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	Note generali	Description based upon print version of record.
	Nota di bibliografia	Includes bibliographical references and index.
	Nota di contenuto	Introduction -- Nodes, edges, and network measures -- Network structure and measures -- Network visualization -- Tie strength -- Trust -- Understanding structure through user attributes and behavior -- Building networks -- Entity resolution and link prediction -- Propagation in networks -- Community-maintained resources -- Location-based social interaction -- Social information filtering -- Social media in the public sector -- Business use of social media -- Privacy -- Case study: social network strategies for surviving the zombie.
	Sommario/riassunto	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 t