Faculty of Arts

The Maldives National University

Responsibilities

Position	IT Programmer (news and media monitoring)

Roles and Responsibilities

Provides technical support in developing a model of media monitoring and social listening model and contributes to media monitoring for two months

Specific tasks performed are as follows

Consultation in developing the social listening and media monitoring model

- Consulting the research team in developing the media monitoring and social listening model by sharing expertise and experience from previous projects. The consultant also must provide guidance on research implementation based on the local audience.

Consultation on developing the detailed research methodology for social and media monitoring

- Consult research team in developing the research methodology based on academic research applied to the local context.

Developing a list of topics and keywords for the purpose of measuring

- Based on the research objectives, a consultant to provide a list of topics and keywords with reasoning for how the provided list will help in achieving research objectives.

Developing evaluation mechanisms for analysis (in consultation with the research team)

- In consultation with research team, the consultant is to develop evaluation mechanisms that best fit the local context. (e.g.; Sentiment analysis, Predictions). Evaluation mechanisms identified should also be based on platforms used in the research (News articles and Twitter will be easier to mine for data in comparison to Facebook)

Identifying the key requirements and tools needed for the project

- Identifying the required tools for the project and at the same time requirements for the development of any custom tools. The tools developed must help in minimizing manual data analysis and create an automated model for data analysis and evaluations.

Write and present the final media monitoring report
- Compose the media monitoring report and make a slideshow on the findings of the report

Qualification and Experience
- Have a background in digital marketing or media and communications Understand social listening and media monitoring and purpose Basic understanding of data analysis and interpreting visual outputs
- experience in analyzing both qualitative and quantitative data

Duration: 2 months