

## ABSTRACT

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| <b>Title of Independent Study</b><br>Creators | Social Analytic Tool Prototype For Individual Content |
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| <b>Degree</b><br>Innovation                   | Master of Communication Arts and Management           |
| <b>Year</b>                                   | 2022  |

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The objectives of this study are the following: 1) To develop a social analytic prototype by using the web and Natural Language Processing (NLP) technologies such as React, Flask, Elasticsearch, and Scikit-Learn and its features include keyword trends, a dashboard, sentiment analysis, and raw content regarding a keyword. 2) To evaluate the concept of a social analytic prototype that is meant to help youngsters find opportunities by exploring potential topics on social media platforms. The methodology performed in this study is a mixed methodology between semi-structured in-depth interviews and prototype testing. Seven professionals who have some experience using social analytics and monitoring tools from the industries including digital marketing, public relations, IT consulting and civil services were undertaken in the interviews to evaluate the usefulness of the prototype compared with the existing social tool products in Thailand. The result of the study suggested that the prototype had a potential benefit for aspired youngsters who want to become content creators, but it needs some improvement to be more practical, in particular the monitoring features.