

Experiment No: 8, 9

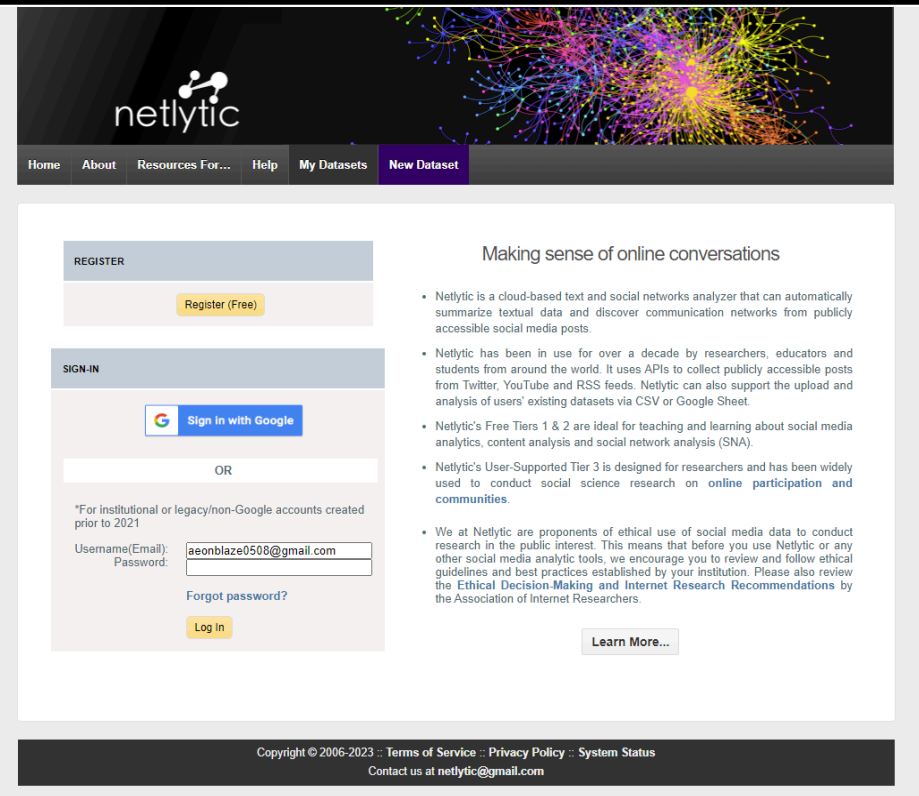
Name: Alston Fernandes

Roll No. : 19

Batch: C

Performance Date :

Topic:	Develop Content and Structure based social media analytics model for business.
Prerequisite:	Knowledge of Social Networks & Text Analyzer
Mapping With COs:	CSDL8023.5
Objective:	<ul style="list-style-type: none">● Capture data from social media sites (Twitter, Facebook, YouTube, Instagram, etc.)● Discover popular topics● Find and explore emerging themes of discussions● Build, visualize and analyze online social networks using social network analysis
Outcome:	<ul style="list-style-type: none">● To summarize large volumes of text and discover and visualize social networks from conversations on social media sites.
Instructions:	This experiment is a compulsory experiment. All the students are required to perform this experiment individually.
Deliverables:	<p>Netlytic is a cloud-based text analyzer and social networks visualizer. Netlytic can automatically summarize large volumes of text and discover and visualize social networks from conversations on social media sites such as Twitter, Youtube, blog comments, online forums and chats. Nelytic provides a comprehensive suite of tools for analyzing networks across various online platforms, including YouTube. Leveraging Nelytic's capabilities, users can delve into the intricate web of connections within the YouTube ecosystem, uncovering valuable insights into audience engagement, content dissemination, and influencer relationships. By visualizing the network structure, users can identify key nodes such as popular channels, trending topics, and communities of interest. Additionally, Nelytic enables in-depth analysis of interactions between channels, comments, and viewers, shedding light on the dynamics driving engagement and virality. This level of insight empowers YouTube content creators, marketers, and researchers to optimize their strategies, target relevant audiences, and stay ahead in the ever-evolving landscape of online video content.</p> <p>Step 1: Create an online account with Netlytic (https://netlytic.org)</p>



The screenshot shows the Netlytic homepage. At the top, there is a navigation bar with links: Home, About, Resources For..., Help, My Datasets, and New Dataset. Below the navigation bar, there is a large header image with the Netlytic logo and a colorful network graph. The main content area is divided into two columns. The left column contains a 'REGISTER' section with a 'Register (Free)' button and a 'SIGN-IN' section with a 'Sign in with Google' button, an 'OR' separator, and a login form with fields for 'Username(Email):' and 'Password:', a 'Forgot password?' link, and a 'Log in' button. The right column contains the heading 'Making sense of online conversations' followed by a bulleted list of features and a 'Learn More...' button. At the bottom, there is a footer with copyright information and links to Terms of Service, Privacy Policy, and System Status.

netlytic

Home About Resources For... Help My Datasets New Dataset

REGISTER

Register (Free)

SIGN-IN

Sign in with Google

OR

*For institutional or legacy/non-Google accounts created prior to 2021

Username(Email): Password:

Forgot password?

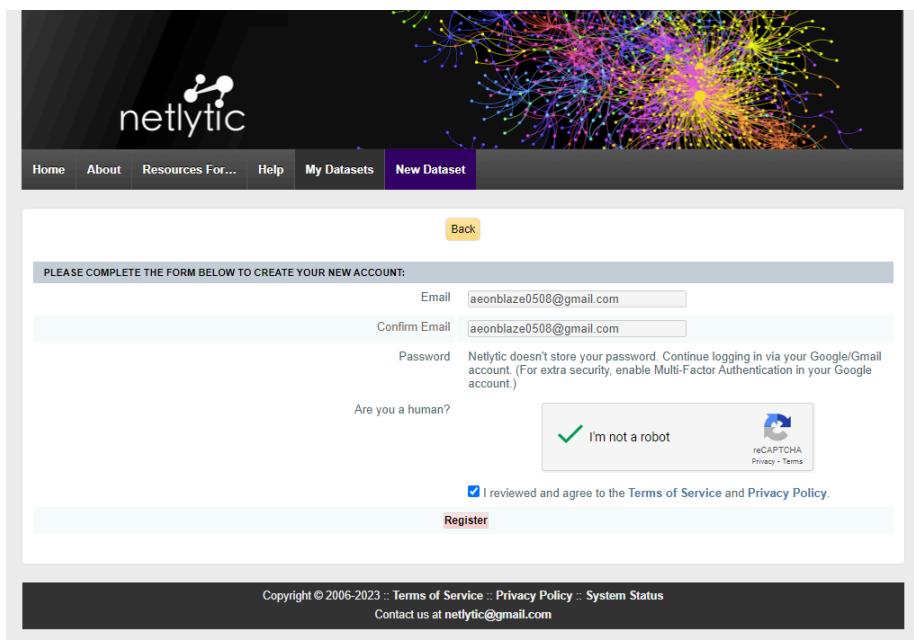
Log in

Making sense of online conversations

- Netlytic is a cloud-based text and social networks analyzer that can automatically summarize textual data and discover communication networks from publicly accessible social media posts.
- Netlytic has been in use for over a decade by researchers, educators and students from around the world. It uses APIs to collect publicly accessible posts from Twitter, YouTube and RSS feeds. Netlytic can also support the upload and analysis of users' existing datasets via CSV or Google Sheet.
- Netlytic's Free Tiers 1 & 2 are ideal for teaching and learning about social media analytics, content analysis and social network analysis (SNA).
- Netlytic's User-Supported Tier 3 is designed for researchers and has been widely used to conduct social science research on [online participation and communities](#).
- We at Netlytic are proponents of ethical use of social media data to conduct research in the public interest. This means that before you use Netlytic or any other social media analytic tools, we encourage you to review and follow ethical guidelines and best practices established by your institution. Please also review the [Ethical Decision-Making and Internet Research Recommendations](#) by the Association of Internet Researchers.

Learn More...

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Contact us at netlytic@gmail.com



The screenshot shows the Netlytic registration form. At the top, there is a navigation bar with links: Home, About, Resources For..., Help, My Datasets, and New Dataset. Below the navigation bar, there is a large header image with the Netlytic logo and a colorful network graph. The main content area contains a 'Back' button, a heading 'PLEASE COMPLETE THE FORM BELOW TO CREATE YOUR NEW ACCOUNT:', and a registration form with fields for 'Email', 'Confirm Email', and 'Password'. The 'Password' field has a note: 'Netlytic doesn't store your password. Continue logging in via your Google/Gmail account. (For extra security, enable Multi-Factor Authentication in your Google account.)'. Below the password field is a checkbox for 'Are you a human?' with a 'reCAPTCHA' widget. At the bottom of the form is a 'Register' button. At the bottom of the page, there is a footer with copyright information and links to Terms of Service, Privacy Policy, and System Status.

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Home About Resources For... Help My Datasets New Dataset

Back

PLEASE COMPLETE THE FORM BELOW TO CREATE YOUR NEW ACCOUNT:

Email: Confirm Email: Password:

Netlytic doesn't store your password. Continue logging in via your Google/Gmail account. (For extra security, enable Multi-Factor Authentication in your Google account.)

Are you a human?

I'm not a robot

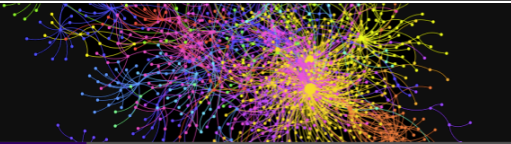

I reviewed and agree to the Terms of Service and Privacy Policy.

Register

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Collect Data from: Youtube:

Step 1: Create a Netlytic account and Create new Dataset and copy the Youtube id from youtube and paste it in netlytic



HomeAboutResources For...HelpMy DatasetsNew DatasetMy AccountLog Out

Server time: 21-04-2024 (Sun) 09:12:44 | Signed in as 'aeonblaze0508@gmail.com'

Due to Twitter's discontinuation of their free API, Netlytic is no longer able to collect data directly from Twitter. You can still import and analyze pre-existing Twitter datasets as CSV files.

Hint: Start by importing a new dataset.

🗕 DATASET ▲

LAST MODIFIED
Click data to make subset ▼



Delete Selected

Datasets shared with me:

DATASET ▲

LAST MODIFIED ▼

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HomeAboutResources For...HelpMy DatasetsNew DatasetMy AccountLog Out

Twitter(discontinued)YouTubeGoogle SheetsText FileRSSReddit/Telegram (via Communalytic.org)

📘 YouTube API information and limitations

The YouTube API limits the number of comments Netlytic can collect daily. If you encounter issues, you can use third-party tools like [YouTube Data Tools](#) to collect comments from YouTube as a CSV file and then import it into Netlytic for further analysis.

YT_Video_Alston

(No Special Characters)

I-nMKJ5J3Uc

Enter the ID of the YouTube video as follows:

🔒 https://www.youtube.com/watch?v=9bZkp7q19f0

On the video page,
copy the code after "v=" in the URL

Important notices:

- Please don't close the browser once you click the "Import" button below.
- Netlytic collects top-level comments + up to 5 replies per comment. Replies to replies are not collected.
- Since YouTube API only permits storage of public data for up to 30 days, this dataset will be automatically deleted 30 days after its collection unless it's updated within the 30-day period.

You are using 0/3 of your permitted datasets - [Get More](#)

Import

Go Back (No Action)

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Home About Resources For... Help My Datasets New Dataset My Account Log Out

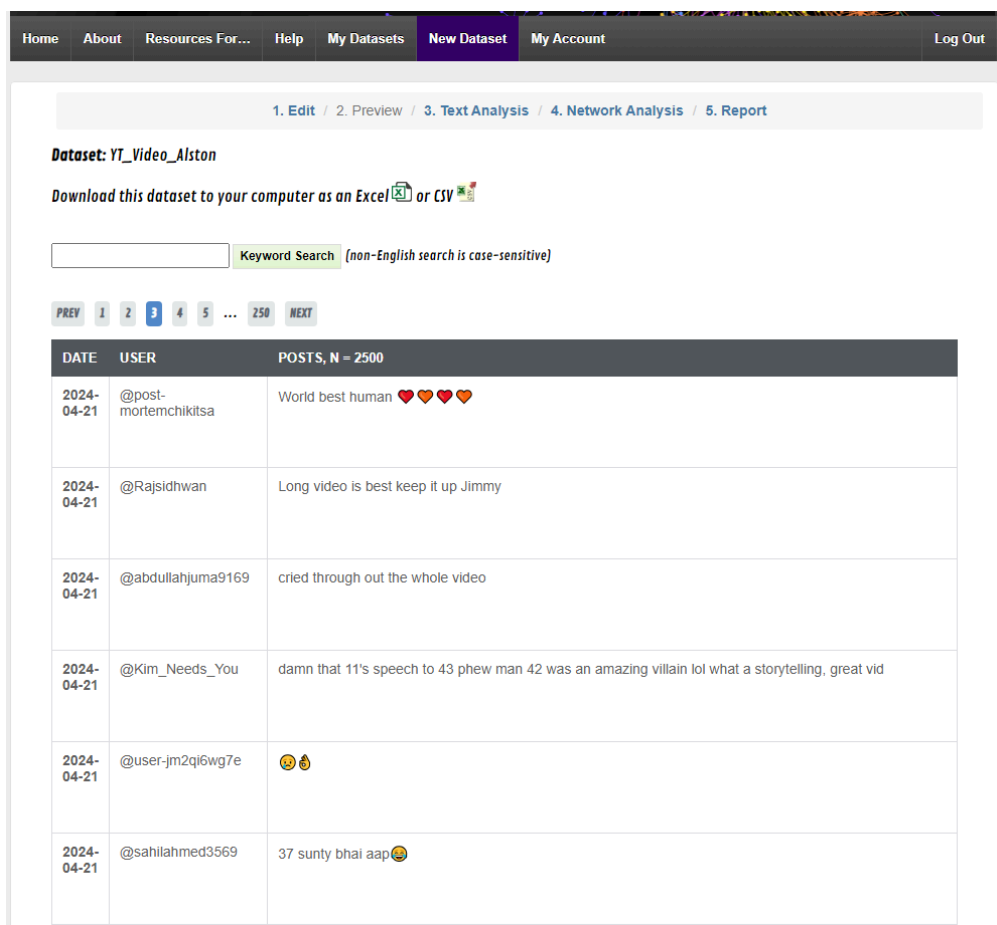
97%

- > Retrieving data... **Don't close the browser!**
- > Retrieving up to 2500 top-level comments and up to 5 one-level replies per comment.
- > Warning: Data collection was stopped as the number of retrieved comments+replies exceeds the limit of 2500.
- > Processing retrieved data.
- > Retrieved 2499 top-level comments + 90 one-level replies.
- > **There are more comments than what can be stored in your account. - [Get More Space](#)**
- > Saving data...
- > Saved/updated 2500 records.
- You can now close the browser!**

<Go Back Next Step>

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Contact us at netlytic@gmail.com

Step 2: Click “Next Step” to preview your dataset. This step is designed to confirm that your dataset was imported properly. (You can also download all the tweets to excel).



Home About Resources For... Help My Datasets New Dataset My Account Log Out

1. Edit / 2. Preview / 3. Text Analysis / 4. Network Analysis / 5. Report

Dataset: YT_Video_Alston

Download this dataset to your computer as an Excel or CSV

Keyword Search (non-English search is case-sensitive)

PREV 1 2 3 4 5 ... 250 NEXT

DATE	USER	POSTS, N = 2500
2024-04-21	@post-mortemchikitsa	World best human ❤️❤️❤️
2024-04-21	@Rajsidhwan	Long video is best keep it up Jimmy
2024-04-21	@abdullahjuma9169	cried through out the whole video
2024-04-21	@Kim_Needs_You	damn that 11's speech to 43 phew man 42 was an amazing villain lol what a storytelling, great vid
2024-04-21	@user-jm2qi6wg7e	🤔👉
2024-04-21	@sahilahmed3569	37 sunty bhai aap🤔

Step 3: Go to the tab “4. Network Analysis” menu, & click on the “ Go back to the legacy network discovery interface” Find the “Name Network” section and click the GREEN Analyze button that shows the number of “Remaining Posts”.

1. Edit / 2. Preview / 3. Text Analysis / 4. Network Analysis / 5. Report

DATASET: YT_VIDEO_ALSTON

NAME NETWORK / WHO MENTIONS WHOM

posters with ties: 0

ties (incl.self-loops): 0

Select the dataset type:
Threaded discussion

ANALYZE 2500 REMAINING POSTS

See more processing options

Name network is a communication network built from mining personal names in the messages. To discover ties in Name networks, a user can choose from two primary options: 'connect a sender to all names found in his/her messages' and/or 'connect people whose names co-occur in the same messages'.

CHAIN NETWORK / WHO REPLIES TO WHOM

posters with ties: 0

ties (incl.self-loops): 0

ANALYZE 2500 REMAINING POSTS

See more processing options

Chain network (also known as a 'who replies to whom' network) is a communication network built based on participants' posting behavior. To build Chain networks, Netlytic provides a range of options for tie discovery: from 'Connect a sender to the last person in the post chain only' to 'Connect a sender to all people in the reference chain with decreasing weights'.

NAME NETWORK / WHO MENTIONS WHOM

posters with ties: 0

ties (incl.self-loops): 0

Select the dataset type:
Threaded discussion

ANALYZING! PLEASE WAIT...

See more processing options

4%

Step 4: Once the network is built, click on the “Visualize” button. The pop-up window will display the discovered network that represents

NAME NETWORK / WHO MENTIONS WHOM

RESET

RE-ANALYZE

EXPORT

VISUALIZE

posters with ties: 2300

ties (incl.self-loops): 4622

Select the dataset type:

Threaded discussion

NO NEW MESSAGES TO PROCESS

↓ See more processing options

Step 5: Exploring the visualization by changing the Layout, Node Size and Colors options in the left side menu.

netlytic.org/network/sigma.php?c=NdV4q6RWLSZ5Gwo4&viz=2&datatype=email

netlytic.org/network/sigma.php

Search for name(s) — (comas separated)

On/Off:

Node Labels

Edges

Layout:

DrL layo...

Node size:

total deg...

Colors:

white & d...

Auto Clusters:

One

Two

Three

Network Properties: ?

Rebuild the network to calculate network-level measures such as Diameter, Density, Reciprocity, Centralization, and Modularity

Share:

Save Image

YT_Video_Alston

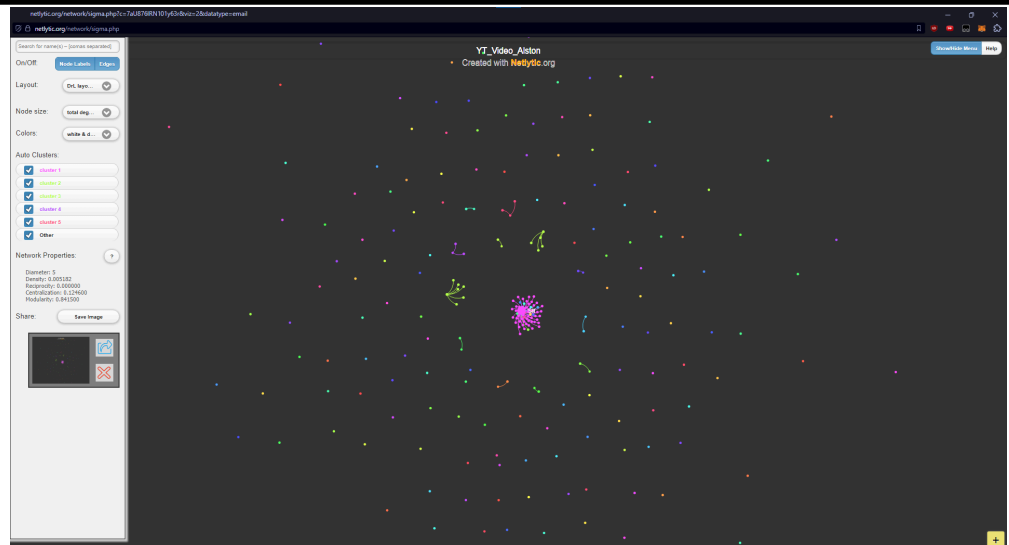
Created with Netlytic.org

Show/Hide Menu

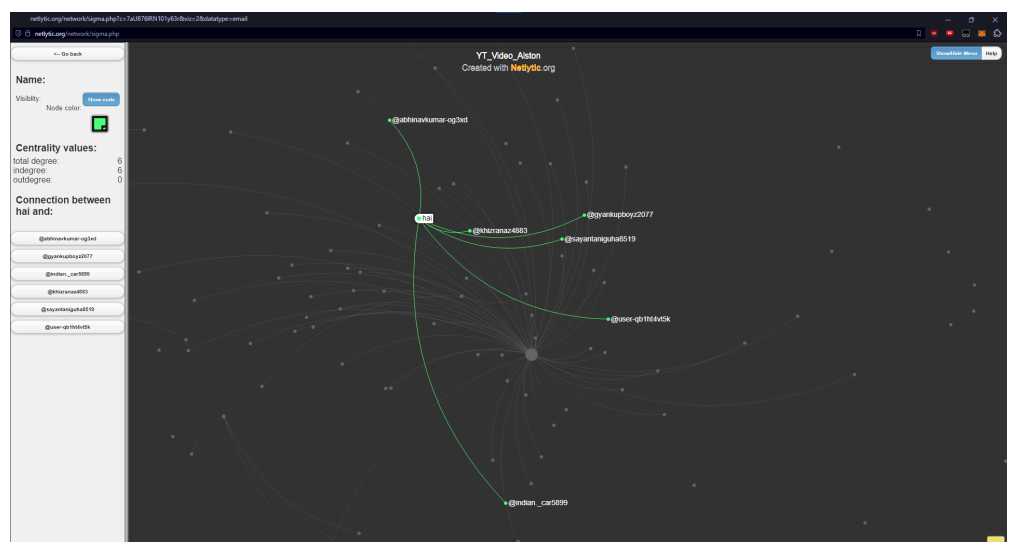
Help

Building Network...
(the completion time depends on the network size and may take up to 1 hour for large networks)
Please do not close the browser.

+



Step 6: When you select a node, you gain access to view all the connections between that node and others. The sidebar dynamically updates, allowing you to click on any listed name to explore the tweets exchanged between the selected node and that particular user.



Conclusion:	In conclusion, Nelytic offers a powerful platform for building, visualizing, and analyzing online social networks. With its intuitive interface, users can easily explore connections between nodes and dive into the content shared between them. This capability enhances understanding of relationships and communication dynamics within social networks, providing valuable insights for research, marketing, and strategic decision-making
References:	<p>[1]https://mycourses.aalto.fi/pluginfile.php/1498321/mod_assign/intro/Assignment_2_2021_Network%20Visualization%20using%20twitter%20and%20netlytic.pdf</p> <p>[2] https://netlytic.org/home/?cat=6</p> <p>[3] https://netlytic.org/index.php</p>

Don Bosco Institute of Technology
Department of Computer Engineering

Assessment Rubric for Experiment No. 8, 9

Title of Experiment : Develop Content and Structure based social media analytics model for business

Year and Semester : 4th Year and VIIIth Semester

Sr. No.	Criteria	1 Marks	2 Marks	3 Marks	4 Marks	5 Marks
1	Productivity	Not Satisfactory	Satisfactory	Good	Very Good	Excellent
2	Performance (Implementation)	Not Satisfactory	Satisfactory	Good	Very Good	Excellent
3	Viva	Satisfactory	Good	Very Good		
4	Submission on Time	Submitted after the given deadline	Submitted before the given deadline			