

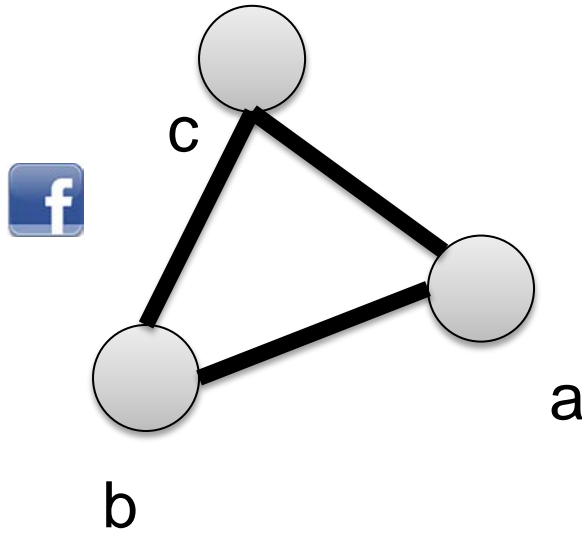
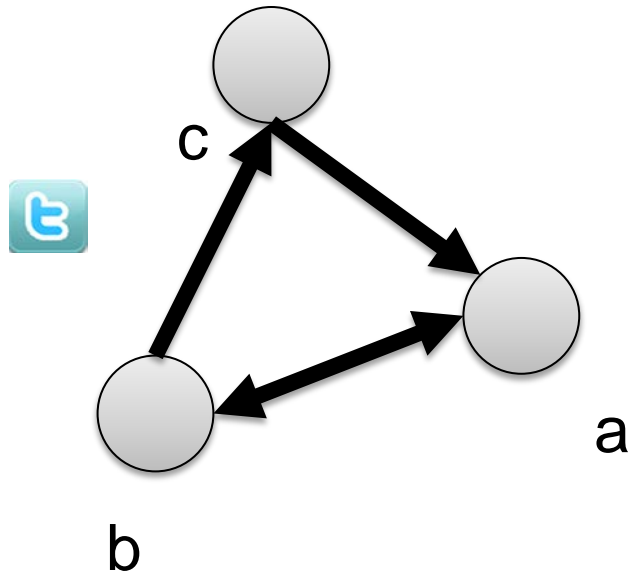
# SNA for social media research

## Facebook and Twitter data

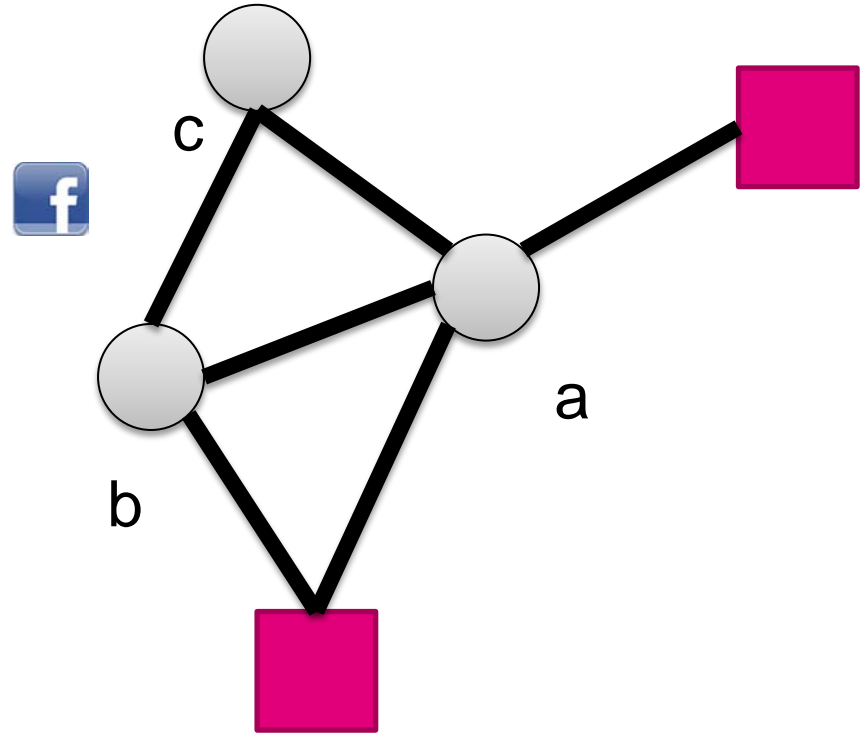
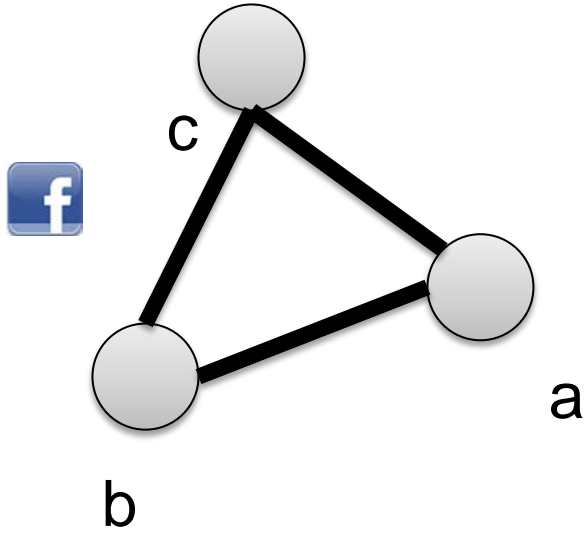
# agenda

- Introduction
- Network analysis
- Gephi functions and introduction
- Collect/create your own network
- Facebook Data
- Twitter Data

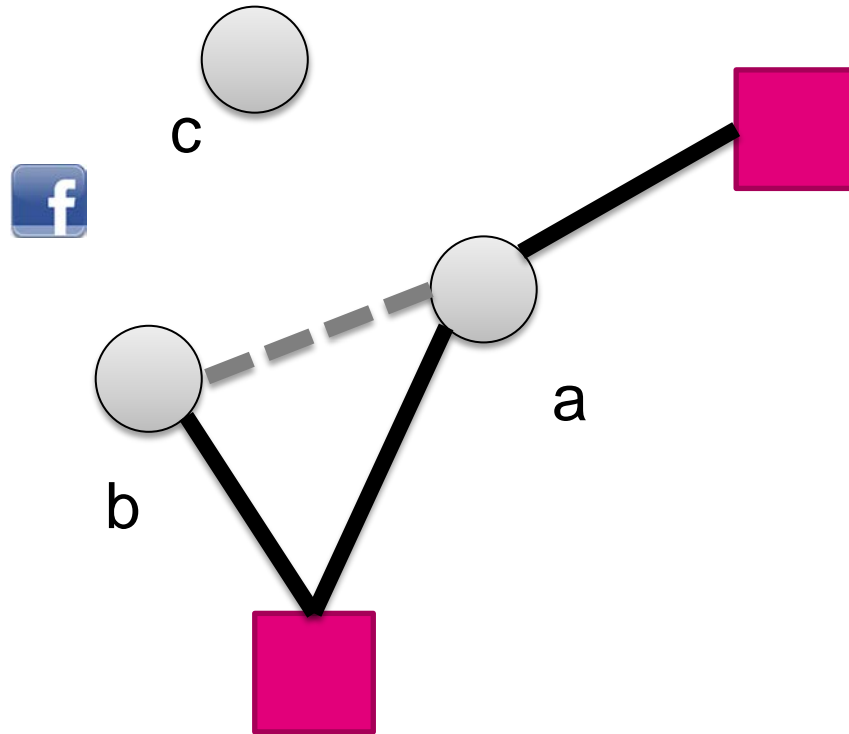
# Twitter vs Facebook



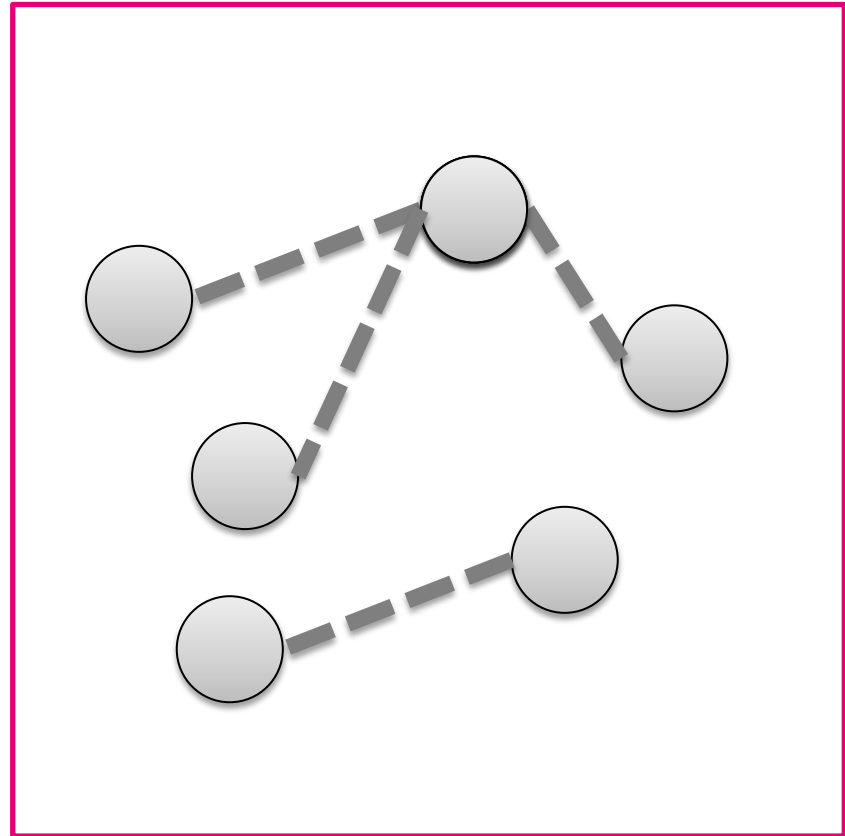
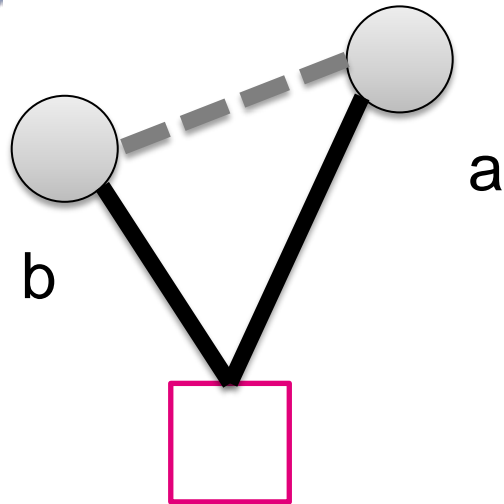
# Facebook Network



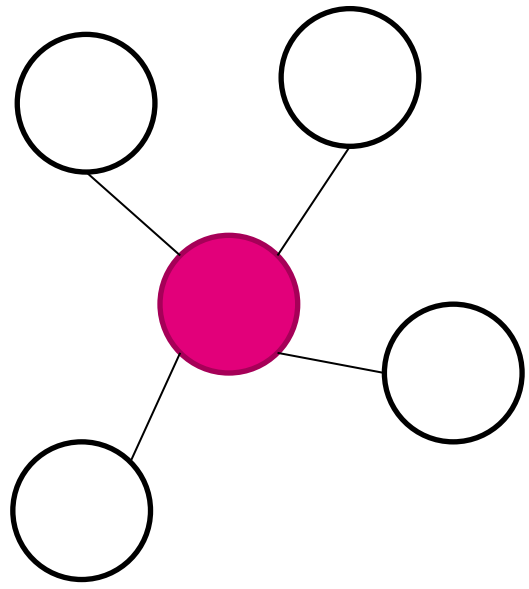
# Facebook Network



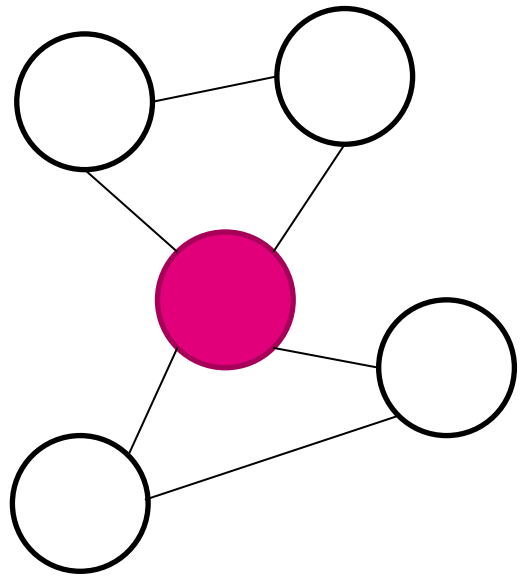
# Facebook Network



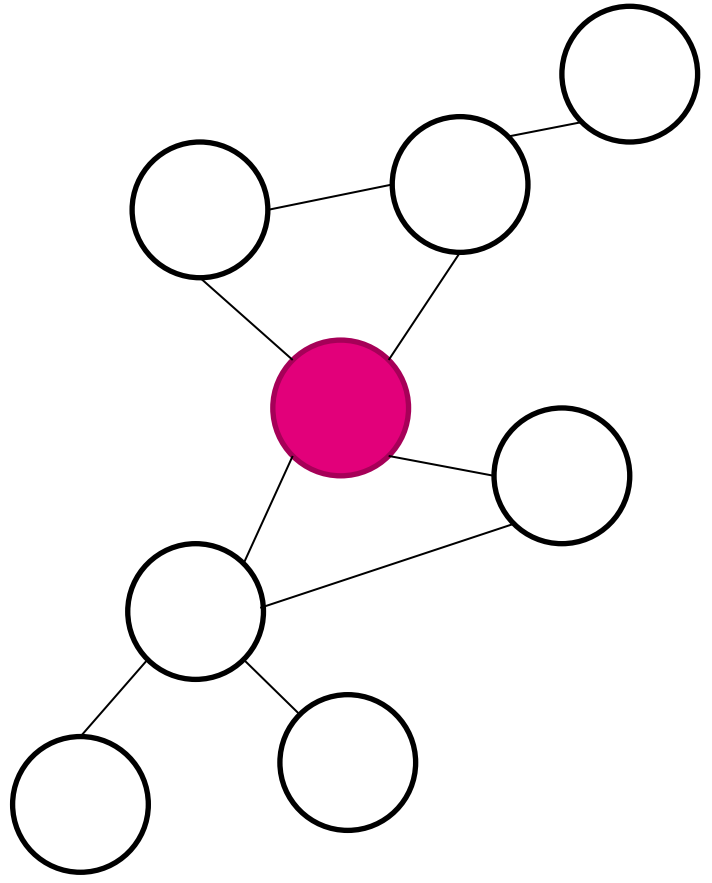
# Ego networks 1 - 1,5 - 2 degree



1

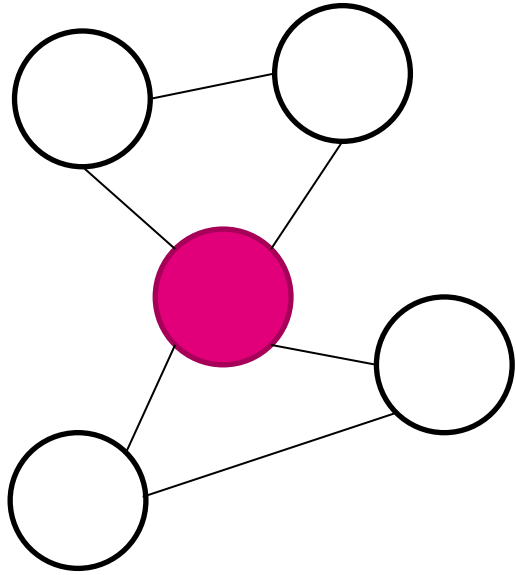


1,5



2

# Ego networks 1 - 1,5 - 2 degree



1,5

What are our expectations?



**personal network** - extracts your friends and the friendship connections between them

**personal like network** - creates a network that combines your friends and the objects they liked in a bipartite graph

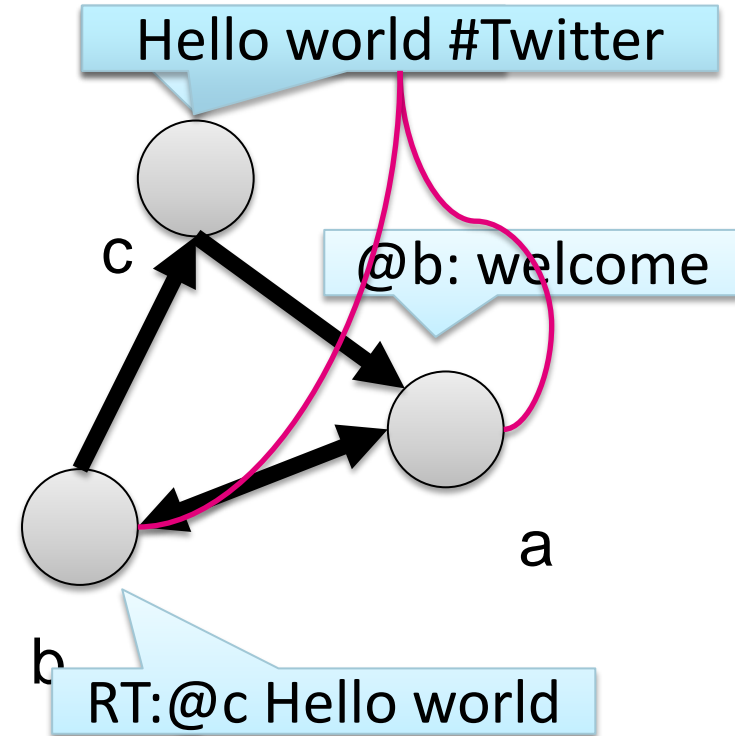
**group data** - creates networks and tabular files for both friendships and interactions in groups

**page like network** - creates a network of pages connected through the likes between them

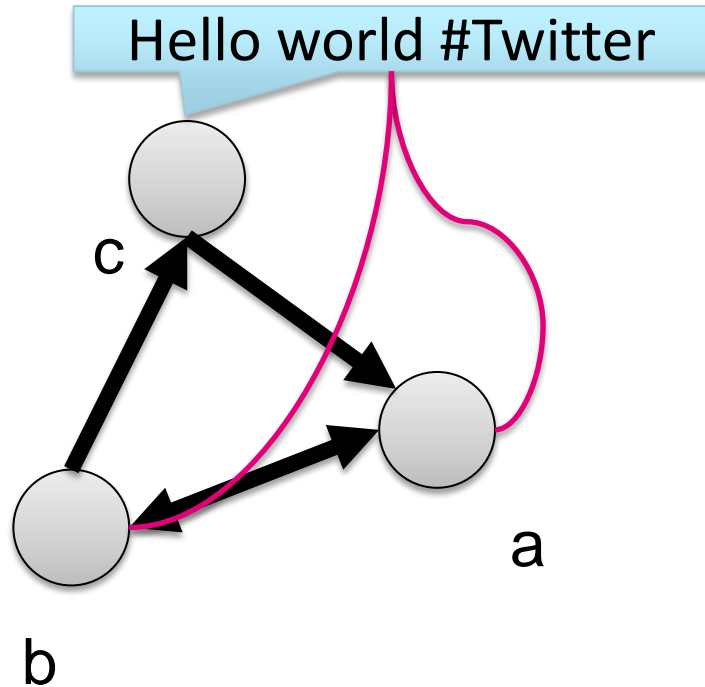
**page data** - creates networks and tabular files for user activity around posts on pages

<https://apps.facebook.com/netvizz/>

The “flexible” nature of Twitter allowed the emergence of user generated practices that have been incorporated into the platform: @mentions; RT; hashtags



# Network data vs topical data



Topical hashtags aid the visibility and discoverability of tweets. Difference between Topical hashtag (#eurovision2012) and emotive hashtags (#fail)

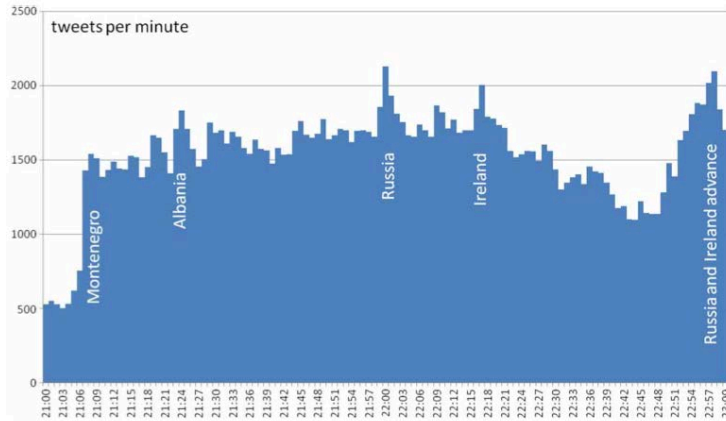
# Twitter data

id	guid	link	pubdate	author	title	description	source	code	coords
18240	157258240	http://twitter.com/copenhagenagency/statuses/517665755	02/10/14 10:21b	copenhagenagency	#Copenhagen #mpidk"	\8 of 10 of us will be irrelevant in 10 yrs from now because we don't change"	@LauraGoodrich	e38a38ae03eb	
		http://twitter.com/copenhagenagency/statuses/517665755	02/10/14 10:21b	copenhagenagency	#Copenhagen #mpidk"	\8 of 10 of us will be irrelevant in 10 yrs from now because we don't change"	@LauraGoodrich	1fde76d6ad882eb9c3f0	
					Just loved the #breakfast earlier today #Angleterre	Just loved the #breakfast earlier today	Twitter for iPhone		

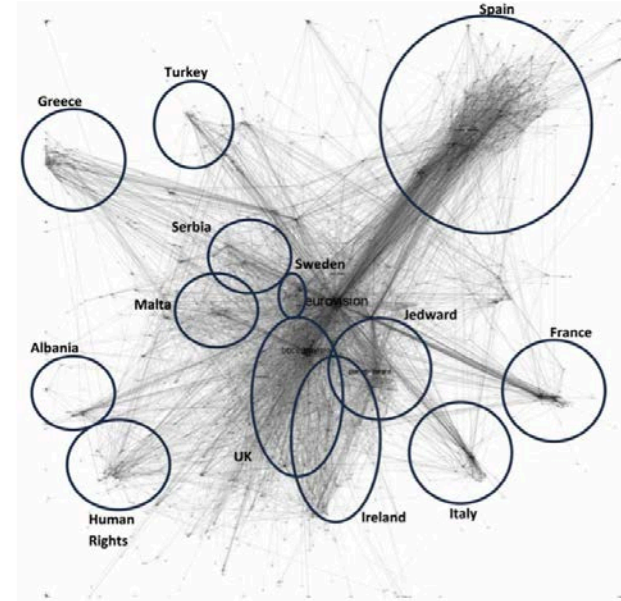
*<http://goo.gl/kBHV55>*

TW\_copenhagen.csv

# A TV show through the eyes of Twitter









While tpm (tweets per minute) can be a good indicator of Twitter activity N of unique users have to be taken into account.







#hashtags offer a global space but geographical/cultural proximity doesn't disappear.

# Multiple hashtags

## #RussiaUSA

-  **iDucartista** @Rossi\_Blag · Feb 16  
Пиндосская морда !!! 😡. #russiausa #sochi2014 #olimpicgames #ice #hockey #uglymen #fuckusa #yankeegohome instagram.com/p/kdRDikEWLL/  
Expand [↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#)
-  **Иванова Екатерина** @Есона\_88 · Feb 16  
#sochi2014 #россияша #хоккей #sochi2014 #russiausa #hockey #засудили #народкакбынегодует #soclose 😒😒😒 instagram.com/p/kdOoa0NdDg/  
Expand [↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#)
-  **YuliyaIainopinaPR** @YULIYAINOPINA · Feb 16  
sochi2014 #russiaUSA #teamRussia @cdnolympicteam ♥♥♥♥♥  
@vanweloveyou instagram.com/p/kdN9jVsHz3/  
Expand [↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#)
-  **Aisha Eisenberg** @a\_bm · Feb 16  
#RussiaUSA #RIP #РоссияСША 🙏🙏🙏🙏 pic.twitter.com/cBg6m6ss6Qa  
[📍 View photo](#) [↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#)
-  **Digital Boutique** @DigitBoutique · Feb 16  
#россиявперед #gorussia !!! #sochi2014 #sochiolympics #olympics2014 #ice #hockey #russiausa... instagram.com/p/kc0BzgA0pb/  
Expand [↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#)
-  **ВЛАДИМИР КОВРЕСЬЕВ** @vladkovresyev · Feb 16  
Предлагаю съесть ее за плохие прогнозы! #Сочи #Олимпиада #Sochi2014 #usa Russia #russiausa #Россия #сша #РоссияСША  
pic.twitter.com/NmFH2Pself  
[📍 View photo](#) [↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#)

## #USARussia

-  **Kevin Rawley** @iam\_KEVO · Feb 16  
What a display. Oshie is the coolest guy in #Sochi right now. ca.sports.yahoo.com/video/t-j-oshi... #Hockey #usarussia  
[📄 View summary](#) [↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#)
-  **ChaseEmDown** @ChaseEmDown · Feb 16  
Goodnight all. Getting up early for #UsaRussia was totally worth it, but I'm tired now. pic.twitter.com/ngMznJ87d  
[📍 View photo](#) [↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#)
-  **Paul Hardy** @PabloDurissimo · Feb 16  
"@Dejan\_Kovacevic: Fans streaming toward Bolshoy amid 65-degree, sunny skies. Buzz EVERYWHERE. #USARussia pic.twitter.com/3uFly6SMnO"  
[📍 View photo](#) [↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#)
-  **Varga girl** @ThatVargaGirl · Feb 16  
Love that comment! Hope the ref is safely in siberia #UsARussia  
Expand [↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#)
-  **Gurjeet Bains** @gurjbains · Feb 16  
TJ oshie is a fucking g but kovalchucks lob was pure dirt. #USARussia  
Expand [↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#)
-  **@SKRAP\_أدم** · Feb 16  
Watching #usarussia on demand good shit oshie  
Expand [↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#)
-  **Alex Riggs** @ARiggs31 · Feb 15  
I'd say Varly was the star of that game #USARussia #GateDoesntOpenItself



# Generalized approach

Moving out from the perspective of a single case study it is important to be able to compare different cases in order to see if “similar cases” show similar characteristics.

A set of standard measures:

- N. tweets
- unique users
- original tweets
- genuine replies
- Retweets
- Retweets with URL

Do your research

<https://netlytic.org>