# Social Media Data Analysis

## Overview

Social media has become a major trend these days, even in workplaces. For example, LinkedIn has been very popular in working professionals and it’s almost a requirement for anyone who are looking for jobs to have a LinkedIn profiles. The College of Computing and Software Engineering would like to study our alumni’s career through their LinkedIn data. In this project, a team will research the structure of LinkedIn data, design a relational database, and develop an application to automatically retrieve LinkedIn data through its public APIs, then store the data in the database. The team is also expected to conduct data analysis on retrieved data.

## Major work and expected outcomes

* Research and study LinkedIn APIs to find out what kind of data are available.
* Design and implement a database to store the data exported through the API.
* Transform client needs to queries and reports.

## Type of project (estimate)

* Research and analysis 30%
* Implementation 70%

## Skills/knowledge involved

* Database design
* Data query and report
* Social media
* Web APIs
* Research

## Recommended team size

1 team of 3 to 5 students

## Project owner/sponsor

* Lei Li, Associate Professor, IT Department, lli13@kennesaw.edu

## Reference

* <https://infocus.emc.com/william_schmarzo/what-universities-can-learn-from-big-data-higher-education-analytics/>
* <https://developer.linkedin.com/>