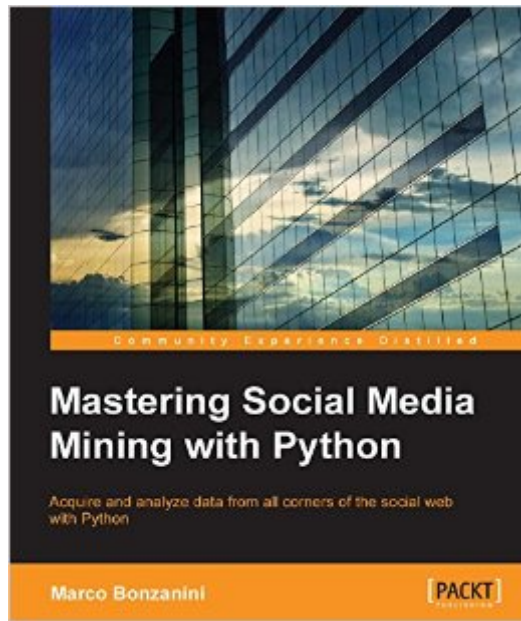


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# Mastering Social Media Mining With Python



## Synopsis

Key Features  
Make sense of highly unstructured social media data with the help of the insightful use cases provided in this guide  
Use this easy-to-follow, step-by-step guide to apply analytics to complicated and messy social data  
This is your one-stop solution to fetching, storing, analyzing, and visualizing social media data  
Book Description  
Your social media is filled with a wealth of hidden data â€” unlock it with the power of Python. Transform your understanding of your clients and customers when you use Python to solve the problems of understanding consumer behavior and turning raw data into actionable customer insights.  
This book will help you acquire and analyze data from leading social media sites. It will show you how to employ scientific Python tools to mine popular social websites such as Facebook, Twitter, Quora, and more. Explore the Python libraries used for social media mining, and get the tips, tricks, and insider insight you need to make the most of them. Discover how to develop data mining tools that use a social media API, and how to create your own data analysis projects using Python for clear insight from your social data.  
What you will learn  
Interact with a social media platform via their public API with Python  
Store social data in a convenient format for data analysis  
Slice and dice social data using Python tools for data science  
Apply text analytics techniques to understand what people are talking about on social media  
Apply advanced statistical and analytical techniques to produce useful insights from data  
Build beautiful visualizations with web technologies to explore data and present data products  
About the Author  
Marco Bonzanini is a data scientist based in London, United Kingdom. He holds a PhD in information retrieval from Queen Mary University of London. He specializes in text analytics and search applications, and over the years, he has enjoyed working on a variety of information management and data science problems.  
He maintains a personal blog at <http://marcobonzanini.com>, where he discusses different technical topics, mainly around Python, text analytics, and data science.  
When not working on Python projects, he likes to engage with the community at PyData conferences and meet-ups, and he also enjoys brewing homemade beer.  
Table of Contents  
Social Media, Social Data, and Python  
#Mining  
Twitter â€” Hashtags, Topics, and Time Series  
Users, Followers, and Communities on Twitter  
Posts, Pages, and User Interactions on Facebook  
Topic Analysis on Google+  
Questions and Answers on Stack Exchange  
Blogs, RSS, Wikipedia, and Natural Language Processing  
Mining All the Data!  
Linked Data and the Semantic Web

## Book Information

File Size: 14737 KB

Print Length: 338 pages

Publisher: Packt Publishing; 1 edition (July 29, 2016)

Publication Date: July 29, 2016

Sold by: Digital Services LLC

Language: English

ASIN: B01BFD2Z2Q

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Not Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #428,939 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #179

in Kindle Store > Kindle eBooks > Computers & Technology > Programming > Python #305

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