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Social Web  
Mining The  
Social Web  
Mining Data  
From Facebook  
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And Other  
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LinkedIn And  
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Media Sites

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1: Setup)

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Yzing Data  
From Facebook  
Twitter LinkedIn  
And Other  
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Provides information on data analysis from a variety of social networking sites, including Facebook, Twitter, and LinkedIn.

Mine the rich data tucked away in popular social websites such as Twitter, Facebook, LinkedIn, and



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## PDF Mining The

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

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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

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recipes for solving  
particular issues with  
Twitter. Get a  
straightforward synopsis  
of the social web  
landscape Use Docker  
to easily run each  
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code, packaged as a  
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and contribute to the  
code ' s open source  
GitHub repository  
Learn how to employ

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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

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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

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Analyzing Data  
From Facebook  
Twitter LinkedIn  
And Other  
Social Media  
Sites

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

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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

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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

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process, and mine deep  
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media data About This  
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various social media

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platforms such as  
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YouTube, GitHub, and  
more Analyze and  
extract actionable  
insights from your social  
data using various  
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conducting efficient  
social media analytics at  
scale Who This Book Is  
For If you are a  
programmer or a data

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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

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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

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conversational topics on  
public internet forums  
Analyze user interests  
on Pinterest Perform  
large-scale social media  
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Detail Social Media  
platforms such as  
Facebook, Twitter,  
Forums, Pinterest, and  
YouTube have become  
part of everyday life in a

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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

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Mining Data  
From Facebook  
Twitter, LinkedIn  
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

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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



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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-

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world datasets are used  
wherever required.

yzing Data  
From Facebook  
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Sites  
Collecting data is  
relatively easy, but  
turning raw information  
into something useful  
requires that you know  
how to extract precisely  
what you need. With  
this insightful book,  
intermediate to  
experienced  
programmers interested

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in data analysis will learn techniques for working with data in a business environment.

You'll learn how to look at data to discover what it contains, how to capture those ideas in conceptual models, and then feed your understanding back into the organization through business plans, metrics dashboards, and

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### other applications.

Along the way, you'll experiment with concepts through hands-on workshops at the end of each chapter. Above all, you'll learn how to think about the results you want to achieve -- rather than rely on tools to think for you. Use graphics to describe data with one, two, or dozens of variables

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Develop conceptual models using back-of-the-envelope calculations, as well as scaling and probability arguments

Mine data with computationally intensive methods such as simulation and clustering

Make your conclusions understandable through reports, dashboards, and

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Understand financial calculations, including the time-value of money

Use dimensionality reduction techniques or predictive analytics to conquer challenging data analysis situations

Become familiar with different open source programming environments for data analysis "Finally, a

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concrete reference for  
understanding how to  
conquer piles of  
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Mozilla "An  
indispensable text for  
aspiring data  
scientists."--Michael E.  
Driscoll,  
CEO/Founder,  
Dataspora

This book examines the  
*Page 39/58*

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techniques and  
applications involved in  
the Web Mining, Web  
Personalization and  
Recommendation and  
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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



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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,  
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temporal developments  
of web communities and  
reveal the societal sense

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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.

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Small business owners and solo professionals know they're supposed to use social media to increase sales, but how should they start? Using a unique Rule of 30 approach, *30 Days to Social Media Success* is the perfect resource for busy people who want quick results. Thirty short chapters (one for

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each day of the month)  
are packed with real-  
world tips and proven  
techniques you can use  
right away. This book  
makes is easy to tap into  
the power of today's  
hottest social media sites  
to get global impact out  
of press releases, articles,  
blog posts, and book  
reviews; increase your  
personal and corporate  
visibility as the go-to

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way text scrolls or  
inventing a whole new  
"major mode." Topics  
progress from simple to  
complex, from lists,  
symbols, and keyboard  
commands to syntax  
tables, macro templates,  
and error  
recovery"--Resource  
description page.

The book offers  
concepts, tools, tutorials,

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and case studies that  
business managers need  
to extract and analyze  
the seven layers of social  
media data, including  
text, actions, networks,  
apps, hyperlinks, search  
engines, and location  
layers. Social media  
analytics is about  
converting unstructured  
social media data into  
meaningful business  
insights. By the end of

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this book, you will have mastered the concepts, techniques, and tools used to extract business insights from social media that help increase brand loyalty, generate leads, drive traffic, and ultimately make good business decisions. The book is non-technical in nature best suited for business managers, owners, consultants,



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students, and professors, etc. Here is how the book is structured:

- Chapter 1: The Seven Layers of Social Media Analytics
- Chapter 2: Understanding Social Media
- Chapter 3: Social Media Text Analytics
- Chapter 4: Social Media Network Analytics
- Chapter 5: Social Media Actions Analytics
- Chapter 6: Social Media

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Apps Analytics Chapter  
7: Social Media

Hyperlinks Analytics

Chapter 8: Social Media

Location Analytics

Chapter 9: Social Media

Search Engine Analytics

Chapter 10: Aligning

Social Media Analytics

with Business Goals The

book also comes with a

companion site ([http:](http://7layersanalytics.com/)

[//7layersanalytics.com/](http://7layersanalytics.com/)

) which offers Updated

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Syllabus.

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Transform Raw Social  
Media Data into Real  
Competitive Advantage  
There ' s real  
competitive advantage  
buried in today ' s  
deluge of social media  
data. If you know how  
to analyze it, you can

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increase your relevance  
to customers,  
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establishing yourself as a  
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trusted supplier in a  
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where consumers rely  
more than ever on  
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“ public opinion ”  
Sites  
about your products,  
services, and  
experiences. Social  
Media Analytics is the  
complete insider ' s  
guide for all executives

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Social Web  
and marketing analysts  
who want to answer  
mission-critical  
questions and maximize  
the business value of  
their social media data.  
Two leaders of IBM ' s  
pioneering Social Media  
Analysis Initiative offer  
thorough and practical  
coverage of the entire  
process: identifying the  
right unstructured data,  
analyzing it, and

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Analyzing Data  
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interpreting and acting on the knowledge you gain. Their expert guidance, practical tools, and detailed examples will help you learn more from all your social media conversations, and avoid pitfalls that can lead to costly mistakes. You'll learn how to: Focus on the questions that social media data can

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realistically answer  
Determine which  
information is actually  
useful to you—and  
which isn't Cleanse  
data to find and remove  
inaccuracies Create data  
models that accurately  
represent your data and  
lead to more useful  
answers Use historical  
data to validate  
hypotheses faster, so you  
don't waste time

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Identify trends and use them to improve predictions Drive value “on-the-fly” from real-time/ near-real-time and ad hoc analyses Analyze text, a.k.a. “data at rest”

Recognize subtle interrelationships that impact business performance Improve the accuracy of your sentiment analyses



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Determine eminence,  
and distinguish  
“ talkers ” from true  
influencers Optimize  
decisions about  
marketing and  
advertising spend  
Whether you ’ re a  
marketer, analyst,  
manager, or  
technologist, you ’ ll  
learn how to use social  
media data to compete  
more effectively,

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