

SOCIAL MEDIA MINING

Definition & Benefit



Social Media Mining An Introduction Chgcam

Xu, Guandong, Li, Lin



Social Media Mining An Introduction Chgcam:

Social Media Mining Reza Zafarani, Mohammad Ali Abbasi, Huan Liu, 2014-04-28 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.

Social Media Mining Reza Zafarani, 2014 [Community Detection and Mining in Social Media](#) Lei Tang, Huan Liu, 2010 The past decade has witnessed the emergence of participatory Web and social media, bringing people together in many creative ways. Millions of users are playing, tagging, working, and socializing online, demonstrating new forms of collaboration, communication, and intelligence that were hardly imaginable just a short time ago. Social media also helps reshape business models, sway opinions, and emotions, and opens up numerous possibilities to study human interaction and collective behavior in an unparalleled scale. This lecture, from a data mining perspective, introduces characteristics of social media, reviews representative tasks of computing with social media, and illustrates associated challenges. It introduces basic concepts, presents state-of-the-art algorithms, with easy-to-understand examples, and recommends effective evaluation methods. In particular, we discuss graph-based community detection techniques and many important extensions that handle dynamic, heterogeneous networks in social media. We also demonstrate how discovered patterns of communities can be used for social media mining. The concepts, algorithms, and methods presented in this lecture can help harness the power of social media and support building socially intelligent systems. This book is an accessible introduction to the study of community detection and mining in social media. It is an essential reading for students, researchers, and practitioners in disciplines and applications where social media is a key source of data that piques our curiosity to understand, manage, innovate, and excel. This book is supported by additional materials, including lecture slides, the complete set of figures, key references, some toy data sets used in the book, and the source code of representative algorithms. The readers are encouraged to visit the book website <http://dmml.asu.edu/cdm/> for the latest information. Table of Contents: Social Media and Social Computing, Nodes, Ties, and Influence, Community Detection and Evaluation, Communities in Heterogeneous Networks, Social Media Mining.

Social Media Mining and Social Network Analysis: Emerging Research Xu, Guandong, Li, Lin, 2013-01-31 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

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