



Online Social Media Analysis and Visualization (Lecture Notes in Social Networks)

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This edited volume addresses the vast challenges of adapting Online Social Media (OSM) to developing research methods and applications. The topics cover generating realistic social network topologies, awareness of user activities, topic and trend generation, estimation of user attributes from their social content, behavior detection, mining social content for common trends, identifying and ranking social content sources, building friend-comprehension tools, and many others. Each of the ten chapters tackle one or more of these issues by proposing new analysis methods or new visualization techniques, or both, for famous OSM applications such as Twitter and Facebook. This collection of contributed chapters address these challenges. Online Social Media has become part of the daily lives of hundreds of millions of users generating an immense amount of 'social content'. Addressing the challenges that stem from this wide adaptation of OSM is what makes this book a valuable contribution to the field of social networks.

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