

Analyzing The Social Web By Jennifer Golbeck

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Analyzing the Social Web

In this module, we explore how you can use Social Studio to capture and analyze data about your company from the social web. You learn about dashboards for a summarized overview of your social accounts, and learn how to use workbenches for a deeper, customized view of that data. Finally, you can learn about helpful reports for this data.

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Top 25 Social Media Analytics Tools for Marketers - Keyhole

With Mining the Social Web, intermediate to advanced programmers will learn how to harvest and analyze social data in way that lends itself to hacking as well as more industrial-strength analysis. Algorithms are designed with robustness and efficiency in mind so that the approaches scale well on an ordinary piece of commodity hardware.