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

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Social Media Mining integrates social media, social network analysis, and data mining to provide a coherent platform to understand the basics and potentials of social media mining. It introduces the unique problems arising from social media data and presents fundamental concepts, emerging issues, and effective algorithms for network analysis and data mining.

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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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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.

Social Media Mining - An Introduction

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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 social media research, and demonstrate its invaluable contributions to real-world applications.

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:

