



# Analyzing Social Media Networks with NodeXL

## Insights from a Connected World

*By Derek Hansen, Ben Shneiderman, and Marc A. Smith*

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### About the Book

A practical guide to using NodeXL coupled with an in-depth look into the theory and research behind its development!

### Key Features

- Walks you through using NodeXL, the explanation of the theory and the development behind each step
- Demonstrates how visual analytics research can be applied to Social Network Analysis (SNA) tools for the mass market
- Presents case studies using NodeXL on popular networks like email, Facebook, Twitter, and Wikis

### About the Authors

**Derek L. Hansen** is an assistant professor at the University of Maryland's iSchool and director for the Center for the Advanced Study of Communities and Information (<http://casci.umd.edu>), a multidisciplinary research center focused on harnessing the power of novel social technologies to support the needs of real and virtual communities. He is also an active member of the Human Computer Interaction Lab ([www.cs.umd.edu/hcil](http://www.cs.umd.edu/hcil)).

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