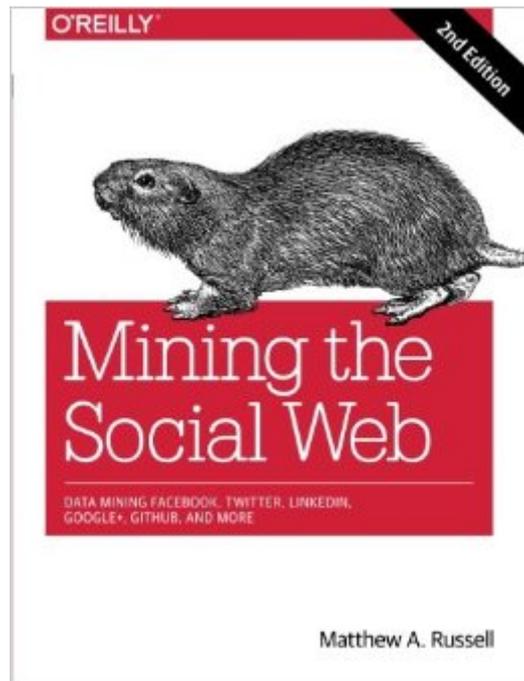# Mining The Social Web: Data Mining Facebook, Twitter, LinkedIn, Google+, GitHub, And More

Synopsis

How can you tap into the wealth of social web data to discover whoâ ™s making connections with whom, what theyâ ™re talking about, and where theyâ ™re located? With this expanded and thoroughly revised edition, youâ ™ll learn how to acquire, analyze, and summarize data from all corners of the social web, including Facebook, Twitter, LinkedIn, Google+, GitHub, email, websites, and blogs.Employ the Natural Language Toolkit, NetworkX, and other scientific computing tools to mine popular social web sitesApply advanced text-mining techniques, such as clustering and TF-IDF, to extract meaning from human language dataBootstrap interest graphs from GitHub by discovering affinities among people, programming languages, and coding projectsBuild interactive visualizations with D3.js, an extraordinarily flexible HTML5 and JavaScript toolkitTake advantage of more than two-dozen Twitter recipes, presented in Oâ ™Reillyâ ™s popular "problem/solution/discussion" cookbook formatThe example code for this unique data science book is maintained in a public GitHub repository. Itâ ™s designed to be easily accessible through a turnkey virtual machine that facilitates interactive learning with an easy-to-use collection of IPython Notebooks.

Book Information

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Customer Reviews

The second edition of Mining the Social Web is not just an update of the previous edition (including Google+, GitHub, and Twitter API 1.1) but a new book. The book has been rethought in its entirety with a focus on pedagogy and practical use of the code. With the help of a virtual machine and

IPython notebook (both made available by the author) it is possible to run the code without difficulty. The book includes a Twitter Cookbook section which is very useful if you want to mine Twitter. In my opinion this book is the best introduction to real-world programming in Python. It introduces many concepts and tools related to modern web-programming and data-mining. Additionally it gives you the tools and the code for querying social media APIs and analyzing your data in a meaningful way. Matthew Russell has realized a tour de force with the new edition of this book: introducing advanced programming concepts and tools in a pedagogic, accessible and practical way.

I have purchased just about every book available on social media data mining/ analytics, including the first edition of this book. What Matthew Russell has done with this second edition is amazing. With the purchase of this book, you get a fully functional virtual machine (available via download on GitHub.) As updates are made to the code for the book, you can easily pull them from GitHub. This eliminates the countless hours you spend downloading, configuring, troubleshooting, wondering if you got the right version of the needed software, etc. Within minutes you can read the book and type the code samples. Actually, the code is already there, you simply enter in some key values and watch the code run. You can then morph the code and see the effects of your changes.Mining the Social Web is exceptionally well written covering all major social media platforms. Mr. Russell is also very approachable and answers questions very quickly.I really can't say enough good things about this book and how it sets the bar high for future technical books!

This book is extremely practical and has great code samples. It's easy to follow and fun! If you're interested in mining Twitter data, there is an (large) chapter focused entirely on reproducible code snippets that use the Twitter API.

Mining the Social Web v2 is remarkable in terms of its simplicity as well as its depth. The author has focused on reducing friction to learning and executing traditionally difficult topics such as text mining and natural language processing. I already own the first version of MtSW, and between the new topics (LinkedIn, GitHub, Google+) and the new infrastructure (IPython, VirtualBox, etc) this is like a whole new book full of inspiration and ideas. The fact that a lot of this book is a significantly different than the first edition isn't surprising since the topic of the social web is evolving so rapidly.The reason this is such an important book is that it teaches non-experts to build simple systems for making decisions on data that is constantly up-to-date. It's an end-to-end manual for continuously gathering data (e.g. Twitter API), analyzing data (e.g. Natural Language Processing), and

presenting information (e.g. D3). By significantly reducing the barrier to building these systems, Matthew has increased the number of people on the planet that can provide data for making proper decisions . . . and data always beats opinions.This is one of the rare books that does a great job of introducing deep technical topics AND providing an easy, practical implementation. Unlike a lot of tech books, MtSW makes it trivial to get started through a combination of Vagrant, VirtualBox, IPython Notebook, and GitHub such that you can have all the updated examples up and running within minutes. I'm much more of a practitioner (read: Hacker) than a computer scientist so this is exactly the right amount of technical detail to try out an idea. As an example of technical depth, the coverage of the Twitter API is exactly the proper amount of detail to understand how to pull out tweets and start using the data right away, without slogging through the parts of the API that you'll never need. Better yet, the examples in the book are implemented in IPython, so you can start using it right away and tweaking the code so you can learn it interactively.

Great guidebook to acquiring and analyzing data from leading social media sites, including Twittter, Facebook, Google +, LinkedIn and GitHub along with other web tips and tricks. The iPython notebook approach provides turn key like method to run examples and check results in line, which accelerates and reinforces the topics.Whether you are new to social media API's and want a straightforward way to ramp up learning and discovery of social mining techniques or more seasoned user, this book has it covered. Chapter formats and exercises make it easy to work a variety of topics and are laid out in easy to follow and execute fashion.Highly recommend, so get the book and get started!

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