

W4 d566 sentiment and social analytics using text and web based mining

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Sentiment and Social Analytics al Affiliation Sentiment and Social Analytics

Define social analytics, social network, and social network analysis. What are the relationships among them?

Social analytics is defined as the “ monitoring, analyzing, measuring and interpreting digital interactions and relationships of people, topics, ideas and content” (Social analytics, 2013, p. 1). Social network, on the other hand, is defined as “ a dedicated website or other application which enables users to communicate with each other by posting information, comments, messages, images, etc.” (Oxford University Press, 2015, p. 1). Finally, social networking analysis (SNA) is defined as analytical tools that are “ used to analyze patterns of relationships among people in groups. They are useful for examining the social structure and interdependencies (or work patterns) of individuals or organizations. SNA involves collecting data from multiple sources (such as surveys, emails, blogs and other electronic artifacts), analyzing the data to identify relationships, and mining it for new information” (Social Networking Analysis, 2013, p. 1).

The relationships among these terminologies include the collection of information about people’s sharing of information through posts, ideas, and other communication medium and identification of some evident pattern or trend. The disparities among these terms include the use or medium to disseminate crucial information solicited through social analysis: social analytics, per se, is broader in range; while SNA specifically identified social networks as the predominant medium of information dissemination.

References

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