Yzing The Social Web

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Analyzing the Social Web provides a framework for the analysis of public data currently available and being generated by social networks and social media, like Facebook, Twitter, and Foursquare. Access and analysis of this public data about people and their connections to one another allows for new applications of traditional social network analysis techniques that let us identify things like who are the most important or influential people in a network, how things will spread through the network, and the nature of peoples' relationships. Analyzing the Social Web introduces you to these techniques, shows you their application to many different types of social media, and discusses how social media can be used as a tool for interacting with the online public. Presents interactive social applications on the web, and the types of analysis that are currently conducted in the study of social media. Covers the basics of network structures for beginners, including measuring methods for describing nodes, edges, and parts of the network. Discusses the major categories of social media applications or phenomena and shows how the techniques presented can be applied to analyze and understand the underlying data. Provides an introduction to information visualization, particularly network visualization techniques, and methods for using them to identify interesting features in a network, generate hypotheses for analysis, and recognize patterns of behavior. Includes a supporting website with lecture slides, exercises, and downloadable social network data sets that can be used can be used to apply the techniques presented in the book.

Analyzing Social Media Networks with NodeXL offers backgrounds in information studies, computer science, and sociology. This book is divided into three parts: analyzing social media, NodeXL tutorial, and social-media network analysis case studies. Part I provides background in the history and concepts of social media and social networks. Also included here is social network analysis, which flows from measuring, to mapping, and modeling collections of connections. The next part focuses on the detailed operation of the free and open-source NodeXL extension of Microsoft Excel, which is used in all exercises throughout this book. In the final part, each chapter presents one form of social media, such as e-mail, Twitter, Facebook, Flickr, and Youtube. In addition, there are descriptions of each system, the nature of networks when people interact, and types of analysis for identifying people, documents, groups, and events. Walks you through NodeXL, while explaining the theory and development behind each step, providing takeaways that can apply to any SNA Demonstrates how visual analytics research can be applied to SNA tools for the mass market Includes case studies from researchers who use NodeXL on popular networks like email, Facebook, Twitter, and wikis Download companion materials and resources at https://nodexl.codeplex.com/documentation

Designed to walk beginners through core aspects of collecting, visualizing, analyzing, and interpreting social network data, this book will get you up-to-speed on the theory and skills you need to conduct social network analysis. Using simple language and equations, the authors provide expert, clear insight into every step of the research process—including basic maths principles—without making assumptions about what you know. With a particular focus on NetDraw and UCINET, the book introduces relevant software tools step-by-step in an easy to follow way. In addition to the fundamentals of network analysis and the research process, this Second Edition focuses on: Digital data and social networks like Twitter Statistical models to use in SNA, like QAP and ERGM The structure and centrality of networks Methods for cohesive subgroups/community detection Supported by new chapter exercises, a glossary, and a fully updated companion website, this text is the perfect student-friendly introduction to social network analysis.

Provides information on data analysis from a vareity of social networking sites, including Facebook, Twitter, and LinkedIn.

Extremist Propaganda in Social Media: A Threat to Homeland Security presents both an analysis of the impact of propaganda in social media and the rise of extremism in mass society from technological and social perspectives. The book identifies the current phenomenon, what shall be dubbed for purposes of this book "Blisstopian Societies"—characterized in the abiding "ignorance is bliss" principle—whereby a population is complacent and has unquestioning acceptance of a social doctrine without challenge and introspection. In these subcultures, the malleable population self-select social media content, "news," and propaganda delivery mechanisms. By doing so, they expose themselves only to content that motivates, reinforces, and contributes to their isolation, alienation, and self-regulation of the social groups and individuals. In doing this, objective news is dismissed, fake—or news otherwise intended to misinform—reinforces their stereotyped beliefs about society and the world around them. This phenomenon is, unfortunately, not "fake news," but a real threat to which counterterror, intelligence, Homeland Security, law enforcement, the military, and global organizations must be hyper-vigilant of, now and into the foreseeable future. Chapters cite numerous examples from the 2016 political election, the Russia investigation into the Trump Campaign, ISIS, domestic US terrorists, among many other examples of extremist and radicalizing rhetoric. The book illustrates throughout that this contrived and manufactured bliss has fueled the rise and perpetuation of hate crimes, radicalism, and violence in such groups as ISIS, Boko Haram, Neo-Nazis, white separatists, and white supremacists in the United States—in addition to perpetuating ethnic cleansing actions around the world. This dynamic has led to increased political polarization in the United States and abroad, while furthering an unwillingness and inability to both compromise or see others' perspectives—further fomenting insular populations increasing willing to harm others and do violence. Extremist Propaganda in Social Media relates current Blisstopian practices to real-world hate speech and violence, connecting how such information is consumed by groups and translated into violent action. The book is an invaluable resources for those professionals that require an awareness of social media radicalization including: social media strategists, law enforcement, Homeland Security professionals, military planners and operatives—anyone tasked with countering combat such violent factions and fringes in conflict situations.

SNA techniques are derived from sociological and social-psychological theories and take into account the whole network (or, in case of very large networks such as Twitter -- a large segment of the network). Thus, we may arrive at results that may seem counter-intuitive -- e.g. that Jusin Bieber (7.5 mil. followers) and Lady Gaga (7.2 mil. followers) have relatively little actual influence despite their celebrity status -- while a middle-of-the-road blogger with 30K followers is able to generate tweets that "go viral" and result in millions of impressions. O'Reilly's "Mining Social Media" and "Programming Collective Intelligence" books are an excellent start for people inteseted in SNA. This book builds on these books' foundations to teach a new, pragmatic, way of doing SNA. I would like to write a book that links theory ("why is this important?", "how do various concepts interact?", "how do I interpret quantitative results?") and practice -- gathering, analyzing and visualizing data using Python and other open-source tools.

A landmark insider's tour of how social media affects our decision-making and shapes our world in ways both useful and dangerous, with critical insights into the social media trends of the 2020 election and beyond "The book might be described as prophetic. . . . At least two of Aral's three predictions have come to fruition."—New York NAMED ONE OF THE BEST BOOKS OF THE YEAR BY WIRED • LONGLISTED FOR THE PORCHLIGHT BUSINESS BOOK AWARD Social media connected the world—and gave rise to fake news and increasing polarization. It is paramount, MIT professor Sinan Aral says, that we recognize the outsize effect social media has on us—on our politics, our economy, and even our personal health—in order to steer today's social technology toward its great promise while avoiding the ways it can pull us apart. Drawing on decades of his own research and business experience, Aral goes under the hood of the most powerful social networks to tackle the critical question of just how much social media actually shapes our choices, for better or worse. He shows how the tech behind social media offers the same set of behavior influencing levers to everyone who hopes to change the way we think and act—from Russian hackers to brand marketers—which is why its consequences affect everything from elections to business, dating to health. Along the way, he covers a wide array of topics, including how network effects fuel Twitter's and Facebook's massive growth, the neuroscience of how social media affects our brains, the real consequences of fake news, the power of social ratings, and the impact of social media on our kids. In mapping out strategies for being more thoughtful consumers of social media, The Hype Machine offers the definitive guide to understanding and harnessing for good the technology that has redefined our world overnight.

This comprehensive book provides students with a "grand tour" of the tools needed to measure digital activity and implement best practices for using data to inform marketing strategy. It is the first text of its kind to introduce students to analytics platforms from a practical marketing perspective. Demonstrating how to integrate large amounts of data from web, digital, social, and search platforms, this helpful guide offers actionable insights into data analysis, explaining how to "connect the dots" and "humanize" information to make effective marketing decisions. The author covers timely topics, such as social media, web analytics, marketing analytics challenges, and dashboards, helping students to make sense of business measurement challenges, extract insights, and take effective actions. The book's experiential approach, combined with chapter objectives, summaries, and review questions, will engage readers, deepening learning by helping them to think outside the box. Filled with engaging, interactive exercises, and interesting insights from an industry expert, this book will appeal to students of digital marketing, online marketing, and analytics. A companion website features an instructor's manual, test bank, and PowerPoint slides.

Mine the rich data tucked away in popular social websites such as Twitter, Facebook, LinkedIn, and Instagram. With the third edition of this popular guide, data scientists, analysts, and programmers will learn how to glean insights from social media—including who's connecting with whom, what they're talking about, and where they're located—using Python code examples, Jupyter notebooks, or Docker containers. In part one, each standalone chapter focuses on one aspect of the social landscape, including each of the major social sites, as well as web pages, blogs and feeds, mailboxes, GitHub, and a newly added chapter covering Instagram. Part two provides a cookbook with two dozen bite-size recipes for solving particular issues with Twitter. Get a straightforward synopsis of the social web landscape Use Docker to easily run each chapter's example code, packaged as a Jupyter notebook Adapt and contribute to the code's open source GitHub repository Learn how to employ best-in-class Python 3 tools to slice and dice the data you collect Apply advanced mining techniques such as TFIDF, cosine similarity, collocation analysis, clique detection, and image recognition Build beautiful data visualizations with Python and JavaScript toolkits

In recent years, online social networking has revolutionized interpersonal communication. The newer research on language analysis in social media has been increasingly focusing on the latter's impact on our daily lives, both on a personal and a professional level. Natural language processing (NLP) is one of the most promising avenues for social media data processing. It is a scientific challenge to develop powerful methods and algorithms which extract relevant information from a large volume of data coming from multiple sources and languages in various formats or in free form. We discuss the challenges in analyzing social media texts in contrast with traditional documents. Research methods in information extraction, automatic categorization and clustering, automatic summarization and indexing, and statistical machine translation need to be adapted to a new kind of data. This book reviews the current research on NLP tools and methods for processing the non-traditional information from social media data that is available in large amounts (big data), and shows how innovative NLP approaches can integrate appropriate linguistic information in various fields such as social media monitoring, healthcare, business intelligence, industry, marketing, and security and defence. We review the existing evaluation metrics for NLP and social media applications, and the new efforts in evaluation campaigns or shared tasks on new datasets collected from social media. Such tasks are organized by the Association for Computational Linguistics (such as SemEval tasks) or by the National Institute of Standards and Technology via the Text REtrieval Conference (TREC) and the Text Analysis Conference (TAC). In the concluding chapter, we discuss the importance of this dynamic discipline and its great potential for NLP in the coming decade, in the context of changes in mobile technology, cloud computing, virtual reality, and social networking. In this second edition, we have added information about recent progress in the tasks and applications presented in the first edition. We discuss new methods and their results. The number of research projects and publications that use social media data is constantly increasing due to continuously growing amounts of social media data and the need to automatically process them. We have added 85 new references to the more than 300 references from the first edition. Besides updating each section, we have added a new application (digital marketing) to the section on media monitoring and we have augmented the section on healthcare applications with an extended discussion of recent research on detecting signs of mental illness from social media.