

## UofSC INSIGHTS INDEX



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# SOCIAL MEDIA INSIGHTS LAB

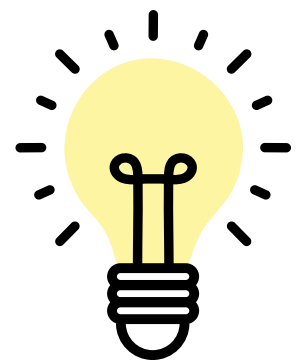
## @ the College of Information and Communications

The **Social Media Insights Lab** at the College of Information and Communications uses powerful Crimson Hexagon software to monitor more than 1 trillion publicly available social media, news mentions, blogs and forums. The lab is a hub for teaching, research and public service at the University of South Carolina.

## INSIGHTS REPORTS

The lab analyzes massive data sets to help the public better understand timely issues, including:

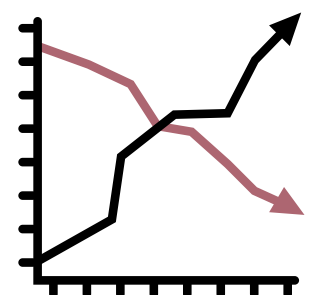
- The COVID-19 pandemic: Analyses studied trending topics, social media users emotional reactions to news and how South Carolinians' opinions compared to the rest of the nation.
- Presidential politics: Monthly Insights Index reports measured sentiment on the candidates and issues with an emphasis on South Carolina, a key early primary state. Reports have been used by a variety of media organizations, including Newsweek, The State, The Post and Courier, WIS-TV, WLTX, Greenville News, SCETV and ABC Columbia.
- Teacher rally: The lab analyzed more than 10,000 posts following the 2019 All Out May 1 rally and determined that the majority of conversations expressed support for South Carolina educators.



## ACADEMIC RESEARCH

The lab has become an asset for collaborative research on campus. Examples include:

- A student in the Genetic Counseling program at the UofSC School of Medicine worked with the lab to identify social media conversations related to trisomy 18 and 13. The project involved categorization of themes, experience and support with sub-themes related to each category. The findings will help physicians speak to patients about valid information sources and online support communities.



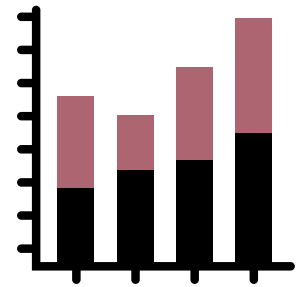
## ACADEMIC RESEARCH (CONTINUED)

- A project with Children's Trust of South Carolina examined adverse childhood experiences (ACEs). The analysis found that the average social media user does not necessarily know the ACE term or acronym, despite its use among public health professionals. This information will influence how professionals discuss ACEs online and encourage the use of terminology that social media users can understand.
- A project with the Institute for Families in Society at the Arnold School of Public Health is examining how pregnant or newly postpartum women convey their experiences and fears on social media in the time of a pandemic.

## TEACHING AND STUDENT RESEARCH

Approximately 50 classes within the College of Information and Communications have been taught in the lab.

It has become an integral part of student research and strategic planning in public relations campaign classes, creative strategies in advertising classes, AdTeam, campaigns in The Carolina Agency, social informatics presentations and information policy projects (SLIS), PR writing classes, the CIC's new digital management/planning class and others. Individual students are also using the lab to assist with research, such as an SJMC graduate student who examined Arabic Twitter responses to Saudi Arabian women being given the right to drive.



In addition, Carolina News and Reporter students regularly use lab reports or speak with analyst Kait Park about what is happening on social media related to the news.

## CONNECT WITH US

Whether you're looking for monitoring, to do academic research or a place to conduct training, connect with us to discuss your options.

### CONTACT

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