

YOU TOO CAN
ANALYSE SOCIAL
MEDIA - WELL
TWITTER

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SOCIAL MEDIA IN HIGHER
EDUCATION
EDGE HILL UNIVERSITY,
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TAG IT!



TAGS

Go to

<https://docs.google.com/spreadsheets/d/1H8IN1Y13MOhgTHcIt7-sGyy9JWf-MeEeKzb7eH7s-M/copy>

Make a copy and change the name, you will need to authorise the use with your google account and twitter.

What # shall we search for?



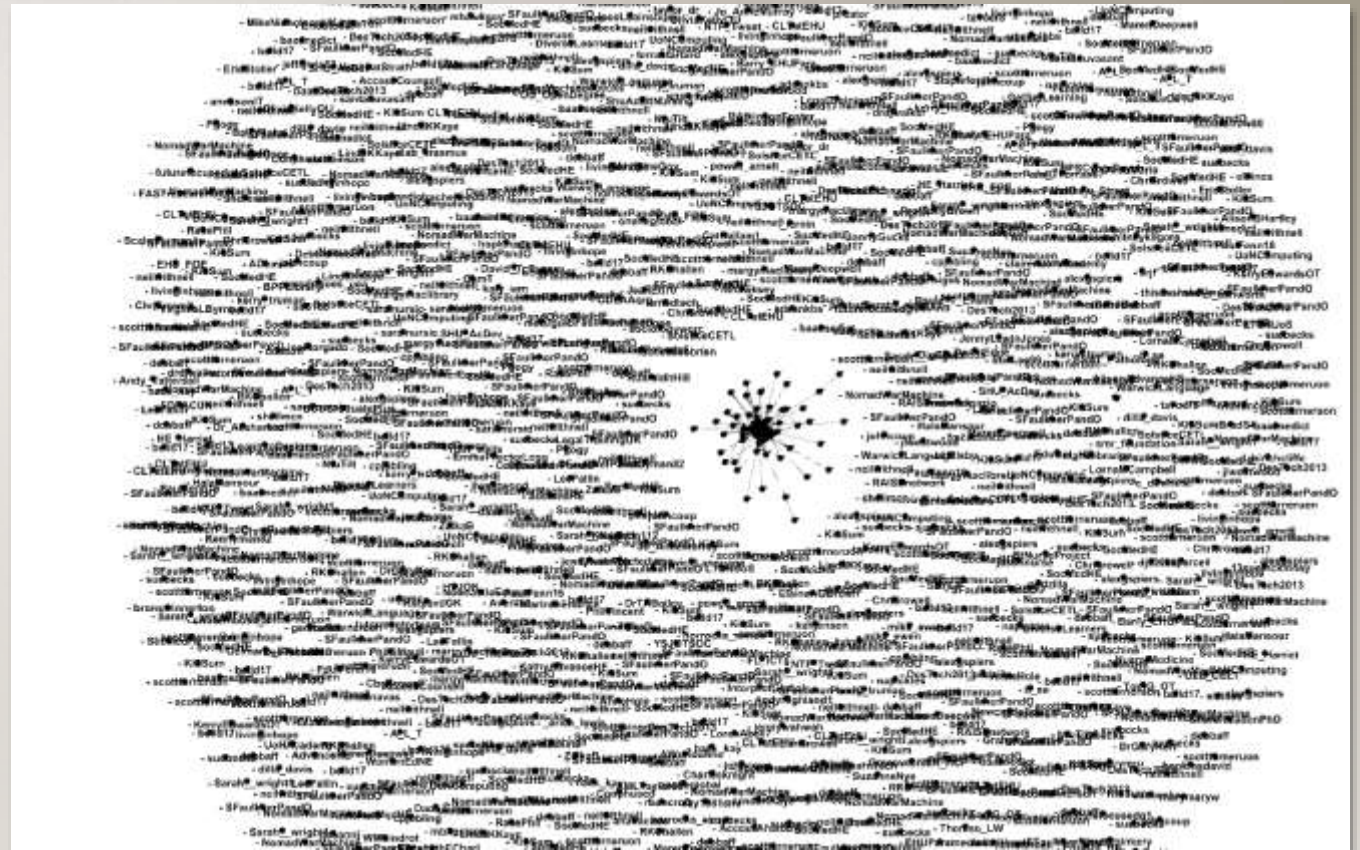
EXPLORING

Lots of options
graphically

Lets add a
summary and
Dashboard

GEPHI

- Free network visualisation tool
- <https://gephi.org/>



EXPLORING TAGS AND GEPHI

Take the TAGS spreadsheet copy into Excel

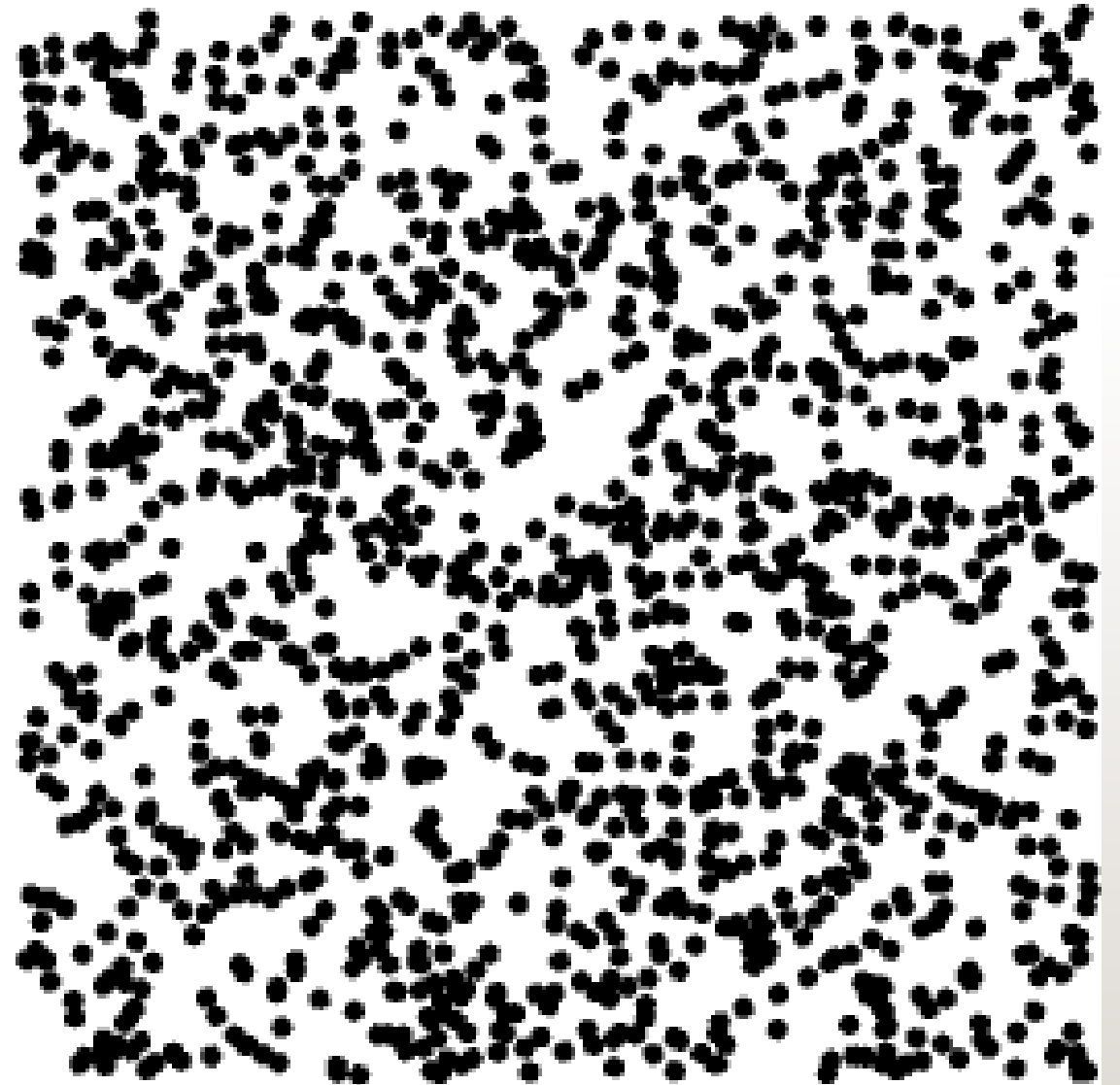
Remove the first column

save as a new CSV file

Now we options

EXPLORING TAGS AND GEPHI 2

- Open up Gephi
- File->import spreadsheet
- Change import as to Nodes
- Finish and new workspace
- In overview we have a graph of the nodes



EXPLORING TAGS AND GEPHI 3

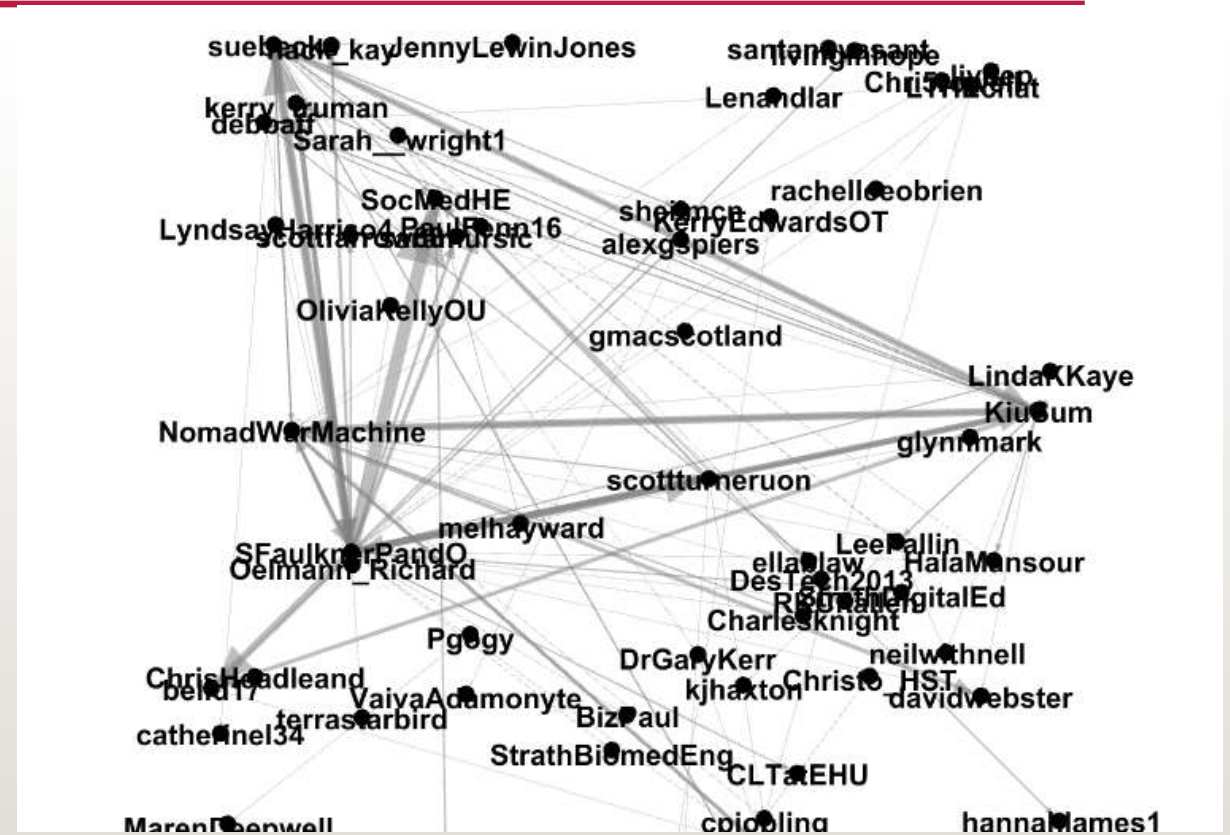
Looking at how is talking to who – replying

Go back to your excel spreadsheet

- Change first Column to Source
- Highlight rows 2 onwards and using custom sort – sort alphabetically based on the in reply screen name
- Change this columns name to Target
- Delete all other columns except Source and Target
- Cut and paste into a new Excel document all the items that have both a source and target.

EXPLORING TAGS AND GEPHI 4

- Looking at how is talking to who – replying
- Go back to Gephi
- Import the new spreadsheet in as a set of Edges this time as a new worksheet
- Go to overview
- At the bottom of the page there is a little arrow this allows us to add labels



EXPLORING TAGS AND GEPHI 5

- We can explore numerically as well

Network Diameter	5	Run	?
Graph Density		Run	●
HITS		Run	●
Modularity		Run	●
PageRank		Run	●
Connected Components	3	Run	?
Node Overview			
Avg. Clustering Coefficient	0.234	Run	?

EXPLORING TAGS AND GEPHI 6

Id	Betweenness Centrality
suebecks	457.5
SFaulknerPandO	421.133333
KiuSum	237.433333
NomadWarMachine	157.0
SocMedHE	138.866667
Sarah__wright1	65.0
LeeFallin	53.0

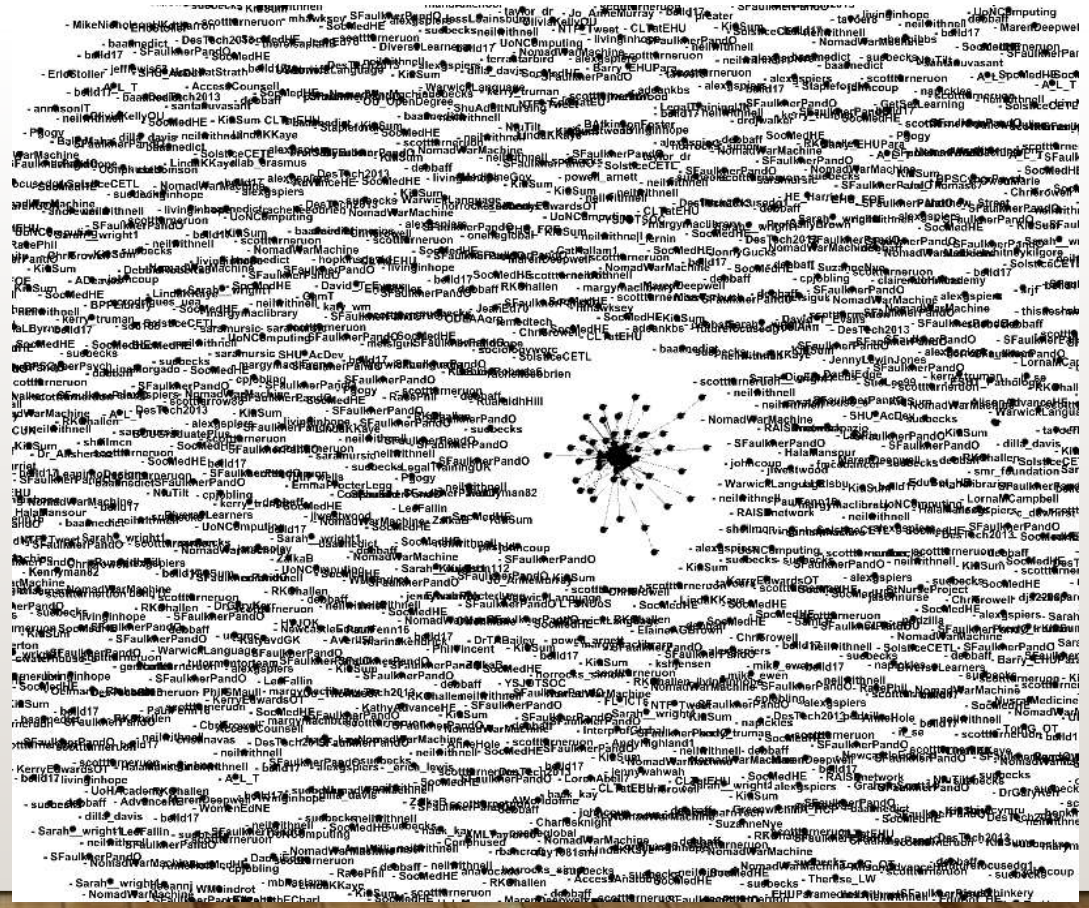
Betweenness Centrality: Measures how often a node appears on shortest paths between nodes in the network.

Closeness Centrality: The average distance from a given starting node to all other nodes in the network.

Eccentricity: The distance from a given starting node to the farthest node from it in the network.

EXPLORING TAGS AND GEPHI 7

- Combining the two
- Going back to the first worksheet containing the nodes
- File->import spreadsheet –this time use the new spreadsheet of source and target
- Add as an edge table but this time append to this worksheet

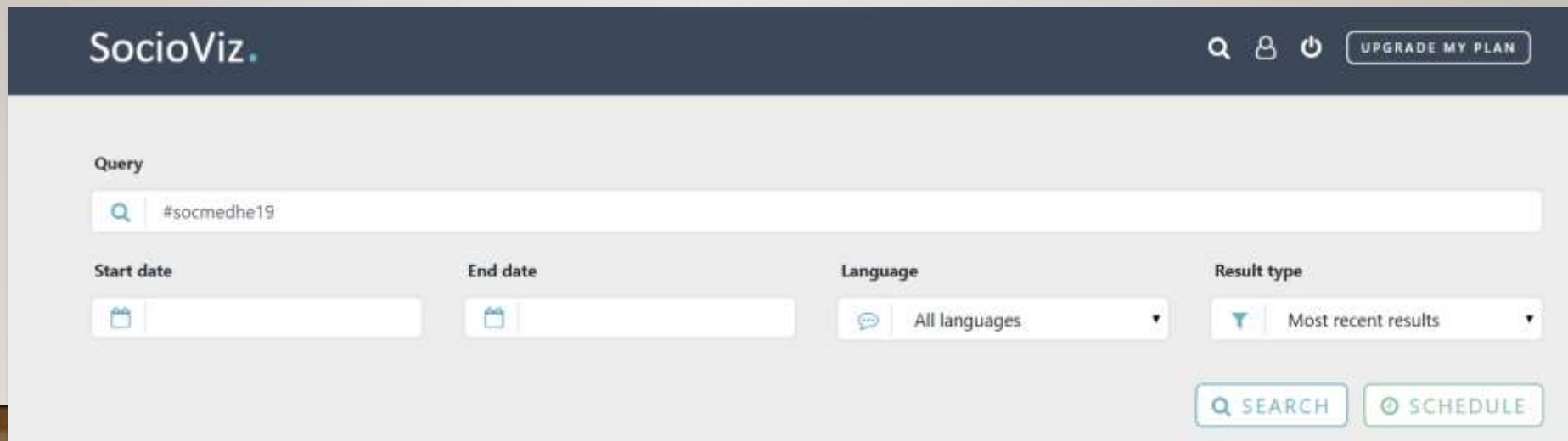
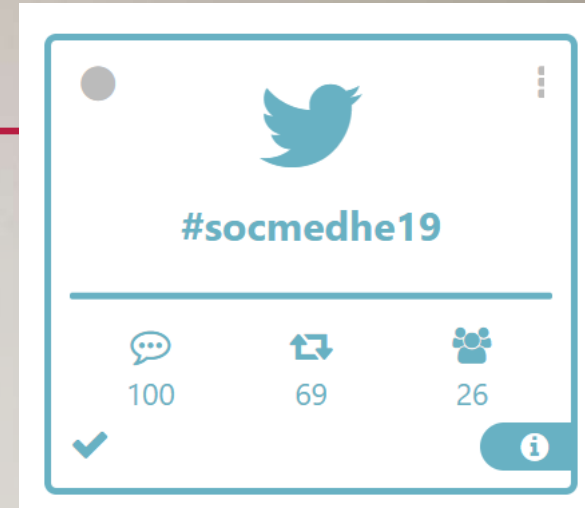


EXPLORING TAGS AND GEPHI 8

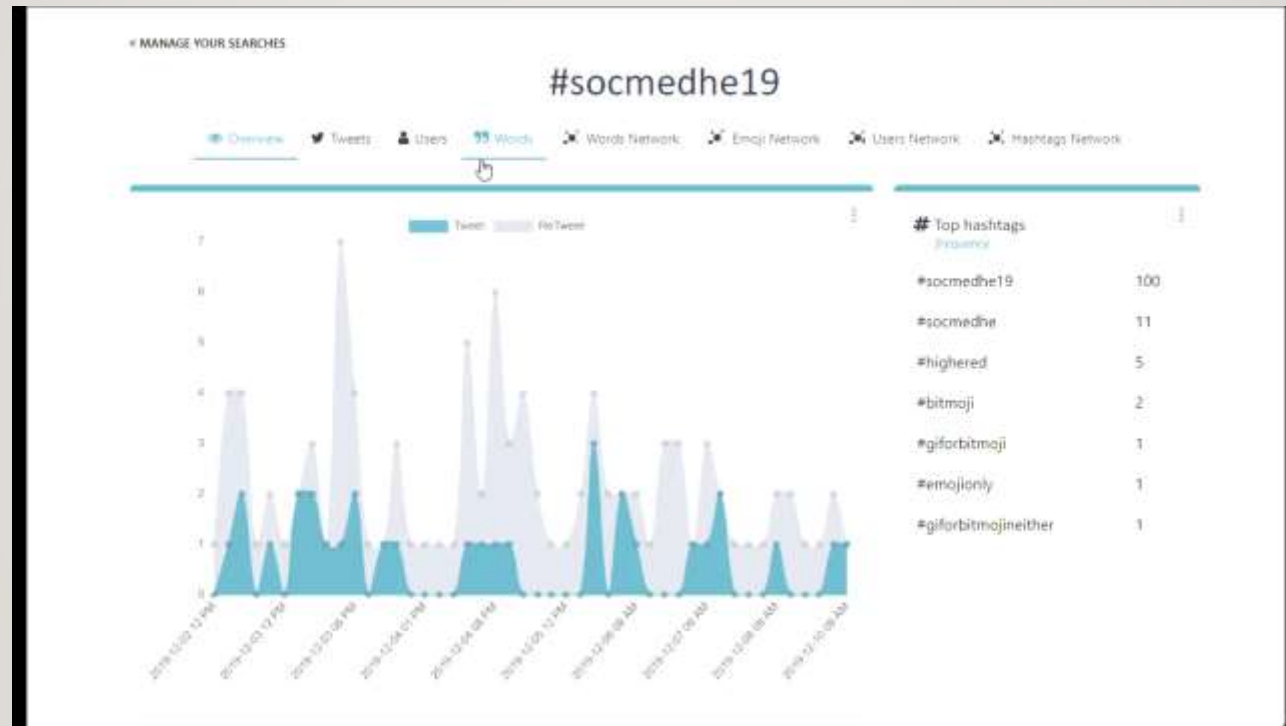
- Using the statistics and the data laboratory we look at who talks to who the most (the weights in the edge indicate this)?

SOCIOVIZ – ANOTHER FREE TOOL

- Found at <https://socioviz.net/welcome>
- Free account (after registering and authorising with twitter) allows one search at a time.



SOCIOVIZ

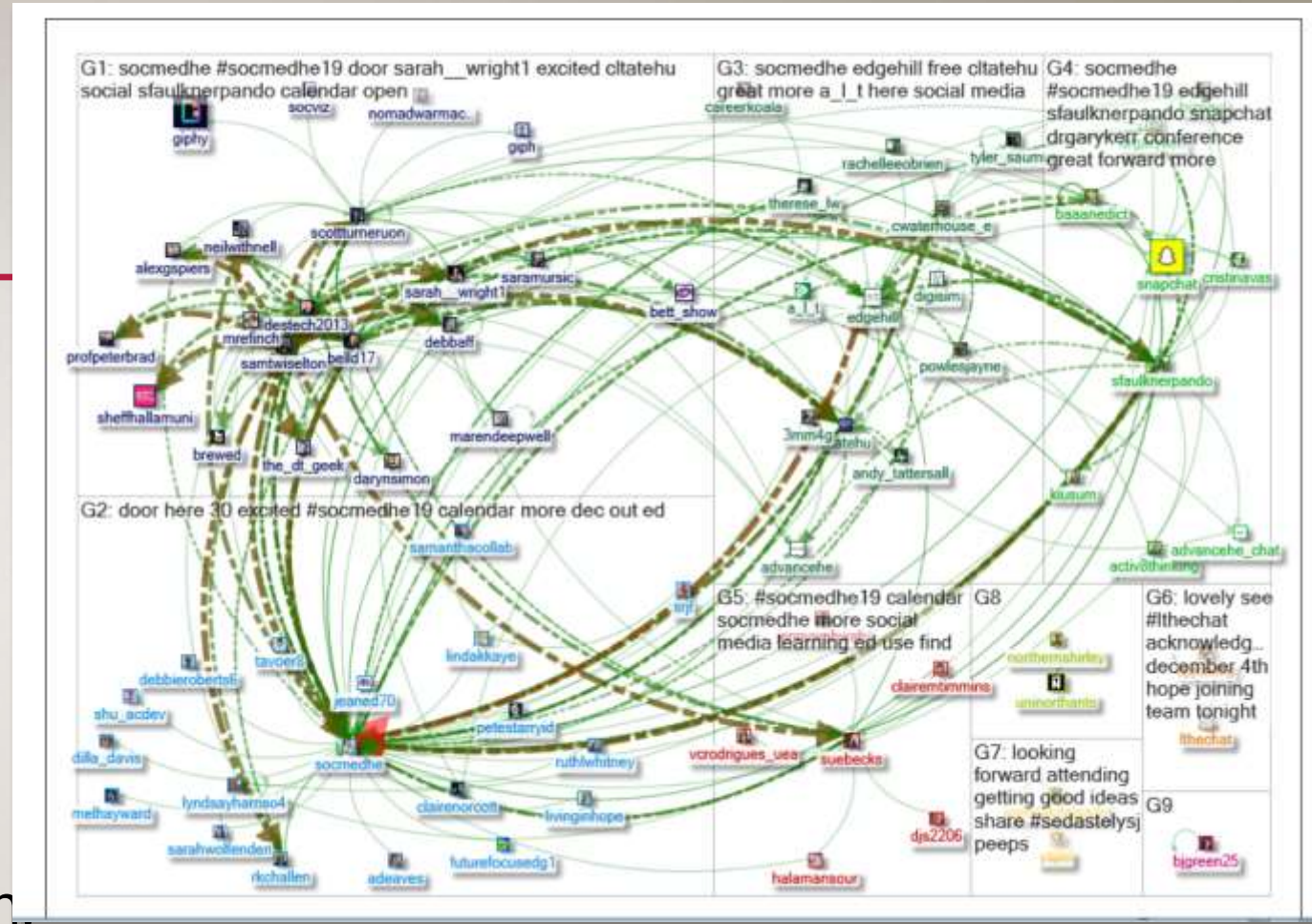


THE SORT OF FREE ONE

- There is a free version of NodeXL – Excel tool
<https://www.nodexlgraphgallery.org/Pages/RegistrationBasic.aspx>
- It provides ability to visualise network graphs; summary report and access to Twitter's Limited API
- Great tool
- Pro costs
- Provides a variety of features and analysis features.

NODEXL

- Data comes from a Search for socmedhe
- <http://bit.ly/2YAdCWv>
- Open the link
- – What can you see in the information.
- - Do you think the group's have relevance



NODEXL

- Great resources for data
- NodeXL Gallery:
<http://www.nodexlgraphgallery.org/Pages/Default.aspx>

NODEXL GRAPH GALLERY

A project from the  socialmedia RESEARCH FOUNDATION

These are [network graphs](#) created with [NodeXL](#),
a template for graphing network data in [Microsoft Office Excel](#)®.

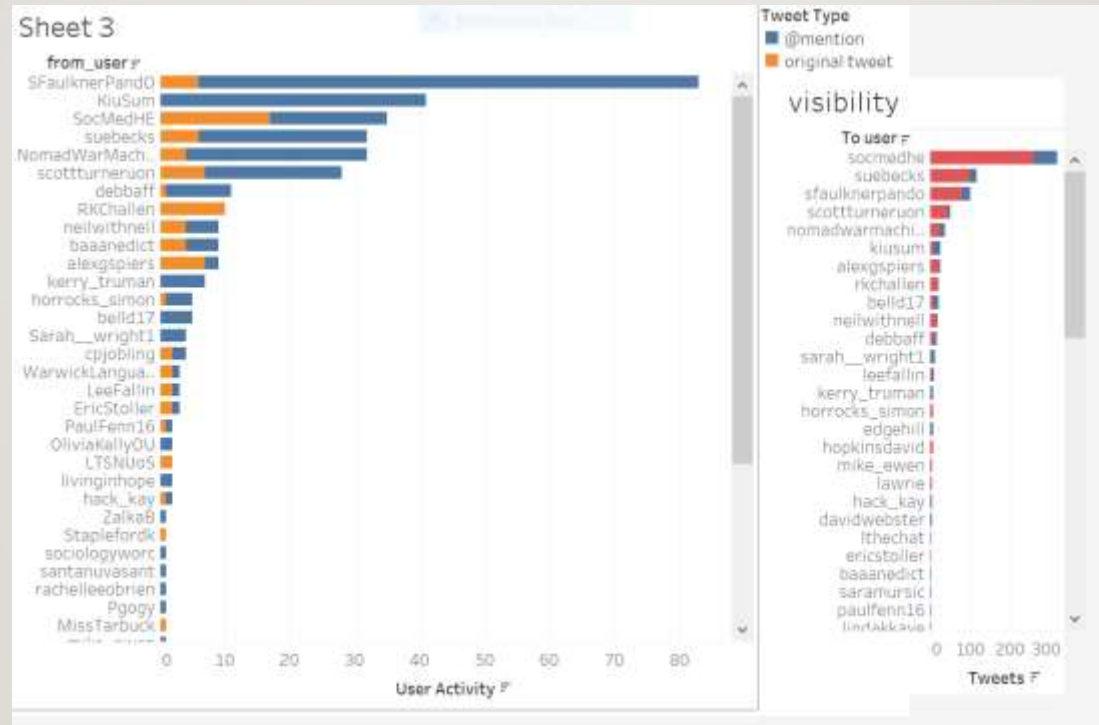
Recent graphs:

- [soda_tax_2019-12-15_22-...](#)
- [planned_parenthood_2019-...](#)
- [marketingautomation_20...](#)
- [HStech_2019-12-15_21-1...](#)
- [goodtech_2019-12-15_23-0...](#)
- [geospatial_2019-12-15_2...](#)
- [digitalmarketing_2019-1...](#)
- [smwire_2019-12-15_21-4...](#)

TABLEAU

- Free trial from <https://www.tableau.com/en-gb/products/trial>
- Another great data visualisation tool.
- There is a more limited version Tableau public <https://public.tableau.com/en-us/s/download/thanks> but still useful might have to set up an online account.

USING THE TRAIL FULL VERSION





THANK YOU

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