

SOCIAL MEDIA ANALYTICS, MINOR (0147)

Western Sydney University Minor Code: 0147

Previous Code: SM3053.1

Available to students in other Western Sydney University

Programs: Yes. Check that your program has the available credit points required to complete the subjects in this field of study. Any requisite requirements must also be met. Consult your Program Advisor for further advice.

Social media is the pulse of the world. Analysing the enormous amount of data generated by such sites as Facebook, Twitter and LinkedIn can be used to inform business decisions and understand how and why society reacts to certain situations. This minor will introduce the statistical methods needed to analyse the data from these sites so that businesses are able to use the customer feedback received about their products to inform their business strategy and the impact social media has on society.

Location

Campus	Mode	Advice
Campbelltown Campus	Internal	CDMS@westernsydney.edu.au
Parramatta Campus - Victoria Road	Internal	CDMS@westernsydney.edu.au
Penrith Campus	Internal	CDMS@westernsydney.edu.au

Minor Structure

Students must complete 40 credit points as follows

Subject	Title	Credit Points
COMP 1005	Programming Fundamentals	10
INFO 3011	Social Computing *	10
COMP 3020	Social Web Analytics	10
Select one of the following:		10
MATH 1003	Biometry	
MATH 1028	Statistical Decision Making	
MATH 1030	Statistics for Business	
Total Credit Points		40

* From Spring 2025, students are advised to select INFS 3027 Social Computing and Systems Thinking. Please contact the subject coordinator regarding the prerequisite requirements.

Related Programs

Bachelor of Communication (1696) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-communication/>)

Bachelor of Information and Communications Technology (3639) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-information-communications-technology/>)

Bachelor of Information and Communications Technology (Advanced) (3684) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-information-communications-technology-advanced/>)

Diploma/Bachelor of Information and Communications Technology (6039) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/diploma-bachelor-information-communications-technology/>)

Diploma in Information and Communications Technology / Bachelor of Information Systems (6040) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/diploma-information-communications-technology-bachelor-information-systems/>)