

Sport, Social Media, & Advanced Data Analytics

SPM 4711

Class 29819

3 Credits | Fall 2024

Connect with SPM



www.facebook.com/UFSPM/



<https://www.instagram.com/ufspm/>



<https://twitter.com/ufspm>



<https://www.linkedin.com/school/ufspm/>

Course Information

INSTRUCTOR

Gidon Jakar, Ph.D.

Office Phone: 352-294-1685

Preferred Method of Contact: gkalar@ufl.edu

Expect a response within 24 hours M – F, 48 hours after 4pm Fri, and 48 hours on Sat or Sun

OFFICE HOURS

Wednesday from 12:00 pm – 2:00 pm & by appointment

<https://ufl.zoom.us/j/96995666193?pwd=MWPCEIgidSGgdQ8QLqBttxhprlqkUY.1>

MEETING

This course is an online course. Access the course through Canvas on UF e-Learning

TIME/LOCATION

(<https://elearning.ufl.edu/>) and the Canvas mobile app.

COURSE DESCRIPTION

- The course accounts the historical development of social media and human society culminating in the social media boom. Students discuss the theories behind social media and human society, usages of social media in the sport industry, and learn different ways of analyzing social media including data collection, descriptive statistics, quantitative analysis, and machine learning (artificial intelligence) sentiment analysis.

PREREQUISITE KNOWLEDGE AND SKILLS

- STA 2023 & Sophomore standing & above

REQUIRED TEXTBOOK

- There is no required book for this class
- Reading material will be allocated via Canvas
- NVivo and R Studio are both available through UF Apps, though R is also free to download. Links to do so will be shared in the first couple of weeks but can be found via <https://info.apps.ufl.edu/> and online searches.

MATERIALS AND SUPPLY FEES

There are no supply or material fees for this course.

COURSE FORMAT

- **Instructional Methods:** This course consists of asynchronous lectures, readings, and discussions to provide students with a variety of learning methods. You are responsible for observing all posted due dates and are encouraged to be self-directed and take responsibility for your learning.
- **Minimum Technology Requirements:** The University of Florida expects students to acquire computer hardware and software appropriate to his or her degree program. Most computers can meet the following general requirements. A student's computer configuration should include:
 - Broadband connection to the Internet and related equipment (Cable/DSL modem)
 - Microsoft Office Suite installed (provided by the university)
- **Minimum Technical Skills:** To complete your tasks in this course, you will need a basic understanding of how to operate a computer, and how to use word processing software.
- **Lectures & Assignments:** Students will watch pre-recorded lectures and complete weekly assignments and discussions based on assigned due dates.

COURSE LEARNING OBJECTIVES:

The primary objectives of this class are to introduce the interaction of sport and social media and examine tools to analyze social media content. By the end of the course students will be able to:

1. Describe social media terms
2. Discuss social media and the sport industry
3. Explain ways to collect social media (big) data
4. Analyze social media descriptively using analytical tools including RStudio and NVIVO
5. Apply quantitative analyses to examine trends in social media
6. Examine social media content using artificial intelligence and machine learning techniques
7. Create an executive report using social media analytics discussing current issues in sport

Grading

The overall distribution of evaluation requirements is as follows:

Assignment	Assignment points	Total points	Percentage
Reading assignments (13)	5	65	13%
RStudio assignments (5)	10	50	10%
Excel assignments (7)	10	70	14%
Content assignments (6)	10	60	12%
Datacamp (2)	10	20	4%
Midterm project (1)	60	60	12%
Final project (1)	80	80	16%
Discussion (1)	100	100	20%
		505	100%

Assignments:

During the semester there will be weekly readings assignments, technical assignments using Excel and RStudio, assignments covering social media content and the sport industry, a midterm “project”, final project, and discussion page using YellowDig. The final assignment/project will consist of a brief recorded presentation and report submitted at the end of the semester. Specific grading rubrics for each assignment type are listed at the end of syllabus and include a brief description of the assignments. In all instances, grading will consider articulation and organization of the written sections of the assignments.

General guidelines for all the assignments are as follows:

- Written assignments must be submitted in the following format:
 - o Every assignment must be saved with the student’s name and assignment number (e.g., Excel_1_Cole_Palmer)
 - o Times New Roman Size 12 with 1.5 or 2 spacing
 - o Cover page including the name of the course, student name, date submitted, and title of the assignment (see UF online suggestions for cover pages)
 - o References and style should be in APA format (https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/general_format.html)
 - o Tables and Figures must include captions and references in the text (see for examples how Table and Figures are presented in academic papers)
 - o Language and structure are part of the grading so please pay attention and make sure to review the assignments before submitting them.

GRADING SCALE

The final letter grades will be based on UF grading policies as shown in the table below following the aggregation of the grades in each of the assignments and the final project:

- More detailed information regarding current UF grading policies can be found here: <https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/>.

Letter Grade	Percent of Total Points Associated with Each Letter Grade
A	93-100
A-	90-92
B+	87—89
B	83-86
B-	80-82
C+	77-79
C	73-76
C-	70-72
D+	67-69
D	63-66
D-	60-62
E	0-59

Course & University Policies

ATTENDANCE POLICY

Attendance guidelines follow the University's guidelines outlined below. While attendance will not be recorded during class, there will be weekly deliverables, and it is expected that students will attend all classes unless circumstances prevent them from attending and an email was sent prior to class.

<https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>

For all planned absences, a student in a situation that allows an excused absence from a class, or any required class activity must inform the instructor as early as possible prior to the class. For all unplanned absences because of accidents or emergencies, students should contact their instructor as soon as conditions permit.

HONOR CODE POLICY

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code specifies behaviors in violation of this code and sanctions. Click here to read the Honor Code <http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

MAKE-UP POLICY

- Late assignments will not be accepted unless in accordance with UF's Attendance
- Policies: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>. For all planned absences (late submission), a student in a situation that allows an excused absence (late submission) from a class, or any required class activity must inform the instructor as early as possible prior to the class. For all unplanned absences because of accidents or emergencies, students should contact their instructor as soon as conditions permit.

TECHNOLOGY PROBLEMS

- Technology is not an acceptable excuse for late work including assignments and quizzes.
- If technology becomes an issue in submitting assignments or other work to eLearning, please contact the UF Help Desk 352-392-HELP (4357).
- After contacting the Help Desk, ensure you receive a ticket number with the time, date, and explanation of the problem for your records.
- You must email the instructor within 24 hours of the technical difficulty.

ACCOMMODATING STUDENTS WITH DISABILITIES

- Accommodating students with disabilities is especially important to me. If you are aware of your
- disability or might be concerned you have a disability, please register with the Disability Resource Center by visiting their Get Started page at <https://disability.ufl.edu/students/get-started/>, call them at 352-392-8565, online <https://accessibility.ufl.edu/>, or visit the Dean of Students Office. Once registered, please contact me via email or in person during the first two weeks of class to provide me with a copy of your accommodation letter to ensure I fully understand your needs. It is my goal to provide you with the tools necessary to ensure you are successful in this course.

ZOOM

- Zoom is an easy-to-use video conferencing service available to all UF students, faculty, and staff that allows for meetings of up to 100 participants. You can find resources and help using Zoom at <https://ufl.zoom.us>.

COURSE EVALUATIONS

- Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens and can complete evaluations through the email they receive from GatorEvals in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

SOFTWARE USE

- All faculty, staff, and students at the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against university policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

CIVILITY, ACCESSIBILITY, AND COMMUNITY RESOURCES

I'm committed to creating an environment of inclusion that respects and affirms the fundamental dignity, value, and distinctiveness of all individuals and their perspectives. My teaching will reflect the understanding of the complexity of identity and the mutuality of our global community. It is my responsibility to help promote and maintain a community of compassion, embracing the rich depths of diversity, while facilitating opportunities for equity and inclusion.

Getting Help

STUDENT SUPPORT

- **U Matter, We Care:** If you or a friend is in distress, please contact umatter@ufl.edu or 352 392-1575.
- **Counseling and Wellness Center:** <https://counseling.ufl.edu/>, 352-392-1575.
- **Crisis Lifeline:** 988
- **Sexual Assault Recovery Services (SARS):** Student Health Care Center, 392-1161.
- **University Police Department:** 392-1111 (or 911 for emergencies) <http://www.police.ufl.edu/> .
- **Student Health Care Center:** Call 352-392-1161 for 24/7 information to help you find the care you need or visit shcc.ufl.edu.
- **UF Health Shands Emergency Room/Trauma Center:** For immediate medical care in Gainesville, call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; ufhealth.org/emergency-room-trauma-center.

ACADEMIC SUPPORT

- **E-learning Technical Support:** UF HELP Desk - 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu. <https://lss.at.ufl.edu/help.shtml>
- **Career Connections Center, Reitz Union:** 392-1601. Career assistance and counseling. <https://career.ufl.edu/>
- **Library Support:** <http://cms.uflib.ufl.edu/ask>. Various ways to receive assistance with respect to using libraries or finding resources.
- **Teaching Center, Broward Hall:** 392-2010 or 392-6420. General study skills and tutoring. <http://teachingcenter.ufl.edu/>
- **Writing Studio, 302 Tigert Hall:** 846-1138. Help with brainstorming, formatting, and writing papers. <http://writing.ufl.edu/writing-studio/>
- **Student Complaints On-Campus:** <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>
- **On-Line Students Complaints:** <http://distance.ufl.edu/student-complaint-process/>

Weekly Tentative Course Schedule

This course schedule below is tentative and might change based on the pace of the lectures and student needs; however, changes will be announced through CANVAS. The instructor bears no responsibility for announcing the changes to each individual student. All times are in Eastern Standard Time (EST).

CRITICAL DATES & UF OBSERVED HOLIDAYS

- January 15: Martin Luther King Jr. Day
- March 9 - 16: Spring Break
- Complete list available here: <https://catalog.ufl.edu/UGRD/dates-deadlines/2023-2024/#fall23text>

Weekly Course Schedule

Unit	Topic	Assignments
Module 1		
Week 1	Introduction	- Reading assignment 1 - Excel 1 - Content assignment 1
Week 2	Social media overview	- Reading assignment 2 - Content assignment 2
Week 3	Ethics, use, and sport	- Reading assignment 3 - Content assignment 3
Week 4	Excel	- Reading assignment 4 - Excel 2 - Datacamp 2
Module 2		
Week 5	Production and consumption	- Reading assignment 5 - Excel 3 - Content assignment 4
Week 6	Data types, sources, and data collection tools	- Reading assignment 6 - Content assignment 5
Week 7	Data collection and creating datasets	- Reading assignment 7 - Excel 4 - RStudio 1 - Datacamp 2
Module 3		
Week 8	Midterm project	- Midterm project
Week 9	RStudio	- Reading assignment 8 - RStudio 2
Week 10	Summary statistics	- Reading assignment 9 - Excel 5 - RStudio 3
Week 11	Volume and content analysis	- Reading assignment 10 - Content assignment 6
Week 12	Statistical analyses of social media data	- Reading assignment 11 - Excel 6 - RStudio 4
Module 4		
Week 13	Sentiment analysis	- Reading assignment 12 - Excel 7 - NVIVO
Week 14	Sentiment analysis	- Reading assignment 13 - RStudio 5
Module 5		
Week 15	Break	
Week 16	Final project	- Final project

The course schedule is tentative and might change based on the pace of the lectures and student needs. Changes to the syllabus will be announced through Canvas. The instructor bears no responsibility for announcing the changes to each individual student.

Copyright Statement: The materials used in this course are copyrighted. The content presented is the property of UF, may not be duplicated in any format without permission from the College

of Health and Human Performance and UF, and may not be used for any commercial purposes. Content includes, but is not limited to syllabi, quizzes, exams, in-class materials, and review sheets. Because these materials are copyrighted, you do not have the right to copy the handouts, unless permission is expressly granted. Students violating this policy may be subject to disciplinary action under the UF Conduct Code.

Assignments:

Reading assignments (5 points each)

Assignment: For each of the weekly reading material, answer the following questions:

- Question 1: Provide a brief overview of the topic discussed in the reading material (3-4 sentences)
- Question 2: Provide a brief reflection on the topic discussed in the reading material outlining your own thoughts and opinions on the topic referencing the reading material and other sources if applicable (3-4 sentences – reflections that include materials from other sources have to be referenced)
- Question 3 (optional): Provide additional relevant reading material from online resources
- Question 4 (optional): Respond to other student’s submissions on Canvas.

Rubric:

Category	Criterion	Exemplary	Satisfactory	Needs Improvement	Points (5 points each)
Initial Posting Description	The Content	Entry demonstrates a high level of understanding of topic/concept. Entry addresses all aspects of the question(s) provided.	Entry may address most, but not all aspects of the question provided. Entry may be somewhat vague when discussing the concepts – direct connections to the resources are not clear.	Entry is provided, but brief and simply shares a personal opinion, observation or example. Entry focuses on the author’s own ideas and doesn’t connect them to the resource(s) concepts.	2
	References	Entry references ideas or concepts from resources in an accurate, relevant and meaningful way. Goes beyond broad definitions - may reference specific parts of the resources or apply directly to a personal example.	Entry may include examples from personal experience, but less specifically connected to course material.	No references included	2
	Language	Entry is written at a collegiate level – no spelling or grammatical errors. Language is professional.	Entry is written fairly clearly, but may have some spelling or grammatical errors. Language is appropriate overall.	Entry may have multiple grammatical and spelling errors making it difficult understand and/or language is unprofessional.	1

Datacamp (10 points each)

Assignment:

Complete the Datacamp introduction sections as instructed in the relevant weeks, up until the moment you are asked to pay. For these assignments and course, no payment is required to complete the assignment. Once completed, submit a screenshot and the progress report.

Rubric:

	Exemplary (10 pnts)	Satisfactory (5-9 pnts)	Needs Improvement (0-5 pnts)	Points (10)
Datacamp assignment	Completed the assignment (the non-payment sections) and submitted a report showing the completed sections	Completed more than half but not all of the available assignments (the non-payment sections) and submitted a report showing the completed sections	Completed less than half but not all of the available assignments (the non-payment sections) and submitted a report showing the completed sections	10

Excel (10 points each)

Assignment:

Each of the excel assignments include an instructions sheet in the Excel file. Answers will usually be technical ones requiring students to perform functions and calculations in Excel and the spaces for the answers will be highlighted. Students are required to submit the completed Excel file with the completed answers.

Rubric:

	Exemplary (10 pnts)	Satisfactory (5-9 pnts)	Needs Improvement (1-5 pnts)	Points (10)
Excel assignment	Completed the assignment and submitted the file with the completed answers	Completed more than half but not all the answers in the Excel file and submitted the file with the completed answers	Completed less than half of the assignments and submitted the file with the completed answers	10

RStudio (10 points each)

Assignment:

For each of the RStudio assignments you are required to use script to execute commands in RStudio relevant to the week's assignment and submit screenshots with the completed script and other material relevant to the specific assignments. These are technical assignments that require the use of RStudio. Relevant data and examples of the script are included in the week's

guidelines documents. Students may complete the assignments using different scripts from online resources if the results are similar.

Rubric:

	Criterion	Exemplary (10 pnts)	Satisfactory (5-9 pnts)	Needs Improvement (1-5 pnts)	Points (10)
RStudio assignment	Script	Completed the assignment correctly and submitted screenshot(s) with: 1) script (including a heading with your name), 2) answers to questions if relevant, 3) RStudio interface including outputs and data frames	Completed more than half the assignment correctly and submitted screenshot(s) with: 1) script (including a heading with your name), 2) answers to questions if relevant, 3) RStudio interface including outputs and data frames	Completed less than half the assignment correctly and submitted screenshot(s) with: 1) script (including a heading with your name), 2) answers to questions if relevant, 3) RStudio interface including outputs and data frames	10

Content (10 points each)

Assignment:

These assignments are related to the readings and class materials and will focus on social media content and the sport industry. For each of these assignments there will be questions that are not technical ones (you will not need RStudio, Excel or NVIVO for these assignments), and you will be required to include external sources, references, and material from social media platforms, academic studies, and online content. Content assignments should be no longer than one page unless including images. These assignments do not have “correct” answers and the assessment is based on the depth and breadth of the assignment including using examples and references.

Rubric:

Category	Criterion	Exemplary	Satisfactory	Needs Improvement	Points (5 points each)
Initial Posting Description	The Content	Entry demonstrates a high level of understanding of topic/concept. Entry addresses all aspects of the question(s) provided.	Entry may address most, but not all aspects of the question provided. Entry may be somewhat vague when discussing the concepts – direct connections to the resources are not clear.	Entry is provided, but brief and simply shares a personal opinion, observation or example. Entry focuses on the author’s own ideas and doesn’t connect them to the resource(s) concepts.	4

	References	Entry references ideas or concepts from resources in an accurate, relevant and meaningful way. Goes beyond broad definitions - may reference specific parts of the resources or apply directly to a personal example.	Entry may include examples from personal experience, but less specifically connected to course material.	No references included	4
	Language	Entry is written at a collegiate level – no spelling or grammatical errors. Language is professional.	Entry is written fairly clearly, but may have some spelling or grammatical errors. Language is appropriate overall.	Entry may have multiple grammatical and spelling errors making it difficult understand and/or language is unprofessional.	2

Midterm project (60 points)

Assignment:

The purpose of this midterm assignment is to use Excel and social media content to describe the use of social media by a North American franchise. The assignment will include Excel sections and a written section. Instructions for the assignment are included in the Excel file including the Excel section and instructions for the written section.

Rubric:

Category	Criterion	Exemplary	Satisfactory	Needs Improvement	Points (5 points each)
Initial Posting Description	Excel	Completed and submitted all the Excel tasks and included all the necessary functions	Completed more than half but not all the tasks, and submitted all the Excel tasks and included all the necessary functions	Completed less than half of the tasks, and submitted all the Excel tasks and included all the necessary functions	20

	The Content	Entry demonstrates a high level of understanding of topic/concept. Entry addresses all aspects of the question(s) provided.	Entry may address most, but not all aspects of the question provided. Entry may be somewhat vague when discussing the concepts – direct connections to the resources are not clear.	Entry is provided, but brief and simply shares a personal opinion, observation or example. Entry focuses on the author’s own ideas and doesn’t connect them to the resource(s) concepts.	20
	References	Entry references ideas or concepts from resources in an accurate, relevant and meaningful way. Goes beyond broad definitions - may reference specific parts of the resources or apply directly to a personal example.	Entry may include examples from personal experience, but less specifically connected to course material.	No references included	10
	Language	Entry is written at a collegiate level – no spelling or grammatical errors. Language is professional.	Entry is written fairly clearly, but may have some spelling or grammatical errors. Language is appropriate overall.	Entry may have multiple grammatical and spelling errors making it difficult understand and/or language is unprofessional.	10

Final project (80 points)

Assignment:

The final project includes statistical and/or sentiment analyses and/or text mining using the different software covered in class and a written section. During this project you are asked to compare the social media content and ‘volume’ between two sport franchises, the data will be made available and can include data from two North American NBA franchise, two Premier League clubs or a comparison between an NBA franchise and Premier League club. You will need to submit evidence regarding the software used by either submitting the Excel file and/or screenshots of the other programs including the script (if using RStudio) and process (if using NVIVO). It is recommended you start working on the final project earlier in the semester.

The final project is an individual project and does not have specific questions, the primary objective is to use the skills and content discussed throughout the semester to write a 6–8-page document that discusses how the two franchises used their social media platform to interact with fans and support your findings with data analysis. 00

Please watch the Final Project video to have a better understanding of the expectations.

Rubric:

Category	Criterion	Exemplary	Satisfactory	Needs Improvement	Points (5 points each)
Initial Posting Description	Program	Proficient reference and use of one or more of the software (Excel, RStudio, NVIVO) used during the semester to answer questions and complete the assignment	Satisfactory reference and use of one or more of the software used during the semester to answer questions and complete the assignment	Minimal reference and use of one or more of the software used during the semester to answer questions and complete the assignment	30
	The Content	Entry demonstrates a high level of understanding of topic/concept. Entry addresses all aspects of the question(s) provided.	Entry may address most, but not all aspects of the question provided. Entry may be somewhat vague when discussing the concepts – direct connections to the resources are not clear.	Entry is provided, but brief and simply shares a personal opinion, observation or example. Entry focuses on the author’s own ideas and doesn’t connect them to the resource(s) concepts.	30

	References	Entry references ideas or concepts from resources in an accurate, relevant and meaningful way. Goes beyond broad definitions - may reference specific parts of the resources or apply directly to a personal example.	Entry may include examples from personal experience, but less specifically connected to course material.	No references included	10
	Language	Entry is written at a collegiate level – no spelling or grammatical errors. Language is professional.	Entry is written fairly clearly but may have some spelling or grammatical errors. Language is appropriate overall.	Entry may have multiple grammatical and spelling errors making it difficult understand and/or language is unprofessional.	10

YellowDig (discussion)

You will take part in weekly discussions during, centered in a single Yellowdig community. The community board will be a chance for you, the student, to discuss ideas and topics most relevant to you. Prompts will be posted on the board each week by me or the discussion leaders. You will post an initial response to each of the questions/topics, as well as several subsequent posts in response to peer contributions. The point cycle for the community board changes over at 12:00am on Monday each week and will start in the second week and end on week 14. This board is worth a total of 100 points.