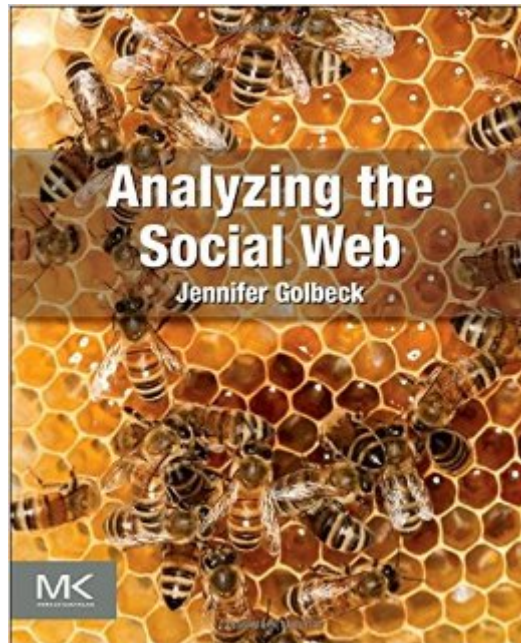


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# Analyzing The Social Web



## Synopsis

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 to apply the techniques presented in the book.

## Book Information

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## Customer Reviews

Jen Golbeck's textbook is an integrated introduction to the research side of social networking. It combines two perspectives. The first is the technical world of mathematics and computer science; it focuses on the structural properties of networks. Readers learn formal definitions of nodes, edges, and network components; methods for summarizing network structure and relationships between nodes; and how to use software to visualize and explore networks. The second perspective comes from the social world of anthropology, psychology, and business. Readers learn about different types of interpersonal relationships, the importance of trust and privacy, how information (and disease) spreads through networks, and how information can be summarized across connections to produce recommendations. There are several chapters on how different kinds of organizations use social media and that illustrate practical applications of the ideas introduced in the book. And there is a final summary chapter about the role social networking might play in a zombie apocalypse. Yeah. The author says she is surprised the publisher let her keep it in. But it works. This is a well-written introductory text. It presents and elaborates key concepts without overwhelming the reader with too much technical detail. It provides references and links to more advanced material. It makes good use of the open-source Gephi network analysis tool, showing readers how to analyze their own Facebook and email connections. The author makes this easy by providing a lot of material on the book's web site--including a set of brief, focused video tutorials on the use of Gephi. For anyone interested in social network analysis, this is a great place to start.

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