

Chia Ying Ho

Msc Interactive Digital Media

Data Visualisation Using Content Modules - Exemplified by Facebook Fan Page of Studio Ghibli

Animation Exhibition in Taiwan

Supervisor: Owen Conlan

2018

## **ABSTRACT**

The research proposes a content tagging method called the ‘Content Module’ to aid in visualising the relationship between the post content and the engagement rates of Facebook fan pages.

Since Facebook fan pages have become common digital marketing tools, there are enormous amounts of data generated on the platform every day. The data is regarded as valuable to the digital marketing industry because it allows the companies to realise how people interact with the digital world in depth. However, the massive amounts of data also make them difficult to perceive. As a result, data visualisation tools have emerged to help social media analysts discern meaningful insights from the large datasets.

Facebook Page Insights is a reporting dashboard that provides various visualised charts for social media analysts to observe how well the Facebook fan pages are reaching the target audience. The engagement rate is one of the most critical aspects to watch when managing a fan page, as it closely relates to how far the posts can spread. The post content is believed to be one of the key factors of influencing the engagement rates; however, an analysis of what may be influential elements in the content is missing in the dashboard. Therefore, the research proposes a ‘Content Module’ method, aiming to remedy this missing part in Facebook Page Insights.

So as to achieve the purpose of the research, first, a study of related fields including social media and data visualisation is addressed. Next, the concepts and the design process of the ‘Content Module’ are explained in detail. In the implementation section, the fan page data from ‘Studio Ghibli Animation Exhibition’ is visualised using the ‘Content Module’ method. The visualisation is used to facilitate identifying the relationship between the content elements and the engagement rates, and the results are evaluated by comparing them with the assumptions made in the design process. The research contributes to discerning the gap between the assumptions and the actual results by visualising data using the ‘Content Module’ method.