Marketing Seminar Series

Approaches to Research on Social Media: The Do’s and Don’ts of Twitter Research

Dr Torgeir Aleti – Monash University

In his presentation Torgeir will focus on two different approaches to do research on Twitter; one successful and one not so successful. The successful approach included using Twitter as a ‘listening post’ in order to map the communication of a whole industry. The less successful approach relates to an attempt of ‘joining the community’ and recruit Twitter users to participate in further research after a period of ‘spying’ on them.

Presenter:
Dr Torgeir Aleti is a lecturer in marketing at Monash University. He completed his PhD at Swinburne University in 2011. Since then, he has worked as a Lecturer in Marketing at RMIT University and more recently in the College of Business at Victoria University where he also served as the Program Director of the Masters of Business (Marketing). Torgeir has taught a variety of marketing subjects, and supervised several postgraduate research students.

His research interest is in consumer socialisation with a specific focus on how consumers learn new behaviour and pass it on to others. This includes looking at specific areas of changing consumer behaviour such as social media.

Date: Wednesday, 1st April 2015
Time: 11:00am—12:00pm
(Morning tea will be served at 10:45am, BYO coffee/tea)
Venue: BUSN201 (Case Study Room)
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