

SCIENTIFIC ADVISOR'S REFERENCE

Program:	Master in Business Analytics and Big Data - MiBA
Student:	Marina Talianskaia, Sergei Babushkin
Title of thesis:	STUDENT PROFILING IN ONLINE SOCIAL NETWORKS

<p>Justification of the topic choice. Accuracy in defining the aim and objectives of the thesis. Justification of the topic choice; accuracy in defining the aim and tasks of the thesis; originality of the topic and the extent to which it was covered; alignment of the thesis' topic, aim and objectives.</p>
<p>The theme of this thesis is based on the project application of the representative of GSM V. Mishuchkov. The goal of the thesis was set in accordance with the business and the request of the customer and agreed with Mr. Mishuchkov. Marina and Sergey set tasks and determined the hypotheses that led to the achievement of the project and thesis goals. The determined tasks cover all the specifics of the work, allowing the authors to describe the profile of GSM students.</p>
<p>Structure and logic of the text flow. Logic of research; full scope of the thesis; alignment of thesis' structural parts, i.e. theoretical and empirical parts.</p>
<p>The structure of the thesis is logical and reflects the theoretical and applied research of the author.</p>
<p>Quality of analytical approach and quality of offered solution to the research objectives. Adequacy of objectives coverage; ability to formulate and convey the research problem; ability to offer options for its solution; application of the latest trends in relevant research are for the set objectives.</p>
<p>Hypotheses for research and data analysis are consistent with the goals of the dissertation. The research is based on an analysis of modern methods used to determine a user's profile based on data extracted from social networks. Students demonstrate the ability to formulate hypotheses and offer adequate solutions to them.</p>
<p>Quality of data gathering and description. Quality of selecting research tools and methods; data validity adequacy; adequacy of used data for chosen research tools and methods; completeness and relevance of the list of references.</p>
<p>The methods for analyzing the data extracted from the social network VKontakte were chosen correctly and allowed to achieve the goal of the study to be given. The choice of applied methods is based on a review of literary sources presented in a complete and relevant list of references.</p>
<p>Scientific aspect of the thesis. Independent scientific thinking in solving the set problem/objectives; the extent to which the student contributed to selecting and justifying the research model (conceptual and/or quantitative), developing methodology/approach to set objectives.</p>
<p>All studies, theoretical justification, data collection and processing were carried out independently by Marina and Sergey. The authors showed deep interest and autonomy of the study.</p>
<p>Practical/applied nature of research. Extent to which the theoretical background is related to the international or Russian managerial practice; development of applied recommendations; justification and interpretation of the empirical/applied results.</p>
<p>The results of the research are of practical significance and can be used by GSOM management to further expand the organization of work with students.</p>
<p>Quality of thesis layout. Layout fulfils the requirements of the Regulations for master thesis preparation and defence, correct layout of tables, figures, references.</p>
<p>The thesis layout meets all master's thesis requirements.</p>
<p>Originality of the text. All sources of match identified by the Safe Assign system follow the allowed cases, the paper does not contain any elements of plagiarism.</p>
<p>There is no plagiarism in the text of the master's thesis. All the necessary links are present. The originality of the text is 97,6% according to the results of plagiarism analysis.</p>

The Master thesis of MARINA TALIANSKAIA AND SERGEI BABUSHKIN meets the requirements for master thesis of MiBA program thus the author of the thesis can be awarded the required degree.

Date: 13.06.2020



Scientific Advisor: Ass.Professor, Candidate of Mathematics and Physics Sciences Elvira V. Strakhovich