

NEWSLETTER



ABOUT US

It is the **first newsletter** of the Special Interest Group of Social Media. In this issue, we tell you **how everything started** and **who's behind** the Special Interest Group of Social Media.



CONNECT & SHARE

Be excited about **three different reports** of social media interested researchers who presented their work all over the world.



PRACTICE

Apart from the academic field, social media is crucial in practice as well. In this issue, **Phil Gurski**, President/CEO of Borealis Threat and Risk Consulting explains what we should do with **violent extremist content online**.



METHODS/TOOLS

Wasim Ahmed introduces the **tool NodeXL** for social media network analysis.



EVENTS

We keep you **up to date** with upcoming events.

#emotionsoninstagram

#socialmediaanalysis

#nodexl

#upcomingevents

#tbiconference18

#tbsocialmediaandsociety #extremistcontentonline

#specialinterestgroupofsocialmedia

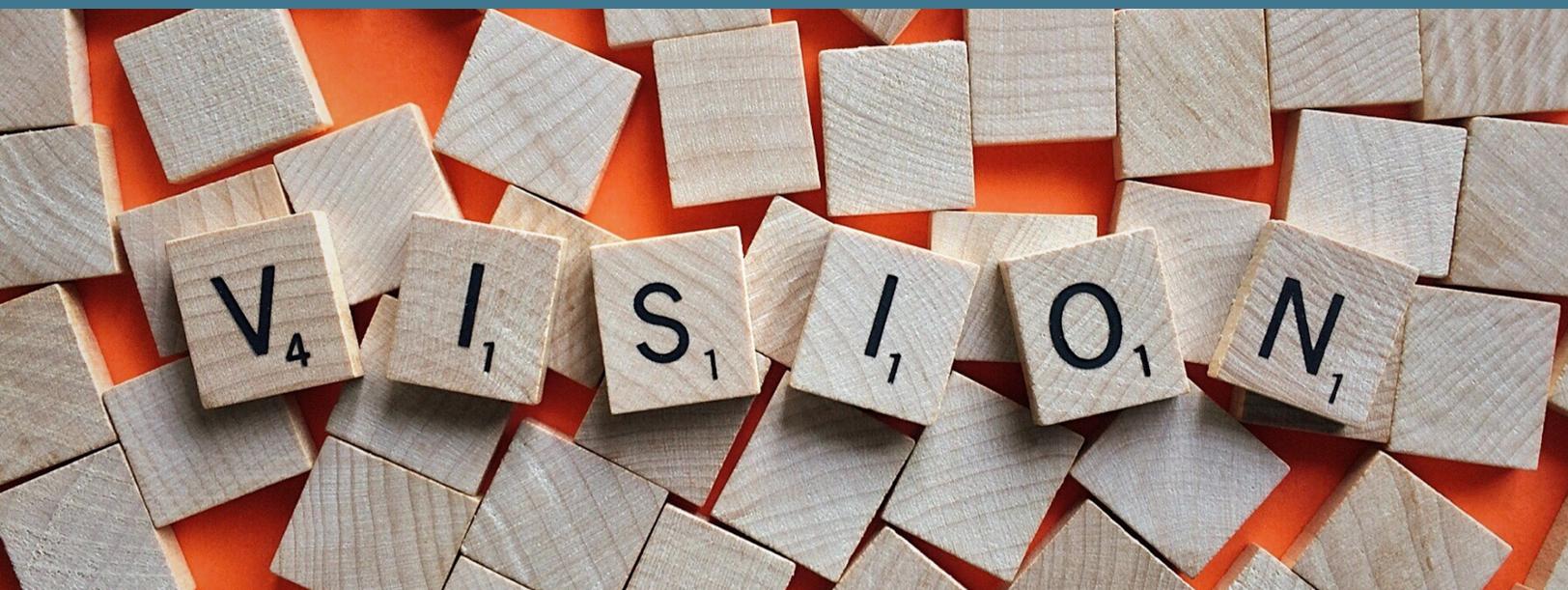
#depressionresearch

OUR MISSION

*Defined by the Special Interest Group of
Social Media*

The mission of SIG SM is to provide a platform for researchers and professionals interested in social media to connect with one another, discuss research in the field, and share their work. SIG SM aims to cover a wide range of social media platforms (e.g., Facebook, Twitter, YouNow) and a wide range of methodological (e.g., case studies, content analysis, user behavior) and theoretical perspectives (e.g., personal behavior theories, social behavior theories, and mass communication theories).

We welcome all of those interested in social media research to join our SIG.



How everything started ...



Kick Off: New SIG Social Media Gathering of Signatures for Establishment

September/October 2017



SIG Cabinet Meeting
Presentation of Proposal and Ballot

October 2017



Logo Contest
New SIG Social Media Logo



November 2017-February 2018



Election of New SIG Social Media Board
Officers and Business Meeting

October 2017



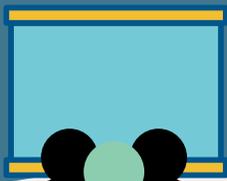
Survey (Events)
Your Opinion Counted!

February 2018



Call/Vote
for New Officers

October 2018



Events
ASIS&T 2018, Vancouver (Workshop, Panels)

November 2018



1st Webinar

March 2019

Officers (2018-2019)



Chair
Aylin Ilhan

I'm interested in social media and its impact on society, activity trackers (health information behavior), and smart cities.



I'm generally interested in social media research, specifically research about Instagram. Besides, informetrics is really important to me.



Chair
Isabelle Dorsch



Chair-elect
Vivek Singh

I'm interested in computational social science, data analytics, and privacy.



I'm interested in the production, diffusion, access, and use of research.



Treasurer
Philippe Mongeon



Secretary
Nic DePaula

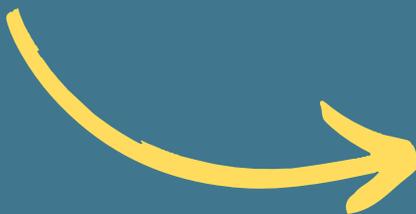
I'm interested in theories of media, politics.



I'm interested in social media users' information behavior, information law, and entrepreneurship.



Webmaster
Kaja J. Fietkiewicz



Officers (2018-2019)



Communication Officer
Catherine Dumas

My research is motivated by data generated by platforms potentially used for online collective action or digital activism.



Communication Officer
Isha Ghosh

I'm working in the behavioral informatics domain with a focus on privacy attitudes and behavior.



Recruiter
Souvick Ghosh

I'm interested in conversational information retrieval (e.g., searchbots and spoken dialogue systems) and in searching as learning, and social informatics.



Recruiter
Wasim Ahmed

I'm interested in information science and social media.



Recruiter
Nosheen Fatima Warraich

I am interested in linked data application in libraries, e-government initiatives and social informatics.



Archivist
Arjun Sabharwal

Research interests include interdisciplinary approaches to digital curation, digital humanities, and digital preservation.



Designer
Karen Kaufmann

I'm interested in information literacy, user relevance, information fluency and the research process.

The YouTube Formula: Information Work and Community-Building in a Visual Era

ASIS&T ANNUAL MEETING 2018

By Leslie Thomson, Kyong Yoon, Eric Forcier, Alice N. Kim, and Niel Chah

ABOUT THE RESEARCHER

Eric: I am a Ph.D. candidate in Media and Communication at Swinburne University of Technology in Melbourne, Australia studying the information behavior of transmedia fan communities. I have also published research on the use of social media for knowledge management in libraries and NPOs.

Niel: I am a Ph.D. student in Information at the University of Toronto in Canada. My research interests include topics at the intersection of social media, intercultural communication, and internet technologies.

Kyong: I am an associate professor in Cultural Studies at the University of British Columbia Okanagan in Canada. I am also an editorial board member of the international journal *Asiascape: Digital Asia* (Brill Academic Publishing).

Alice: I am a graduate from the Master of Information program at the University of Toronto. I am interested in learning about how social media, particularly visual platforms, are used in the context of cross-cultural engagement and learning.

Leslie: I am a recent PhD graduate of the School of Information and Library Science at the University of North Carolina, Chapel Hill. My dissertation research focused on the information practices—mainly, the creating—of amateur and devotee everyday life YouTubers.

WHAT IS YOUR RESEARCH ABOUT?

Eric: I am investigating the mundane and exciting everyday ways that pop culture fans encounter information through their engagement with transmedia entertainment. I situate this research within postdigital information behavior, that is, everyday information behavior in contexts where the digital has become embedded, commonplace, and invisible. Through my research, I have identified typical examples that illustrate how video streaming and hosting websites are used in an evolving information world, from accessing and contributing fan commentary, to live-streaming, to binge-watching.

Niel: I enjoy exploring the intercultural aspects of popular internet technologies that generate large volumes of data. As the second most-visited website in the world, YouTube is a lively platform to study cultural representation and encounters. Another area of research involves large-scale data in so-called knowledge graphs. Knowledge graphs are widely used in applications such as search engines, virtual assistants, and mobile apps and often follow a schema or ontology that is shaped by cultural factors.

Kyong: My research interests are digital media, transnational pop culture, and youth. I have recently examined transnational South Korean pop music (K-pop) and its fandom in the era of social media. Some of my research findings are published in *Popular Music & Society* (2018), *Journal of Youth Studies* (2019), and *International Communication Gazette* (2019).

Alice: For this research, we explored a genre of YouTube channels run by expats sharing their own cross-cultural experiences. By analyzing the videos and comments, we looked at how these videos function in the context of cultural learning for the viewers.

Leslie: My primary research focus is people's creative information-related undertakings in the realm of everyday life, especially as part of their hobbyist, amateur, and devotee leisure activities. Specifically, my dissertation research focuses upon information creating and sharing as interrelated practices or behaviours, and situates 'citizen experts'—people who create information-based content to share, often in Web 2.0 and digital media environments—within ILS discourse. It focuses on the information-creating activities and the informal information provider roles of serious beauty and lifestyle YouTubers. These are young adults from all over the world who regularly upload original videos about skincare, makeup, fashion, food, décor, relationships, careers, daily life, and other topics to monetized YouTube channels, and who rally and cultivate diverse global viewers as sub-communities.

LESSONS LEARNED & EXPERIENCE

Eric: While each project presented by my fellow panelists was diverse in scope and focus, I was fascinated by the common themes that cut across our respective research. For instance, who would have guessed that K-pop reaction videos would find an analogue in similar videos from the Game of Thrones fandom? While culturally distinct, the communities of viewers for beauty and lifestyle YouTubers, expat vloggers, and video game live-streamers, just to name a few of the groups discussed, shared similar information behaviors and practices. The panel allowed us to gain insight into the broader contexts and implications of our findings and offered up avenues for future research.

Niel: The ensuing discussion with the audience raised interesting questions on the tension between the content creators, viewers, and the platform itself.

YouTube and Twitch are owned by major technology companies, Google and Amazon respectively, that operate according to a set of interests that may clash with their users. It will be exciting to see further research explore these tensions. How do these platforms change information practices? As these platforms continue to make extensive use of black box algorithms, how are transmedia fans, intercultural communities, and professional YouTubers affected?

Kyong: I was pleasantly surprised by the panelists' diverse perspectives and intriguing empirical data. The panel's engaging discussion about the potential and constraint of YouTube provided me with the opportunity to explore various structural and agentic forces working in the emerging social media environment.

Alice: It was truly exciting to see how other panelists approached the platform from different perspectives, but also with a common enthusiasm and excitement about the platform. I also found that the vloggers found in the different types of channels shared certain distinctive characteristics. The prospect of alternative platforms, other than YouTube, was also interesting as one of the defining features of YouTube was its broad audience and dominant market share. It would be interesting to see how information behavior would differ on platforms with different interfaces.

Leslie: Our panel raised so many interesting points of connection and discussion, as other panelists have pointed out, that it cemented for me the need for many more panels with specific scopes that approach the same topic. A panel just devoted to the community-individual dialectic of these practices, for example, or one solely devoted to methods for research with such online groups, are needed.

DIFFICULTIES, BARRIERS & SUGGESTIONS

Eric: I would urge social media researchers, particularly those interested in YouTube and similar sites, to maintain an awareness of the embeddedness of platforms, devices and

media technologies in daily life. A hazard of research in this domain is to evaluate content or interactions on a given platform separate from the environmental factors that determine how it is accessed or encountered. Social media content is not encountered in a vacuum; rather, content is deeply contextualized and invested with successive layers of meaning that can only be interpreted when we pay attention to its use in vivo. We have barely scratched the surface when it comes to YouTube and similar video streaming and hosting websites in the information domain... but this panel and the excellent work of my colleagues is a bold first step!

Niel: The sheer volume and variety of visual content on platforms such as YouTube and Twitch means that there are many opportunities for research into everything from popular music and beauty and fashion to TV shows and video games. The size and scope of the content can be overwhelming so it was important to carefully select the kinds of channels and communities that would be the focus of our research.

Kyong: Despite the rapid growth of digital media platforms such as YouTube, there has been a lack of studies on the way in which digital platforms, data, users, and society are interacting with each other. Moreover, we have little knowledge about how digital platforms are appropriated and evolving globally and locally. Further research is required to examine human-technology interactions and global-local interactions in the era of digital platforms.

Alice: I would like to continue to research the relevant research methods or frameworks for visual platforms. With the growing commercialization of vloggers, it is important to examine how sponsorships influence the content and the relationships between the video creators and audiences. Understanding the process of commercialized vlogging would be important to make better sense of information behavior on YouTube and other visual platforms.

Leslie: The continual evolution and flux of individual social media platforms raises several issues around actually conducting research. I think there are opportunities to explore unconventional methods in these spaces, and would encourage other researchers to think through their methods carefully. As noted, there are a lot of moving parts in this space, and being too methodologically narrow can limit what findings emerge.

The YouTube Formula: Information Work and Community-Building in a Visual Era

ASIS&T ANNUAL MEETING 2018

By Leslie Thomson, Kyong Yoon, Eric Forcier, Alice N. Kim, and Niel Chah

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<https://doi.org/10.1002/pr2.2018.14505501096>



#Depression: Findings from a Literature Review of 10 Years of Social Media and Depression Research

ICONFERENCE IN SHEFFIELD 2018

By Julissa Murrieta, Christopher C. Frye, Linda Sun, Linh G. Ly, Courtney S. Cochancela, and Elizabeth V. Eikey

ABOUT THE RESEARCHER

We are Christopher Frye, Linh Ly, Courtney Cochancela, Linda Sun, Julissa Murrieta, and Elizabeth Eikey, researchers from around the United States that belong to the iSchool Inclusion Institute (i3).



Figure 1: Our team at the iSchool Inclusion Institute (i3) Concluding Institute, Summer 2018

Funded by the Andrew W. Mellon Foundation, i3 is an undergraduate research and leadership development program that prepares students from underrepresented populations for graduate study and careers in information science.

In 2017, we were 5 out of 25 students from across the country selected to become i3 Scholars. As part of this program, we attended a month-long Introductory Summer Institute hosted at the University of Pittsburgh, self-selected into teams, and returned to our home universities to conduct our yearlong research project remotely. Advised by our research advisor and i3 Assistant Director,

Dr. Elizabeth Eikey, we prepared our published literature review, completed our research study, and returned to Pittsburgh the following summer to present our results at Concluding Institute. Thanks to i3, we have a deeper understanding of how research can solve real problems. The passion i3 ignited has led many of us to continue our work as part of the [Mental Health in Design Virtual Lab](#).

WHAT IS YOUR RESEARCH ABOUT?

Our research focuses on immigrant college students' perceptions of social media (and other types of technology) in relation to their depression. Despite numerous studies on social media's effect on depression and mental health generally, few studies have focused on immigrant college students. This is important because we know social media can have both positive and negative effects in terms of well-being and mental health. Immigrant students in particular may face additional stressors that increase their risk of experiencing mental health issues and may benefit greatly from some aspects of social media, such as garnering support and feeling a sense of belonging. Therefore, we wanted to explore how this population uses social media and how they perceive its impact on their mental health. We split this research into three phases to explore this topic: a literature review, a survey (with quantitative and qualitative data), and interviews. We have currently finished phases 1 and 2. With our literature review, we sought to find gaps

concerning social media and depression, which we then used to inform our survey and will eventually explore through interviews. We currently have two publications related to this research (see Murrieta et al., 2018; Dodson et al., 2019) and some more in the works.

LESSONS LEARNED & EXPERIENCE

During this project, we learned a great deal about immigrant college students and gained a lot of technical and soft skills related to conducting research. From our research, we found that:

- 1) In HCI and Health Informatics spaces, there are not a lot of studies explicitly about immigrant college students and their use of social media, especially related to mental health, and
- 2) immigrant college students in our sample believe social media affects their depression more positively than negatively. For example, they leverage social media by engaging with different types of “happy” content in order to disrupt negative thoughts and elicit social support by connecting with others who share similar experiences. Despite the benefits, they report some drawbacks, including comparing themselves to others and feeling isolated.

In terms of working with individuals from diverse backgrounds who experience mental health issues like depression, we focused on how to be empathetic and come from a place of trying to understand their experiences in order to best serve this group. In practice, this meant making sure to carefully choose our words both in conducting the study and disseminating the results, as well as having peers or people with lived experience involved in the process. As researchers, we are tasked with telling our participants' stories in a way that truly reflects their experiences.

We also learned a great deal in terms of conducting research over a year, especially in a geographically-distributed team. For many of us, this was our first time conducting a study from beginning to end. Seeing how all

the pieces connect -- from understanding the problem to developing research questions to choosing methods based on the research questions to executing the study to disseminating the results -- gave us a really holistic understanding of the function and process of research, something that makes it unique from other undergraduate research involvement.

In particular, we learned not only skills like quantitative and qualitative data collection and analysis, but we also learned about project management, communication, collaboration, and time management. Each member of our team took a turn being the project manager, which included organizing meetings, leading and delegating various assignments, and communicating to others remotely on a daily basis. We dedicated an hour each week to video chat to go over the deliverables for the following week and spent time building rapport by getting to know each other and de-stressing. This project taught us to adapt to our increasing workload, prioritize things in our life, and leave our comfort zone. The students in our team had never presented at an international academic conference before. Through this experience, we learned to trust each other both professionally and personally, and we could not have done it without each other.

LIMITATIONS, DIFFICULTIES, & BARRIERS

Like any research project, we recognized some challenges throughout the process. Speaking specifically about our iConference 2018 literature review, we focused primarily on HCI and Health Informatics and thus may have missed some studies outside of these domains. More generally, we faced challenges in defining what we mean by “immigrant” and then ensuring we recruited participants from diverse backgrounds. Because there isn't consensus around defining immigrant groups, we kept our population of interest broad -- focusing on individuals who have one or more parents who were born outside of the United States or individuals who were born outside of the United States themselves. From a

recruitment standpoint, there were both financial and practical barriers. For instance, our research advisor used her own funds to pay participants. More importantly, mental health can be a sensitive topic, and unfortunately, there is still a lot of stigma associated with mental health, which can be exacerbated by cultural norms surrounding disclosure and discussions of mental health. This has to be taken into consideration throughout the entire research process. As we continue to work in this space, we continually refine our approach in order to find better ways to reach a larger audience.



Figure 2: Practicing our presentation

SUGGESTIONS

In terms of conducting research in the space of mental health and social media generally, we would tell other researchers to include peers and individuals with lived experience throughout the entire process. Regarding our specific population, immigrant college students, we would say more research is needed, especially given the increasing rates of mental health issues among students, rise in immigrant college students, and pervasiveness of social media. Our work is a great first step at considering how immigrant college students perceive social media in relation to their depression, but it's not enough. The implications of this work could be helpful in understanding how to best support immigrant students who face mental health issues. This may include college faculty, staff, and administrators aligning their efforts with what students are already doing on social media. Similarly, this research can spark open dialogue with social media developers and researchers to better understand social media as a space that touches a lot of pieces of our lives, including mental health, to ensure it does not unintentionally lead to harm.

REFERRED NEW PUBLICATIONS & MORE:

Jordan Dodson, Jenis Thang, Naika Saint Preux, Christopher Frye, Linh Ly, Julissa Murrieta, Linda Sun, Elizabeth Victoria Eikey. (2019). Forthcoming. Investigating Health Self-Management among Immigrant College Students with Depression. iConference. Washington, DC. iConference 2019. Lecture Notes in Computer Science. Springer. DOI:10.1007/978-3-030-15742-5_20

More about this work can be found here:

<http://www.i3-inclusion.org/news/depression-immigrant-college-students/>

#Depression: Findings from a Literature Review of 10 Years of Social Media and Depression Research

ICONFERENCE IN SHEFFIELD 2018

By Julissa Murrieta, Christopher C. Frye, Linda Sun, Linh G. Ly, Courtney S. Cochancela, and Elizabeth V. Eikey

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The Expression of Emotions on Instagram

9TH INTERNATIONAL CONFERENCE ON SOCIAL MEDIA AND SOCIETY IN COPENHAGEN (2018)

By Jennifer Sonne and Ingrid Erickson

What can Instagram tell us about emotion? It turns out, this is a question that is not so easy to answer. My name is Jennifer Sonne and I'm a Ph.D. Candidate at the School of Information Studies at Syracuse University. Together with Ingrid Erickson I pursued this question by gathering three months' worth of public Instagram posts with the hashtag #womenwhofarm in order to understand the relationship of women farmers' emotional expressions and their professional identities. The result was a paper entitled "The Expression of Emotions on Instagram" that I presented at the 9th International Conference on Social Media and Society (SM&S) in Copenhagen in last summer.

This conference is dedicated to discussing topics related to social media and its impact on society. Attending provided me with a great opportunity to meet researchers and industry people, from senior scholars to newcomers like myself, from a wide array of backgrounds and perspectives. I was able to attend two pre-conference workshops before presenting my own research. The first was called "Design Exploration of Social Media Habits: Using Information Design Research Techniques to Understand Why People Share on Social Media" and was organized by Jaigris Hodson from Royal Roads University (Canada) and Brian Traynor from Mount Royal University (Canada). I learned about Dscout, a qualitative research platform that allows you to collect mobile data (e.g. surveys and diary studies on smartphones). As part of the workshop we took part in an example study put together by Hodson and Traynor, which prompted me to continue using the app throughout the conference. Doing so helped me understand how my own potential participants might experience the surveys and diary studies that I am imagining as part of my own data collection strategy.

The second workshop, called "Doing Digital Methods", was conducted by Richard Rogers from the University of Amsterdam (Netherlands). This workshop provided an overview of what it is to conduct digital methods by first situating digital methods within a historical context and then using many empirical examples, such as hyperlink analysis, search as research, and networked context analysis. Both workshops helped me think about the importance of particular research methods for understanding the wide variety in digital environments. Since my research focuses on the emotional components of people's lives, I've often found it hard to capture their reactions in real time, but by using the Dscout tool, for example, this would be easier because of its integration with people's smartphones -- one way I could imagine using it would be to ping people at certain times of day to collect a short survey on their emotional states. All in all, these workshops gave me a great introduction to some of the important considerations I will need moving forward in my future research. The poster session, which occurred later in the conference, was also particularly interesting and gave me a chance to speak with multiple graduate students involved in research similar to my own.

On the whole, I am interested in the intersection of emotion, technology, and work. Our emotions provide the lens through which we see the world. I like using this lens to explore the blurring line between work and freetime that many people experience today in Western cultural contexts. When technology enters this frame, it complicates the story in intriguing ways. Technology is not a causal agent in the way we feel about the shifts in this personal-professional boundary, but nor is it irrelevant either. Many scholars before me have discussed this topic relative

to the integration of mobile technology in our lives, but other technologies, such as platforms and social media, are proving impactful in ways we cannot yet fully explain.

Exploring the connection between work, technology and emotion--especially via social media--creates new questions for us as scholars. How should we study the expression of emotion online? How should we conceptualize an emotion--in the feeling that a user has at the time of making a post or in the product of that post (i.e., text, image) itself? And, if the latter, how do we assess different types of affect differently when dealing with text and images? I am continuing to explore these questions and more in my dissertation proposal, which I am preparing to defend this semester. I aim to study the emotional landscape of people engaged in gig work who use social media and other forms of ICTs as integral components of their daily work lives. My research is continuing to grow as I am preparing for submissions to the 2019 International Society for Research on Emotion Conference and the 17th European Conference on Computer-Supported Cooperative Work soon. Hope to see some of you there.



Figure 1: Jennifer Sonne

The Expression of Emotions on Instagram

9TH INTERNATIONAL CONFERENCE ON SOCIAL MEDIA AND SOCIETY IN COPENHAGEN (2018)

By Jennifer Sonne and Ingrid Erickson

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<https://doi.org/10.1145/3217804.3217949>



What to Do with Violent Extremist Content Online?

By Phil Gurski

One thing that terrorists have been doing very well is getting their messages out to audiences, both willing and unwilling. Groups such as Islamic State (IS), Al Qaeda (AQ) and many others use a panoply of social media apps to draft, disseminate and promote material that extols their achievements and threatens more carnage, all with a view to reminding the world that they remain a force to be reckoned with and to instil fear and panic. On far too many occasions the merest warning that a terrorist group was planning an attack has led to travel advisories, public warnings and even the decision to move warships out of a port (this was in the early 2000s when the US told its fleet to sail out of Bahrain because of an AQ threat, a move that then leader Usama bin Laden made much mirth out of).

Terrorist groups also use these media to find and encourage new members. The material they post leads to conversations, both virtual and face-to-face, which in turn can help provide new recruits to movements which need replenishment as some foot soldiers are killed in terrorist attacks or in military actions. Postings range from detailed religious material to conspiracy theory-like screeds and all have their effects.

One of the challenges in what to do with this data is volume. Some groups have media arms dedicated to churning out videos and texts at a torrid pace. It is hard to keep up with the amount of material made available

as the messaging produced by terrorist groups often finds its way onto multiple platforms thanks to sharing arrangements by followers and middle men. Not every post leads to new sign ups but the massive amounts do inevitably lead some to embrace extremist causes, either as new members or free agents (those we call 'inspired' - e.g. IS-inspired terrorists).

In the face of all this we struggle with what to do about it. Clearly there is a critical need and interest in removing this material so that it cannot poison the minds of many and contribute to the goals and plans of terrorist groups. Admonitions to 'just take it down' are understandable but less easy - or desirable - to actually do than any realise. Here are several considerations in this regard:

- Material removed from platform A appears on platform B soon after. In this sense the decision to excise objectionable content quickly becomes a game of 'Whack-a-Mole' and hence never-ending.
- The perceived need to act quickly has led to two solutions, neither of which is optimal. Some companies like FaceBook have hired armies of moderators to identify and cut material or develop algorithms to carry out a similar function. In using human intermediaries it has been learned that there is a time-sensitive aspect that forces ...



- ... decisions to be made in seconds before moving on to the next instance, a practice that leads to errors: while some things may be obviously violent (e.g. a beheading video), others (a long religious text) are less so. Secondly, algorithms are only as good as the humans that create them. A lack of appreciation for what actually constitutes violent extremist content hampers these efforts.
- In countries like the US where freedom of speech considerations are paramount it is not clear on what grounds material can be removed.
- Finally, the continued presence of violent extremist messaging online is an important tool for security intelligence and law enforcement agencies to identify who is writing, who is listening/reading and how this develops. This data can become intelligence to help stop attacks from succeeding or evidence to help convict terrorists and put them away so they can do no more harm. Allowing the violent material to stay can make the difference in protecting lives.

There is also the overarching truth that the vast majority of people who consume this messaging never act on it. We know that there are, and always will be, more radicals than violent radical actors. Do we want to lower the risk of an attack to zero? If that is indeed our goal it is alas an impossible one. Many (most?) planned attacks will be stopped thanks to security intelligence and law enforcement agencies and a few will go ahead.

Do we want to institute draconian censorship that while it may help limit the scope and influence of violent material will also cast a pall on legitimate protest and dissent? Some countries would have no problem issuing blanket bans to quell any sign of opposition, terrorist or not.

In the end, this is a hard problem with no obvious solution. We need to carefully think about what we are really trying to achieve. Stopping terrorism is rightfully a noble cause, but not at the risk of dampening other freedoms. We must above all remind ourselves that yes terrorism is real and serious but it does not constitute an existential threat. Our responses must not cause existential threats either.



Phil Gurski
President/CEO
Borealis Threat and Risk Consulting
<https://borealisthreatandrisk.com/>



Social Media and Social Network Analysis with NodeXL: Opportunities and Experiences

By Dr. Wasim Ahmed 

Lecturer in Digital Business Northumbria University

One of my research areas relates to the analysis of social media data and I use a multitude of tools and research methods. One of my favourite tools to retrieve and analyse social media data is NodeXL. The platform allows the ability to retrieve data from personal email indexes on the desktop, Twitter, Flickr, YouTube, Facebook, Wikis, blogs and WWW hyper-links.

I have personally utilised NodeXL to analyse Twitter networks. Using the desktop pro version of NodeXL it is possible to import Twitter data tweeted around the previous 7 days or so. The [NodeXL graph gallery](#) also contains a host of datasets and NodeXL graphs and is a useful repository of Twitter data.

NodeXL provides insight into a number of important metrics on captured Twitter data such as most influential users, keywords, hashtags, websites, among many other metrics. A key feature of NodeXL is that it clusters Twitter users into groups before generating metrics.

Figure 1 below displays a network visualisation of #WorldMentalHealthDay.

Figure 1 is the visualisation that accompanies metrics produced by NodeXL. Different shapes within the graph represent different groups of Twitter users who contained different discussions related to mental health such as anxiety and/or depression. One of the largest groups is group one which shows retweets and mentions related to two influential accounts (Australian band members).

The metrics and visualisation are very useful for understanding the impact and for developing a better understanding on a host of topics from health, popular culture, grass roots movements, among many others (see other uses [here](#)).

For anyone interested in learning more about NodeXL I recommend this book [Analyzing Social Media Networks with NodeXL: Insights from a Connected World](#).

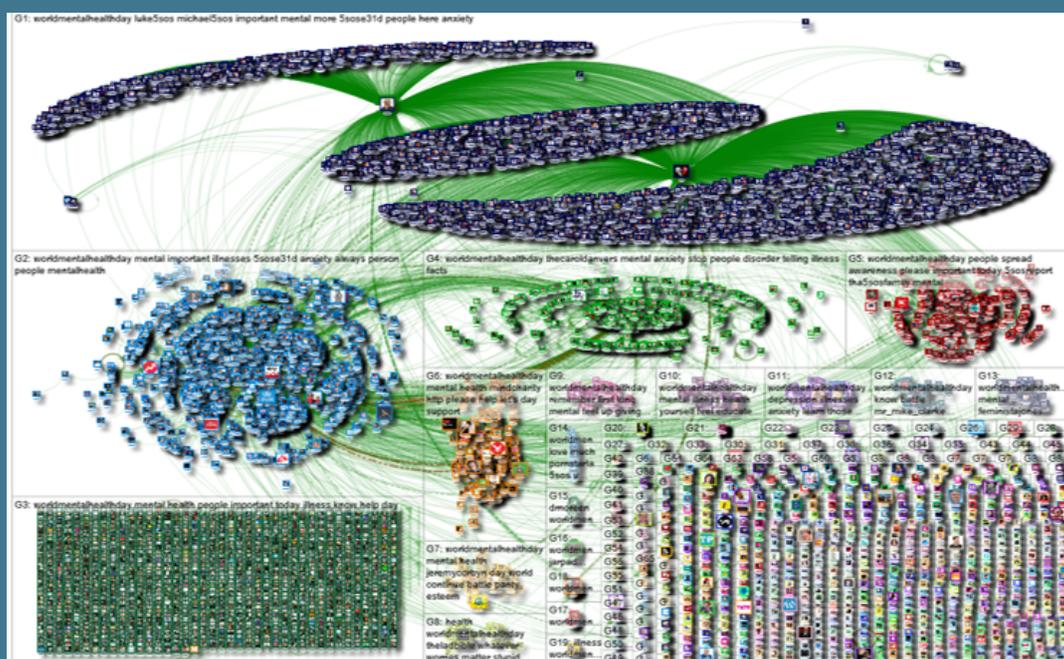


Figure 1: Social Network Graph of #WorldMentalHealthDay



EVENTS

Conferences to Attend:

10th International Conference on Social Media & Society

Toronto, Canada, July 19-21, 2019

Link: <https://socialmediaandsociety.org>

IEEE International Conference on Social Media, Wearable and Web Analytics

University of Oxford, June 3-4, 2019

Link: <https://www.c-mric.org/sm2019>

6th European Conference on Social Media

University of Brighton, UK, June, 13-14, 2019

Link: <https://www.academic-conferences.org/conferences/ecsm/>

The 82nd ASIS&T Annual Meeting

Melbourne, AU, October 19-23, 2019

Link: <https://www.asist.org/am19/>





EVENTS

Conferences to Submit:

Hawaii International Conference on System Sciences (HICSS)-53

Grand Wailea, Maui, USA, January 7-10, 2020

Submission Deadline: June 15, 2019 (11:59 pm HST)

Link: <http://hicss.hawaii.edu>

The 82nd ASIS&T Annual Meeting

Melbourne, AU, October 19-23, 2019

Submission Deadline:

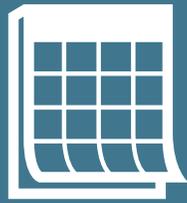
Panel and Alternative Event proposals due: 28 May 2019

Poster proposals due: 17 June 2019

Doctoral Colloquium submissions due: 15 July 2019

Link: <https://www.asist.org/am19/>





EVENTS

CFP: Live Streaming Services at the 53rd Hawaii International Conference on System Sciences

It is a pleasure to announce that the Minitrack on Live Streaming Services will be held for the second time at the 53rd Hawaii International Conference on System Sciences 2020. We cordially invite you to submit a research paper on live streaming services and join us on the beautiful island of Maui in January 2020!

For our Minitrack on Live Streaming Services (part of the track: Digital and Social Media) we are looking for theoretical or empirical papers fostering our understanding on the production and usage of and user participation on general social live streaming services (e.g., Periscope, Ustream, YouNow or Inke), embedded systems in other services (e.g., Instagram Live, niconico, Facebook Live or Douyin) and e-sports streaming services (e.g., Twitch, Huya). We anticipate submissions including (but not limited to) the following topics:

- Information production behavior on live streaming services
- The role of live streaming services in the dissemination of breaking news
- Multichannel behavior of streamers
- Strategies of influencers and micro-celebrities
- User participation on streaming services (e.g., giving “hearts,” commenting, donating)
- Juridical problems of live streaming (e.g., copyright or personality rights violations)
- The application of gamification mechanisms and dynamics in streaming services
- Production and usage of streams by children and adolescents
- Utilization of live streaming in companies and other institutions.

Guide for authors:

The submission deadline is June 15th, 2019. Submitted papers will undergo a blind review by at least three referees and the Minitrack chairs. The submission must contain original material and may not be previously published or currently submitted elsewhere. The format requirements, the submission system (opens on April, 15th) and further information for authors can be accessed at: <http://hicss.hawaii.edu/authors/>.

Important Dates:

April 15, 2019: Paper submission begins

June 15, 2019: Paper submission deadline (11:59 P.M. HST)

August 17, 2019: Notification of acceptance/rejection

September 22, 2019: Deadline for authors to submit final manuscript for publication

October 1, 2019: Deadline for at least one author for each paper to register for the conference

If you have any further questions do not hesitate to contact the Minitrack Chairs:

Kaja J. Fietkiewicz (Kaja.Fietkiewicz[at]hhu.de) & Franziska Zimmer (Franziska.Zimmer[at]hhu.de)

We are looking forward to your submission!



EVENTS

Training Event/Workshop:

Social Media & Digital Humanities: Methods/Approaches For Social Scientists

Fri, May 17, 2019, 10:30 AM BST

London, UK

For more information and registration click [here](#).

About:

This event will introduce a mix of methodologies and provide an overview of free-to-use and commercial software for the analysis of social media data. It will be led by an expert in the area, Dr Wasim Ahmed who has taught Undergraduate, Masters, and PhD level courses on social media data analytics.



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[Aylin.Ilhan\[at\]hhu.de](mailto:Aylin.Ilhan[at]hhu.de)



Cheers

ON BEHALF OF THE SIG SOCIAL
MEDIA OFFICERS

