



blitzmetrics™

UNIVERSITY PROGRAM

The folks at Hofstra University have an Executive Board of Visitors — tech executives that meet to share with faculty and students the latest perspectives. Lee Bogner invited Blitz to present on how the world of social and big data has been creating insatiable job demand. **Companies can't hire enough people who have both the technical skills to mine data, as well as business skills to make sense of and act upon the data.**

Alex Pelaez and Mike Devlin were the Hofstra faculty who had the vision to start a program to teach these skills to students by working on live, real-world data sets. First, it was analysis of political data for the upcoming Obama/Romney Presidential debate to be held on campus in a month. Then it was tackling how to measure social ROI — to put together a robust framework that global brands could use, with thinking deeper than merely measuring fans, interactions or other simple measures.

Several other universities have seen what we're doing and are now joining in — contributing faculty and student time. Same is true for leaders in Business Intelligence — big brands and fellow social analytics software firms.

THIS IS A WIN FOR HOFSTRA UNIVERSITY BECAUSE they can bring in the latest industry expertise into the curriculum, equip students with skills necessary to be qualified for the hottest jobs, and publish research that demonstrates leadership in this field.

THIS IS A WIN FOR BLITZ BECAUSE we have access to research faculty and students otherwise not possible. We offer a non-commercial license to the university, allowing teams to work on specific client problems — measuring the impact of social on customer care channels for Walmart, determining brand lift for Nike during the Olympics, optimization of ad spend for BASF, finding the hidden audiences that support Obama/Romney, and so forth. The joint research we publish lifts our brand image.

THIS IS A WIN FOR CORPORATIONS BECAUSE they get to participate as well as guide research that is beyond what a typical agency or management consulting firm is able to cover. Some companies will offer a research stipend, while there are some individual members who participate for professional development and industry networking opportunities. This includes public speaking opportunities, as several of us publish frequently for commercial and academic journals. This includes the Hofstra Analytics blog.

HOW IT WORKS

- **Every Thursday evening**, we meet on-campus, as well as via Webex, for our working sessions, which is when we dive deep into analysis projects that team members have been working on the prior week.
- **Fridays we have our management meeting for 60 minutes**, where we handle project management and general organization.

If you are a SQL or data mining person, bring your issues each week to be put in the "idea factory" list and we'll work through them together. We expect that everyone contributes issues for the group to solve, as well as help fellow teammates work on their particular projects.

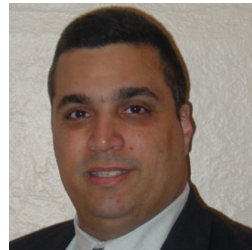
We are working with public data primarily, so there is not a confidentiality issue. Some companies have asked us to examine private data, which we safeguard by setting up separate projects with restricted access.



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Overall, we wish to become THE standard for social measurement — not narrowly from a software standpoint, but to define the vocabulary that is yet to exist on measuring influence, word of mouth, social ROI, brand reputation, and other previously intangible concepts that now have data behind them.

We have been building models, for example, that quantify the relative power of a like, comment, share, photo post, and review — not just on Facebook, but other networks. We have several techniques we're developing on how to perform competitive analysis, especially across owned, earned, paid, and "borrowed" media. Maybe you have ideas on how we can make this better. If so, we want to hear it.

**If you would like more information about our University Program,
please contact Dennis Yu at dennis@blitzmetrics.com**