

Social Media Data Extraction and Content Analysis

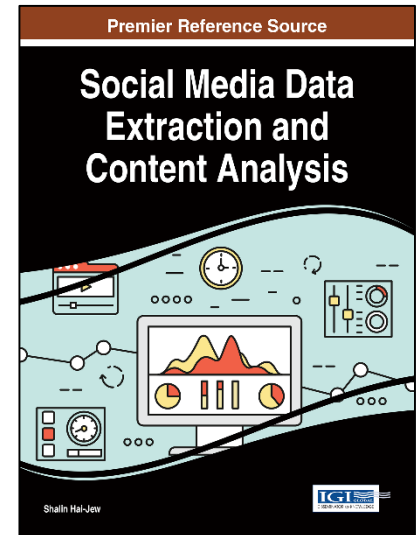
Part of the Advances in Data Mining and Database Management Book Series

Shalin Hai-Jew (Kansas State University, USA)

Description:

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. Highlights emergent research, analytical techniques, and best practices in data extraction in global electronic culture.



Readers:

This publication is an essential reference source for researchers, academics, and professionals.

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Topics Covered:

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Shalin Hai-Jew works as an instructional designer at Kansas State University (K-State). She has taught at the university and college levels for many years (including four years in the People's Republic of China) and was tenured at Shoreline Community College but left tenure to pursue instructional design work. She has Bachelor's degrees in English and psychology, a Master's degree in Creative Writing from the University of Washington (Hugh Paradise Scholar), and an Ed.D in Educational Leadership with a focus on public administration from Seattle University (where she was a Morford Scholar). She reviews for a number of publications and is editor of several IGI Global titles. Hai-Jew was born in Huntsville, Alabama, in the U.S.