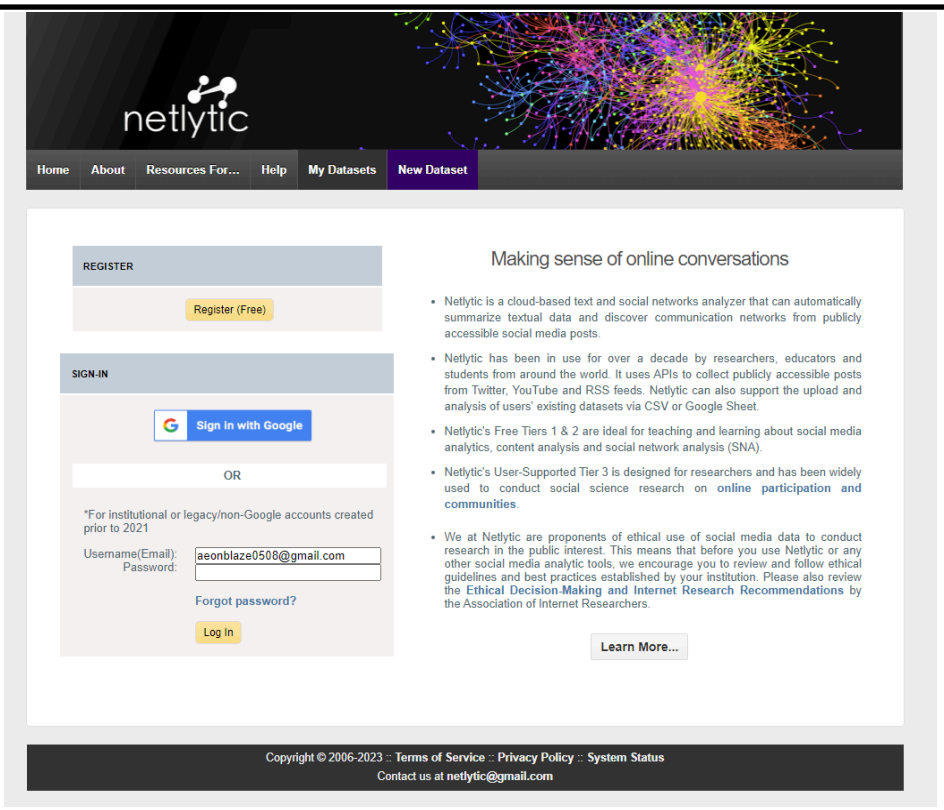
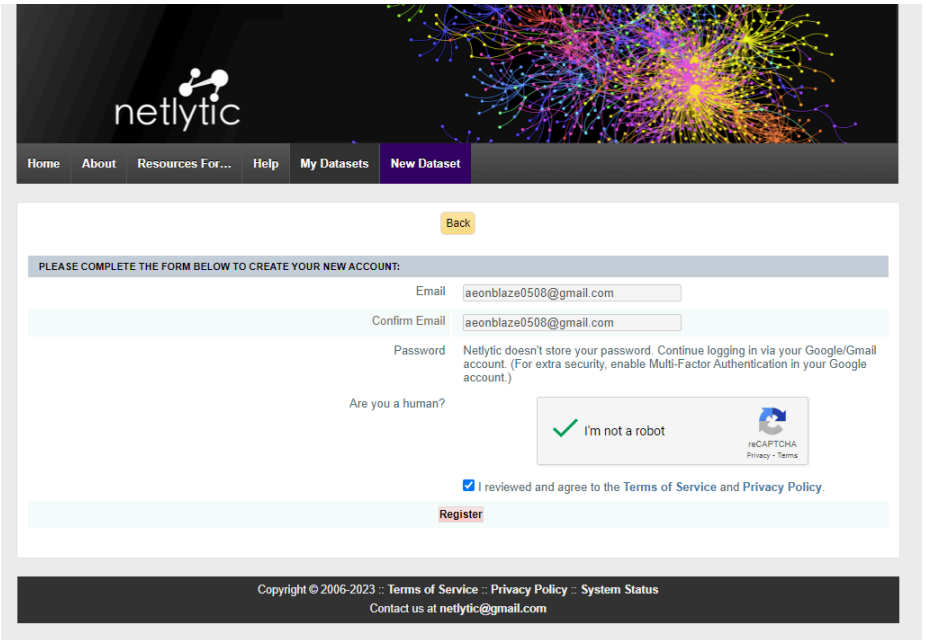
Experiment No: 8, 9

Name: Alston Fernandes **Roll No. :** 19

Batch: C **Performance Date :**

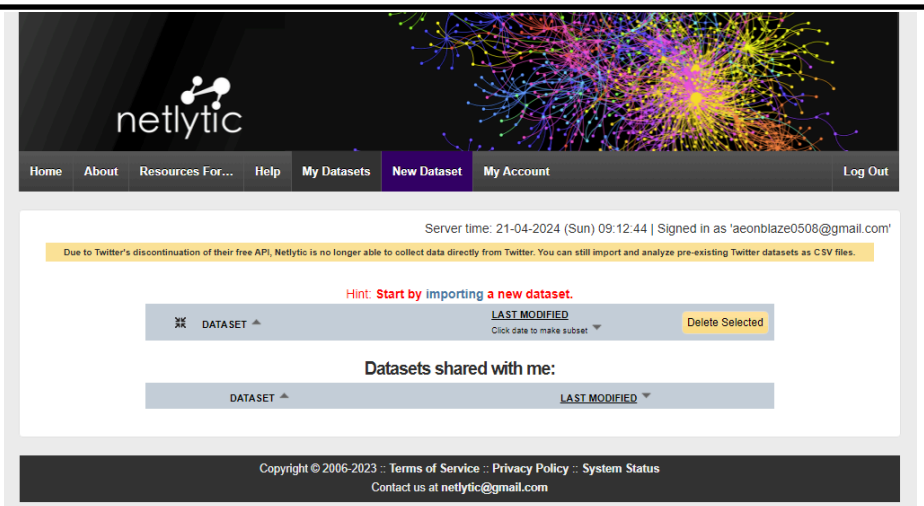
Topic:	Develop Content and Structure based social media analytics model for business.
Prerequisite:	Knowledge of Social Networks & Text Analyzer
Mapping With COs:	CSDL8023.5
Objective:	● Capture data from social media sites (Twitter, Facebook, YouTube, Instagram, etc.) ● Discover popular topics ● Find and explore emerging themes of discussions ● Build, visualize and analyze online social networks using social network analysis
Outcome:	● 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:	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. **Step 1:** Create an online account with Netlytic (https://netlytic.org)





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


netlytic
Home
About
Resources For...
Help
My Datasets
New Dataset
My Account
Log 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 date to make subset
Delete Selected
Datasets shared with me:
DATASET
LAST MODIFIED
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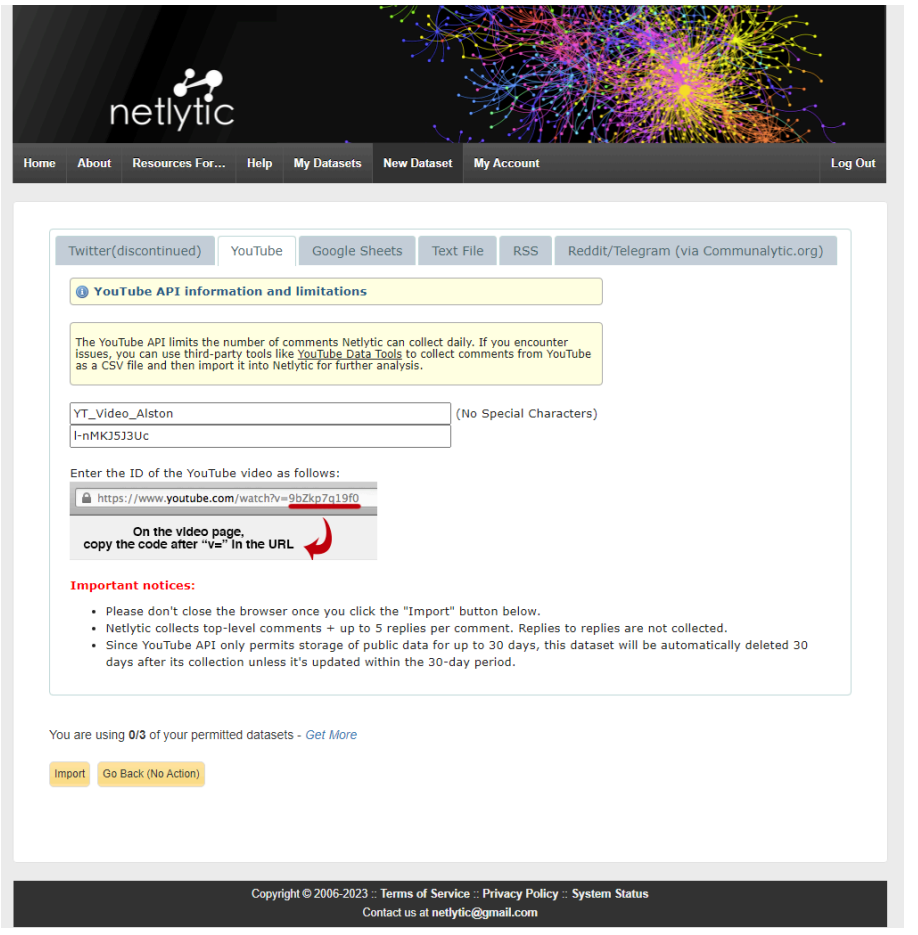
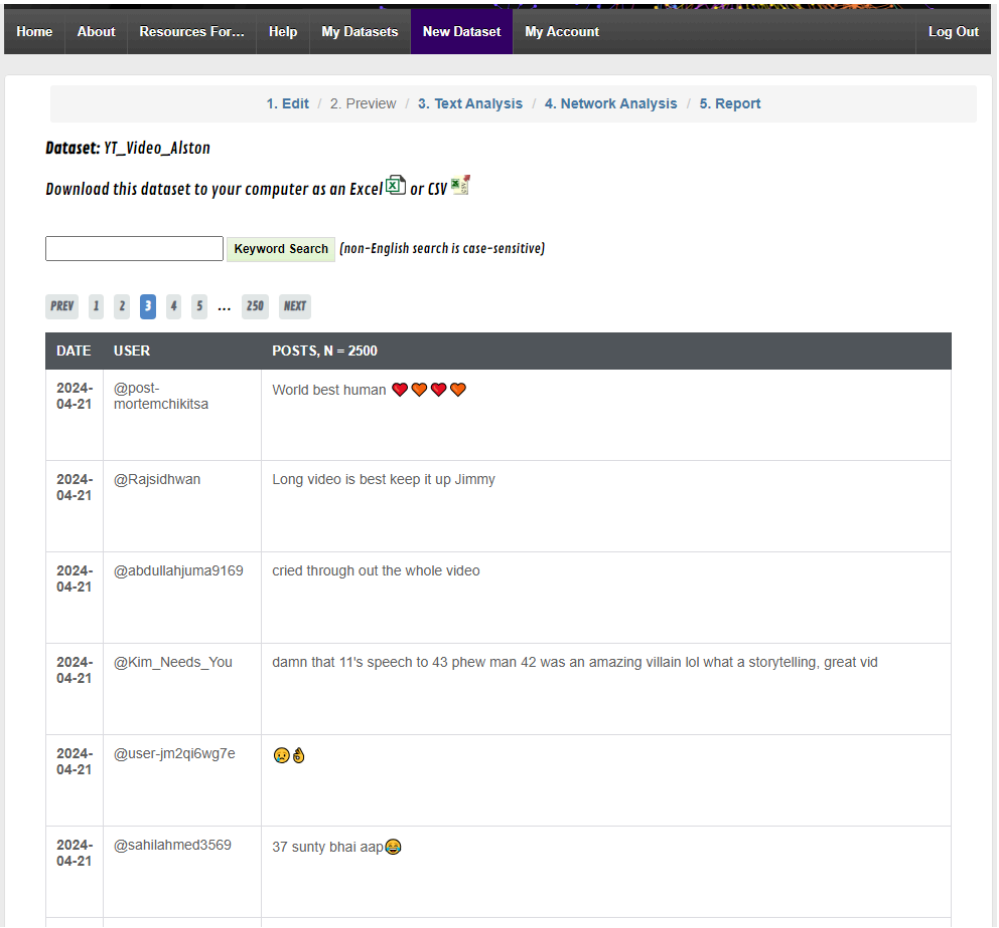
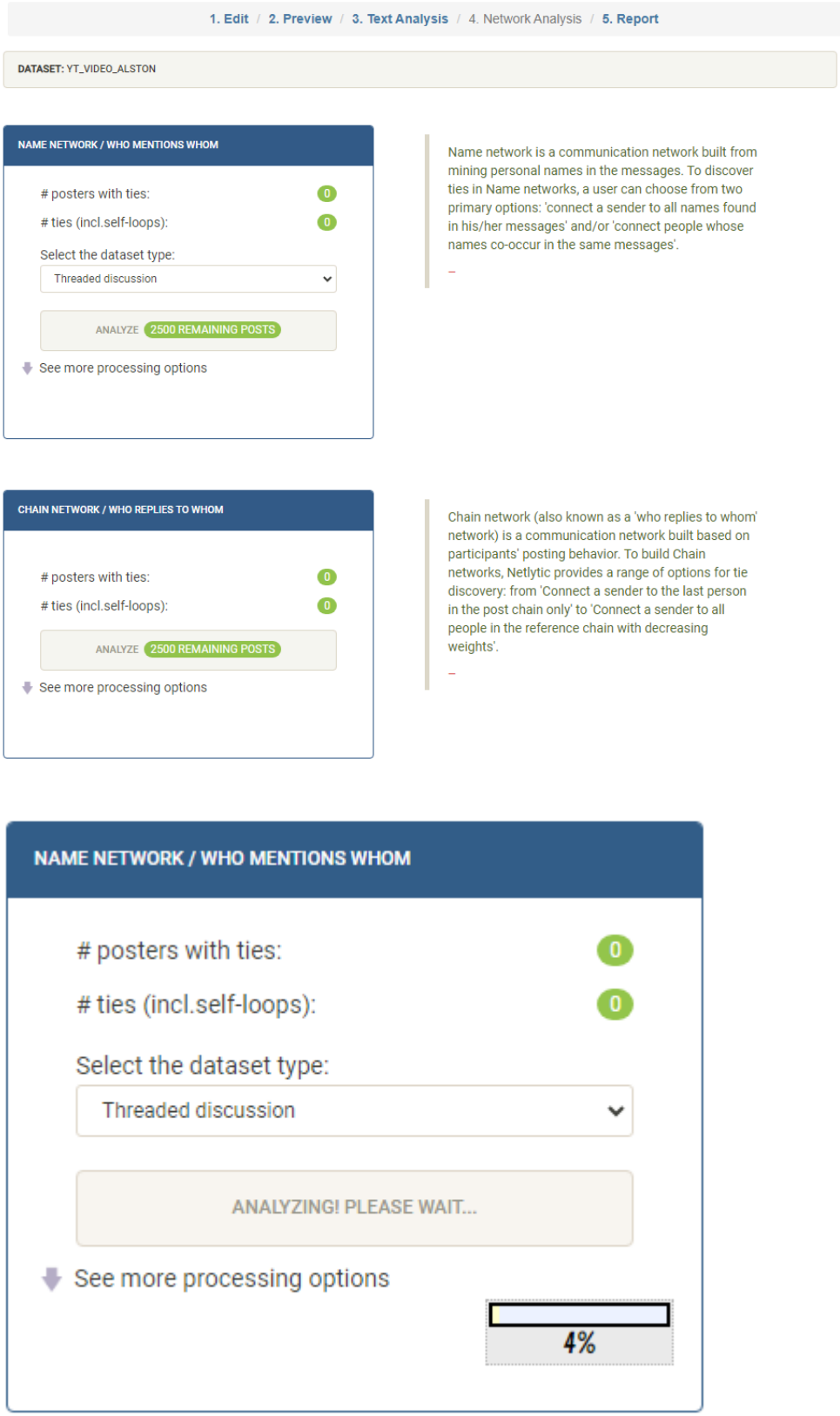
Contact us at netlytic@gmail.com


netlytic
Home
About
Resources For...
Help
My Datasets
New Dataset
My Account
Log Out
Twitter(discontinued)
YouTube
Google Sheets
Text File
RSS
Reddit/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)
Copyright © 2006-2023 :: Terms of Service :: Privacy Policy :: System Status
Contact us at netlytic@gmail.com

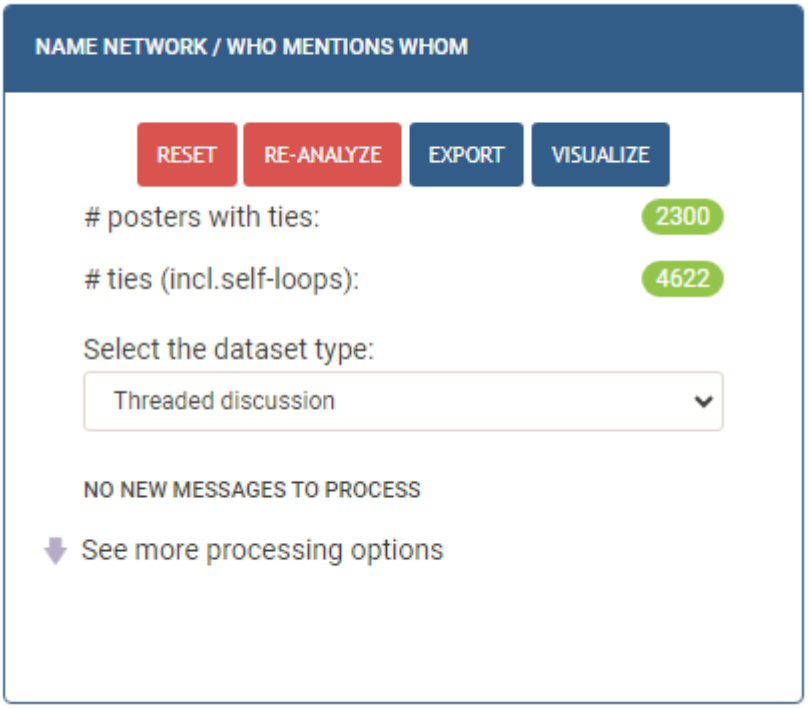
Step 2: Click "Next Step" to preview your dataset. This step is designed to confirm that your dataset was imported properly. (You can also download all the tweets to excel).



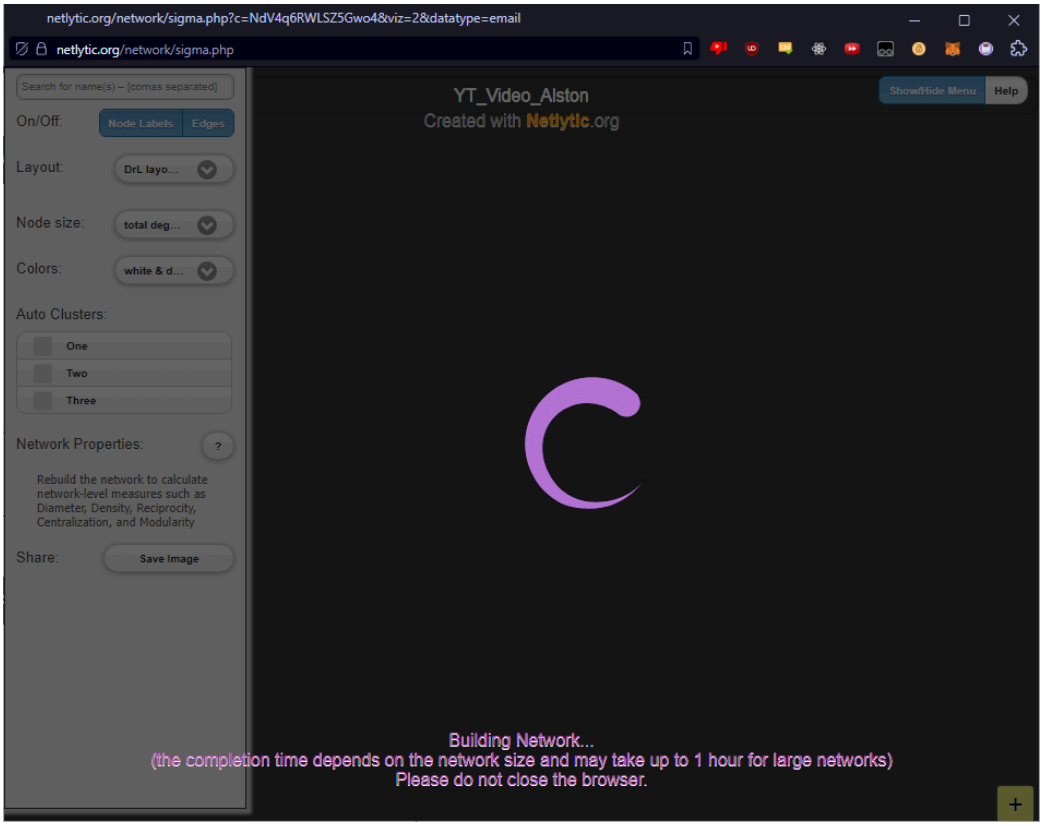
Step 3: Go to the tab "4. Network Analysis" menu, & click on the " Go back to the legacy network discovery interface" Find the "Name Network" section and click the GREEN Analyze button that shows the number of "Remaining Posts".

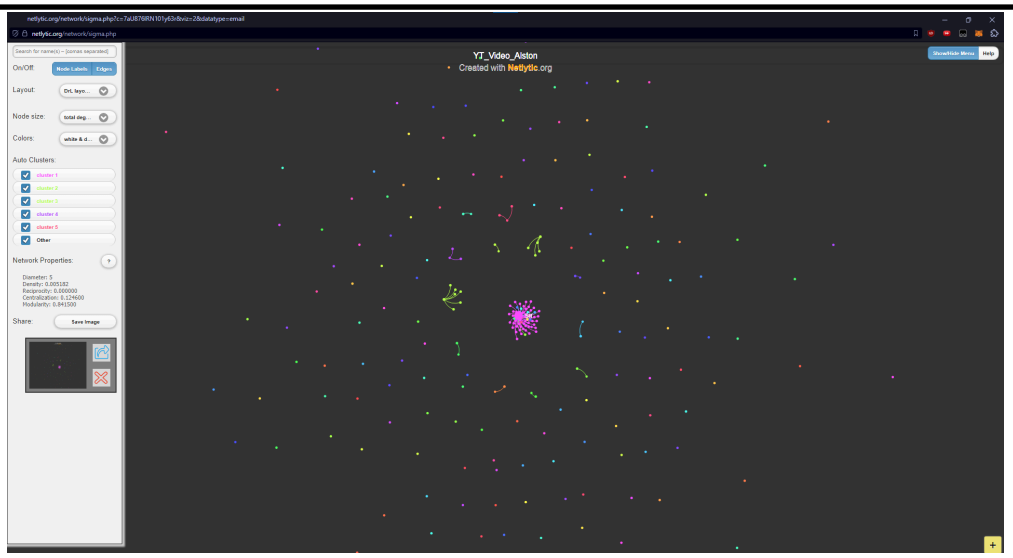


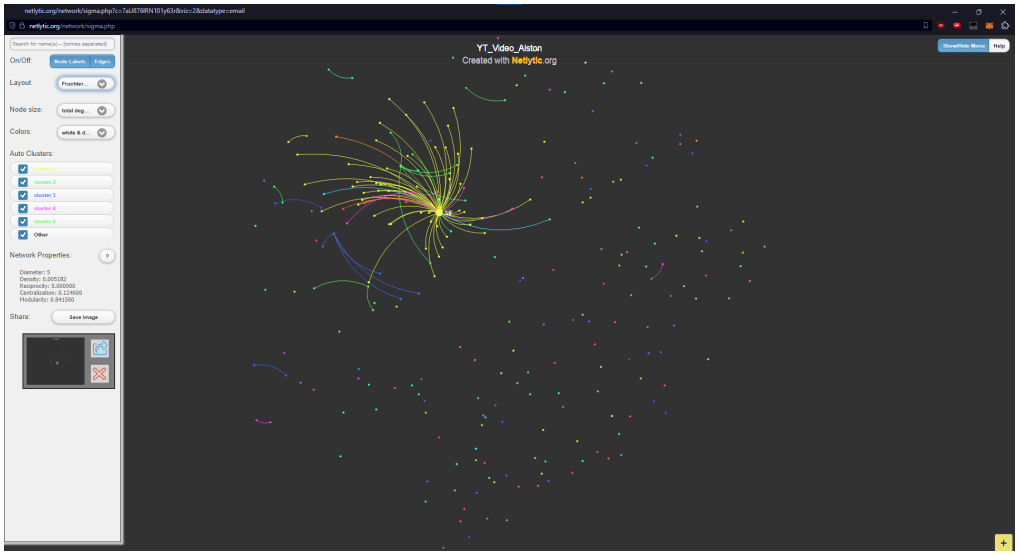
Step 4: Once the network is built, click on the "Visualize" button. The pop-up window will display the discovered network that represents



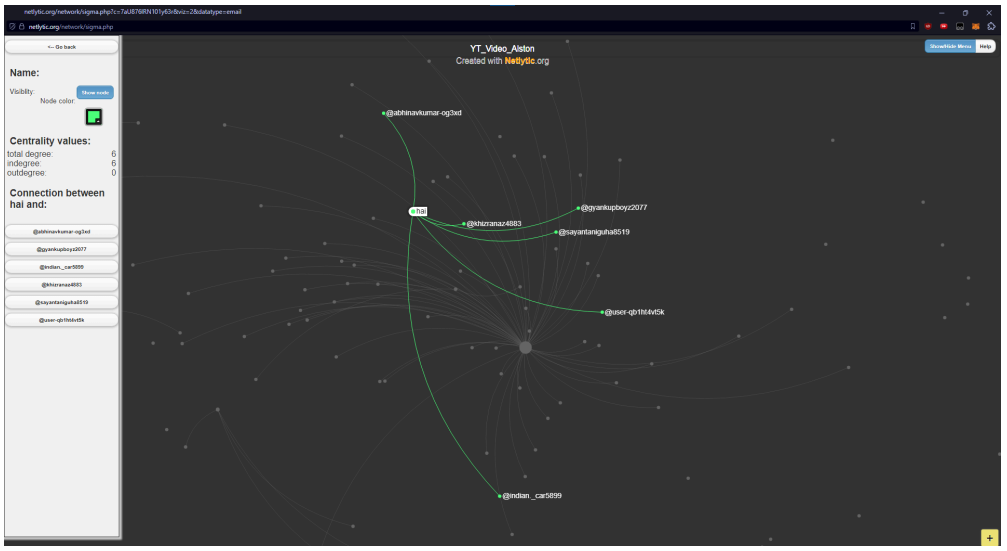
Step 5: Exploring the visualization by changing the Layout, Node Size and Colors options in the left side menu.







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:	[1]https://mycourses.aalto.fi/pluginfile.php/1498321/mod_assign/intro/Assignment 2_2021_Network%20Visualization%20using%20twitter%20and%20netlytic.pdf [2] https://netlytic.org/home/?cat=6 [3] https://netlytic.org/index.php

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			