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Autore	Hansen Derek L
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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 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 Connections; 3.1 INTRODUCTION; 3.2 THE NETWORK PERSPECTIVE; 3.3

TYPES OF NETWORKS; 3.4 THE NETWORK ANALYSIS RESEARCH AND PRACTITIONER LANDSCAPE; 3.5 NETWORK ANALYSIS METRICS; 3.6 SOCIAL NETWORKS IN THE ERA OF ABUNDANT COMPUTATION 3.7 THE ERA OF ABUNDANT SOCIAL NETWORKS: FROM THE DESKTOP TO YOUR POCKET 3.8 TOOLS FOR NETWORK ANALYSIS; 3.9 NODE-LINK DIAGRAMS: VISUALLY MAPPING SOCIAL NETWORKS; 3.10 COMMON NETWORK ANALYSIS QUESTIONS APPLIED TO SOCIAL MEDIA; 3.11 PRACTITIONER'S SUMMARY; 3.12 RESEARCHER'S AGENDA; PART II: NODEXL TUTORIAL: LEARNING BY DOING; Chapter 4. Getting Started with NodeXL, Layout, Visual Design, and Labeling; 4.1 INTRODUCTION; 4.2 DOWNLOADING AND INSTALLING NODEXL; 4.3 GETTING STARTED WITH NODEXL; 4.4 LAYOUT: ARRANGING VERTICES IN THE GRAPH PANE; 4.5 VISUAL DESIGN: MAKING NETWORK DISPLAYS MEANINGFUL 4.6 LABELING: ADDING TEXT LABELS TO VERTICES AND EDGES 4.7 PRACTITIONER'S SUMMARY; 4.8 RESEARCHER'S AGENDA; Chapter 5. Calculating and Visualizing Network Metrics; 5.1 INTRODUCTION; 5.2 KITE NETWORK EXAMPLE; 5.3 COMPUTING GRAPH METRICS; 5.4 LES MISÉRABLES CO-APPEARANCE NETWORK; 5.5 PRACTITIONER'S SUMMARY; 5.6 RESEARCHER'S AGENDA; Chapter 6. Preparing Data and Filtering; 6.1 INTRODUCTION; 6.2 SERIOUS EATS NETWORK EXAMPLE; 6.3 FILTERING TO REDUCE CLUTTER AND REVEAL IMPORTANT FEATURES; 6.4 PUTTING IT ALL TOGETHER; 6.5 PRACTITIONER'S SUMMARY; 6.6 RESEARCHER'S AGENDA Chapter 7. Clustering and Grouping 7.1 INTRODUCTION; 7.2 THE 2007 SENATE VOTING ANALYSIS; 7.3 LES MISÉRABLES CHARACTER CLUSTERS; 7.4 FEDERAL COMMUNICATIONS COMMISSION (FCC) LOBBYING COALITION NETWORK; 7.5 PRACTITIONER'S SUMMARY; 7.6 RESEARCHER'S AGENDA; PART III: SOCIAL MEDIA NETWORK ANALYSIS CASE STUDIES; Chapter 8. Email: The Lifeblood of Modern Communication; 8.1 INTRODUCTION; 8.2 HISTORY AND DEFINITION OF EMAIL; 8.3 EMAIL NETWORKS; 8.4 WHAT QUESTIONS CAN BE ANSWERED BY ANALYZING EMAIL NETWORKS?; 8.5 WORKING WITH EMAIL DATA; 8.6 CLEANING EMAIL DATA IN NODEXL 8.7 ANALYZING PERSONAL EMAIL NETWORKS

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
