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# Mining Social Web Facebook Linkedin

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Social Media Measurement and Management

Mining the Social Web

An Introduction

Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand,  
and Be Generally Amazing on Facebook (& Other Social Networks)

A Novel

Entrepreneurial Digital Analytics

30 Days to Social Media Success

Data Mining Facebook, Twitter, LinkedIn, Instagram, GitHub, and More

Data Mining Facebook, Twitter, LinkedIn, Google+, GitHub, and More

Exploring and Data Mining the Dark Side of the Web

The 30 Day Results Guide to Making the Most of Twitter, Blogging, LinkedIn, and  
Facebook

How Advertisers, Marketers and Salespeople Get Leads, Sales and Profits from  
LinkedIn

Network Data Mining And Analysis

Finding Connections on the Social Web

Data Mining Facebook, Twitter, LinkedIn, Google+, GitHub, and More

Learning Social Media Analytics with R

Information Retrieval and Social Media Mining

Seven Layers of Social Media Analytics

Sentiment Analysis in Social Networks

Social Chemistry

Data Mining Facebook, Twitter, LinkedIn, Instagram, GitHub, and More

How to Navigate Clueless Colleagues, Lunch-Stealing Bosses, and the Rest of Your Life at Work

Analyzing the Social Web

Mastering Social Media Mining with R

Mining the Social Web

Finding Stories in Internet Data

Ask a Manager

Social Media Mining

Social Semantic Web Mining

Python Social Media Analytics

Snow Crash

LinkedIn for Business

Social Network Analysis for Startups

“Doing Business in the Digital Age: Challenges, Approaches and Solutions”

Mining the Social Web

Mining Business Insights from Social Media Text, Actions, Networks, Hyperlinks, Apps, Search Engine, and Location Data

Decoding the Patterns of Human Connection

Mastering Social Media Mining with Python

Social Media Data Mining and Analytics

Social Media

*Mining Social Web  
Facebook LinkedIn*

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## **BRADY RORY**

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Social Media Measurement and  
Management No Starch Press

DATA MINING AND MACHINE LEARNING  
APPLICATIONS The book elaborates in  
detail on the current needs of data

mining and machine learning and promotes mutual understanding among research in different disciplines, thus facilitating research development and collaboration. Data, the latest currency of today's world, is the new gold. In this new form of gold, the most beautiful jewels are data analytics and machine learning. Data mining and machine

learning are considered interdisciplinary fields. Data mining is a subset of data analytics and machine learning involves the use of algorithms that automatically improve through experience based on data. Massive datasets can be classified and clustered to obtain accurate results. The most common technologies used include classification and clustering methods. Accuracy and error rates are calculated for regression and classification and clustering to find actual results through algorithms like support vector machines and neural networks with forward and backward propagation. Applications include fraud detection, image processing, medical diagnosis, weather prediction, e-commerce and so forth. The book features: A review of the state-of-the-art

in data mining and machine learning, A review and description of the learning methods in human-computer interaction, Implementation strategies and future research directions used to meet the design and application requirements of several modern and real-time applications for a long time, The scope and implementation of a majority of data mining and machine learning strategies. A discussion of real-time problems. Audience Industry and academic researchers, scientists, and engineers in information technology, data science and machine and deep learning, as well as artificial intelligence more broadly. *Mining the Social Web* Packt Publishing Ltd  
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

[An Introduction](#) Mining the Social Web Analyzing Data from Facebook, Twitter, LinkedIn, and Other Social Media Sites

The aim of Sentiment Analysis is to define automatic tools able to extract subjective information from texts in natural language, such as opinions and sentiments, in order to create structured

and actionable knowledge to be used by either a decision support system or a decision maker. Sentiment analysis has gained even more value with the advent and growth of social networking. Sentiment Analysis in Social Networks begins with an overview of the latest research trends in the field. It then discusses the sociological and psychological processes underling social network interactions. The book explores both semantic and machine learning models and methods that address context-dependent and dynamic text in online social networks, showing how social network streams pose numerous challenges due to their large-scale, short, noisy, context- dependent and dynamic nature. Further, this volume: Takes an interdisciplinary approach from

a number of computing domains, including natural language processing, machine learning, big data, and statistical methodologies Provides insights into opinion spamming, reasoning, and social network analysis Shows how to apply sentiment analysis tools for a particular application and domain, and how to get the best results for understanding the consequences Serves as a one-stop reference for the state-of-the-art in social media analytics Takes an interdisciplinary approach from a number of computing domains, including natural language processing, big data, and statistical methodologies Provides insights into opinion spamming, reasoning, and social network mining Shows how to apply opinion mining tools for a particular application and domain,

and how to get the best results for understanding the consequences Serves as a one-stop reference for the state-of-the-art in social media analytics  
*Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand, and Be Generally Amazing on Facebook (& Other Social Networks)*  
Springer

This new textbook applies a critical and practical lens to the world of social media analytics. Author Jeremy Harris Lipschultz explores the foundations of digital data, strategic tools, and best practices in an accessible volume for students and practitioners of social media communication. The book expands upon entrepreneurship, marketing, and technological principles, demonstrating how raising awareness,

sparkling engagement, and producing business outcomes all require emphasis on customers, employees, and other stakeholders within paid, earned, social, and owned media. It also looks to the future, examining how the movement toward artificial intelligence and machine learning raises new legal and ethical issues in effective management of social media data. Additionally, the book offers a solid grounding in the principles of social media measurement itself, teaching the strategies and techniques that enable effective analysis. A perfect primer for this developing industry, *Social Media Measurement: Entrepreneurial Digital Analytics* is ideal for students, scholars, and practitioners of digital media seeking to hone their skills and expand

their bank of tools and resources. It features theoretical and practical advice, a comprehensive glossary of key terms, and case studies from key industry thought leaders.

### **A Novel** CreateSpace

Social media marketing is the process of gaining website traffic or attention through social media sites. Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it across their social networks. The resulting electronic word of mouth (eWoM) refers to any statement consumers share via the Internet (e.g., web sites, social networks, instant messages, news feeds) about an event, product, service, brand or company. When the underlying message spreads

from user to user and presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself, this form of marketing results in earned media rather than paid media. Table of Contents: Opening Words 6 Why Social Media and Business Intelligence? 6 Maturity 6 Cost & variety 6 User Friendly 6 Integration 7 The Time is Now 7 Preface: Social Media and Business Intelligence 8 1 Introduction 9 2 What is 'Out' in Social Media and what is 'In' 12 3 The 5 Pillars Of Social Media and Business Intelligence 14 3.1 Top CRM Vendors 2012 (via CIO Magazine): 18 Biggest Companies in Marketing Management and Automation: 18 3.3 Top Business Intelligence Products: 21 4 The 7 Key Reasons You Need Social



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This book presents diverse contributions  
 related to some of the latest advances in  
 the field of personalization and

recommender systems, as well as social  
 media and sentiment analysis. The work  
 comprises several articles that address  
 different problems in these areas by  
 means of recent techniques such as  
 deep learning, methods to analyze the  
 structure and the dynamics of social  
 networks, and modern language  
 processing approaches for sentiment  
 analysis, among others. The proposals  
 included in the book are representative  
 of some highly topical research  
 directions and cover different application  
 domains where they have been  
 validated. These go from the  
 recommendation of hotels, movies,  
 music, documents, or pharmacy cross-  
 selling to sentiment analysis in the field  
 of telemedicine and opinion mining on  
 news, also including the study of social

capital on social media and dynamics aspects of the Twitter social network.

### 30 Days to Social Media Success

"O'Reilly Media, Inc."

Facebook, Twitter, and LinkedIn generate a tremendous amount of valuable social data, but how can you find out who's making connections with social media, what they're talking about, or where they're located? This book shows you how to answer these questions and more. Each chapter introduces techniques for mining data in different areas of the social web, including blogs and email.

**Data Mining Facebook, Twitter, LinkedIn, Instagram, GitHub, and More** Packt Publishing Ltd

Leverage the power of Python to collect, process, and mine deep insights from

social media data About This Book Acquire data from various social media platforms such as Facebook, Twitter, YouTube, GitHub, and more Analyze and extract actionable insights from your social data using various Python tools A highly practical guide to conducting efficient social media analytics at scale Who This Book Is For If you are a programmer or a data analyst familiar with the Python programming language and want to perform analyses of your social data to acquire valuable business insights, this book is for you. The book does not assume any prior knowledge of any data analysis tool or process. What You Will Learn Understand the basics of social media mining Use PyMongo to clean, store, and access data in MongoDB Understand user reactions and

emotion detection on Facebook Perform Twitter sentiment analysis and entity recognition using Python Analyze video and campaign performance on YouTube Mine popular trends on GitHub and predict the next big technology Extract conversational topics on public internet forums Analyze user interests on Pinterest Perform large-scale social media analytics on the cloud In Detail Social Media platforms such as Facebook, Twitter, Forums, Pinterest, and YouTube have become part of everyday life in a big way. However, these complex and noisy data streams pose a potent challenge to everyone when it comes to harnessing them properly and benefiting from them. This book will introduce you to the concept of social media analytics, and how you can

leverage its capabilities to empower your business. Right from acquiring data from various social networking sources such as Twitter, Facebook, YouTube, Pinterest, and social forums, you will see how to clean data and make it ready for analytical operations using various Python APIs. This book explains how to structure the clean data obtained and store in MongoDB using PyMongo. You will also perform web scraping and visualize data using Scrappy and BeautifulSoup. Finally, you will be introduced to different techniques to perform analytics at scale for your social data on the cloud, using Python and Spark. By the end of this book, you will be able to utilize the power of Python to gain valuable insights from social media data and use them to enhance your

business processes. Style and approach  
 This book follows a step-by-step approach to teach readers the concepts of social media analytics using the Python programming language. To explain various data analysis processes, real-world datasets are used wherever required.

*Data Mining Facebook, Twitter, LinkedIn, Google+, GitHub, and More* "O'Reilly Media, Inc."

Extract valuable data from your social media sites and make better business decisions using R  
 About This Book  
 Explore the social media APIs in R to capture data and tame it  
 Employ the machine learning capabilities of R to gain optimal business value  
 A hands-on guide with real-world examples to help you take advantage of the vast

opportunities that come with social media data  
 Who This Book Is For  
 If you have basic knowledge of R in terms of its libraries and are aware of different machine learning techniques, this book is for you.  
 Those with experience in data analysis who are interested in mining social media data will find this book useful.  
 What You Will Learn  
 Access APIs of popular social media sites and extract data  
 Perform sentiment analysis and identify trending topics  
 Measure CTR performance for social media campaigns  
 Implement exploratory data analysis and correlation analysis  
 Build a logistic regression model to detect spam messages  
 Construct clusters of pictures using the K-means algorithm and identify popular personalities and destinations  
 Develop recommendation

systems using Collaborative Filtering and the Apriori algorithm In Detail With an increase in the number of users on the web, the content generated has increased substantially, bringing in the need to gain insights into the untapped gold mine that is social media data. For computational statistics, R has an advantage over other languages in providing readily-available data extraction and transformation packages, making it easier to carry out your ETL tasks. Along with this, its data visualization packages help users get a better understanding of the underlying data distributions while its range of "standard" statistical packages simplify analysis of the data. This book will teach you how powerful business cases are solved by applying machine learning

techniques on social media data. You will learn about important and recent developments in the field of social media, along with a few advanced topics such as Open Authorization (OAuth). Through practical examples, you will access data from R using APIs of various social media sites such as Twitter, Facebook, Instagram, GitHub, Foursquare, LinkedIn, Blogger, and other networks. We will provide you with detailed explanations on the implementation of various use cases using R programming. With this handy guide, you will be ready to embark on your journey as an independent social media analyst. Style and approach This easy-to-follow guide is packed with hands-on, step-by-step examples that will enable you to convert your real-

world social media data into useful, practical information.

**Exploring and Data Mining the Dark Side of the Web** Packt Publishing Ltd

This timely book focuses on influence and behavior analysis in the broader context of social network applications and social media. Twitter accounts of telecommunications companies are analyzed. Rumor sources in finite graphs with boundary effects by message-passing algorithms are identified. The coherent, state-of-the-art collection of chapters was initially selected based on solid reviews from the IEEE/ACM International Conference on Advances in Social Networks, Analysis, and Mining (ASONAM '17). Chapters were then improved and extended substantially, and the final versions were rigorously

reviewed and revised to meet the series standards. Original chapters coming from outside of the meeting round out the coverage. The result will appeal to researchers and students working in social network and social media analysis. [The 30 Day Results Guide to Making the Most of Twitter, Blogging, LinkedIn, and Facebook](#) University of Belgrade, Faculty of Organizational Sciences  
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.

*How Advertisers, Marketers and Salespeople Get Leads, Sales and Profits from LinkedIn* Apress

Tap into the realm of social media and unleash the power of analytics for data-driven insights using R About This Book A practical guide written to help leverage the power of the R eco-system to extract, process, analyze, visualize and model social media data Learn about data access, retrieval, cleaning, and curation methods for data originating from various social media

platforms. Visualize and analyze data from social media platforms to understand and model complex relationships using various concepts and techniques such as Sentiment Analysis, Topic Modeling, Text Summarization, Recommendation Systems, Social Network Analysis, Classification, and Clustering. Who This Book Is For It is targeted at IT professionals, Data Scientists, Analysts, Developers, Machine Learning Enthusiasts, social media marketers and anyone with a keen interest in data, analytics, and generating insights from social data. Some background experience in R would be helpful, but not necessary, since this book is written keeping in mind, that readers can have varying levels of expertise. What You Will Learn Learn

how to tap into data from diverse social media platforms using the R ecosystem Use social media data to formulate and solve real-world problems Analyze user social networks and communities using concepts from graph theory and network analysis Learn to detect opinion and sentiment, extract themes, topics, and trends from unstructured noisy text data from diverse social media channels Understand the art of representing actionable insights with effective visualizations Analyze data from major social media channels such as Twitter, Facebook, Flickr, Foursquare, Github, StackExchange, and so on Learn to leverage popular R packages such as ggplot2, topicmodels, caret, e1071, tm, wordcloud, twittR, Rfacebook, dplyr, reshape2, and many more In Detail The



Internet has truly become humongous, especially with the rise of various forms of social media in the last decade, which give users a platform to express themselves and also communicate and collaborate with each other. This book will help the reader to understand the current social media landscape and to learn how analytics can be leveraged to derive insights from it. This data can be analyzed to gain valuable insights into the behavior and engagement of users, organizations, businesses, and brands. It will help readers frame business problems and solve them using social data. The book will also cover several practical real-world use cases on social media using R and its advanced packages to utilize data science methodologies such as sentiment

analysis, topic modeling, text summarization, recommendation systems, social network analysis, classification, and clustering. This will enable readers to learn different hands-on approaches to obtain data from diverse social media sources such as Twitter and Facebook. It will also show readers how to establish detailed workflows to process, visualize, and analyze data to transform social data into actionable insights. Style and approach This book follows a step-by-step approach with detailed strategies for understanding, extracting, analyzing, visualizing, and modeling data from several major social network platforms such as Facebook, Twitter, Foursquare, Flickr, Github, and StackExchange. The chapters cover several real-world use

cases and leverage data science, machine learning, network analysis, and graph theory concepts along with the R ecosystem, including popular packages such as ggplot2, caret, dplyr, topicmodels, tm, and so on.

*Network Data Mining And Analysis*

O'Reilly Media

Take your business to new heights with up-to-date social media marketing How can 'Social Media: Marketing Strategies for Rapid Growth Using: Facebook, Twitter, Instagram, LinkedIn, Pinterest and YouTube' help you achieve this? Learn how to grow an engaged and supportive following on Facebook, Twitter, Instagram, Pinterest, YouTube and LinkedIn. Tell your story and get your brands message across in a way that consumers enjoy and even look forward

too. Develop the skills needed to turn media consumers into paying customers Learn the key demographics of each social media platform and how to use this to your advantage Learn how to target your marketing to very specific groups of people for increased engagement and conversion Learn how to improve your bottom line with more efficient marketing and cheaper customer acquisition Take your business or brand to the Stratosphere! Ideal for businesses of all sizes, brands and even personal pages It's time to take your social media channels to new heights. It's time to grow your business the right way. Get relevant and dominate your platforms in 2016! Grab "Social Media: Marketing Strategies for Rapid Growth Using: Facebook, Twitter, Instagram,

LinkedIn, Pinterest and YouTube" now and learn how to take your business to the next level.

*Finding Connections on the Social Web*

McGraw Hill Professional

Social network analysis applications have experienced tremendous advances within the last few years due in part to increasing trends towards users interacting with each other on the internet. Social networks are organized as graphs, and the data on social networks takes on the form of massive streams, which are mined for a variety of purposes. Social Network Data Analytics covers an important niche in the social network analytics field. This edited volume, contributed by prominent researchers in this field, presents a wide selection of topics on social network data

mining such as Structural Properties of Social Networks, Algorithms for Structural Discovery of Social Networks and Content Analysis in Social Networks. This book is also unique in focussing on the data analytical aspects of social networks in the internet scenario, rather than the traditional sociology-driven emphasis prevalent in the existing books, which do not focus on the unique data-intensive characteristics of online social networks. Emphasis is placed on simplifying the content so that students and practitioners benefit from this book. This book targets advanced level students and researchers concentrating on computer science as a secondary text or reference book. Data mining, database, information security, electronic commerce and machine

learning professionals will find this book a valuable asset, as well as primary associations such as ACM, IEEE and Management Science.

*Data Mining Facebook, Twitter, LinkedIn, Google+, GitHub, and More* Penguin  
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.

Learning Social Media Analytics with R  
Ballantine Books

Online social networking sites like Facebook, LinkedIn, and Twitter, offer millions of members the opportunity to befriend one another, send messages to each other, and post content on the site — actions which generate mind-boggling amounts of data every day. To make sense of the massive data from these sites, we resort to social media mining to answer questions like the following: Social media shatters the boundaries between the real world and the virtual world. We can now integrate social theories with computational methods to study how individuals interact with each other and how social

communities form in bipartite and signed networks. The uniqueness of social media data calls for novel data mining techniques that can effectively handle user generated content with rich social relations. The study and development of these new techniques are under the purview of social media mining, an emerging discipline under the umbrella of data mining. Social Media Mining is the process of representing, analyzing, and extracting actionable patterns from social media data.

*Information Retrieval and Social Media Mining* Packt Publishing Ltd

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.

[Seven Layers of Social Media Analytics](#)  
Packt Publishing Ltd

From the creator of the popular website Ask a Manager and New York's work-advice columnist comes a witty, practical guide to 200 difficult professional conversations—featuring all-new advice! There's a reason Alison Green has been called "the Dear Abby of the work

world." Ten years as a workplace-advice columnist have taught her that people avoid awkward conversations in the office because they simply don't know what to say. Thankfully, Green does—and in this incredibly helpful book, she tackles the tough discussions you may need to have during your career. You'll learn what to say when • coworkers push their work on you—then take credit for it • you accidentally trash-talk someone in an email then hit "reply all" • you're being micromanaged—or not being managed at all • you catch a colleague in a lie • your boss seems unhappy with your work • your cubemate's loud speakerphone is making you homicidal • you got drunk at the holiday party Praise for Ask a Manager "A must-read for anyone who

works . . . [Alison Green's] advice boils down to the idea that you should be professional (even when others are not) and that communicating in a straightforward manner with candor and kindness will get you far, no matter where you work."—Booklist (starred review) "The author's friendly, warm, no-nonsense writing is a pleasure to read, and her advice can be widely applied to relationships in all areas of readers' lives. Ideal for anyone new to the job market or new to management, or anyone hoping to improve their work experience."—Library Journal (starred review) "I am a huge fan of Alison Green's Ask a Manager column. This book is even better. It teaches us how to deal with many of the most vexing big and little problems in our

workplaces—and to do so with grace, confidence, and a sense of humor."—Robert Sutton, Stanford professor and author of *The No Asshole Rule* and *The Asshole Survival Guide* "Ask a Manager is the ultimate playbook for navigating the traditional workforce in a diplomatic but firm way."—Erin Lowry, author of *Broke Millennial: Stop Scraping By and Get Your Financial Life Together* *Sentiment Analysis in Social Networks* Newnes "One of the most interesting and useful books ever written on networking."—Adam Grant *Social Chemistry* will utterly transform the way you think about "networking." Understanding the contours of your social network can dramatically enhance

personal relationships, work life, and even your global impact. Are you an Expansionist, a Broker, or a Convener? The answer matters more than you think. . . . Yale professor Marissa King shows how anyone can build more meaningful and productive relationships based on insights from neuroscience, psychology, and network analytics. Conventional wisdom says it's the size of your network that matters, but social science research has proven there is more to it. King explains that the quality and structure of our relationships has the greatest impact on our personal and professional lives. As she illustrates, there are three basic types of networks, so readers can see the role they are already playing: Expansionist, Broker, or Convener. This network decoder enables

readers to own their network style and modify it for better alignment with their life plans and values. High-quality connections in your social network strongly predict cognitive functioning, emotional resilience, and satisfaction at work. A well-structured network is likely to boost the quality of your ideas, as well as your pay. Beyond the office, social connections are the lifeblood of our health and happiness. The compiled results from dozens of previous studies found that our social relationships have an effect on our likelihood of dying prematurely—equivalent to obesity or smoking. Rich stories of Expansionists like Vernon Jordan, Brokers like Yo-Yo Ma, and Conveners like Anna Wintour, as well as personal experiences from King's own world of connections, inform this



warm, engaging, revelatory investigation into some of the most consequential decisions we can make about the trajectory of our lives.

*Social Chemistry* Morgan Kaufmann

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.