



Community Experience Distilled

Mastering Social Media Mining with R

Extract valuable data from social media sites and make better business decisions using R

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Mastering Social Media Mining With R

Thomas Griffiths



Mastering Social Media Mining With R:

Mastering Social Media Mining with R Sharan Kumar Ravindran,Vikram Garg,2015-09-23 Extract valuable data from your social media sites and make better business decisions using R About This Book Explore the social media APIs in R to capture data and tame it Employ the machine learning capabilities of R to gain optimal business value A hands on guide with real world examples to help you take advantage of the vast opportunities that come with social media data Who This Book Is For If you have basic knowledge of R in terms of its libraries and are aware of different machine learning techniques this book is for you Those with experience in data analysis who are interested in mining social media data will find this book useful What You Will Learn Access APIs of popular social media sites and extract data Perform sentiment analysis and identify trending topics Measure CTR performance for social media campaigns Implement exploratory data analysis and correlation analysis Build a logistic regression model to detect spam messages Construct clusters of pictures using the K means algorithm and identify popular personalities and destinations Develop recommendation systems using Collaborative Filtering and the Apriori algorithm In Detail With an increase in the number of users on the web the content generated has increased substantially bringing in the need to gain insights into the untapped gold mine that is social media data For computational statistics R has an advantage over other languages in providing readily available data extraction and transformation packages making it easier to carry out your ETL tasks Along with this its data visualization packages help users get a better understanding of the underlying data distributions while its range of standard statistical packages simplify analysis of the data This book will teach you how powerful business cases are solved by applying machine learning techniques on social media data You will learn about important and recent developments in the field of social media along with a few advanced topics such as Open Authorization OAuth Through practical examples you will access data from R using APIs of various social media sites such as Twitter Facebook Instagram GitHub Foursquare LinkedIn Blogger and other networks We will provide you with detailed explanations on the implementation of various use cases using R programming With this handy guide you will be ready to embark on your journey as an independent social media analyst Style and approach This easy to follow guide is packed with hands on step by step examples that will enable you to convert your real world social media data into useful practical information

Mastering Social Media Mining with Python Marco Bonzanini,2016-07-29 Acquire and analyze data from all corners of the social web with Python About This Book Make sense of highly unstructured social media data with the help of the insightful use cases provided in this guide Use this easy to follow step by step guide to apply analytics to complicated and messy social data This is your one stop solution to fetching storing analyzing and visualizing social media data Who This Book Is For This book is for intermediate Python developers who want to engage with the use of public APIs to collect data from social media platforms and perform statistical analysis in order to produce useful insights from data The book assumes a basic understanding of the Python Standard Library and

provides practical examples to guide you toward the creation of your data analysis project based on social data What You Will Learn Interact with a social media platform via their public API with Python Store social data in a convenient format for data analysis Slice and dice social data using Python tools for data science Apply text analytics techniques to understand what people are talking about on social media Apply advanced statistical and analytical techniques to produce useful insights from data Build beautiful visualizations with web technologies to explore data and present data products In Detail Your social media is filled with a wealth of hidden data unlock it with the power of Python Transform your understanding of your clients and customers when you use Python to solve the problems of understanding consumer behavior and turning raw data into actionable customer insights This book will help you acquire and analyze data from leading social media sites It will show you how to employ scientific Python tools to mine popular social websites such as Facebook Twitter Quora and more Explore the Python libraries used for social media mining and get the tips tricks and insider insight you need to make the most of them Discover how to develop data mining tools that use a social media API and how to create your own data analysis projects using Python for clear insight from your social data Style and approach This practical hands on guide will help you learn everything you need to perform data mining for social media Throughout the book we take an example oriented approach to use Python for data analysis and provide useful tips and tricks that you can use in day to day tasks

Mastering Social Media Mining with R Vikram Garg,Sharan Kumar,2015-09-23 Extract valuable data from your social media sites and make better business decisions using R About This Book Explore the social media APIs in R to capture data and tame it Employ the machine learning capabilities of R to gain optimal business value A hands on guide with real world examples to help you take advantage of the vast opportunities that come with social media data Who This Book Is For If you have basic knowledge of R in terms of its libraries and are aware of different machine learning techniques this book is for you Those with experience in data analysis who are interested in mining social media data will find this book useful What You Will Learn Access APIs of popular social media sites and extract data Perform sentiment analysis and identify trending topics Measure CTR performance for social media campaigns Implement exploratory data analysis and correlation analysis Build a logistic regression model to detect spam messages Construct clusters of pictures using the K means algorithm and identify popular personalities and destinations Develop recommendation systems using Collaborative Filtering and the Apriori algorithm In Detail With an increase in the number of users on the web the content generated has increased substantially bringing in the need to gain insights into the untapped gold mine that is social media data For computational statistics R has an advantage over other languages in providing readily available data extraction and transformation packages making it easier to carry out your ETL tasks Along with this its data visualization packages help users get a better understanding of the underlying data distributions while its range of standard statistical packages simplify analysis of the data This book will teach you how powerful business cases are solved by applying machine learning techniques on social media data You will learn about

important and recent developments in the field of social media along with a few advanced topics such as Open Authorization OAuth Through practical examples you will access data from R using APIs of various social media sites such as Twitter Facebook Instagram GitHub Foursquare LinkedIn Blogger and other networks We will provide you with detailed explanations on the implementation of various use cases using R programming With this handy guide you will be ready to embark on your journey as an independent social media analyst Style and approach This easy to follow guide is packed with hands on step by step examples that will enable you to convert your real world social media data into useful practical information

Encyclopedia of Organizational Knowledge, Administration, and Technology Khosrow-Pour D.B.A., Mehdi, 2020-09-29 For any organization to be successful it must operate in such a manner that knowledge and information human resources and technology are continually taken into consideration and managed effectively Business concepts are always present regardless of the field or industry in education government healthcare not for profit engineering hospitality tourism among others Maintaining organizational awareness and a strategic frame of mind is critical to meeting goals gaining competitive advantage and ultimately ensuring sustainability The Encyclopedia of Organizational Knowledge Administration and Technology is an inaugural five volume publication that offers 193 completely new and previously unpublished articles authored by leading experts on the latest concepts issues challenges innovations and opportunities covering all aspects of modern organizations Moreover it is comprised of content that highlights major breakthroughs discoveries and authoritative research results as they pertain to all aspects of organizational growth and development including methodologies that can help companies thrive and analytical tools that assess an organization's internal health and performance Insights are offered in key topics such as organizational structure strategic leadership information technology management and business analytics among others The knowledge compiled in this publication is designed for entrepreneurs managers executives investors economic analysts computer engineers software programmers human resource departments and other industry professionals seeking to understand the latest tools to emerge from this field and who are looking to incorporate them in their practice Additionally academicians researchers and students in fields that include but are not limited to business management science organizational development entrepreneurship sociology corporate psychology computer science and information technology will benefit from the research compiled within this publication [R Data Science Essentials](#) Raja B. Koushik, Sharan Kumar Ravindran, 2016-01-13 Learn the essence of data science and visualization using R in no time at all About This Book Become a pro at making stunning visualizations and dashboards quickly and without hassle For better decision making in business apply the R programming language with the help of useful statistical techniques From seasoned authors comes a book that offers you a plethora of fast paced techniques to detect and analyze data patterns Who This Book Is For If you are an aspiring data scientist or analyst who has a basic understanding of data science and has basic hands on experience in R or any other analytics tool then R Data Science Essentials is the book for you What You Will Learn Perform

data preprocessing and basic operations on data Implement visual and non visual implementation data exploration techniques Mine patterns from data using affinity and sequential analysis Use different clustering algorithms and visualize them Implement logistic and linear regression and find out how to evaluate and improve the performance of an algorithm Extract patterns through visualization and build a forecasting algorithm Build a recommendation engine using different collaborative filtering algorithms Make a stunning visualization and dashboard using ggplot and R shiny In Detail With organizations increasingly embedding data science across their enterprise and with management becoming more data driven it is an urgent requirement for analysts and managers to understand the key concept of data science The data science concepts discussed in this book will help you make key decisions and solve the complex problems you will inevitably face in this new world R Data Science Essentials will introduce you to various important concepts in the field of data science using R We start by reading data from multiple sources then move on to processing the data extracting hidden patterns building predictive and forecasting models building a recommendation engine and communicating to the user through stunning visualizations and dashboards By the end of this book you will have an understanding of some very important techniques in data science be able to implement them using R understand and interpret the outcomes and know how they helps businesses make a decision Style and approach This easy to follow guide contains hands on examples of the concepts of data science using R

Applied Text Mining Usman Qamar,Muhammad Summair Raza,2024-06-10 This textbook covers the concepts theories and implementations of text mining and natural language processing NLP It covers both the theory and the practical implementation and every concept is explained with simple and easy to understand examples It consists of three parts In Part 1 which consists of three chapters details about basic concepts and applications of text mining are provided including eg sentiment analysis and opinion mining It builds a strong foundation for the reader in order to understand the remaining parts In the five chapters of Part 2 all the core concepts of text analytics like feature engineering text classification text clustering text summarization topic mapping and text visualization are covered Finally in Part 3 there are three chapters covering deep learning based text mining which is the dominating method applied to practically all text mining tasks nowadays Various deep learning approaches to text mining are covered including models for processing and parsing text for lexical analysis and for machine translation All three parts include large parts of Python code that shows the implementation of the described concepts and approaches The textbook was specifically written to enable the teaching of both basic and advanced concepts from one single book The implementation of every text mining task is carefully explained based Python as the programming language and Spacy and NLTK as Natural Language Processing libraries The book is suitable for both undergraduate and graduate students in computer science and engineering

Enhancing Knowledge Discovery and Innovation in the Digital Era Lytras, Miltiadis D.,Daniela, Linda,Visvizi, Anna,2018-01-19 With the dawn of electronic databases information technologies and the Internet organizations now more than ever have easy access to all the knowledge they need to conduct

their business. However, utilizing and detecting the beneficial information can pose as a challenge. Enhancing Knowledge Discovery and Innovation in the Digital Era is a vibrant reference source on the latest research on student education, open information technology-enhanced learning (TEL) and student outcomes. Featuring widespread coverage across a range of applicable perspectives and topics such as engineering education, data mining, and 3D printing, this book is ideally designed for professionals, upper-level students, and academics seeking current research on knowledge management and innovation networks.

Mastering Marketing Data Science Iain Brown, 2024-06-12. Unlock the Power of Data, Transform Your Marketing Strategies with Data Science. In the digital age, understanding the symbiosis between marketing and data science is not just an advantage; it's a necessity. In *Mastering Marketing Data Science: A Comprehensive Guide for Today's Marketers*, Dr. Iain Brown, a leading expert in data science and marketing analytics, offers a comprehensive journey through the cutting-edge methodologies and applications that are defining the future of marketing. This book bridges the gap between theoretical data science concepts and their practical applications in marketing, providing readers with the tools and insights needed to elevate their strategies in a data-driven world. Whether you're a master's student, a marketing professional, or a data scientist keen on applying your skills in a marketing context, this guide will empower you with a deep understanding of marketing data science principles and the competence to apply these principles effectively.

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Mastering Marketing Data Science is designed as a comprehensive how-to guide, weaving together theory and practice to offer a dynamic, workbook-style learning experience. Dr. Brown's voice and expertise guide you through the complexities of marketing data science, making sophisticated concepts accessible and actionable.

Recent Advances in Intelligent Manufacturing Harish Kumar, Prashant K. Jain, Saurav Goel, 2023-07-21. The book presents the select proceedings of the International Conference on Advancement in Manufacturing Engineering (ICAME 2022) held at National Institute of Technology Delhi, India, during September 2-3, 2022. It discusses the latest research in the area of industrial and production engineering. Various topics covered in this book are: precision engineering, additive manufacturing, computer-aided manufacturing, digital manufacturing, intelligent control systems, and optimization, flexible manufacturing system, smart manufacturing, hybrid machining, smart materials, polymers, ceramics, and composites, and their processing, energy harvesting, materials design, thinking, and prototyping, product life cycle strategies, Industry 4.0, etc. The book is useful for researchers and professionals working in the area of industrial and

production engineering **Social Media Listening and Monitoring for Business Applications** Rao, N. Raghavendra, 2016-09-21 Social Media has transformed the ways in which individuals keep in touch with family and friends Likewise businesses have identified the profound opportunities present for customer engagement and understanding through the massive data available on social media channels in addition to the customer reach of such sites Social Media Listening and Monitoring for Business Applications explores research based solutions for businesses of all types interested in an understanding of emerging concepts and technologies for engaging customers online Providing insight into the currently available social media tools and practices for various business applications this publication is an essential resource for business professionals graduate level students technology developers and researchers Social Media Marketing: Breakthroughs in Research and Practice Management Association, Information Resources, 2018-05-04 In the digital age numerous technological tools are available to enhance business processes When these tools are used effectively knowledge sharing and organizational success are significantly increased Social Media Marketing Breakthroughs in Research and Practice contains a compendium of the latest academic material on the use strategies and applications of social media marketing in business today Including innovative studies on email usage social interaction technologies and internet privacy this publication is an ideal source for managers corporate trainers researchers academics and students interested in the business applications of social media marketing **Mobile Platforms, Design, and Apps for Social Commerce** Pelet, Jean-Éric, 2017-05-17 While social interactions were once a personal endeavor more contact is now done virtually Mobile technologies are an ever expanding area of research which can benefit users on the organizational level as well as the personal level Mobile Platforms Design and Apps for Social Commerce is a critical reference source that overviews the current state of personal digital technologies and experiences Highlighting fascinating topics such as M learning applications social networks mHealth applications and mobile MOOCs this publication is designed for all academicians students professionals and researchers that are interested in discovering more about how the use of mobile technologies can aid in human interaction **Handbook of Research on Instructional Systems and Educational Technology** Kidd, Terry, Morris, Jr., Lonnie R., 2017-04-20 Incorporating new methods and approaches in learning environments is imperative to the development of education systems By enhancing learning processes education becomes more attainable at all levels The Handbook of Research on Instructional Systems and Educational Technology is an essential reference source for the latest scholarly research on new models trends and data for solving instructional and learning challenges in education Featuring extensive coverage on a wide range of topics such as distance education online learning and blended learning this publication is ideally designed for academicians practitioners researchers and students seeking current research on the latest improvements in instructional systems **Marketing Perspectives on Phygitalization** Sudhir Rana, Priya Jindal, Indrajit Ghosal, Arpan Anand, Subhadeep Mukherjee, 2025-03-13 The fusion of physical and digital experiences has

given rise to a new phenomenon known as phygitalization where companies seamlessly integrate both realms to create a cohesive and immersive customer experience This new book examines the opportunities and challenges that this convergence presents and highlights strategies that companies can employ to leverage its full potential Drawing upon the expertise of marketing professionals industry leaders and academic researchers this book offers a comprehensive overview of the key concepts strategies and best practices for employing phygitalization in marketing providing a practical perspective through case studies and focused discussions

Web Data Mining and the Development of Knowledge-Based Decision Support Systems Sreedhar, G.,2016-12-21 Websites are a central part of today s business world however with the vast amount of information that constantly changes and the frequency of required updates this can come at a high cost to modern businesses Web Data Mining and the Development of Knowledge Based Decision Support Systems is a key reference source on decision support systems in view of end user accessibility and identifies methods for extraction and analysis of useful information from web documents Featuring extensive coverage across a range of relevant perspectives and topics such as semantic web machine learning and expert systems this book is ideally designed for web developers internet users online application developers researchers and faculty

Handbook of Research on Strategic Alliances and Value Co-Creation in the Service Industry Rozenes, Shai,Cohen, Yuval,2017-01-06 Value creation is a pivotal aspect of the modern business industry By implementing these strategies into initiatives and processes deeper alliances between customers and organizations can be established The Handbook of Research on Strategic Alliances and Value Co Creation in the Service Industry is a comprehensive source of scholarly material on frameworks for the effective management of value co creation in contemporary business contexts Highlighting relevant perspectives across a range of topics such as public relations service dominant logic and consumer culture theory this publication is ideally designed for professionals researchers graduate students academics and practitioners interested in emerging developments in the service industry

Research Anthology on Securing Mobile Technologies and Applications Management Association, Information Resources,2021-02-05 Mobile technologies have become a staple in society for their accessibility and diverse range of applications that are continually growing and advancing Users are increasingly using these devices for activities beyond simple communication including gaming and e commerce and to access confidential information including banking accounts and medical records While mobile devices are being so widely used and accepted in daily life and subsequently housing more and more personal data it is evident that the security of these devices is paramount As mobile applications now create easy access to personal information they can incorporate location tracking services and data collection can happen discreetly behind the scenes Hence there needs to be more security and privacy measures enacted to ensure that mobile technologies can be used safely Advancements in trust and privacy defensive strategies and steps for securing the device are important foci as mobile technologies are highly popular and rapidly developing The Research Anthology on Securing Mobile Technologies and

Applications discusses the strategies methods and technologies being employed for security amongst mobile devices and applications This comprehensive book explores the security support that needs to be required on mobile devices to avoid application damage hacking security breaches and attacks or unauthorized accesses to personal data The chapters cover the latest technologies that are being used such as cryptography verification systems security policies and contracts and general network security procedures along with a look into cybercrime and forensics This book is essential for software engineers app developers computer scientists security and IT professionals practitioners stakeholders researchers academicians and students interested in how mobile technologies and applications are implementing security protocols and tactics amongst devices

Research Anthology on E-Commerce Adoption, Models, and Applications for Modern Business Management Association, Information Resources,2021-04-16 In the next few years it is expected that most businesses will have transitioned to the use of electronic commerce technologies namely e commerce This acceleration in the acceptance of e commerce not only changes the face of business and retail but also has introduced new adaptive business models The experience of consumers in online shopping and the popularity of the digital marketplace have changed the way businesses must meet the needs of consumers To stay relevant businesses must develop new techniques and strategies to remain competitive in a changing commercial atmosphere The way in which e commerce is being implemented the business models that have been developed and the applications including the benefits and challenges to e commerce must be discussed to understand modern business The Research Anthology on E Commerce Adoption Models and Applications for Modern Business discusses the best practices latest strategies and newest methods for implementing and using e commerce in modern businesses This includes not only a view of how business models have changed and what business models have emerged but also provides a focus on how consumers have changed in terms of their needs their online behavior and their use of e commerce services Topics including e business e services mobile commerce usability models website development brand management and marketing and online shopping will be explored in detail This book is ideally intended for business managers e commerce managers marketers advertisers brand managers executives IT consultants practitioners researchers academicians and students interested in how e commerce is impacting modern business models

E-Manufacturing and E-Service Strategies in Contemporary Organizations Gwangwava, Norman,Mutingi, Michael,2018-04-06 Continuous improvements in digitized practices have created opportunities for businesses to develop more streamlined processes This not only leads to higher success in day to day production but it also increases the overall success of businesses E Manufacturing and E Service Strategies in Contemporary Organizations is a critical scholarly resource that explores the advances in cloud based solutions in the service and manufacturing realms of corporations and promotes communication between customers and service providers and manufacturers Featuring coverage on a wide range of topics including smart manufacturing internet banking and database system adoption this book is geared towards researchers professionals

managers and academicians seeking current and relevant research on the improvement of cloud based systems for manufacturing and service

Disruptive Technologies in Education and Workforce Development Delello, Julie A.,McWhorter, Rochell R.,2024-07-17 The education sector and workforce each face significant challenges in adapting to the unprecedented pace of technological advancement Integrating artificial intelligence AI big data analytics and other disruptive technologies is reshaping job roles and even entire industries creating a pressing need for individuals and institutions to keep pace with these transformations However understanding and harnessing these technologies potential can be daunting especially without comprehensive resources that provide insights into their multifaceted impacts Disruptive Technologies in Education and Workforce Development offers a comprehensive solution by exploring the profound implications of disruptive and emerging technologies This book provides a roadmap for educators policymakers and professionals seeking to navigate the complexities of the digital age The book focuses on innovative teaching and learning approaches equipping readers with the knowledge and strategies to leverage these technologies effectively

Mastering Social Media Mining With R Book Review: Unveiling the Magic of Language

In an electronic era where connections and knowledge reign supreme, the enchanting power of language has become more apparent than ever. Its capability to stir emotions, provoke thought, and instigate transformation is really remarkable. This extraordinary book, aptly titled "**Mastering Social Media Mining With R**," published by a highly acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound effect on our existence. Throughout this critique, we shall delve into the book's central themes, evaluate its unique writing style, and assess its overall influence on its readership.

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Mastering Social Media Mining With R Introduction

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