**Background**

Leading public research university, one of the three Tier One research universities in Texas

- Jack J. Valenti School of Communication faculty interested in showing students how to connect consumer behavior with demographic information, but students had little or no background in statistics
- Faculty also interested in collecting data from social media to explore consumers’ sentiments on certain products

**Resources & Technology**

**Data Sources**

- SimplyAnalytics
- Facebook

**Technology**

- Tableau
- NodeXL

**Implementation**

Upper level undergraduate communication class Media Planning

Case study: Snapple, the ready-to-drink iced tea

Fall semester: explore connections between patterns of consumer behavior and their demographic characteristics. Students explored census information such as income and race by state and at the county level. Tableau also calculate relationships between different variables. Students answered questions, for example, is there a relationship between the percent of unemployment and iced tea consumption?

Spring semester: collect people’s comments on Facebook for three types of iced tea, Nestea, Snapple, and Gold Peak, using the software NodeXL Pro to find this data. Sentiment analysis, a methodology to determine whether people’s attitude toward a topic or product was positive, negative, or neutral, was analyzed by the program. Visualized sentiment and word frequency using Tableau.

**Lessons Learned**

**Cost**

- Tableau software – expensive
- NodeXL pro – minimal cost

**Publishing Data**

- SimplyAnalytics is a proprietary database. Data cannot be published online
- Privacy issues with social media data

**Training Needs**

- Librarians need to further develop skills for data visualization
- Increase students’ data literacy skills

**Scalability**

- Very time consuming, not scalable at the moment
- Think about alternative plans: train interested subject librarians; train graduate assistants

**Collaboration**

- Data librarian work with subject librarian
- Librarians and faculty work closely together