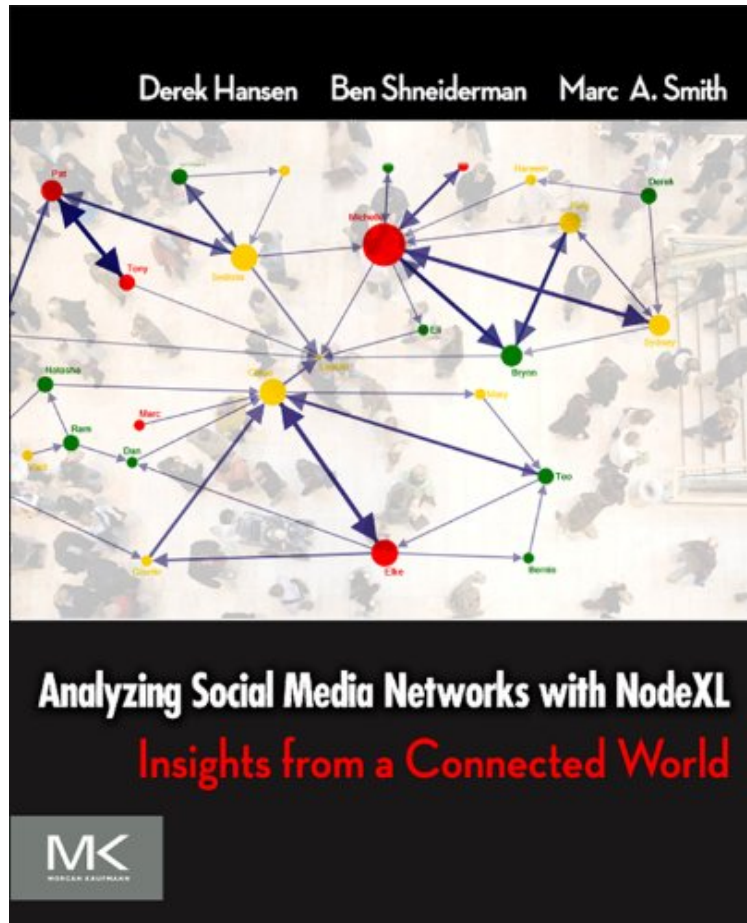


(Free and download) Analyzing Social Media Networks with NodeXL: Insights from a Connected World

## Analyzing Social Media Networks with NodeXL: Insights from a Connected World

*Derek Hansen, Ben Shneiderman, Marc A. Smith*  
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**Derek Hansen, Ben Shneiderman, Marc A. Smith : Analyzing Social Media Networks with NodeXL: Insights from a Connected World** before purchasing it in order to gage whether or not it would be worth my time, and all praised Analyzing Social Media Networks with NodeXL: Insights from a Connected World:

12 of 12 people found the following review helpful. Outstanding Publication on Network AnalysisBy Dr Graham A Durant-Law CSCI've been using NodeXL , which is a plug-in for Excel, for some time now. It just keeps getting better and better, and has become one of my network analysis tools of choice and one of the tools we use in HyperEdge Pty Ltd . I therefore had no hesitation in pre-ordering "Analyzing Social Media Networks with NodeXL: Insights from a Connected World" by Derek Hansen, Ben Shneiderman, and Marc Smith. Undoubtedly this is one of the better network analysis books on the market, and I unreservedly give it five stars. It is all the more better because it provides a comprehensive tutorial over several chapters on how to get the best from NodeXL.The book has 15 chapters organised into three sections. The first three chapters serve as an introduction to social network analysis and social media like Twitter, Flickr and Facebook - none of which I use. I particularly like the chapter structure, which is

consistent throughout the book. Each chapter provides key definitions and themes and finishes with both a "Practitioner's Summary" and a "Researcher's Agenda" - this means one can skim the book and quickly locate personal interests. Chapter 3 is elegant in its definitions and summary of key network analysis concepts. I particularly liked the idea of 'network nirvana': every vertex is visible; every vertex's degree is countable; every edge can be followed from source to destination; and clusters and outliers are identifiable. Section 2 is called "NodeXL Tutorial: Learning By Doing" and consists of four chapters. These chapters are, in my opinion, the heart of the book. They cover all the key elements of using NodeXL for network analysis, including layout, labelling and metrics. There is enough in the chapters to pique the interest of practitioners and academics alike, from beginner to advanced analyst. Again I like the elegance and accessibility for lay-people to some of the definitions. So much so that this text will become a standard inclusion in all my seminars and requires me to develop a NodeXL seminar and workshop! The final section provides eight chapters, six of which are contributed by network researchers, and all of which provide case studies of network analysis using NodeXL. I found the chapter on email and lists of most interest, and commercially of most use, but from an academic perspective all the chapters are very interesting. The Twitter chapter was particularly enlightening, especially given I don't really see the value of Twitter - I'm rethinking that position at the moment! Similarly the Facebook chapter provided some interesting insights. All in all this book was an excellent and easy read. Already my book is dog-eared and has lots of margin scribbles and highlights. I unreservedly give it five stars - five stars for readability and five stars for the learning by doing approach. It is a must-have book for every serious student and practitioner of network analysis. I can't wait for an e-book version, which I will buy immediately it is released. Regards Graham

0 of 0 people found the following review helpful. Meh. By Reviewer  
The introduction to theory is good but all the tech info is quite out-dated.  
1 of 1 people found the following review helpful. Five Stars  
By poor post grad student  
I love this BOOK!! Check out my network models of the Zika virus in the NodeXL galleries.

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 theory and information visualization into a simple tool anyone can use. This makes NodeXL of interest not only to end-users but also to researchers and students studying visual and network analytics and their application in the real world. In *Analyzing Social Media Networks with NodeXL*, members of the NodeXL development team up to provide readers with a thorough and practical guide for using the tool while also explaining the development behind each feature. Blending the theoretical with the practical, this book applies specific SNA instructions directly to NodeXL, but the theory behind the implementation can be applied to any SNA. To learn more about *Analyzing Social Media Networks and NodeXL*, visit the companion site at [mkp.com/nodexl](http://mkp.com/nodexl) Walks readers through using NodeXL while explaining the theory and development behind each step, providing takeaways that can be applied to any SNA. Demonstrates how visual analytics research can be applied to SNA tools for the mass market Presents readers with case studies using NodeXL on popular networks like email, Facebook, Twitter, and wikis

"Using NodeXL is a key part of developing critical network literacies, understanding personal, professional and political networks is a skill we all need to develop today. This book is one of the simplest ways to gain network insights and build useful maps that can guide your decisions." - Howard Rheingold, author, *The Virtual Community, Smart Mobs*; lecturer, Stanford, UC Berkeley

"Social networks are fundamental to all societies, but the SNA tools and concepts have often been esoteric and demanding. NodeXL is a easy and fun way to learn basic network concepts and techniques, readers can quickly develop mastery of core social network analysis concepts and apply them to personally meaningful data sets from popular services like email, Twitter, flickr, and Facebook." - Prof. Barry Wellman, University of Toronto, Sociologist, Founder of the International Network for Social Network Analysis

"Social media inside organizations and enterprises creates new opportunities for mapping social networks at work. Using NodeXL is one of the simplest ways business managers can gain an introduction to social network concepts and visualizations by applying them to their own email, blogs, wikis, and other communication records. The insights from enterprise social networks can reveal the real "org-chart" - highlighting key people, groups, and locations in the organization." - Prof. Rob Cross, University of Virginia, Author of *Driving Results Through Social Networks and Hidden Power of Social Networks*

"*Analyzing Social Media Networks with NodeXL* provides a much needed resource for the social media research community, as it describes network theory, provides compelling examples using data sources like Twitter and Flickr, and highlights how to use a free sophisticated tool for analysis. This is the perfect book for anyone trying to analyze the behavior of online social networks and beyond... From the Back Cover

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