Mining The Social Web Analyzing Data From Facebook Twitter Linkedin And Other Media Sites Matthew A Russell

Big data: It's unstructured, it's coming at you fast, and there's lots of it. In fact, the majority of big data is text-oriented, thanks to the proliferation of online sources such as blogs, emails, and social media. However, having big data means little if you can't leverage it with analytics. Now you can explore the large volumes of unstructured text data that your organization has collected with Text Mining and Analysis: Practical Methods, Examples, and Case Studies Using SAS. This hands-on guide to text analytics using SAS provides detailed, step-by-step instructions and explanations on how to mine your text data for valuable insight. Through its comprehensive approach, you'll learn not just how to analyze your data, but how to collect, cleanse, organize, categorize, explore, and interpret it as well. Text Mining and Analysis also features an extensive set of case studies, so you can see examples of how the applications work with real-world data from a variety of industries. Text analytics enables you to gain insights about your customers' behaviors and sentiments. Leverage your organization's text data, and use those insights for making better business decisions with Text Mining and Analysis. This book is part of the SAS Press program.

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.

Data mining is a mature technology. The prediction problem, looking for predictive patterns in data, has been widely studied. Strong me- ods are available to the practitioner. These methods process structured numerical information, where uniform measurements are taken over a sample of data. Text is often described as unstructured information. So, it would seem, text and numerical data are different, requiring different methods. Or are they? In our view, a prediction problem can be solved by the same methods, whether the data are structured - merical measurements or unstructured text. Text and documents can be transformed into measured values, such as the presence or absence of words, and the same methods that have proven successful for pred- tive data mining can be applied to text. Yet, there are key differences. Evaluation techniques must be adapted to the chronological order of publication and to alternative measures of error. Because the data are documents, more specialized analytical methods may be preferred for text. Moreover, the methods must be modi?ed to accommodate very high dimensions: tens of thousands of words and documents. Still, the central themes are similar.

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 these techniques, shows you their application to many different types of social media, and discusses how social media can be used as a tool for interacting with the online public. Presents interactive social applications on the web, and the types of analysis that are currently conducted in the study of social media. Covers the basics of network structures for beginners, including measuring methods for describing nodes, edges, and parts of the network. Discusses the major categories of social media applications or phenomena and shows how the techniques presented can be applied to analyze and understand the underlying data. Provides an introduction to information visualization, particularly network visualization techniques, and methods for using them to identify interesting features in a network, generate hypotheses for analysis, and recognize patterns of behavior. Includes a supporting website with lecture slides, exercises, and downloadable social network data sets that can be used can be used to apply the techniques presented in the book.

Millions of public Twitter streams harbor a wealth of data, and once you mine them, you can gain some valuable insights. This short and concise book offers a collection of recipes to help you extract nuggets of Twitter information using easy-to-learn Python tools. Each recipe offers a discussion of how and why the solution works, so you can quickly adapt it to fit your particular needs. The recipes include techniques to: Use OAuth to access Twitter data Create and analyze graphs of retweet relationships Use the streaming API to harvest tweets in realtime Harvest and analyze friends and followers Discover friendship cliques Summarize webpages from short URLs This book is a perfect companion to O'Reilly's Mining the Social Web.

In today's society, the utilization of social media platforms has become an abundant forum for individuals to post, share, tag, and, in some cases, overshare information about their daily lives. As significant amounts of data flood these venues, it has become necessary to find ways to collect and evaluate this information. Social Media Data Extraction and Content Analysis explores various social networking platforms and the technologies being utilized to gather and analyze information being posted to these venues. Highlighting emergent research, analytical techniques, and best practices in data extraction in global electronic culture, this publication is an essential reference source for researchers, academics, and professionals.

Social network analysis applications have experienced tremendous advances within the last few years due in part to increasing trends towards users interacting with each other on the internet. Social networks are organized as graphs, and the data on social networks takes on the form of massive streams, which are mined for a variety of purposes. Social Network Data Analytics covers an important niche in the social network analytics field. This edited volume, contributed by prominent researchers in this field, presents a wide selection of topics on social network data mining such as Structural Properties of Social Networks, Algorithms for Structural Discovery of Social Networks and Content Analysis in Social Networks. This book is also unique in focussing on the data analytical aspects of social networks in the internet scenario, rather than the traditional sociology-driven emphasis prevalent in the existing books, which do not focus on the unique data-intensive characteristics of online social networks. Emphasis is placed on simplifying the content so that students and practitioners benefit from this book. This book targets advanced level students and researchers concentrating on computer science as a secondary text or reference book. Data mining, database, information security, electronic commerce and machine

learning professionals will find this book a valuable asset, as well as primary associations such as ACM, IEEE and Management Science.

SNA techniques are derived from sociological and social-psychological theories and take into account the whole network (or, in case of very large networks such as Twitter -- a large segment of the network). Thus, we may arrive at results that may seem counter-intuitive -- e.g. that Jusin Bieber (7.5 mil. followers) and Lady Gaga (7.2 mil. followers) have relatively little actual influence despite their celebrity status -- while a middle-of-the-road blogger with 30K followers is able to generate tweets that "go viral" and result in millions of impressions. O'Reilly's "Mining Social Media" and "Programming Collective Intelligence" books are an excellent start for people inteseted in SNA. This book builds on these books' foundations to teach a new, pragmatic, way of doing SNA. I would like to write a book that links theory ("why is this important?", "how do various concepts interact?", "how do I interpret quantitative results?") and practice -- gathering, analyzing and visualizing data using Python and other open-source tools.

Analyzing Social Media Networks with NodeXL offers backgrounds in information studies, computer science, and sociology. This book is divided into three parts: analyzing social media, NodeXL tutorial, and social-media network analysis case studies. Part I provides background in the history and concepts of social media and social networks. Also included here is social network analysis, which flows from measuring, to mapping, and modeling collections of connections. The next part focuses on the detailed operation of the free and open-source NodeXL extension of Microsoft Excel, which is used in all exercises throughout this book. In the final part, each chapter presents one form of social media, such as e-mail, Twitter, Facebook, Flickr, and Youtube. In addition, there are descriptions of each system, the nature of networks when people interact, and types of analysis for identifying people, documents, groups, and events. Walks you through NodeXL, while explaining the theory and development behind each step, providing takeaways that can apply to any SNA Demonstrates how visual analytics research can be applied to SNA tools for the mass market Includes case studies from researchers who use NodeXL on popular networks like email, Facebook, Twitter, and wikis Download companion materials and resources at https://nodexl.codeplex.com/documentation

Now in its second edition, this book focuses on practical algorithms for mining data from even the largest datasets.

The definitive book on mining the Web from the preeminent authority.

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.

Instagram is one of the world's largest and most popular social networks with tens of millions of photos uploaded to its photo sharing platform every day. In this course, you'll learn the basics of connecting to the Instagram platform, explore its data, and analyze its content. First, you'll create a developer account and connect to the Instagram API to pull data. Then, you'll discover some techniques for analyzing that data before exploring some computer vision applications in a very accessible way. Learners must have their own Instagram profile with multiple image posts and basic proficiency in Python. Learn how to use Instagram's developer platform, API, and sandbox Explore basic techniques used in computer vision and artificial intelligence Gain experience using Google's deep learning APIs to automatically label images and detect faces Enhance your ability to build applications that can mine data from social media platforms Mikhail Klassen refined his expertise in data mining, data analysis, and machine learning during his work as a PhD in astrophysics. He's now the Chief Data Scientist for Paladin:Paradigm Knowledge Solutions in Montreal, where he combines data mining and artificial intelligence to deliver personalized training to aerospace engineers.

How can you tap into the wealth of social web data to discover who's making connections with whom, what they're talking about, and where they're located? With this expanded and thoroughly revised edition, you'll learn how to acquire, analyze, and summarize data from all corners of the social web, including Facebook, Twitter, LinkedIn, Google+, GitHub, email, websites, and blogs. Employ the Natural Language Toolkit, NetworkX, and other scientific computing tools to mine popular social web sites Apply advanced text-mining techniques, such as clustering and TF-IDF, to extract meaning from human language data Bootstrap interest graphs from GitHub by discovering affinities among people, programming languages, and coding projects Build interactive visualizations with D3.js, an extraordinarily flexible HTML5 and JavaScript toolkit Take advantage of more than two-dozen Twitter recipes, presented in O'Reilly's popular "problem/solution/discussion" cookbook format The example code for this unique data science book is maintained in a public GitHub repository. It's designed to be easily accessible through a turnkey virtual machine that facilitates interactive learning with an easy-to-use collection of IPython Notebooks.

Provides information on data analysis from a vareity of social networking sites, including Facebook, Twitter, and LinkedIn.

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.

The aim of Sentiment Analysis is to define automatic tools able to extract subjective information from texts in natural language, such as opinions and sentiments, in order to create structured and actionable knowledge to be used by either a decision support system or a decision maker. Sentiment analysis has gained even more value with the advent and growth of social networking. Sentiment Analysis in Social Networks begins with an overview of the latest research trends in the field. It then discusses the sociological and psychological processes underling social network interactions. The book explores both semantic and machine learning models and methods that address context-dependent and dynamic text in online social networks, showing how social network streams pose numerous challenges due to their large-scale, short, noisy, context- dependent and dynamic nature. Further, this volume: Takes an interdisciplinary approach from a number of computing domains, including natural language processing, machine learning, big data, and statistical methodologies Provides insights into opinion spamming, reasoning, and social network analysis Shows how to apply sentiment analysis tools for a particular application and domain, and how to get the best results for understanding the consequences Serves as a one-stop reference for the state-of-the-art in social media analytics Takes an interdisciplinary

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Many organizations, whether in the public or private sector, have begun to take advantage of the tools and techniques used for data mining. Utilizing data mining tools, these organizations are able to reveal the hidden and unknown information from available data. Data Mining in Dynamic Social Networks and Fuzzy Systems brings together research on the latest trends and patterns of data mining tools and techniques in dynamic social networks and fuzzy systems. With these improved modern techniques of data mining, this publication aims to provide insight and support to researchers and professionals concerned with the management of expertise, knowledge, information, and organizational development.

This book examines the techniques and applications involved in the Web Mining, Web Personalization and Recommendation and Web Community Analysis domains, including a detailed presentation of the principles, developed algorithms, and systems of the research in these areas. The applications of web mining, and the issue of how to incorporate web mining into web personalization and recommendation systems are also reviewed. Additionally, the volume explores web community mining and analysis to find the structural, organizational and temporal developments of web communities and reveal the societal sense of individuals or communities. The volume will benefit both academic and industry communities interested in the techniques and applications of web search, web data management, web mining and web knowledge discovery, as well as web community and social network analysis.

Websites are a central part of today's business world; however, with the vast amount of information that constantly changes and the frequency of required updates, this can come at a high cost to modern businesses. Web Data Mining and the Development of Knowledge-Based Decision Support Systems is a key reference source on decision support systems in view of end user accessibility and identifies methods for extraction and analysis of useful information from web documents. Featuring extensive coverage across a range of relevant perspectives and topics, such as semantic web, machine learning, and expert systems, this book is ideally designed for web developers, internet users, online application developers, researchers, and faculty.

Leverage the power of Python to collect, process, and mine deep insights from social media data About This Book Acquire data from various social media platforms such as Facebook, Twitter, YouTube, GitHub, and more Analyze and extract actionable insights from your social data using various Python tools A highly practical guide to conducting efficient social media analytics at scale Who This Book Is For If you are a programmer or a data analyst familiar with the Python programming language and want to perform analyses of your social data to acquire valuable business insights, this book is for you. The book does not assume any prior knowledge of any data analysis tool or process. What You Will Learn Understand the basics of social media mining Use PyMongo to clean, store, and access data in MongoDB Understand user reactions and emotion detection on Facebook Perform Twitter sentiment analysis and entity recognition using Python Analyze video and campaign performance on YouTube Mine popular trends on GitHub and predict the next big technology Extract conversational topics on public internet forums Analyze user interests on Pinterest Perform large-scale social media analytics on the cloud In Detail Social Media platforms such as Facebook, Twitter, Forums, Pinterest, and YouTube have become part of everyday life in a big way. However, these complex and noisy data streams pose a potent challenge to everyone when it comes to harnessing them properly and benefiting from them. This book will introduce you to the concept of social media analytics, and how you can leverage its capabilities to empower your business. Right from acquiring data from various social networking sources such as Twitter, Facebook, YouTube, Pinterest, and social forums, you will see how to clean data and make it ready for analytical operations using various Python APIs. This book explains how to structure the clean data obtained and store in MongoDB using PyMongo. You will also perform web scraping and visualize data using Scrappy and Beautifulsoup. Finally, you will be introduced to different techniques to perform analytics at scale for your social data on the cloud, using Python and Spark. By the end of this book, you will be able to utilize the power of Python to gain valuable insights from social media data and use them to enhance your business processes. Style and approach This book follows a step-by-step approach to teach readers the concepts of social media analytics using the Python programming language. To explain various data analysis processes, real-world datasets are used wherever required.

"The goal of this book is to disseminate research results and best practices from cross-disciplinary researchers and practitioners interested in, and working on bioinformatics, data mining, and proteomics"--Provided by publisher.

"This book is a comprehensive reference on concepts, algorithms, theories, applications, software, and visualization of data mining, text mining, Web mining and computing/supercomputing, covering state-of-the-art of the theory and applications of mining"--

The world contains an unimaginably vast amount of digital information which is getting ever vaster ever more rapidly. This makes it possible to do many things that previously could not be done: spot business trends, prevent diseases, combat crime and so on. Managed well, the textual data can be used to unlock new sources of economic value, provide fresh insights into science and hold governments to account. As the Internet expands and our natural capacity to process the unstructured text that it contains diminishes, the value of text mining for information retrieval and search will increase dramatically. This comprehensive professional reference brings together all the information, tools and methods a professional will need to efficiently use text mining applications and statistical analysis. The Handbook of Practical Text Mining and Statistical Analysis for Non-structured Text Data Applications presents a comprehensive how- to reference that shows the user how to conduct text mining and statistically analyze results. In addition to providing an in-depth examination of core text mining and link detection tools, methods and operations, the book examines advanced preprocessing techniques, knowledge representation considerations, and visualization approaches. Finally, the book explores current real-world, mission-critical applications of text mining and link detection using real world example tutorials in such varied fields as corporate, finance, business intelligence, genomics research, and counterterrorism activities. -Extensive case studies, most in a tutorial format, allow the reader to 'click through' the example using a software program, thus learning to conduct text mining analyses in the most rapid manner of learning possible -Numerous examples, tutorials, power points and datasets available via companion website on Elsevierdirect.com -Glossary of text mining terms provided in the appendix

Students in social science courses communicate, socialize, shop, learn, and work online. When they are asked to collect data for course projects they are often drawn to social media platforms and other online sources of textual data. There are many software packages and programming languages available to help students collect data online, and there are many texts designed to help with different forms of online research, from surveys to ethnographic interviews. But there is no textbook available that teaches students how to construct a viable research project based on online sources of textual data such as newspaper archives, site user comment archives, digitized historical documents, or social media user comment archives. Gabe Ignatow and Rada F. Mihalcea's new text An Introduction to Text Mining will be a starting point for undergraduates and first-year graduate students interested in collecting and analyzing textual data from online sources, and will cover the most critical issues that students must take into consideration at all stages of their research projects, including: ethical and philosophical issues; issues related to research design; web scraping and crawling; strategic data selection; data sampling; use of specific text analysis methods; and report writing.

Driven by counter-terrorism efforts, marketing analysis and an explosion in online social networking in recent years, data mining has moved to the forefront of information science. This proposed Special Issue on Data Mining for Social Network Data will present a broad range of recent studies in social networking analysis. It will focus on emerging trends and needs in discovery and analysis of communities, solitary and social activities, activities in open for a and commercial sites as well. It will also look at network modeling, infrastructure construction, dynamic growth and evolution pattern discovery using machine learning approaches and multi-agent based simulations. Editors are three rising stars in world of data mining, knowledge discovery, social network analysis, and information infrastructures, and are anchored by Springer author/editor Hsinchun Chen (Terrorism Informatics; Medical Informatics; Digital Government), who is one of the most prominent intelligence analysis and data mining experts in the world.

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.

Integrates social media, social network analysis, and data mining to provide an understanding of the potentials of social media mining.

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

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.

"This book covers current research trends in the area of social networks analysis and mining, sharing research from experts in the social network analysis and mining communities, as well as practitioners from social science, business, and computer science"--Provided by publisher.

This timely book focuses on influence and behavior analysis in the broader context of social network applications and social media. Twitter accounts of telecommunications companies are analyzed. Rumor sources in finite graphs with boundary effects by message-passing algorithms are identified. The coherent, state-of-the-art collection of chapters was initially selected based on solid reviews from the IEEE/ACM International Conference on Advances in Social Networks, Analysis, and Mining (ASONAM '17). Chapters were then improved and extended substantially, and the final versions were rigorously reviewed and revised to meet the series standards. Original chapters coming from outside of the meeting round out the coverage. The result will appeal to researchers and students working in social network and social media analysis.

Data Mining Applications with R is a great resource for researchers and professionals to understand the wide use of R, a free software environment for statistical computing and graphics, in solving different problems in industry. R is widely used in leveraging data mining techniques across many different industries, including government, finance, insurance, medicine, scientific research and more. This book presents 15 different real-world case studies illustrating various techniques in rapidly growing areas. It is an ideal companion for data mining researchers in academia and industry looking for ways to turn this versatile software into a powerful analytic tool. R code, Data and color figures for the book are provided at the RDataMining.com website. Helps data miners to learn to use R in their specific area of work and see how R can apply in different industries Presents various case studies in real-world applications, which will help readers to apply the techniques in their work Provides code examples and sample data for readers to easily learn the techniques by running the code by themselves

These are the proceedings of the tenth event of the Industrial Conference on Data Mining ICDM held in Berlin (www.data-mining-forum.de). For this edition the Program Committee received 175 submissions. After the pe- review process, we accepted 49 high-quality papers for oral presentation that are included in this book. The topics range from theoretical aspects of data mining to app- cations of data mining such as on multimedia data, in marketing, finance and telec- munication, in medicine and agriculture, and in process control, industry and society. Extended versions of selected papers will appear in the international journal Trans- tions on Machine Learning and Data Mining (www.ibai-publishing.org/journal/mldm). Ten papers were selected for poster presentations and are published in the ICDM Poster Proceeding Volume by ibai-publishing (www.ibai-publishing.org). In conjunction with ICDM four workshops were held on special hot applicati- oriented topics in data mining: Data Mining in Marketing DMM, Data Mining in LifeScience DMLS, the Workshop on Case-Based Reasoning for Multimedia Data CBR-MD, and the Workshop on Data Mining in Agriculture DMA. The Workshop on Data Mining in Agriculture ran for the first time this year. All workshop papers will be published in the workshop proceedings by ibai-publishing (www.ibai-publishing.org). Selected papers of CBR-MD will be published in a special issue of the international journal Transactions on Case-Based Reasoning (www.ibai-publishing.org/journal/cbr).

Sentiment analysis and opinion mining is the field of study that analyzes people's opinions, sentiments, evaluations, attitudes, and emotions from written language. It is one of the most active research areas

in natural language processing and is also widely studied in data mining, Web mining, and text mining. In fact, this research has spread outside of computer science to the management sciences and social sciences due to its importance to business and society as a whole. The growing importance of sentiment analysis coincides with the growth of social media such as reviews, forum discussions, blogs, micro-blogs, Twitter, and social networks. For the first time in human history, we now have a huge volume of opinionated data recorded in digital form for analysis.Sentiment analysis systems are being applied in almost every business and social domain because opinions are central to almost all human activities and are key influencers of our behaviors. Our beliefs and perceptions of reality, and the choices we make, are largely conditioned on how others see and evaluate the world. For this reason, when we need to make a decision we often seek out the opinions of others. This is true not only for individuals but also for organizations.This book is a comprehensive introductory and survey text. It covers all important topics and the latest developments in the field with over 400 references. It is suitable for students, researchers and practitioners who are interested in social media analysis in general and sentiment analysis in particular. Lecturers can readily use it in class for courses on natural language processing, social media analysis, text mining, and data mining. Lecture slides are also available online.Table of Contents: Preface / Sentiment Analysis: A Fascinating Problem / The Problem of Sentiment Analysis / Document Sentiment Classification / Sentence Subjectivity and Sentiment Classification / Aspect-Based Sentiment Analysis / Sentiment Lexicon Generation / Opinion Summarization / Analysis of Comparative Opinions / Opinion Search and Retrieval / Opinion Spam Detection / Quality of Reviews / Concluding Remarks / Bibliography / Author Biography

Handbook of Statistical Analysis and Data Mining Applications, Second Edition, is a comprehensive professional reference book that guides business analysts, scientists, engineers and researchers, both academic and industrial, through all stages of data analysis, model building and implementation. The handbook helps users discern technical and business problems, understand the strengths and weaknesses of modern data mining algorithms and employ the right statistical methods for practical application. This book is an ideal reference for users who want to address massive and complex datasets with novel statistical approaches and be able to objectively evaluate analyses and solutions. It has clear, intuitive explanations of the principles and tools for solving problems using modern analytic techniques and discusses their application to real problems in ways accessible and beneficial to practitioners across several areas—from science and engineering, to medicine, academia and commerce. Includes input by practitioners for practitioners Includes tutorials in numerous fields of study that provide step-by-step instruction on how to use supplied tools to build models Contains practical advice from successful real-world implementations Brings together, in a single resource, all the information a beginner needs to understand the tools and issues in data mining to build successful data mining solutions Features clear, intuitive explanations of novel analytical tools and techniques, and their practical applications

"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"--

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.