

## Mining Social Web Facebook LinkedIn

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<b>JOSIE MYA</b>	

*Social Network Analysis for Startups* Academic Press

“One of the most interesting and useful books ever written on networking.”—Adam Grant Social Chemistry will utterly transform the way you think about “networking.” Understanding the contours of your social network can dramatically enhance personal relationships, work life, and even your global impact. Are you an Expansionist, a Broker, or a Convener? The answer matters more than you think. . . . Yale professor Marissa King shows how anyone can build more meaningful and productive relationships based on insights from neuroscience, psychology, and network analytics. Conventional wisdom says it's the size of your network that matters, but social science research has proven there is more to it. King explains that the quality and structure of our relationships has the greatest impact on our personal and professional lives. As she illustrates, there are three basic types of networks, so readers can see the role they are already playing: Expansionist, Broker, or Convener. This network decoder enables readers to own their network style and modify it for better alignment with their life plans and values. High-quality connections in your social network strongly predict cognitive functioning, emotional resilience, and satisfaction at work. A well-structured network is likely to boost the quality of your ideas, as well as your pay. Beyond the office, social connections are the lifeblood of our health and happiness. The compiled results from dozens of previous studies found that our social relationships have an effect on our likelihood of dying prematurely—equivalent to obesity or smoking. Rich stories of Expansionists like Vernon Jordan, Brokers like Yo-Yo Ma, and Conveners like Anna Wintour, as well as personal experiences from King's own world of connections, inform this warm, engaging, revelatory investigation into some of the most consequential decisions we can make about the trajectory of our lives.

*Mining the Social Web* O'Reilly Media

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. *Data Mining Facebook, Twitter, LinkedIn, Instagram, GitHub, and More* Que Publishing What the heck is Facebook? Twitter? Blogging? This book answers these questions and explains how to use a variety of social networking sites to keep in touch, stay in business, and have fun. This book covers the main social networking “spaces,” and introduces some of the ways people are enjoying them within a family or business context. It includes information on posting pictures, using add-ons, and working with Facebook and LinkedIn groups. It also covers the phenomenon of Twitter, including how it has grown and the road ahead. This book also covers how you can use the various networks together, such as sending a Twitter message that updates your Facebook status, or exporting your LinkedIn contact list and using it to invite people to Facebook. It also includes discussion of how to use social networks for both personal and business use, and how to keep them separate. How to use Facebook, Twitter, and other social networking sites for family, friends, and business How to make your sites talk to each other How to make the most of social networking and stay out of trouble

*Mining the Social Web* Apress

THE NEW YORK TIMES AND USA TODAY BESTSELLER! The secret to successful word-of-mouth marketing on the social web is easy: BE LIKEABLE. A friend's recommendation is more powerful than any advertisement. In the world of Facebook, Twitter, and beyond, that recommendation can travel farther and faster than ever before. Likeable Social Media helps you harness the power of word-of-mouth marketing to transform your business. Listen to your customers and prospects. Deliver value, excitement, and surprise. And most important, learn how to truly engage your customers and help them spread the word. Praise for Likeable Social Media: Dave Kerpen's insights and clear, how-to instructions on building brand popularity by truly engaging with customers on Facebook, Twitter, and the many other social media platforms are nothing short of brilliant. Jim McCann, founder of 1-800-FLOWERS.COM and Celebrations.com Alas, common sense is not so common. Dave takes you on a (sadly, much needed) guided tour of how to be human in a digital world. Seth Godin, author of Poke the Box Likeable Social Media cuts through the marketing jargon and technical detail to give you what you really need to make sense of this rapidly changing world of digital marketing and communications. Being human — being likeable — will get you far. Scott Monty, Global Digital Communications, Ford Motor Company Dave gives you what you need: Practical, specific how-to advice to get people talking about you. Andy Sernovitz, author of Word of Mouth Marketing: How Smart Companies Get People Talking

**How to Navigate Clueless Colleagues, Lunch-Stealing Bosses, and the Rest of Your Life at Work** Springer Science & Business Media

Mine the rich data tucked away in popular social websites such as Twitter, Facebook, LinkedIn, and Instagram. With the third edition of this popular guide, data scientists, analysts, and programmers will learn how to glean insights from social media—including who's connecting with whom, what they're talking about, and where they're located—using Python code examples, Jupyter notebooks, or Docker containers. In part one, each standalone chapter focuses on one aspect of the social landscape, including each of the major social sites, as well as web pages, blogs and feeds, mailboxes, GitHub, and a newly added chapter covering Instagram. Part two provides a cookbook with two dozen bite-size recipes for solving particular issues with Twitter. Get a straightforward synopsis of the social web landscape Use Docker to easily run each chapter's example code, packaged as a Jupyter notebook Adapt and contribute to the code's open source GitHub repository Learn how to employ best-in-class Python 3 tools to slice and dice the data you collect Apply advanced mining techniques such as TFIDF, cosine similarity, collocation analysis, clique detection, and image recognition Build beautiful data visualizations with Python and JavaScript toolkits

**Information Retrieval and Social Media Mining** IGI Global

Small business owners and solo professionals know they're supposed to use social media to increase sales, but how should they start? Using a unique Rule of 30 approach, 30 Days to Social Media Success is the perfect resource for busy people who want quick results. Thirty short chapters (one for each day of the month) are packed with real-world tips and proven techniques you can use right away. This book makes is easy to tap into the power of today's hottest social media sites to get global impact out of press releases, articles, blog posts, and book reviews; increase your personal and corporate visibility as the go-to expert in your industry; build relationships with clients and connect with ideal prospects; network around the world and around the clock with people who need what you have to offer.

**Influence and Behavior Analysis in Social Networks and Social Media** Springer

Originating from Facebook, LinkedIn, Twitter, Instagram, YouTube, and many other networking sites, the social media shared by users and the associated metadata are collectively known as user generated content (UGC). To analyze UGC and glean insight about user behavior, robust techniques are needed to tackle the huge amount of real-time, multimedia, and multilingual data. Researchers must also know how to assess the social aspects of UGC, such as user relations and influential users. Mining User Generated Content is the first focused effort to compile state-of-the-art research and address future directions of UGC. It explains how to collect, index, and analyze UGC to uncover social trends and user habits. Divided into four parts, the book focuses on the mining and applications of UGC. The first part presents an introduction to this new and exciting topic. Covering the mining of UGC of different medium types, the second part discusses the social annotation of UGC, social network graph construction and community mining, mining of UGC to assist in music retrieval, and the popular but difficult topic of UGC sentiment analysis. The third part describes the mining and searching of various types of UGC, including knowledge extraction, search techniques for UGC content, and a specific study on the analysis and annotation of Japanese blogs. The fourth part on applications explores the use of UGC to support question-answering, information summarization, and recommendations.

Packt Publishing Ltd

Provides information on data analysis from a vareity of social networking sites, including Facebook, Twitter, and LinkedIn.

*Data Mining Facebook, Twitter, LinkedIn, Instagram, GitHub, and More* "O'Reilly Media, Inc."

From the creator of the popular website Ask a Manager and New York's work-advice columnist comes a witty, practical guide to 200 difficult professional conversations—featuring all-new advice! There's a reason Alison Green has been called “the Dear Abby of the work world.” Ten years as a workplace-advice columnist have taught her that people avoid awkward conversations in the office because they simply don't know what to say. Thankfully, Green does—and in this incredibly helpful book, she tackles the tough discussions you may need to have during your career. You'll learn what to say when • coworkers push their work on you—then take credit for it • you accidentally trash-talk someone in an email then hit “reply all” • you're being micromanaged—or not being managed at all • you catch a colleague in a lie • your boss seems unhappy with your work • your cubemate's loud speakerphone is making you homicidal • you got drunk at the holiday party Praise for Ask a Manager “A must-read for anyone who works . . . [Alison Green's] advice boils down to the idea that you should be professional (even when others are not) and that communicating in a straightforward manner with candor and kindness will get you far, no matter where you work.”—Booklist (starred review) “The author's friendly, warm, no-nonsense writing is a pleasure to read, and her advice can be widely applied to relationships in all areas of readers' lives. Ideal for anyone new to the job market or new to management, or anyone hoping to improve their work experience.”—Library Journal (starred review) “I am a huge fan of Alison Green's Ask a Manager column. This book is even better. It teaches us how to deal with many of the most vexing big and little problems in our workplaces—and to do so with grace, confidence, and a sense of



humor.”—Robert Sutton, Stanford professor and author of *The No Asshole Rule* and *The Asshole Survival Guide* “Ask a Manager is the ultimate playbook for navigating the traditional workforce in a diplomatic but firm way.”—Erin Lowry, author of *Broke Millennial: Stop Scraping By and Get Your Financial Life Together*

*Data Mining Facebook, Twitter, LinkedIn, Google+, GitHub, and More* "O'Reilly Media, Inc."

Take your business to new heights with up-to-date social media marketing How can 'Social Media: Marketing Strategies for Rapid Growth Using: Facebook, Twitter, Instagram, LinkedIn, Pinterest and YouTube' help you achieve this? Learn how to grow an engaged and supportive following on Facebook, Twitter, Instagram, Pinterest, YouTube and LinkedIn. Tell your story and get your brands message across in a way that consumers enjoy and even look forward too. Develop the skills needed to turn media consumers into paying customers Learn the key demographics of each social media platform and how to use this to your advantage Learn how to target your marketing to very specific groups of people for increased engagement and conversion Learn how to improve your bottom line with more efficient marketing and cheaper customer acquisition Take your business or brand to the Stratosphere! Ideal for businesses of all sizes, brands and even personal pages It's time to take your social media channels to new heights. It's time to grow your business the right way. Get relevant and dominate your platforms in 2016! Grab "Social Media: Marketing Strategies for Rapid Growth Using: Facebook, Twitter, Instagram, LinkedIn, Pinterest and YouTube" now and learn how to take your business to the next level.

**LinkedIn for Business** Red Wheel/Weiser

This timely book focuses on influence and behavior analysis in the broader context of social network applications and social media. Twitter accounts of telecommunications companies are analyzed. Rumor sources in finite graphs with boundary effects by message-passing algorithms are identified. The coherent, state-of-the-art collection of chapters was initially selected based on solid reviews from the IEEE/ACM International Conference on Advances in Social Networks, Analysis, and Mining (ASONAM '17). Chapters were then improved and extended substantially, and the final versions were rigorously reviewed and revised to meet the series standards. Original chapters coming from outside of the meeting round out the coverage. The result will appeal to researchers and students working in social network and social media analysis.

*A Novel* John Wiley & Sons

Increase Your LinkedIn Leads, Sales, and Profits: Attract Higher-Quality Leads, Market More Effectively, Boost Your Sales This book delivers a complete system for profiting from LinkedIn. Top social media marketer Brian Carter shows you how to use LinkedIn to supercharge your existing business-to-business marketing, advertising, and sales processes, generate more qualified leads, and build sales in powerful new ways! Through case studies, Carter reveals how innovative businesses of all types are achieving amazing results with LinkedIn and teaches specific, actionable lessons you can apply right now. Whether you're an advertising expert, content marketer, sales professional, PR pro, B2B executive, or social media specialist, LinkedIn offers you far more power than you may realize—and this book will help you leverage all of it! YOU'LL LEARN HOW TO Identify the fastest, easiest ways to profit from LinkedIn Apply today's 15 most valuable Internet marketing principles to your LinkedIn presence Network for dollars, with this book's proven six-step relationship-building process Find hot prospects through quick LinkedIn prospecting and introductions Use LinkedIn as a "passive prospecting platform": Generate more leads without more work! Attract "mega-leads" through LinkedIn Answers, Events, and Groups Strengthen brand awareness and spread key messages Leverage content marketing (infographics and more) to boost brand awareness and generate more leads Accelerate your sales cycle with LinkedIn Improve your lead funnel and ensure that prospects are qualified before they talk to salespeople Establish efficient weekly LinkedIn marketing routines Optimize LinkedIn ad campaigns to maximize clicks, leads, and sales

*Emotions, Technology, and Social Media* Springer Science & Business Media

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 Python* "O'Reilly Media, Inc."

SNA techniques are derived from sociological and social-psychological theories and take into account the whole network (or, in case of very large networks such as Twitter -- a large segment of the network). Thus, we may arrive at results that may seem counter-intuitive -- e.g. that Justin Bieber (7.5 mil. followers) and Lady Gaga (7.2 mil. followers) have relatively little actual influence despite their celebrity status -- while a middle-of-the-road blogger with 30K followers is able to generate tweets that "go viral" and result in millions of impressions. O'Reilly's "Mining Social Media" and "Programming Collective Intelligence" books are an excellent start for people interested in SNA. This book builds on these books' foundations to teach a new, pragmatic, way of doing SNA. I would like to write a book that links theory ("why is this important?", "how do various concepts interact?", "how do I interpret quantitative results?") and practice -- gathering, analyzing and visualizing data using Python and other open-source tools.

*Mining Social Media* Morgan Kaufmann

The book offers concepts, tools, tutorials, and case studies that business managers need to extract and analyze the seven layers of social media data, including text, actions, networks, apps, hyperlinks, search engines, and location layers. Social media analytics is about converting unstructured social media data into meaningful business insights. By the end of this book, you will have mastered the concepts, techniques, and tools used to extract business insights from social media that help increase brand loyalty, generate leads, drive traffic, and ultimately make good business decisions. The book is non-technical in nature best suited for business managers, owners, consultants, students, and professors, etc. Here is how the book is structured: Chapter 1: The Seven Layers of Social Media Analytics Chapter 2: Understanding Social Media Chapter 3: Social Media Text Analytics Chapter 4: Social Media Network Analytics Chapter 5: Social Media Actions Analytics Chapter 6: Social Media Apps Analytics Chapter 7: Social Media Hyperlinks Analytics Chapter 8: Social Media Location Analytics Chapter 9: Social Media Search Engine Analytics Chapter 10: Aligning Social Media Analytics with Business Goals The book also comes with a companion site (<http://7layersanalytics.com/>) which offers Updated Tutorials, Power-Point Slide, Case Studies, Sample Data, and Syllabus.

*How Advertisers, Marketers and Salespeople Get Leads, Sales and Profits from LinkedIn* John Wiley & Sons

*Emotions, Technology, and Social Media* discusses the ways the social media sphere uses emotion and technology, and how each of these has become part of the digital culture. The book explores this expression within a psychological theoretical framework, addressing feelings about social media, and its role in education and knowledge generation. The second section investigates the expression of feelings within social media spaces, while subsequent sections adopt a paradigm of active audience consumption to use social media to express feelings and maintain social connectivity. Discusses the significant relationships between Web 2.0 technologies and learning traits Presents studies about Facebook usage and individual emotional states Investigates the shared emotions in the construction of "cyberculture Shows the extent to which scientists use social media in their work, and the ways in which they use the social media Analyzes the

consequences of the online disinhibition effect Examines YouTube as a source of opinions and discussions which can be used to track the emotions evoked by videos and the emotions expressed through textual comments Details how Reddit users' media choices are emotionally useful and gratifying in the "memplex Links social interaction and the emotional life with that of digital devices and resources

*Social Media Mining with R* No Starch Press

This new textbook applies a critical and practical lens to the world of social media analytics. Author Jeremy Harris Lipschultz explores the foundations of digital data, strategic tools, and best practices in an accessible volume for students and practitioners of social media communication. The book expands upon entrepreneurship, marketing, and technological principles, demonstrating how raising awareness, sparking engagement, and producing business outcomes all require emphasis on customers, employees, and other stakeholders within paid, earned, social, and owned media. It also looks to the future, examining how the movement toward artificial intelligence and machine learning raises new legal and ethical issues in effective management of social media data. Additionally, the book offers a solid grounding in the principles of social media measurement itself, teaching the strategies and techniques that enable effective analysis. A perfect primer for this developing industry, *Social Media Measurement: Entrepreneurial Digital Analytics* is ideal for students, scholars, and practitioners of digital media seeking to hone their skills and expand their bank of tools and resources. It features theoretical and practical advice, a comprehensive glossary of key terms, and case studies from key industry thought leaders.

**Data Mining Facebook, Twitter, LinkedIn, Google+, GitHub, and More** University of Belgrade, Faculty of Organizational Sciences

Social media marketing is the process of gaining website traffic or attention through social media sites. Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it across their social networks. The resulting electronic word of mouth (eWoM) refers to any statement consumers share via the Internet (e.g., web sites, social networks, instant messages, news feeds) about an event, product, service, brand or company. When the underlying message spreads from user to user and presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself, this form of marketing results in earned media rather than paid media. Table of Contents: Opening Words 6 Why Social Media and Business Intelligence? 6 Maturity 6 Cost & variety 6 User Friendly 6 Integration 7 The Time is Now 7 Preface: Social Media and Business Intelligence 8 1 Introduction 9 2 What is 'Out' in Social Media and what is 'In' 12 3 The 5 Pillars Of Social Media and Business Intelligence 14 3.1 Top CRM Vendors 2012 (via CIO Magazine): 18 Biggest Companies in Marketing Management and Automation: 18 3.3 Top Business Intelligence Products: 21 4 The 7 Key Reasons You Need Social Media And Enterprise Marketing 24 5 8 Key Social Media Metrics and Their Actionable Responses 28 6 The Nine Step Enterprise And Social Media Marketing Work Flow 31 7 Linking Enterprise Marketing To Internal Business Processes 35 8 7 Social Media Metrics That Drive Industry Development 39 9 Test The Social Media/Enterprise Marketing Waters For Free 41 10 Available Solutions and 17 Essential Questions to ask a potential vendor 50 11 Index - 5 Pillars, Top 5 White Papers on SMBI 54 12 About the author 55 [Exploring and Data Mining the Dark Side of the Web](#) Ballantine Books

Tap into the realm of social media and unleash the power of analytics for data-driven insights using R About This Book A practical guide written to help leverage the power of the R eco-system to extract, process, analyze, visualize and model social media data Learn about data access, retrieval, cleaning, and curation methods for data originating from various social media platforms. Visualize and analyze data from social media platforms to understand and model complex relationships using various concepts and techniques such as Sentiment Analysis, Topic Modeling, Text Summarization, Recommendation Systems, Social Network Analysis, Classification, and Clustering. Who This Book Is For It is targeted at IT professionals, Data Scientists, Analysts, Developers, Machine Learning Enthusiasts, social media marketers and anyone with a keen interest in data, analytics, and generating insights from social data. Some background experience in R would be helpful, but not necessary, since this book is written keeping in mind, that readers can have varying levels of expertise. What You Will Learn Learn how to tap into data from diverse social media platforms using the R ecosystem Use social media data to formulate and solve real-world problems Analyze user social networks and communities using concepts from graph theory and network analysis Learn to detect opinion and sentiment, extract themes, topics, and trends from unstructured noisy text data from diverse social media channels Understand the art of

representing actionable insights with effective visualizations Analyze data from major social media channels such as Twitter, Facebook, Flickr, Foursquare, Github, StackExchange, and so on Learn to leverage popular R packages such as ggplot2, topicmodels, caret, e1071, tm, wordcloud, twittR, Rfacebook, dplyr, reshape2, and many more In Detail The Internet has truly become humongous, especially with the rise of various forms of social media in the last decade, which give users a platform to express themselves and also communicate and collaborate with each other. This book will help the reader to understand the current social media landscape and to learn how analytics can be leveraged to derive insights from it. This data can be analyzed to gain valuable insights into the behavior and engagement of users, organizations, businesses, and brands. It will help readers frame business problems and solve them using social data. The book will also cover several practical real-world use cases on social media using R and its advanced packages to utilize data science methodologies such as sentiment analysis, topic modeling, text summarization, recommendation systems, social network analysis, classification, and clustering. This will enable readers to learn different hands-on approaches to obtain data from diverse social media sources such as Twitter and Facebook. It will also show readers how to establish detailed workflows to process, visualize, and analyze data to transform social data into actionable insights. Style and approach This book follows a step-by-step approach with detailed strategies for understanding,

extracting, analyzing, visualizing, and modeling data from several major social network platforms such as Facebook, Twitter, Foursquare, Flickr, Github, and StackExchange. The chapters cover several real-world use cases and leverage data science, machine learning, network analysis, and graph theory concepts along with the R ecosystem, including popular packages such as ggplot2, caret, dplyr, topicmodels, tm, and so on.

**Mining the Social Web** "O'Reilly Media, Inc."

The past ten years have seen a rapid growth in the numbers of people signing up to use Web-based social networks (hundreds of millions of new members are now joining the main services each year) with a large amount of content being shared on these networks (tens of billions of content items are shared each month). With this growth in usage and data being generated, there are many opportunities to discover the knowledge that is often inherent but somewhat hidden in these networks. Web mining techniques are being used to derive this hidden knowledge. In addition, the Semantic Web, including the Linked Data initiative to connect previously disconnected datasets, is making it possible to connect data from across various social spaces through common representations and agreed upon terms for people, content items, etc. In this book, we detail some current research being carried out to semantically represent the implicit and explicit structures on the Social Web, along with the techniques being used to elicit relevant

knowledge from these structures, and we present the mechanisms that can be used to intelligently mesh these semantic representations with intelligent knowledge discovery processes. We begin this book with an overview of the origins of the Web, and then show how web intelligence can be derived from a combination of web and Social Web mining. We give an overview of the Social and Semantic Webs, followed by a description of the combined Social Semantic Web (along with some of the possibilities it affords), and the various semantic representation formats for the data created in social networks and on social media sites. Provenance and provenance mining is an important aspect here, especially when data is combined from multiple services. We will expand on the subject of provenance and especially its importance in relation to social data. We will describe extensions to social semantic vocabularies specifically designed for community mining purposes (SIOCM). In the last three chapters, we describe how the combination of web intelligence and social semantic data can be used to derive knowledge from the Social Web, starting at the community level (macro), and then moving through group mining (meso) to user profile mining (micro). Table of Contents: Acknowledgments / Grant Aid / Introduction and the Web / Web Mining / The Social Web / The Semantic Web / The Social Semantic Web / Social Semantic Web Mining / Social Semantic Web Mining of Communities / Social Semantic Web Mining of Groups / Social Semantic Web Mining of Users / Conclusions / Bibliography / Authors' Biographies