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| Nota di contenuto       | Front cover; Analyzing social media networks with NodeXL; Copyright page; Contents; Preface; Acknowledgments; About the Authors; Contributors; PART I: GETTING STARTED WITH ANALYZING SOCIAL MEDIA NETWORKS; Chapter 1. Introduction to Social Media and Social Networks; 1.1 INTRODUCTION; 1.2 A HISTORICAL PERSPECTIVE; 1.3 THE RISE OF SOCIAL MEDIA AS CONSUMER APPLICATIONS; 1.4 INDIVIDUAL CONTRIBUTIONS GENERATE PUBLIC WEALTH; 1.5 WHO SHOULD READ THIS BOOK; 1.6 APPLYING SOCIAL MEDIA TO NATIONAL PRIORITIES; 1.7 WORLDWIDE EFFORTS; 1.8 PRACTITIONER'S SUMMARY; 1.9 RESEARCHER'S AGENDA<br>Chapter 2. Social Media: New Technologies of Collaboration 2.1 INTRODUCTION; 2.2 SOCIAL MEDIA DEFINED; 2.3 SOCIAL MEDIA DESIGN FRAMEWORK; 2.4 SOCIAL MEDIA EXAMPLES; 2.5 PRACTITIONER'S SUMMARY; 2.6 RESEARCHER'S AGENDA; Chapter 3. Social Network Analysis: Measuring, Mapping, and Modeling Collections of |

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## Sommario/riassunto

Businesses, entrepreneurs, individuals, and government agencies alike are looking to social network analysis (SNA) tools for insight into trends, connections, and fluctuations in social media. Microsoft's NodeXL is a free, open-source SNA plug-in for use with Excel. It provides instant graphical representation of relationships of complex networked data. But it goes further than other SNA tools -- NodeXL was developed by a multidisciplinary team of experts that bring together information studies, computer science, sociology, human-computer interaction, and over 20 years of visual analytic

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