

# Social Media Analytics

Techniques and Insights for Extracting  
Business Value Out of Social Media



**Matthew Ganis • Avinash Kohirkar**

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*Research Methods for Digital Discourse Analysis* Camilla Vásquez, 2022-02-24 Introducing the key questions and challenges faced by the researcher of digital discourse this book provides an overview of the different methodological dimensions associated with this type of research Bringing together a team of experts chapters guide students and novice researchers through how to conduct rigorous accurate and ethical research with data from a wide range of online platforms including Facebook Instagram Twitter YouTube and online dating apps *Research Methods for Digital Discourse Analysis* focuses on the key issues that any digital discourse analyst must consider before tackling more specific topics and approaches including how to work with multilingual or multimodal data Emphasizing concrete practical advice and illustrated with plentiful examples from research studies each chapter introduces a new research dimension for consideration briefly exploring how other discourse analysts have approached the topic before using an in depth case study to highlight the main challenges and provide guidance on methodological decision making Supported by a range of pedagogical tools including discussion questions and annotated further reading lists this book is an essential resource for students and any researcher new to analyzing digital discourse

*The SAGE Handbook of Social Media Research Methods* Anabel Quan-Haase, Luke Sloan, 2022-09-02 The SAGE Handbook of Social Media Research Methods spans the entire research process from data collection to analysis and interpretation This second edition has been comprehensively updated and expanded from 39 to 49 chapters In addition to a new section of chapters focussing on ethics privacy and the politics of social media data the new edition provides broader coverage of topics such as Data sources Scraping and spidering data Locative data video data and linked data Platform specific analysis Analytical tools Critical social media analysis Written by leading scholars from across the globe the chapters provide a mix of theoretical and applied assessments of topics and include a range of new case studies and data sets that exemplify the methodological approaches This Handbook is an essential

resource for any researcher or postgraduate student embarking on a social media research project PART 1 Conceptualising and Designing Social Media Research PART 2 Collecting Data PART 3 Qualitative Approaches to Social Media Data PART 4 Quantitative Approaches to Social Media Data PART 5 Diverse Approaches to Social Media Data PART 6 Research Analytical Tools PART 7 Social Media Platforms PART 8 Privacy Ethics and Inequalities      Advanced Computing Technologies and Applications Hari Vasudevan,Antonis Michalas,Narendra Shekokar,Meera Narvekar,2020-05-06 This book features selected papers presented at the 2nd International Conference on Advanced Computing Technologies and Applications held at SVKM s Dwarkadas J Sanghvi College of Engineering Mumbai India from 28 to 29 February 2020 Covering recent advances in next generation computing the book focuses on recent developments in intelligent computing such as linguistic computing statistical computing data computing and ambient applications      **The Six Sigma Handbook, Sixth Edition: A Complete Guide for Green Belts, Black Belts, and Managers at All Levels** Thomas Pyzdek,Paul A. Keller,2023-09-08 The most important reference to Six Sigma fully updated for the latest advances This thoroughly revised industry standard guide delivers all the information you need to apply Six Sigma techniques and dramatically improve processes profitability sustainability and long term growth Written by two of the foremost authorities in Six Sigma the book shows you step by step how to build the best teams and foster effective leadership while maximizing customer satisfaction and boosting profits This new edition features a number of important updates including AI big data and machine learning healthcare statistics and modern supply chain challenges This hands on resource also lays out cutting edge applications for social media data decision trees remote technology and web scrapers Coverage includes Six Sigma implementation and management Recognizing and capitalizing on opportunity Data driven management Selecting and supporting Six Sigma projects Six Sigma tools and techniques The define phase The measure phase Measurement systems evaluation The analyze phase The improve design phase The control verify phase      Social Media Data Extraction and Content Analysis Hai-Jew, Shalin,2016-08-01 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 Media Analytics: Effective Tools for Building, Interpreting, and Using Metrics** Marshall Sponder,2011-09-02 Align Strategy With Metrics Using Social Monitoring Best Practices Two or three years from now every public relations firm that wants to be taken seriously in the C suite and or a lead marketing role will have someone like Marshall in its senior leadership ranks a chief analytics officer responsible for ensuring that account leaders think more deeply about analytics and that thfirm works

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