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mining. Social media mining is a rapidly growing new ?eld. It is an interdis-ciplinary ?eld at the crossroad of disparate disciplines deeply rooted in computer science and social sciences. There are an active community and a large body of literature about social media. The fast-growing interests and intensifying need to harness social media data require research and

Social Media Mining: An Introduction
This chapter is from Social Media Mining: An Introduction. By Reza Zafarani, Mohammad Ali Abbasi, and Huan Liu. Cambridge University Press, 2014. Draft version: April 20, 2014. Complete Draft and Slides Available at: http://dmml.asu.edu/smm We live in a connected world in which networks are intertwined with our daily life.

Social Media Mining: An Introduction
Social Media Mining integrates social media, social network analysis, and data mining to provide a coherent platform to understand the basics and potentials of social media mining. It introduces the unique problems arising from social media data and presents fundamental concepts, emerging issues, and effective algorithms for network analysis and data mining.

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Social Media Mining integrates social media, social network analysis, and data mining to enable students, practitioners, researchers, and managers to understand the basics and potentials of this field. Social Media Mining, An Introduction by Reza Zafarani, Mohammad Ali Abbasi, and Huan Liu (Arizona State University)

Integrates social media, social network analysis, and data mining to provide an understanding of the potentials of social media mining.

The growth of social media over the last decade has revolutionized the way individuals interact and industries conduct business. Individuals produce data at an unprecedented rate by interacting, sharing, and consuming content through social media. Understanding and processing this new type of data to glean actionable patterns presents challenges and opportunities for interdisciplinary research, novel algorithms and tool development. Social Media Mining integrates social media, social network analysis, and data mining to provide a coherent platform to understand the basics and potentials of social media mining. It introduces the unique problems arising from social media data and presents fundamental concepts, emerging issues, and effective algorithms for network analysis and data mining. Suitable for use in advanced undergraduate and beginning graduate courses as well as professional short courses, the text contains exercises of different degrees of difficulty that improve understanding and help apply concepts, principles and methods for social media mining.

BuzzFeed News Senior Reporter Lam Thuy Vo explains how to mine, process, and analyze data from the social web in meaningful ways with the Python programming language. Did fake Twitter accounts help sway a presidential election? What can Facebook and Reddit archives tell us about human behavior? In Mining Social Media, senior BuzzFeed reporter Lam Thuy Vo shows you how to use Python and key data analysis tools to find the stories buried in social media. Whether you're a professional journalist, an academic researcher, or a citizen investigator, you'll learn how to use technical tools to collect and analyze data from social media sources to build compelling, data-driven stories. Learn how to: • Write Python scripts and use APIs to gather data from the social web • Download data archives and dig through them for insights • Inspect HTML downloaded from websites for useful content • Format, aggregate, sort, and filter your collected data using Google Sheets • Create data visualizations to illustrate your discoveries • Perform advanced data analysis using Python, Jupyter Notebooks, and the pandas library • Apply what you've learned to research topics on your own Social media is filled with thousands of hidden stories just waiting to be told. Learn to use the data-sleuthing tools that professionals use to write your own data-driven stories.

Acquire and analyze data from all corners of the social web with Python About This Book Make sense of highly unstructured social media data with the help of the insightful use cases provided in this guide Use this easy-to-follow, step-by-step guide to apply analytics to complicated and messy social data This is your one-stop solution to fetching, storing, analyzing, and visualizing social media data Who This Book Is For This book is for intermediate Python developers who want to engage with the use of public APIs to collect data from social media platforms and perform statistical analysis in order to produce useful insights from data. The book assumes a basic understanding of the Python Standard Library and provides practical examples to guide you toward the creation of your data analysis project based on social data. What You Will Learn Interact with a social media platform via their public API with Python Store social data in a convenient format for data analysis Slice and dice social data using Python tools for data science Apply text analytics techniques to understand what people are talking about on social media Apply advanced statistical and analytical techniques to produce useful insights from data Build beautiful visualizations with web technologies to explore data and present data products In Detail Your social media is filled with a wealth of hidden data – unlock it with the power of Python. Transform your understanding of your clients and customers when you use Python to solve the problems of understanding consumer behavior and turning raw data into actionable customer insights. This book will help you acquire and analyze data from leading social media sites. It will show you how to employ scientific Python tools to mine popular social websites such as Facebook, Twitter, Quora, and more. Explore the Python libraries used for social media mining, and get the tips, tricks, and insider insight you need to make the most of them. Discover how to develop data mining tools that use a social media API, and how to create your own data analysis projects using Python for clear insight from your social data. Style and approach This practical, hands-on guide will help you learn everything you need to perform data mining for social media. Throughout the book, we take an example-oriented approach to use Python for data analysis and provide useful tips and tricks that you can use in day-to-day tasks.

Harness the power of social media to predict customer behavior and improve sales Social media is the biggest source of Big Data. Because of this, 90% of Fortune 500 companies are investing in Big Data initiatives that will help them predict consumer behavior to produce better sales results. Social Media Data Mining and Analytics shows analysts how to use sophisticated techniques to mine social media data, obtaining the information they need to generate amazing results for their businesses. Social Media Data Mining and Analytics isn't just another book on the business case for social media. Rather, this book provides hands-on examples for applying state-of-the-art tools and technologies to mine social media - examples include Twitter, Wikipedia, Stack Exchange, LiveJournal, movie reviews, and other rich data sources. In it, you will learn: The four key characteristics of online services-users, social networks, actions, and content The full data discovery lifecycle-data extraction, storage, analysis, and visualization How to work with code and extract data to create solutions How to use Big Data to make accurate customer predictions How to personalize the social media experience using machine learning Using the techniques the authors detail will provide organizations the competitive advantage they need to harness the rich data available from social media platforms.

Social Media Mining and Social Network Analysis: Emerging Research highlights the advancements made in social network analysis and social web mining and its influence in the fields of computer science, information systems, sociology, organization science discipline and much more. This collection of perspectives on developmental practice is useful for industrial practitioners as well as researchers and scholars.

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

A concise, hands-on guide with many practical examples and a detailed treatise on inference and social science research that will help you in mining data in the real world. Whether you are an undergraduate who wishes to get hands-on experience working with social data from the Web, a practitioner wishing to expand your competencies and learn unsupervised sentiment analysis, or you are simply interested in social data analysis, this book will prove to be an essential asset. No previous experience with R or statistics is required, though having knowledge of both will enrich your experience.

Advanced Data Mining Tools and Methods for Social Computing explores advances in the latest data mining tools, methods, algorithms and the architectures being developed specifically for social computing and social network analysis. The book reviews major emerging trends in technology that are supporting current advancements in social networks, including data mining techniques and tools. It also aims to highlight the advancement of conventional approaches in the field of social networking. Chapter coverage includes reviews of novel techniques and state-of-the-art advances in the area of data mining, machine learning, soft computing techniques, and their applications in the field of social network analysis. Provides insights into the latest research trends in social network analysis Covers a broad range of data mining tools and methods for social computing and analysis Includes practical examples and case studies across a range of tools and methods Features coding examples and supplementary data sets in every chapter

In the past decade, social media has become increasingly popular for news consumption due to its easy access, fast dissemination, and low cost. However, social media also enables the wide propagation of "fake news," i.e., news with intentionally false information. Fake news on social media can have significant negative societal effects. Therefore, fake news detection on social media has recently become an emerging research area that is attracting tremendous attention. This book, from a data mining perspective, introduces the basic concepts and characteristics of fake news across disciplines, reviews representative fake news detection methods in a principled way, and illustrates challenging issues of fake news detection on social media. In particular, we discussed the value of news content and social context, and important extensions to handle early detection, weakly-supervised detection, and explainable detection. The concepts, algorithms, and methods described in this lecture can help harness the power of social media to build effective and intelligent fake news detection systems. This book is an accessible introduction to the study of detecting fake news on social media. It is an essential reading for students, researchers, and practitioners to understand, manage, and excel in this area. This book is supported by additional materials, including lecture slides, the complete set of figures, key references, datasets, tools used in this book, and the source code of representative algorithms.