITY COUNSELLING CODE : 1101



### Value Added Course Tentative Time Table And Schedule

Value Added Course Name: **Social Media Analytics**

Date of Commencement: From 01-09-2018

Timing: 10 AM to 1 PM & 2 PM to 5 PM- Saturday

Tentative Date of Exam- 29-09-2018

Tentative Course Schedule - 01-09-2018 to 29-09-2018 (As per following)


No. Of Weeks: 5

Course Hours: 30

Speaker: Ms. S Tamilselvi

1. 01-09-2018 – 6 Hours - Module -1: **Introduction to Social Media Analytics**
2. 08-09-2018 – 6 Hours - Module -2: **Data Preprocessing and Sentiment Analysis**
3. 15-09-2018 – 6 Hours - Module -3: **Network Analysis and Community Detection**
4. 22-09-2018 – 6 Hours - Module -4: **Topic Modeling and Trend Analysis**
5. 29-09-2018 – 6 Hours - Module -5: **Advanced Techniques and Ethical Considerations**



  
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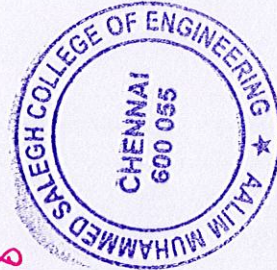
AALIM MUHAMMED SALEGH COLLEGE OF ENGINEERING  
DEPARTMENT OF INFORMATION TECHNOLOGY  
STUDENT ATTENDANCE LIST

2018-19 IV YEAR

S.No	REG.NO	Name of the Student	1/9/2018	8/9/2018	15/9/2018	22/9/2018	29/9/2018
1	110115205001	AATHIRA SHAJI	named	named	named	named	named
2	110115205002	ABDUL HAMEED.K	named	named	named	named	named
3	110115205003	ABDUL RAZZACK.M	named	named	named	named	named
4	110115205005	AFERUNNISA.A	named	named	named	named	named
5	110115205006	AFRINA SIDDIQUA.H	named	named	named	named	named
6	110115205007	AHAMED RIZVAN.A	named	named	named	named	named
7	110115205008	ASIYA.M.K	named	named	named	named	named
8	110115205009	ASRAF ALI.H	named	named	named	named	named
9	110115205301	ASWIN KUMAR S	named	named	named	named	named
10	110115205010	ELAVARASAN.P.S	named	named	named	named	named
11	110115205011	HEMALATHA.E	named	named	named	named	named
12	110115205012	IJAZ AHMED	named	named	named	named	named
13	110115205025	M.SHIRIN FATHIMA	named	named	named	named	named
14	110115205013	MOHAMED SAMEEM.M	named	named	named	named	named
15	110115205014	MOHAMED SHAMEER.T	named	named	named	named	named
16	110115205015	MOHAMMED AJMAL KHAN.J	named	named	named	named	named
17	110115205017	MOHAMMED NAQID.C	named	named	named	named	named
18	110115205701	MOHAMMED OOMER C	named	named	named	named	named
19	110115205018	MOHAMMED TAHA.N	named	named	named	named	named
20	110115205019	NASREEN FATHIMA.N	named	named	named	named	named
21	110115205020	NAVIN KUMAR.K	named	named	named	named	named
22	110115205022	PREETHI.K.P	named	named	named	named	named
23	110115205024	SALMAN FAROOK.N	named	named	named	named	named
24	110115205023	SHABAZ KHAN.Y	named	named	named	named	named
25	110115205026	SYEDAMMAL.I	named	named	named	named	named
26	110115205028	VIGNESH.G	named	named	named	named	named
27	110115205029	ZAINUL ARIFEEN.J	named	named	named	named	named

22/9/2018

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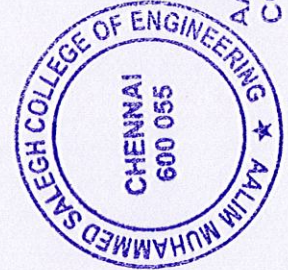
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DEPARTMENT OF INFORMATION TECHNOLOGY  
STUDENT ATTENDANCE LIST

2018-19\_III YEAR

S.No	REG.NO	Name of the Student	11/9/2018	8/9/2018	15/9/18	22/9/18	29/9/18
1	110116205001	AFZAL M	AFZAL M	AFZAL M	AFZAL M	AFZAL M	AFZAL M
2	110116205002	AL ANSARI H.	ALANSARI H	ALANSARI H	ALANSARI H	ALANSARI H	ALANSARI H
3	110116205003	ARSHIYA AFRIN	AR	AR	AR	AR	AR
4	110116205004	ELIYAS AHAMED R.	ELI	ELI	ELI	ELI	ELI
5	110116205302	YASMEEN HUSSAIN J.	YASMEEN	YASMEEN	YASMEEN	YASMEEN	YASMEEN
6	110116205006	JEEVITHAMANI G.	JEEVITHAMANI G.	JEEVITHAMANI G.	JEEVITHAMANI G.	JEEVITHAMANI G.	JEEVITHAMANI G.
7	110116205007	JIFFRIL AKRAM	JIFFRIL AKRAM	JIFFRIL AKRAM	JIFFRIL AKRAM	JIFFRIL AKRAM	JIFFRIL AKRAM
8	110116205301	JAYASHREE M.	JAYASHREE M.	JAYASHREE M.	JAYASHREE M.	JAYASHREE M.	JAYASHREE M.
9	110116205008	MEGANDAR KHAN S.	M.KHAN	M.KHAN	M.KHAN	M.KHAN	M.KHAN
10	110116205009	MEGHA K.	MEGA	MEGA	MEGA	MEGA	MEGA
11	110116205010	MOHAMED ARFIN S.	MOHAMED ARFIN S.	MOHAMED ARFIN S.	MOHAMED ARFIN S.	MOHAMED ARFIN S.	MOHAMED ARFIN S.
12	110116205011	MOHAMED ARSHATH V.	ARSHATH	ARSHATH	ARSHATH	ARSHATH	ARSHATH
13	110116205012	MOHAMED AZATH R	ARSHATH	ARSHATH	ARSHATH	ARSHATH	ARSHATH
14	110116205014	MOHAMMED	MAL	MAL	MAL	MAL	MAL
15	110116205015	MOHAMMED FARHAN.K.	FARHAN	FARHAN	FARHAN	FARHAN	FARHAN
16	110116205016	NASREEN FATHIMA M.K.N	N	N	N	N	N
17	110116205017	NOOR MOHAMED A	NOOR	NOOR	NOOR	NOOR	NOOR
18	110116205018	PANDIYA MOORTHY .M.	PANDIYA	PANDIYA	PANDIYA	PANDIYA	PANDIYA
19	110116205019	SALMAN OMAR M	SALMAN	SALMAN	SALMAN	SALMAN	SALMAN
20	110116205020	SARATH .B.	SARATH	SARATH	SARATH	SARATH	SARATH
21	110116205021	SESHA PRIYA S	PRIYA	PRIYA	PRIYA	PRIYA	PRIYA
22	110116205022	SIVA BALAJI.S.	BALAJI	BALAJI	BALAJI	BALAJI	BALAJI
23	110116205023	SOMA LAKSHMI.S.	SOMA	SOMA	SOMA	SOMA	SOMA
24	110116205024	VEERAMANI.S.	VEERAMANI	VEERAMANI	VEERAMANI	VEERAMANI	VEERAMANI
25	110116205025	VISHWA PRIYAA.K	VISHWA	VISHWA	VISHWA	VISHWA	VISHWA
26	110116205026	YASAR ARAFATH.M.	YASAR	YASAR	YASAR	YASAR	YASAR

29/9/18

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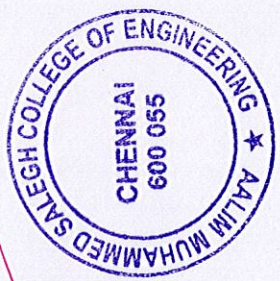
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DEPARTMENT OF INFORMATION TECHNOLOGY  
STUDENT ATTENDANCE LIST  
2018-19, II YEAR

S.No	REG.NO	Name of the Student	1/9/18	8-9-18	15-9-18	22-9-18	29-9-18
1	110117205001	AADHISITHAN.R	Adh	Adh	Adh	Adh	Adh
2	110117205002	AYESHA KHATOON B	Aysh	Aysh	Aysh	Aysh	Aysh
3	110117205003	DHANISHA.R	Dhan	Dhan	Dhan	Dhan	Dhan
4	110117205004	JAFAR SHAREEF.U	Jafar	Jafar	Jafar	Jafar	Jafar
5	110117205005	MAHALAKSHMI J	Mah	Mah	Mah	Mah	Mah
6	110117205006	MOHAMED ABBAS MEERAN M	Abba	Abba	Abba	Abba	Abba
7	110117205007	MOHAMED ABDUL MALIK M	Abd	Abd	Abd	Abd	Abd
8	110117205008	MOHAMED ABUBACKER S	Mud	Mud	Mud	Mud	Mud
9	110117205009	MOHAMED ARFIN.J	Afin	Afin	Afin	Afin	Afin
10	110117205010	MOHAMED ASHIK.M	Ash	Ash	Ash	Ash	Ash
11	110117205011	MOHAMED ASSIF.A	Assif	Assif	Assif	Assif	Assif
12	110117205012	MOHAMED IBRAHIM.M	Ibra	Ibra	Ibra	Ibra	Ibra
13	110117205013	MOHAMED SHAFITH.K	Shaf	Shaf	Shaf	Shaf	Shaf
14	110117205014	RABIA MAA S	Rabia	Rabia	Rabia	Rabia	Rabia
15	110117205015	RABIYA NOORIE M A	Rabi	Rabi	Rabi	Rabi	Rabi
16	110117205016	SHANOFAR JUHI.M	Shano	Shano	Shano	Shano	Shano
17	110117205017	SYED FARHAN MOHIDEEN	Farhan	Farhan	Farhan	Farhan	Farhan
18	110117205018	ZAINAB SABA M	Zain	Zain	Zain	Zain	Zain
19	110117205019	ZEENATH BEGUM.N	Zeena	Zeena	Zeena	Zeena	Zeena
20	110117205301	DASS E	Dass	Dass	Dass	Dass	Dass
21	110117205302	SARBUDEEN KATHER S	Sarbu	Sarbu	Sarbu	Sarbu	Sarbu
22	110117205303	WASEEQ AHMED T	Wase	Wase	Wase	Wase	Wase

9/29/18

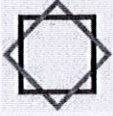
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CHENNAI 600 055



## CHASE TECHNOLOGIES

Chase Technologies

R&D-Manager

CERT.NO:CTEC-1809546

Date: 29-09-2018

### CERTIFICATE OF COMPLETION

This certificate is awarded to **AFRINA SIDDIQUA.H** for successfully completing the course **Social Media Analytics** from **01-09-2018** to **29-09-2018**.

Manager-R&D Wing



CHASE TECHNOLOGIES

Phone: 9444200777

[www.chasetechnologies.org](http://www.chasetechnologies.org)



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COLLEGE OF ENGINEERING



## CHASE TECHNOLOGIES

Chase Technologies

R&D-Manager

CERT.NO:CTEC-1809543

Date: 29-09-2018

### CERTIFICATE OF COMPLETION

This certificate is awarded to **ABDUL HAMEED.K** for successfully completing the course **Social Media Analytics** from **01-09-2018** to **29-09-2018**.

Manager-R&D Wing



CHASE TECHNOLOGIES

Phone: 9444200777

[www.chasetechnologies.org](http://www.chasetechnologies.org)



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CHASE TECHNOLOGIES

Chase Technologies

R&D-Manager

CERT.NO:CTEC-1809544

Date: 29-09-2018

## CERTIFICATE OF COMPLETION

This certificate is awarded to **ABDUL RAZZACK.M** for successfully completing the course **Social Media Analytics** from **01-09-2018** to **29-09-2018**.

Manager-R&D Wing



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## CHASE TECHNOLOGIES

Chase Technologies

R&D-Manager

CERT.NO:CTEC-1809542

Date: 29-09-2018

### CERTIFICATE OF COMPLETION

This certificate is awarded to **AATHIRA SHAJI** for successfully completing the course **Social Media Analytics** from **01-09-2018** to **29-09-2018**.

Manager-R&D Wing



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Phone: 9444200777

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