Social Media Mining An Introduction

Social Media Mining **Social Media Data Mining and Analytics** *Mining Social Media Information Retrieval and Social Media Mining* **Mastering Social Media Mining with Python Social Media Mining and Social Network Analysis: Emerging Research** *Community Detection and Mining in Social Media* **Mining the Social Web** *Encyclopedia of Organizational Knowledge, Administration, and Technology* **Post, Mine, Repeat Mining Text Data Biomedical Data Mining for Information Retrieval Text Mining with R Mastering Social Media Mining with R** *Data Mining in Finance* **Network Data Mining And Analysis Data Mining for Design and Manufacturing** *Data Mining Approaches for Big Data and Sentiment Analysis in Social Media* **Post, Mine, Repeat** Advanced Data Mining Tools and Methods for Social Computing *Social Media Mining with R Data Mining and Knowledge Discovery for Big Data* Data Mining *Mastering Social Media Mining with Python* Big Data in Complex and Social Networks Data Mining Methods for Knowledge Discovery Social Big Data Mining *Research Anthology on Strategies for Using Social Media as a Service and Tool in Business* **Applied Data Mining** Advanced Data Mining Techniques **Pocket Data Mining Extracting, Mining and Predicting Users' Interests from Social Media Machine Learning and Data Mining for Emerging Trend in Cyber Dynamics** *Global Branding: Breakthroughs in Research and Practice* **R: Mining spatial, text, web, and social media data** Mining the Social Web Cognitive Social Mining Applications in Data Analytics and Forensics **Multimedia Data Mining** Encyclopedia of Machine

<u>Learning</u> **Mining User Generated Content**

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Research Anthology on Strategies for Using Social Media as a Service and Tool in Business Jul 02 2020 Social media has become an integral part of society as social networking has become a main form of communication and human interaction. To stay relevant, businesses have adopted social media tactics to interact with consumers, conduct business, and remain competitive. Social technologies have

reached a vital point in the business world, being essential in strategic decision-making processes, building relationships with consumers, marketing and branding efforts, and other important areas. While social media continues to gain importance in modern society, it is essential to determine how it functions in contemporary business. The Research Anthology on Strategies for Using Social Media as a Service and Tool in Business provides updated information on how businesses are strategically using social media and explores the role of social media in keeping businesses competitive in the global economy. The chapters will discuss how social tools work, what services businesses are utilizing, both the benefits and challenges to how social media is changing the modern business atmosphere, and more. This book is essential for researchers, instructors, social media managers, business managers, students, executives, practitioners, industry professionals, social media analysts, and all audiences interested in how social media is being used in modern businesses as both a service and integral tool.

Advanced Data Mining Techniques Apr 30 2020 This book covers the fundamental concepts of data mining, to demonstrate the potential of gathering large sets of data, and analyzing these data sets to gain useful business understanding. The book is organized in three parts. Part I introduces concepts. Part II describes and demonstrates basic data mining algorithms. It also contains chapters on a number of different techniques often used in data mining. Part III focuses on business applications of data mining.

Mining User Generated Content Jun 20 2019 Originating from Facebook, LinkedIn, Twitter, Instagram, YouTube, and many other networking sites, the social media shared by users and the associated metadata are collectively known as user generated content (UGC). To analyze UGC and glean insight about user behavior, robust techniques are needed to tackle the huge amount of real-time, multimedia, and multilingual data. Researchers must also know how to assess the social aspects of

UGC, such as user relations and influential users. Mining User Generated Content is the first focused effort to compile state-of-the-art research and address future directions of UGC. It explains how to collect, index, and analyze UGC to uncover social trends and user habits. Divided into four parts, the book focuses on the mining and applications of UGC. The first part presents an introduction to this new and exciting topic. Covering the mining of UGC of different medium types, the second part discusses the social annotation of UGC, social network graph construction and community mining, mining of UGC to assist in music retrieval, and the popular but difficult topic of UGC sentiment analysis. The third part describes the mining and searching of various types of UGC, including knowledge extraction, search techniques for UGC content, and a specific study on the analysis and annotation of Japanese blogs. The fourth part on applications explores the use of UGC to support question-answering, information summarization, and recommendations.

Big Data in Complex and Social Networks Oct 05 2020 This book presents recent developments on the theoretical, algorithmic, and application aspects of Big Data in Complex and Social Networks. The book consists of four parts, covering a wide range of topics. The first part of the book focuses on data storage and data processing. It explores how the efficient storage of data can fundamentally support intensive data access and queries, which enables sophisticated analysis. It also looks at how data processing and visualization help to communicate information clearly and efficiently. The second part of the book is devoted to the extraction of essential information and the prediction of web content. The book shows how Big Data analysis can be used to understand the interests, location, and search history of users and provide more accurate predictions of User Behavior. The latter two parts of the book cover the protection of privacy and security, and emergent applications of big data and social networks. It analyzes how to model rumor diffusion, identify misinformation from massive data, and

design intervention strategies. Applications of big data and social networks in multilayer networks and multiparty systems are also covered in-depth.

Information Retrieval and Social Media Mining Jul 26 2022 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.

Biomedical Data Mining for Information Retrieval Nov 18 2021 This book comprehensively covers the topic of mining biomedical text, images and visual features towards information retrieval. Biomedical and Health Informatics is an emerging field of research at the intersection of information science, computer science, and health care and brings tremendous opportunities and challenges due to easily available and abundant biomedical data for further analysis. The aim of healthcare informatics is to ensure the high-quality, efficient healthcare, better treatment and quality of life by analyzing biomedical and healthcare data including patient's data, electronic health records (EHRs) and lifestyle. Previously it was a common requirement to have a domain expert to develop a model for biomedical or healthcare; however, recent advancements in representation learning algorithms allows us to

automatically to develop the model. Biomedical Image Mining, a novel research area, due to its large amount of biomedical images increasingly generates and stores digitally. These images are mainly in the form of computed tomography (CT), X-ray, nuclear medicine imaging (PET, SPECT), magnetic resonance imaging (MRI) and ultrasound. Patients' biomedical images can be digitized using data mining techniques and may help in answering several important and critical questions related to health care. Image mining in medicine can help to uncover new relationships between data and reveal new useful information that can be helpful for doctors in treating their patients.

Cognitive Social Mining Applications in Data Analytics and Forensics Sep 23 2019 Recently, there has been a rapid increase in interest regarding social network analysis in the data mining community. Cognitive radios are expected to play a major role in meeting this exploding traffic demand on social networks due to their ability to sense the environment, analyze outdoor parameters, and then make decisions for dynamic time, frequency, space, resource allocation, and management to improve the utilization of mining the social data. Cognitive Social Mining Applications in Data Analytics and Forensics is an essential reference source that reviews cognitive radio concepts and examines their applications to social mining using a machine learning approach so that an adaptive and intelligent mining is achieved. Featuring research on topics such as data mining, real-time ubiquitous social mining services, and cognitive computing, this book is ideally designed for social network analysts, researchers, academicians, and industry professionals.

Network Data Mining And Analysis Jul 14 2021 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.

R: Mining spatial, text, web, and social media data Nov 25 2019 Create data mining algorithms About This Book Develop a strong strategy to solve predictive modeling problems using the most popular data mining algorithms Real-world case studies will take you from novice to intermediate to apply data mining techniques Deploy cutting-edge sentiment analysis techniques to real-world social media data using R Who This Book Is For This Learning Path is for R developers who are looking to making a career in data analysis or data mining. Those who come across data mining problems of different complexities from web, text, numerical, political, and social media domains will find all information in this single learning path. What You Will Learn Discover how to manipulate data in R Get to know top classification algorithms written in R Explore solutions written in R based on R Hadoop projects Apply data management skills in handling large data sets Acquire knowledge about neural network concepts and their applications in data mining Create predictive models for classification, prediction, and recommendation Use various libraries on R CRAN for data mining Discover more about data potential, the pitfalls, and inferencial gotchas Gain an insight into the concepts of supervised and unsupervised learning Delve into exploratory data analysis Understand the

minute details of sentiment analysis In Detail Data mining is the first step to understanding data and making sense of heaps of data. Properly mined data forms the basis of all data analysis and computing performed on it. This learning path will take you from the very basics of data mining to advanced data mining techniques, and will end up with a specialized branch of data mining—social media mining. You will learn how to manipulate data with R using code snippets and how to mine frequent patterns, association, and correlation while working with R programs. You will discover how to write code for various predication models, stream data, and time-series data. You will also be introduced to solutions written in R based on R Hadoop projects. Now that you are comfortable with data mining with R, you will move on to implementing your knowledge with the help of end-to-end data mining projects. You will learn how to apply different mining concepts to various statistical and data applications in a wide range of fields. At this stage, you will be able to complete complex data mining cases and handle any issues you might encounter during projects. After this, you will gain hands-on experience of generating insights from social media data. You will get detailed instructions on how to obtain, process, and analyze a variety of socially-generated data while providing a theoretical background to accurately interpret your findings. You will be shown R code and examples of data that can be used as a springboard as you get the chance to undertake your own analyses of business, social, or political data. This Learning Path combines some of the best that Packt has to offer in one complete, curated package. It includes content from the following Packt products: Learning Data Mining with R by Bater Makhabel R Data Mining Blueprints by Pradeepta Mishra Social Media Mining with R by Nathan Danneman and Richard Heimann Style and approach A complete package with which will take you from the basics of data mining to advanced data mining techniques, and will end up with a specialized branch of data mining—social media mining.

Text Mining with R Oct 17 2021 Chapter 7. Case Study : Comparing Twitter Archives; Getting the Data and Distribution of Tweets; Word Frequencies; Comparing Word Usage; Changes in Word Use; Favorites and Retweets; Summary; Chapter 8. Case Study : Mining NASA Metadata; How Data Is Organized at NASA; Wrangling and Tidying the Data; Some Initial Simple Exploration; Word Co-ocurrences and Correlations; Networks of Description and Title Words; Networks of Keywords; Calculating tf-idf for the Description Fields; What Is tf-idf for the Description Field Words?; Connecting Description Fields to Keywords; Topic Modeling.

Pocket Data Mining Mar 30 2020 Owing to continuous advances in the computational power of handheld devices like smartphones and tablet computers, it has become possible to perform Big Data operations including modern data mining processes onboard these small devices. A decade of research has proved the feasibility of what has been termed as Mobile Data Mining, with a focus on one mobile device running data mining processes. However, it is not before 2010 until the authors of this book initiated the Pocket Data Mining (PDM) project exploiting the seamless communication among handheld devices performing data analysis tasks that were infeasible until recently. PDM is the process of collaboratively extracting knowledge from distributed data streams in a mobile computing environment. This book provides the reader with an in-depth treatment on this emerging area of research. Details of techniques used and thorough experimental studies are given. More importantly and exclusive to this book, the authors provide detailed practical guide on the deployment of PDM in the mobile environment. An important extension to the basic implementation of PDM dealing with concept drift is also reported. In the era of Big Data, potential applications of paramount importance offered by PDM in a variety of domains including security, business and telemedicine are discussed.

Social Media Mining Oct 29 2022 Integrates social media, social network analysis, and data mining to

provide an understanding of the potentials of social media mining.

Mining the Social Web Oct 25 2019 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

Data Mining and Knowledge Discovery for Big Data Jan 08 2021 The field of data mining has made significant and far-reaching advances over the past three decades. Because of its potential power for solving complex problems, data mining has been successfully applied to diverse areas such as business, engineering, social media, and biological science. Many of these applications search for patterns in complex structural information. In biomedicine for example, modeling complex biological systems requires linking knowledge across many levels of science, from genes to disease. Further, the data characteristics of the problems have also grown from static to dynamic and spatiotemporal,

complete to incomplete, and centralized to distributed, and grow in their scope and size (this is known as big data). The effective integration of big data for decision-making also requires privacy preservation. The contributions to this monograph summarize the advances of data mining in the respective fields. This volume consists of nine chapters that address subjects ranging from mining data from opinion, spatiotemporal databases, discriminative subgraph patterns, path knowledge discovery, social media, and privacy issues to the subject of computation reduction via binary matrix factorization.

Social Media Data Mining and Analytics Sep 28 2022 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.

Community Detection and Mining in Social Media Apr 23 2022 The past decade has witnessed the emergence of participatory Web and social media, bringing people together in many creative ways. Millions of users are playing, tagging, working, and socializing online, demonstrating new forms of collaboration, communication, and intelligence that were hardly imaginable just a short time ago. Social media also helps reshape business models, sway opinions and emotions, and opens up numerous possibilities to study human interaction and collective behavior in an unparalleled scale. This lecture, from a data mining perspective, introduces characteristics of social media, reviews representative tasks of computing with social media, and illustrates associated challenges. It introduces basic concepts, presents state-of-the-art algorithms with easy-to-understand examples, and recommends effective evaluation methods. In particular, we discuss graph-based community detection techniques and many important extensions that handle dynamic, heterogeneous networks in social media. We also demonstrate how discovered patterns of communities can be used for social media mining. The concepts, algorithms, and methods presented in this lecture can help harness the power of social media and support building socially-intelligent systems. This book is an accessible introduction to the study of \emph{community detection and mining in social media}. It is an essential reading for students, researchers, and practitioners in disciplines and applications where social media is a key source of data that piques our curiosity to understand, manage, innovate, and excel. This book is supported by additional materials, including lecture slides, the complete set of figures, key references, some toy data sets used in the book, and the source code of representative algorithms. The readers are encouraged to visit the book website for the latest information. Table of Contents: Social Media and Social Computing / Nodes, Ties, and Influence / Community Detection and Evaluation / Communities in Heterogeneous Networks / Social Media Mining

Post, Mine, Repeat Apr 11 2021 In this book, Helen Kennedy argues that as social media data mining becomes more and more ordinary, as we post, mine and repeat, new data relations emerge. These new data relations are characterised by a widespread desire for numbers and the troubling consequences of this desire, and also by the possibility of doing good with data and resisting data power, by new and old concerns, and by instability and contradiction. Drawing on action research with public sector organisations, interviews with commercial social insights companies and their clients, focus groups with social media users and other research, Kennedy provides a fascinating and detailed account of living with social media data mining inside the organisations that make up the fabric of everyday life.

Social Media Mining and Social Network Analysis: Emerging Research May 24 2022 Social Media Mining and Social Network Analysis: Emerging Research highlights the advancements made in social network analysis and social web mining and its influence in the fields of computer science, information systems, sociology, organization science discipline and much more. This collection of perspectives on developmental practice is useful for industrial practitioners as well as researchers and scholars.

Mining Social Media Aug 27 2022 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.

Data Mining Methods for Knowledge Discovery Sep 04 2020 Data Mining Methods for Knowledge Discovery provides an introduction to the data mining methods that are frequently used in the process of knowledge discovery. This book first elaborates on the fundamentals of each of the data mining methods: rough sets, Bayesian analysis, fuzzy sets, genetic algorithms, machine learning, neural networks, and preprocessing techniques. The book then goes on to thoroughly discuss these methods in the setting of the overall process of knowledge discovery. Numerous illustrative examples and experimental findings are also included. Each chapter comes with an extensive bibliography. Data Mining Methods for Knowledge Discovery is intended for senior undergraduate and graduate students, as well as a broad audience of professionals in computer and information sciences, medical informatics, and business information systems.

Social Media Mining with R Feb 09 2021 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.

Data Mining Dec 07 2020 The knowledge discovery process is as old as Homo sapiens. Until some time ago this process was solely based on the 'natural personal' computer provided by Mother Nature. Fortunately, in recent decades the problem has begun to be solved based on the development of the Data mining technology, aided by the huge computational power of the 'artificial' computers. Digging intelligently in different large databases, data mining aims to extract implicit, previously unknown and potentially useful information from data, since "knowledge is power". The goal of this book is to provide, in a friendly way, both theoretical concepts and, especially, practical techniques of this exciting field, ready to be applied in real-world situations. Accordingly, it is meant for all those who wish to learn how to explore and analysis of large quantities of data in order to discover the hidden nugget of information.

Machine Learning and Data Mining for Emerging Trend in Cyber Dynamics Jan 28 2020 This book addresses theories and empirical procedures for the application of machine learning and data mining to solve problems in cyber dynamics. It explains the fundamentals of cyber dynamics, and presents how these resilient algorithms, strategies, techniques can be used for the development of the cyberspace environment such as: cloud computing services; cyber security; data analytics; and, disruptive technologies like blockchain. The book presents new machine learning and data mining approaches in solving problems in cyber dynamics. Basic concepts, related work reviews, illustrations, empirical results and tables are integrated in each chapter to enable the reader to fully understand the concepts, methodology, and the results presented. The book contains empirical solutions of problems in cyber dynamics ready for industrial applications. The book will be an excellent starting point for postgraduate students and researchers because each chapter is design to have future research

directions.

Applied Data Mining Jun 01 2020 Data mining has witnessed substantial advances in recent decades. New research questions and practical challenges have arisen from emerging areas and applications within the various fields closely related to human daily life, e.g. social media and social networking. This book aims to bridge the gap between traditional data mining and the latest advances in newly emerging information services. It explores the extension of well-studied algorithms and approaches into these new research arenas.

Data Mining in Finance Aug 15 2021 Data Mining in Finance presents a comprehensive overview of major algorithmic approaches to predictive data mining, including statistical, neural networks, ruled-based, decision-tree, and fuzzy-logic methods, and then examines the suitability of these approaches to financial data mining. The book focuses specifically on relational data mining (RDM), which is a learning method able to learn more expressive rules than other symbolic approaches. RDM is thus better suited for financial mining, because it is able to make greater use of underlying domain knowledge. Relational data mining also has a better ability to explain the discovered rules - an ability critical for avoiding spurious patterns which inevitably arise when the number of variables examined is very large. The earlier algorithms for relational data mining, also known as inductive logic programming (ILP), suffer from a relative computational inefficiency and have rather limited tools for processing numerical data. Data Mining in Finance introduces a new approach, combining relational data mining with the analysis of statistical significance of discovered rules. This reduces the search space and speeds up the algorithms. The book also presents interactive and fuzzy-logic tools for `mining' the knowledge from the experts, further reducing the search space. Data Mining in Finance contains a number of practical examples of forecasting S&P 500, exchange rates, stock directions, and

rating stocks for portfolio, allowing interested readers to start building their own models. This book is an excellent reference for researchers and professionals in the fields of artificial intelligence, machine learning, data mining, knowledge discovery, and applied mathematics.

Encyclopedia of Machine Learning Jul 22 2019 This comprehensive encyclopedia, in A-Z format, provides easy access to relevant information for those seeking entry into any aspect within the broad field of Machine Learning. Most of the entries in this preeminent work include useful literature references.

Data Mining Approaches for Big Data and Sentiment Analysis in Social Media May 12 2021 "This book explores the key concepts of data mining and utilizing them on online social media platforms, offering valuable insight into data mining approaches for big data and sentiment analysis in online social media and covering many important security and other aspects and current trends"--

Encyclopedia of Organizational Knowledge, Administration, and Technology Feb 21 2022 For any organization to be successful, it must operate in such a manner that knowledge and information, human resources, and technology are continually taken into consideration and managed effectively. Business concepts are always present regardless of the field or industry – in education, government, healthcare, not-for-profit, engineering, hospitality/tourism, among others. Maintaining organizational awareness and a strategic frame of mind is critical to meeting goals, gaining competitive advantage, and ultimately ensuring sustainability. The Encyclopedia of Organizational Knowledge, Administration, and Technology is an inaugural five-volume publication that offers 193 completely new and previously unpublished articles authored by leading experts on the latest concepts, issues, challenges, innovations, and opportunities covering all aspects of modern organizations. Moreover, it is comprised of content that highlights major breakthroughs, discoveries, and authoritative research

results as they pertain to all aspects of organizational growth and development including methodologies that can help companies thrive and analytical tools that assess an organization's internal health and performance. Insights are offered in key topics such as organizational structure, strategic leadership, information technology management, and business analytics, among others. The knowledge compiled in this publication is designed for entrepreneurs, managers, executives, investors, economic analysts, computer engineers, software programmers, human resource departments, and other industry professionals seeking to understand the latest tools to emerge from this field and who are looking to incorporate them in their practice. Additionally, academicians, researchers, and students in fields that include but are not limited to business, management science, organizational development, entrepreneurship, sociology, corporate psychology, computer science, and information technology will benefit from the research compiled within this publication.

Extracting, Mining and Predicting Users' Interests from Social Media Feb 27 2020 Mining user interests from user behavioral data is critical for many applications. Based on user interests, service providers like advertisers can significantly reduce service delivery costs by offering the most relevant products to their customers. The challenge of accurately and efficiently identifying user interests has been the subject of increasing attention for several years. With the emergence and growing popularity of social media, many users are extensively engaged in social media applications to express their feelings and views about a wide variety of social events/topics as they happen in real time. The abundance of user generated content on social media provides the opportunity to build models that are able to accurately and effectively extract, mine, and predict users' interests with the hopes of enabling more effective user engagement, better quality delivery of appropriate services, and higher user satisfaction. While traditional methods for building user profiles relied on AI-based preference

elicitation techniques that could have been considered intrusive and undesirable by the users, more recent advances are focused on a non-intrusive yet accurate way of determining users' interests and preferences. In this monograph, the authors cover five important subjects related to the mining of user interests from social media: (1) the foundations of social user interest modeling, (2) techniques that have been adopted or proposed for mining user interests, (3) different evaluation methodologies and benchmark datasets, (4) different applications that have been taking advantage of user interest mining from social media platforms, and (5) existing challenges, open research questions, and opportunities for further work. The monograph is a valuable resource for those who have familiarity with social media mining and the basics of information retrieval (IR) techniques.

Mining Text Data Dec 19 2021 Text mining applications have experienced tremendous advances because of web 2.0 and social networking applications. Recent advances in hardware and software technology have lead to a number of unique scenarios where text mining algorithms are learned. Mining Text Data introduces an important niche in the text analytics field, and is an edited volume contributed by leading international researchers and practitioners focused on social networks & data mining. This book contains a wide swath in topics across social networks & data mining. Each chapter contains a comprehensive survey including the key research content on the topic, and the future directions of research in the field. There is a special focus on Text Embedded with Heterogeneous and Multimedia Data which makes the mining process much more challenging. A number of methods have been designed such as transfer learning and cross-lingual mining for such cases. Mining Text Data simplifies the content, so that advanced-level students, practitioners and researchers in computer science can benefit from this book. Academic and corporate libraries, as well as ACM, IEEE, and Management Science focused on information security, electronic commerce, databases, data mining,

machine learning, and statistics are the primary buyers for this reference book.

Mastering Social Media Mining with Python Jun 25 2022 Acquire and analyze data from all corners of the social web with Python About This Book Make sense of highly unstructured social media data with the help of the insightful use cases provided in this guide Use this easy-to-follow, step-by-step guide to apply analytics to complicated and messy social data This is your one-stop solution to fetching, storing, analyzing, and visualizing social media data Who This Book Is For This book is for intermediate Python developers who want to engage with the use of public APIs to collect data from social media platforms and perform statistical analysis in order to produce useful insights from data. The book assumes a basic understanding of the Python Standard Library and provides practical examples to guide you toward the creation of your data analysis project based on social data. What You Will Learn Interact with a social media platform via their public API with Python Store social data in a convenient format for data analysis Slice and dice social data using Python tools for data science Apply text analytics techniques to understand what people are talking about on social media Apply advanced statistical and analytical techniques to produce useful insights from data Build beautiful visualizations with web technologies to explore data and present data products In Detail Your social media is filled with a wealth of hidden data – unlock it with the power of Python. Transform your understanding of your clients and customers when you use Python to solve the problems of understanding consumer behavior and turning raw data into actionable customer insights. This book will help you acquire and analyze data from leading social media sites. It will show you how to employ scientific Python tools to mine popular social websites such as Facebook, Twitter, Quora, and more. Explore the Python libraries used for social media mining, and get the tips, tricks, and insider insight you need to make the most of them. Discover how to develop data mining tools that use a

social media API, and how to create your own data analysis projects using Python for clear insight from your social data. Style and approach This practical, hands-on guide will help you learn everything you need to perform data mining for social media. Throughout the book, we take an example-oriented approach to use Python for data analysis and provide useful tips and tricks that you can use in day-to-day tasks.

Data Mining for Design and Manufacturing Jun 13 2021 Data Mining for Design and Manufacturing: Methods and Applications is the first book that brings together research and applications for data mining within design and manufacturing. The aim of the book is 1) to clarify the integration of data mining in engineering design and manufacturing, 2) to present a wide range of domains to which data mining can be applied, 3) to demonstrate the essential need for symbiotic collaboration of expertise in design and manufacturing, data mining, and information technology, and 4) to illustrate how to overcome central problems in design and manufacturing environments. The book also presents formal tools required to extract valuable information from design and manufacturing data, and facilitates interdisciplinary problem solving for enhanced decision making. Audience: The book is aimed at both academic and practising audiences. It can serve as a reference or textbook for senior or graduate level students in Engineering, Computer, and Management Sciences who are interested in data mining technologies. The book will be useful for practitioners interested in utilizing data mining techniques in design and manufacturing as well as for computer software developers engaged in developing data mining tools.

Post, Mine, Repeat Jan 20 2022 In this book, Helen Kennedy argues that as social media data mining becomes more and more ordinary, as we post, mine and repeat, new data relations emerge. These new data relations are characterised by a widespread desire for numbers and the troubling consequences of

this desire, and also by the possibility of doing good with data and resisting data power, by new and old concerns, and by instability and contradiction. Drawing on action research with public sector organisations, interviews with commercial social insights companies and their clients, focus groups with social media users and other research, Kennedy provides a fascinating and detailed account of living with social media data mining inside the organisations that make up the fabric of everyday life.

Social Big Data Mining Aug 03 2020 This book focuses on the basic concepts and the related technologies of data mining for social medial. Topics include: big data and social data, data mining for making a hypothesis, multivariate analysis for verifying the hypothesis, web mining and media mining, natural language processing, social big data applications, and scalability. It explains analytical techniques such as modeling, data mining, and multivariate analysis for social big data. This book is different from other similar books in that presents the overall picture of social big data from fundamental concepts to applications while standing on academic bases.

Mastering Social Media Mining with Python Nov 06 2020

Mining the Social Web Mar 22 2022 Provides information on data analysis from a vareity of social networking sites, including Facebook, Twitter, and LinkedIn.

Mastering Social Media Mining with R Sep 16 2021 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.

Global Branding: Breakthroughs in Research and Practice Dec 27 2019 To survive in today's

competitive and globalized business environment, marketing professionals must look to develop innovative methods of reaching their customers and stakeholders. Examining the relationship between culture and marketing can provide companies with the data they need to expand their reach and increase their profits. Global Branding: Breakthroughs in Research and Practice provides international insights into marketing strategies and techniques employed to create and sustain a globally recognized brand. Highlighting a range of pertinent topics such as brand communication, consumer engagement, and product innovation, this publication is an ideal reference source for business executives, marketing professionals, business managers, academicians, and researchers actively involved in the marketing industry.

Multimedia Data Mining Aug 23 2019 Collecting the latest developments in the field, Multimedia Data Mining: A Systematic Introduction to Concepts and Theory defines multimedia data mining, its theory, and its applications. Two of the most active researchers in multimedia data mining explore how this young area has rapidly developed in recent years. The book first discusses the theoretical foundations of multimedia data mining, presenting commonly used feature representation, knowledge representation, statistical learning, and soft computing techniques. It then provides application examples that showcase the great potential of multimedia data mining technologies. In this part, the authors show how to develop a semantic repository training method and a concept discovery method in an imagery database. They demonstrate how knowledge discovery helps achieve the goal of imagery annotation. The authors also describe an effective solution to large-scale video search, along with an application of audio data classification and categorization. This novel, self-contained book examines how the merging of multimedia and data mining research can promote the understanding and advance the development of knowledge discovery in multimedia data.

Advanced Data Mining Tools and Methods for Social Computing Mar 10 2021 Advanced Data Mining Tools and Methods for Social Computing explores advances in the latest data mining tools, methods, algorithms and the architectures being developed specifically for social computing and social network analysis. The book reviews major emerging trends in technology that are supporting current advancements in social networks, including data mining techniques and tools. It also aims to highlight the advancement of conventional approaches in the field of social networking. Chapter coverage includes reviews of novel techniques and state-of-the-art advances in the area of data mining, machine learning, soft computing techniques, and their applications in the field of social network analysis. Provides insights into the latest research trends in social network analysis Covers a broad range of data mining tools and methods for social computing and analysis Includes practical examples and case studies across a range of tools and methods Features coding examples and supplementary data sets in every chapter