

**The University of Georgia**  
**2012 Academic Affairs Faculty Symposium**

Unicoi Conference Center

March 23 - 24, 2012

Panel I. Models for Integration

*Integrating Research and Teaching*

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● **Research**

- The analysis of social media
  - Sentiment analysis of twitter
    - Sarcasm
    - Irony
    - Unweighted counts
    - Context free
  - Would sentence level analysis make a difference to decision quality?
    - Three treatments
      - Random selection
      - Sentiment analysis
      - Sentence analysis
- Letters to the shareholder
  - Capturing the data
  - Preparing the data for analysis
    - Converting to lower case
    - Stripping out punctuation
    - Stemming
    - Adding meta data

● **Teaching**

- Java programming
  - The first business programming course in the MIS major
  - Learning to program is a challenge
    - Weekly assignments
    - Lecture light and practice high
    - Problem oriented
  - Business programming
    - File handling
    - Database
    - Handling text
    - Using libraries
      - Building objects from objects

- **Integration**

- Pulse of the nation
  - Pulse of the campus
  - What do you need to have?
    - Twitter feed
      - Team assignment
    - Word lists
  - What do you need to know?
    - Read files
    - Break a twitter feed into words
    - Convert to lower case
    - Remove punctuation
    - Find a word's score
    - Produce a visual
      - Team assignment
  - Dual tracks
    - Weekly assignments
    - Build social media app as skills are developed
      - Final assignment
      - Poster presentations
      - R&B press release
    - A multi-use app
      - Chick Fil-A
      - Student evaluations

- **Other opportunities for integration**

- APC debriefing
- Viktoria Institute

- **The model**

- Teaching by solving problems
- Teaching by using cases
- Look for the triple plays
  - Research
  - UGA classes
  - Executive education