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Abstract The riseof online social media is providing a wealth of social network data. Data mining techniques provide researchers and practitioners the tools needed to an-alyze large, complex, and frequently changing social media data. This chapter introduces the basics of data mining, reviews social media, discusses how to

Chapter 12

Social Media Mining integrates social media, social network analysis, and data mining to enable students, practitioners, researchers, and managers to understand the basics and potentials of this field.

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Social media mining represents the virtual world of social media in a computable way, measures it, and designs models that can help us under- stand its interactions.

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In this tutorial, we offer a brief introduction to mining social media, use illustrative examples to show that burgeoning social media mining is spearheading the

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Social Media Mining is the process of representing, analyzing, and extracting meaningful patterns from social media data

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Social Media Mining An Introduction

The book is available for purchase from Cambridge University Press and other distribution channels. Social Media Mining: An Introduction (Complete book: 382 pages, 4.77 MB) Separate Chapters:

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Social media mining is the process of representing, analysing and extracting actionable patterns from social media data (Zafarani et al., 2014).

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