

COMM 645, LAB 10: DUE NOVEMBER 14, 2012

Please e-mail your lab to comm645@ognyanova.net before 2pm on Wednesday.

This lab will test your ability to collect and visualize online social media data using NodeXL.

Note that the NodeXL Excel template only works with MS Office 2007 and 2010. If you do not have those installed on your machine, you may have to use one of the computers in the Annenberg PhD office (ASC G6).

Your assignment consists of the following:

- 1) Select a Twitter hashtag, search term or a user you are interested in.
- 2) Import their network data into NodeXL and calculate graph metrics for it (node centralities, reciprocity, connected components, etc.)
- 3) Visualize the network:
 - Select an appropriate layout algorithm.
 - Resize the nodes based on a centrality measure of your choice.
 - Replace the nodes in your graph with Twitter profile images for the included users.
 - Change any other visual characteristics you think would be appropriate.
- 4) In addition to your NodeXL file, submit a short written report including:
 - A brief description of the data you used. What type of relationships did you include?
 - A brief description of the way you visualized your network.
 - Did your visualization reveal any interesting patterns that you could further test with network analytical tools? What were those patterns?