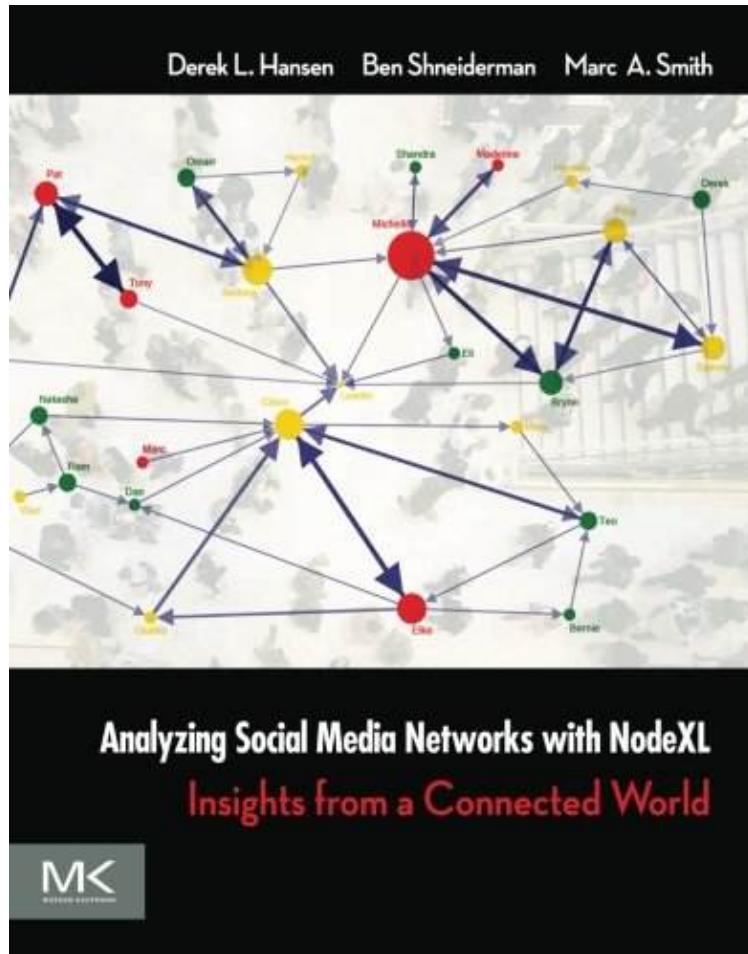


# Analyzing Social Media Networks with NodeXL: Insights from a Connected World

By Derek Hansen, Ben Shneiderman, Marc A. Smith  
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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 fro 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 con Hansen Shneiderman and Smith along with their collaborators have written a readable introduction to the field of social media network analysis Furthermore the book is a nice tutorial on an interesting tool that readers can experiment with on their own

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