Menganalisa Penyebaran Informasi di Media Sosial

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Nov 30, 2018, 04:26pm EST

How Social Media Has Changed How We Consume News

Nicole Martin Former Contributor ⓘ
AI & Big Data
I write about digital marketing, data and privacy concerns.

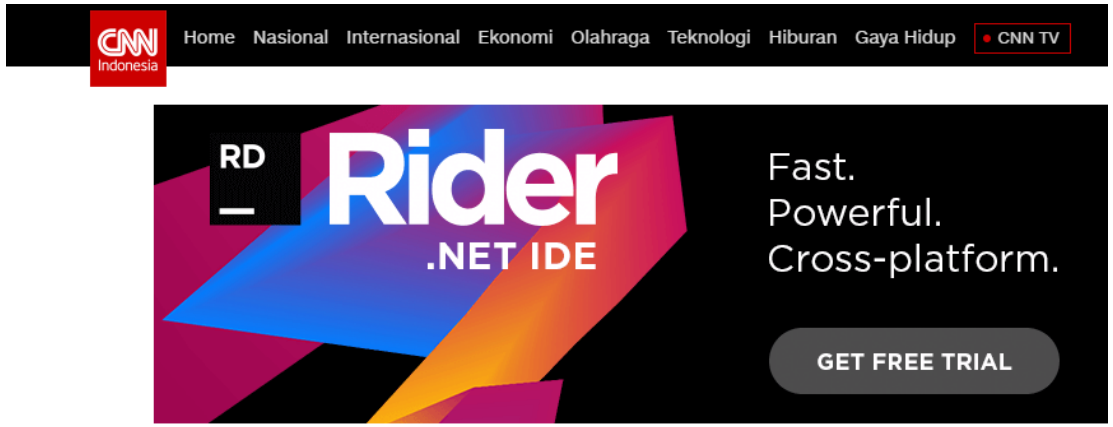
How we consume news from social media photo credit: Getty GETTY

It's the age of "fake news" and gone are the days of waiting for the morning news for breaking stories or reading gossip magazines for the latest celebrity

In a recent survey, 50 percent of Internet users surveyed said that they hear about the latest news via social media before ever hearing about it on a news station. Many internet users will see the breaking stories on their feed and go to the news sites to learn more. The survey found 57 percent increase in traffic to news sites referred from social media.

However, there has been a decrease in how much of an article that people read. Most people will just scroll through their newsfeed and stumble upon relevant news content but just read the headlines or a short video clip of the piece. An average visitor will only read an article for 15 seconds or less and the average video watch time online is 10 seconds.

Sumber: https://www.forbes.com/sites/nicolemartin1/2018/11/30/how-social-media-has-changed-how-we-consume-news/#50d7cd533c3c



Home > Nasional > Berita Politik

Soal Hoaks, Jokowi Sebut 40 Persen Warga Percaya Medsos

CNN Indonesia | Sabtu, 09/02/2019 23:29 WIB

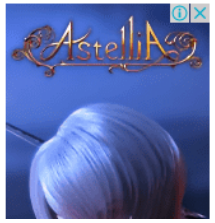
Bagikan :

Presiden Jokowi menyebut media konvensional lebih dipercaya daripada medsos. (CNN Indonesia/Adhi Wicaksono)

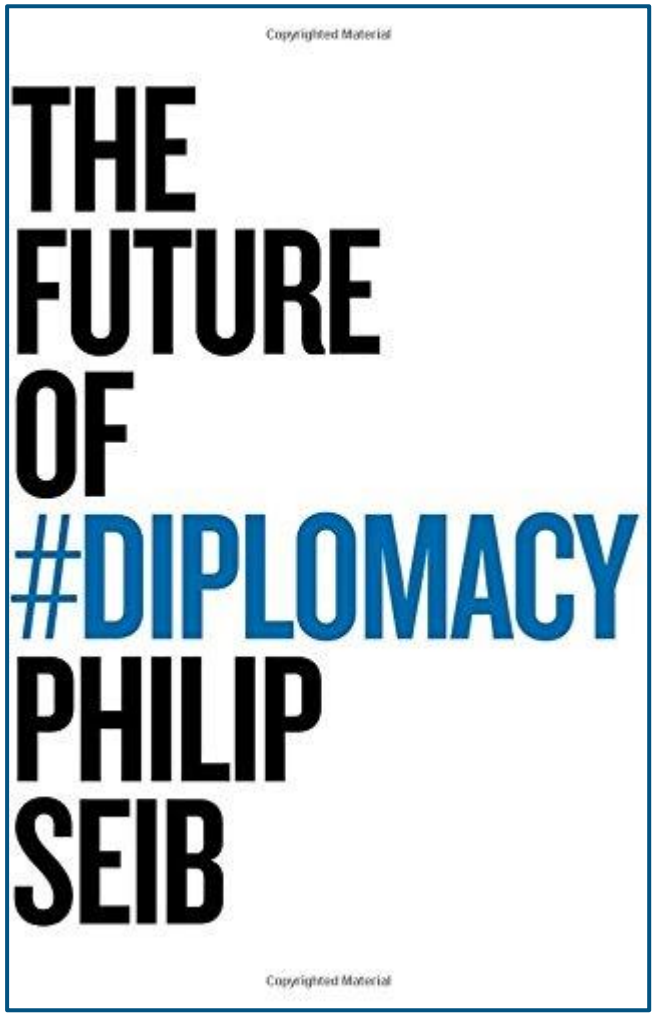
Surabaya, CNN Indonesia -- Presiden Joko Widodo alias Jokowi menyebut media konvensional atau media arus utama (*mainstream*) lebih banyak dipercaya oleh masyarakat dalam memperoleh informasi ketimbang media sosial (medsos).

Hal itu dikatakannya dalam sambutan perayaan puncak Hari Pers Nasional (HPN) 2019 di Grand City Convention Center, Kota Surabaya, Sabtu (9/2).

"Pada tahun 2018, kepercayaan terhadap media konvensional adalah 63 persen berbanding 40 persen untuk media sosial," ujarnya.



https://www.cnnindonesia.com/nasional/20190209230851-32-367804/soal-hoaks-jokowi-sebut-40-persen-warga-percaya-medsos



Masa depan diplomasi terkait erat dengan masa depan media.

- Philip Seib-

YouTube ID

honest government ads west papua

#simon_efredire #simonefredire #simonefrediretv

Honest Government Ads West Pap...

10.659 x ditonton • 1 Sep 2019

simonefredire TV

Free West Papua @FreeWestPapua · May 5

Over 500,000 innocent people have been killed in occupied #WestPapua. The international community have remained silent and the genocide being committed by the Indonesian military continues to this day.

11 135 152

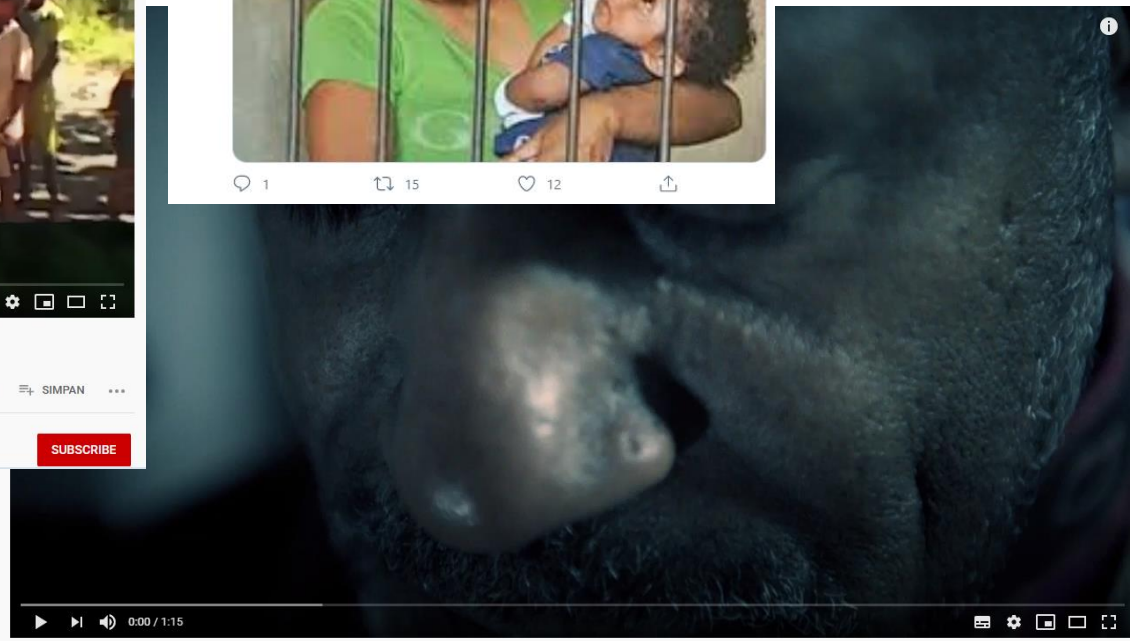
Free West Papua Campaign @FreeWestPapuaNL · May 9

This is Sayang Mandabayan. She is a West Papuan political prisoner, arrested for the 'crime' of carrying #WestPapua flags.

Indonesian authorities have placed her on trial for treason, separated from her 3 young children, with the prospect of a life-time sentence.

#humanrights

1 15 12



A message from West Papuan Independence Leader Benny Wenda

6.875 x ditonton • 29 Sep 2017

120 74 BAGIKAN SIMPAN

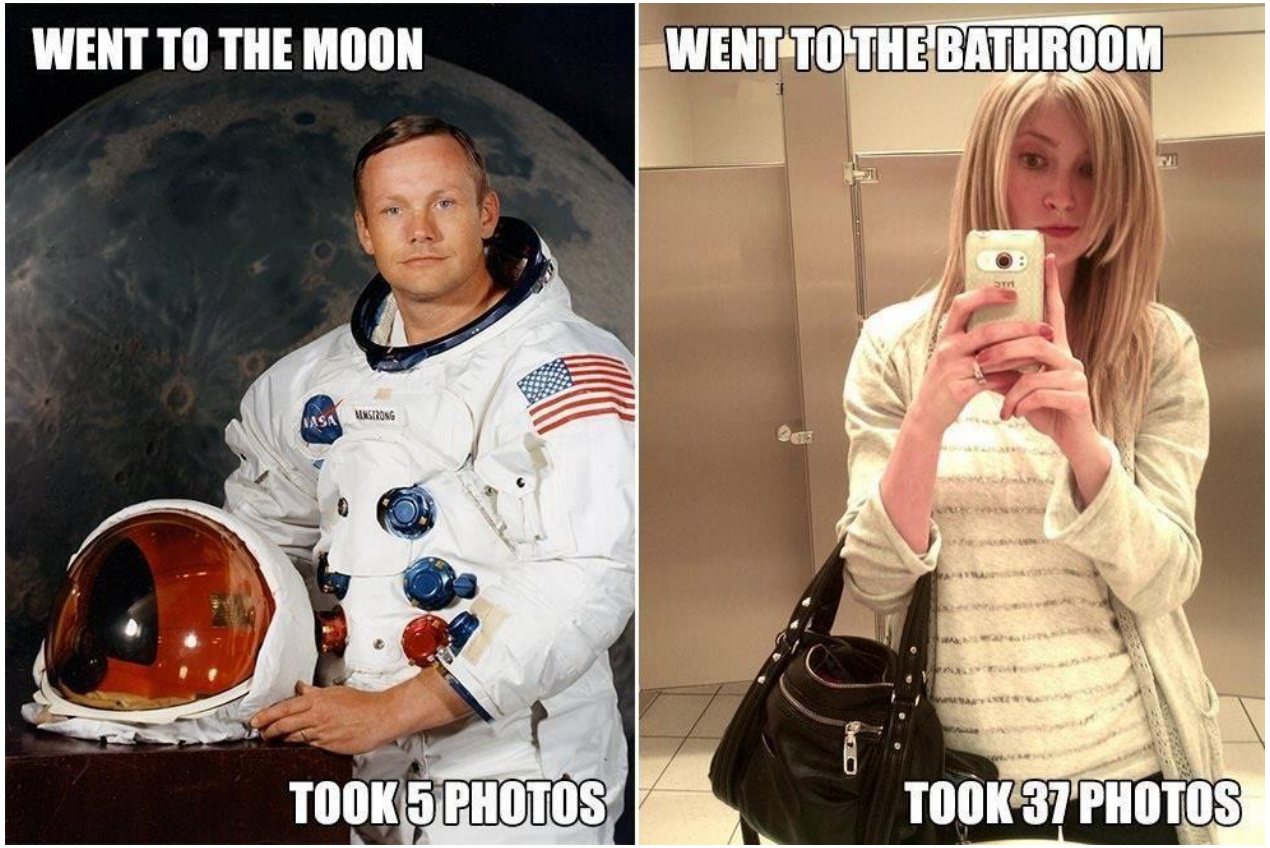
Free West Papua Campaign
4,8 rb subscriber

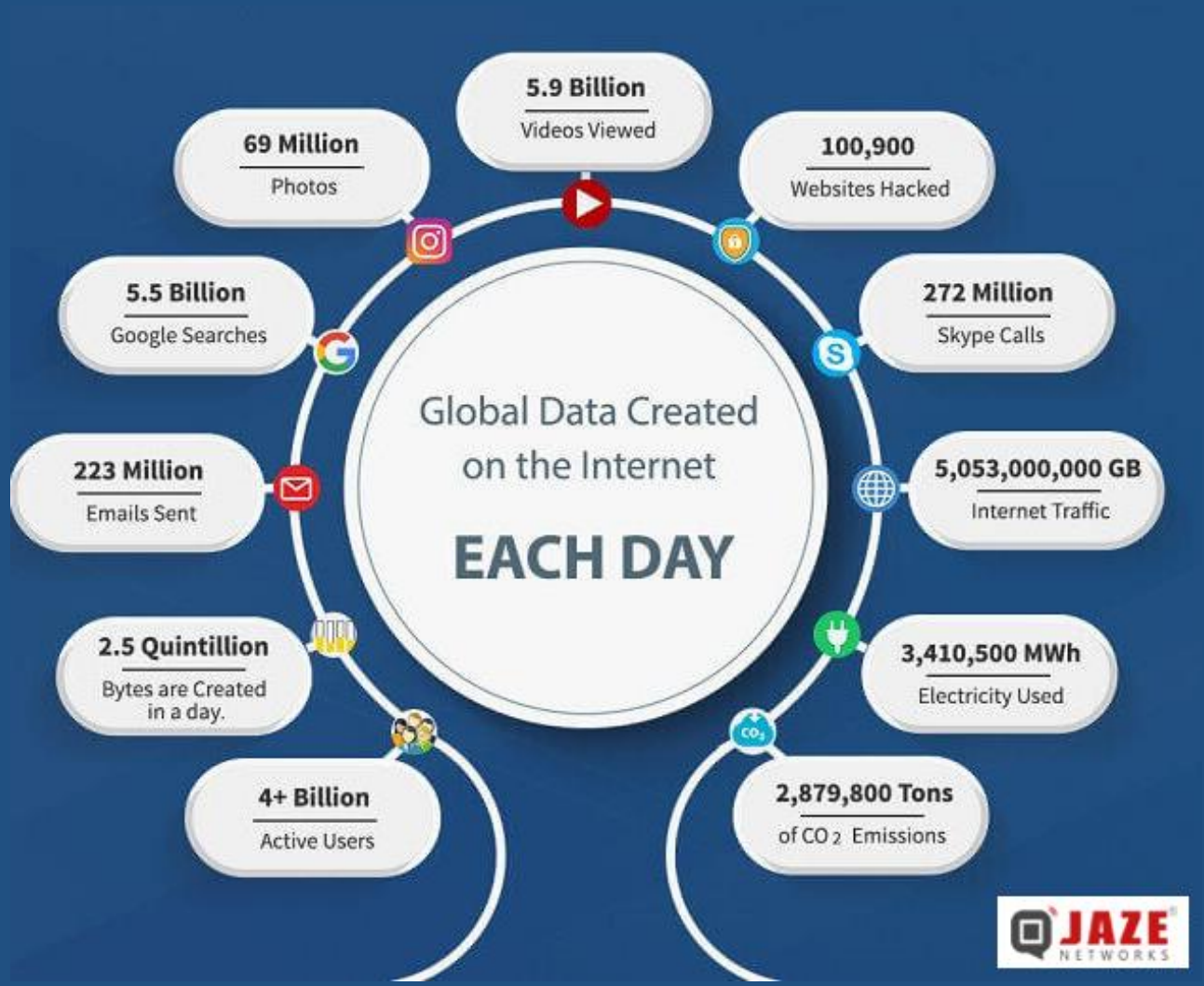
SUBSCRIBE

Data Media Sosial?

Produksi Data Super Cepat

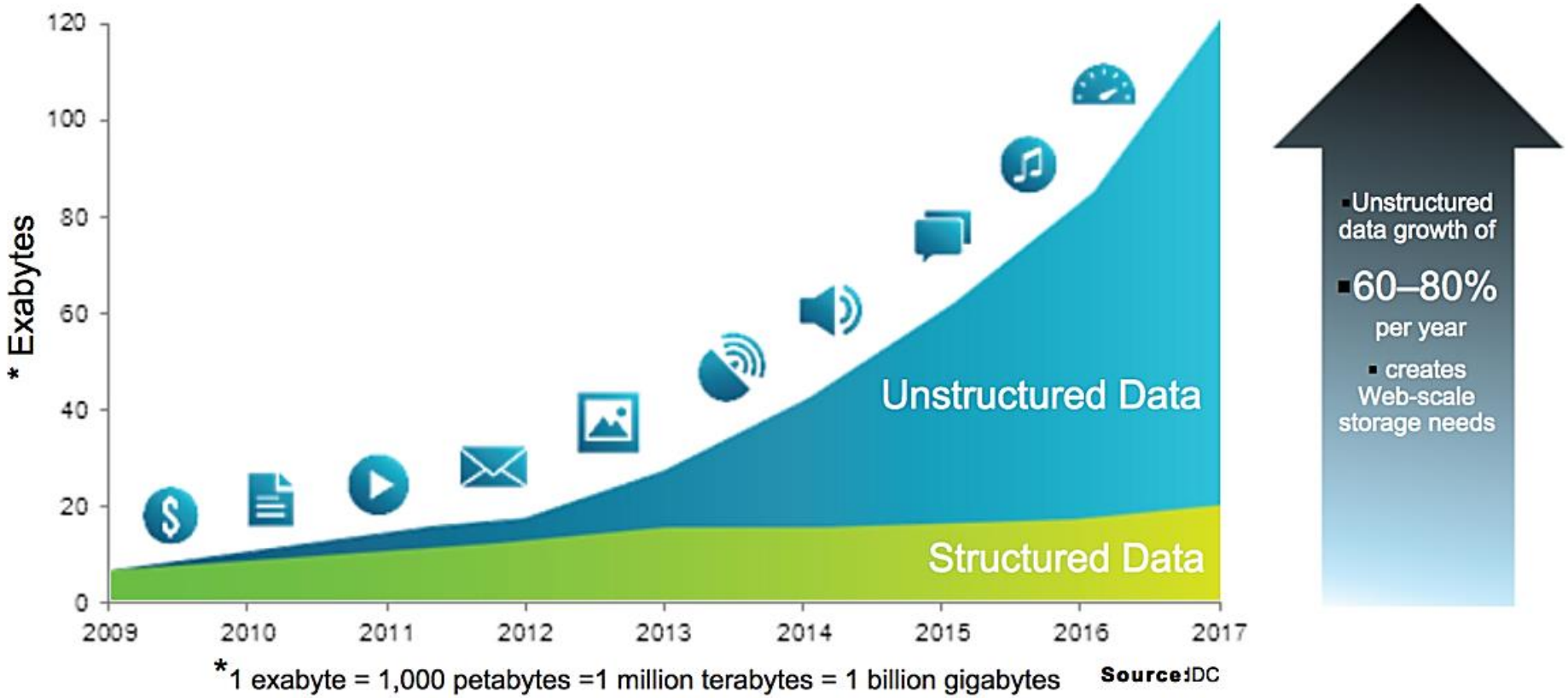
Produksi Data Dulu VS. Sekarang





Sumber: www.jazenetworks.com

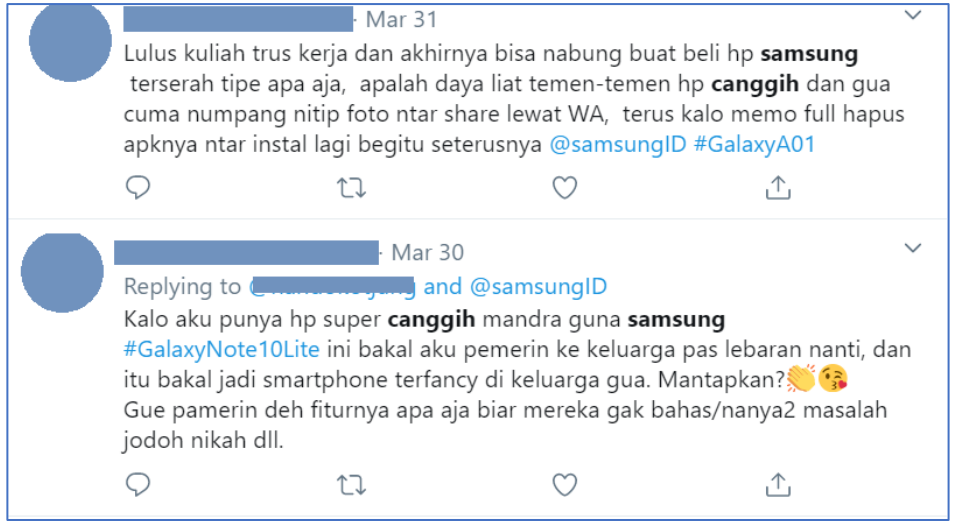
Pertumbuhan Data



Sumber: www.predactica.com

Data Terstruktur vs Data Tak Terstruktur

Nama	Tanggal Lahir	Jenis Kelamin
Dian	28 Januari 1997	Wanita
Apriandito	26 April 1998	Pria
...	...	...



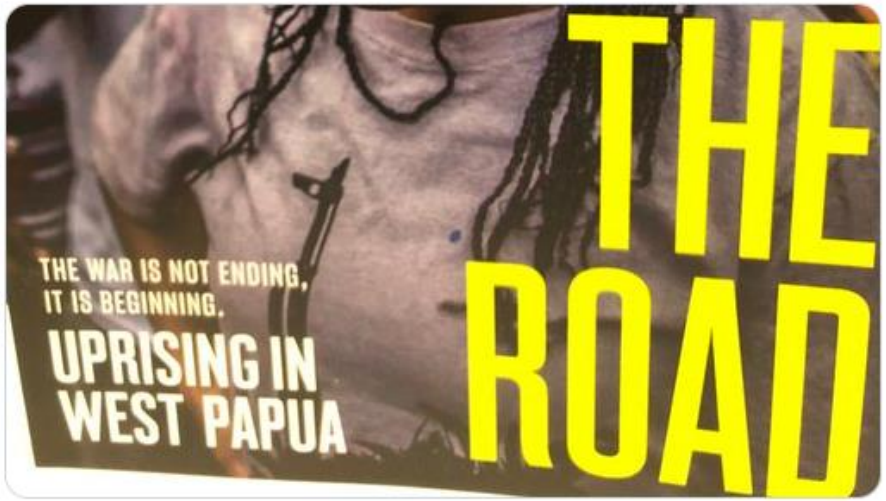
“Data is The New Oil”

- C. Humby -

Bayangkan betapa kayanya kita!

[redacted] [redacted] @hughriminton · May 9

Delighted to get a copy of @MartinkusJohn's short, vivid account of the West Papuan fight for independence. #westpapua 👏👏



1 8 28

[redacted] [redacted]

Just north of Australia a secret war is being fought. Watch #ForeignCorrespondent next Tuesday at 8pm on @ABCTV and streaming on Facebook and YouTube.

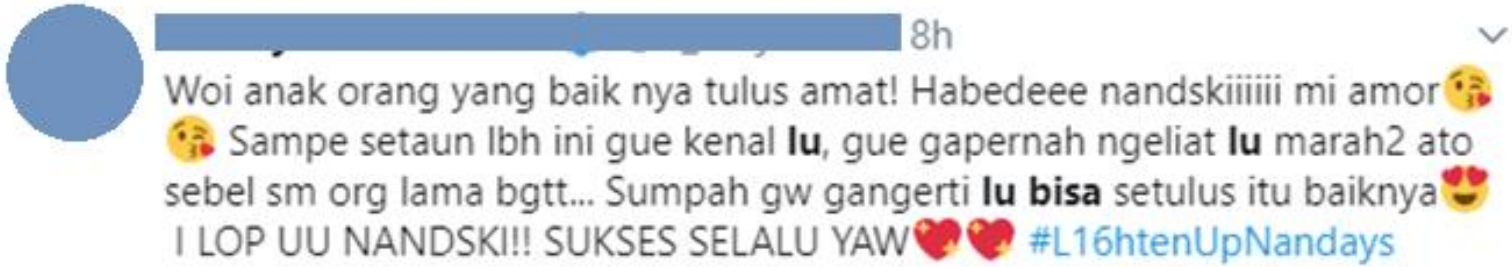
2:30 PM · May 6, 2020 · Khoros

Tetapi ...

“We need to find it, extract it, refine it, distribute it, and monetize it”

- D. Buckingham -

Kita tidak sedang baik – baik saja ketika menemukan data yang suuuper berantakan

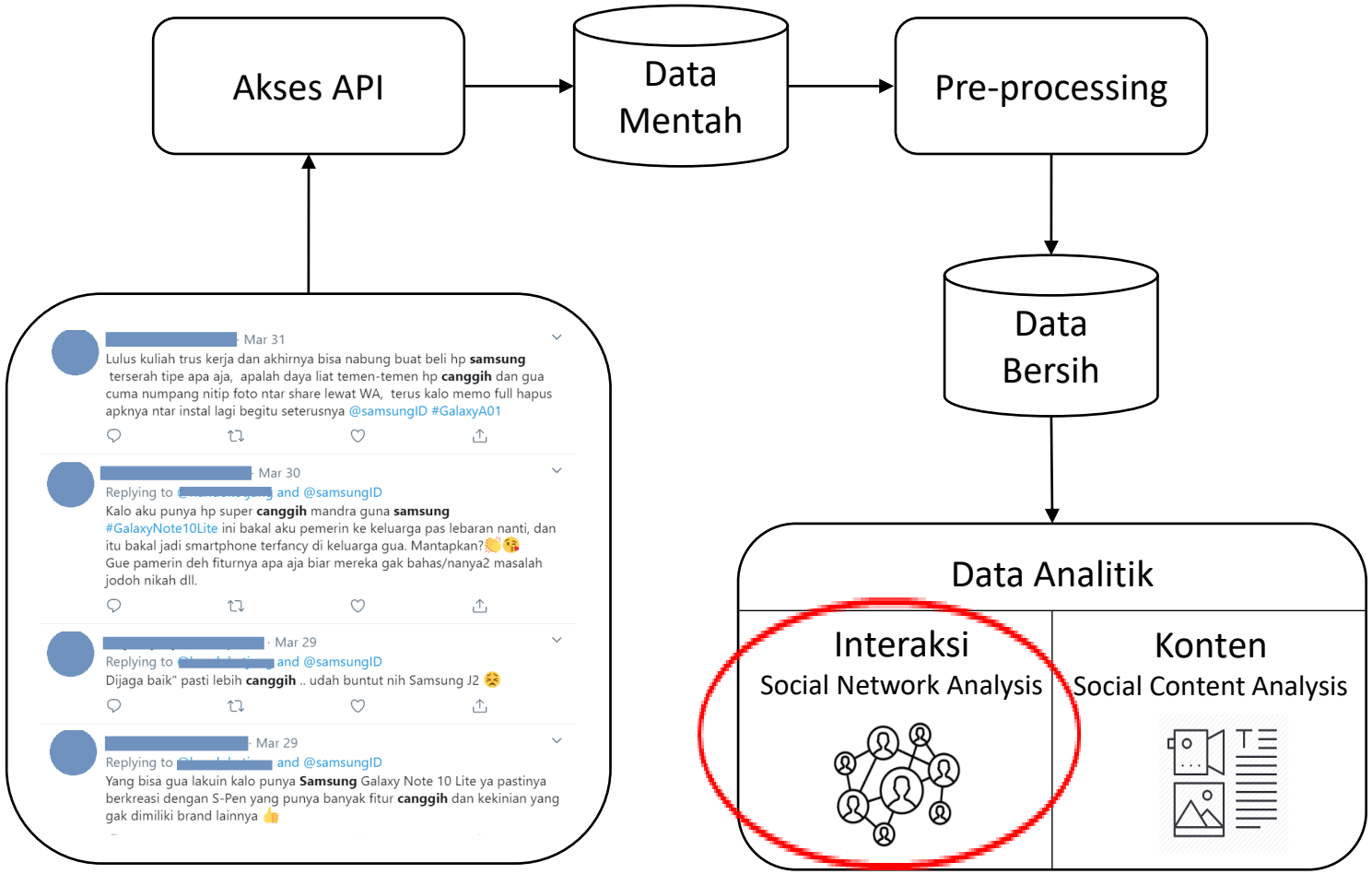


Tidak Terstruktur

Ada Bot

Noise

Bahasa yang Amburadul


Akses API
Data Mentah
Pre-processing
Data Bersih
Data Analitik
Interaksi
Social Network Analysis
Konten
Social Content Analysis
· Mar 31
Lulus kuliah trus kerja dan akhirnya bisa nabung buat beli hp samsung terserah tipe apa aja, apalah daya liat temen-temen hp canggih dan gua cuma numpang nitip foto ntar share lewat WA, terus kalo memo full hapus apknya ntar instal lagi begitu seterusnya @samsungID #GalaxyA01
· Mar 30
Replying to and @samsungID
Kalo aku punya hp super canggih mandra guna samsung #GalaxyNote10Lite ini bakal aku pemerin ke keluarga pas lebaran nanti, dan itu bakal jadi smartphone terfancy di keluarga gua. Mantapkan?
Gue pamerin deh fiturnya apa aja biar mereka gak bahas/nanya2 masalah jodoh nikah dll.
· Mar 29
Replying to and @samsungID
Dijaga baik" pasti lebih canggih .. udah buntut nih Samsung J2
· Mar 29
Replying to and @samsungID
Yang bisa gua lakuin kalo punya Samsung Galaxy Note 10 Lite ya pastinya berkreasi dengan S-Pen yang punya banyak fitur canggih dan kekinian yang gak dimiliki brand lainnya

Social Network Analysis

- Sangat baik dalam mendeskripsikan interaksi kompleks
- Menjelaskan interkoneksi diantara entitas – entitas yang terlibat
- Terdiri atas:
  - **Nodes** yang merepresentasikan pelaku (manusia, organisasi, dll)
  - **Edges** yang merepresentasikan aliran interaksi diantara pelaku

Arya

Bella

Cristo

Desi

A

B

D

C

Arya

Bella

Cristo

Desi

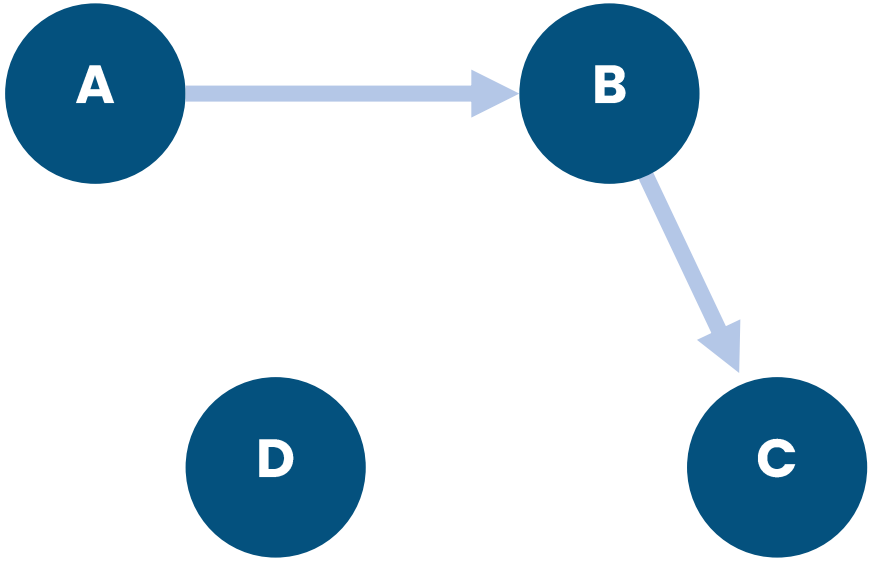
Arya : Bella, coba tanya Cristo dan Desi, mereka sudah tahu pencegahan covid-19?

Arya

Bella

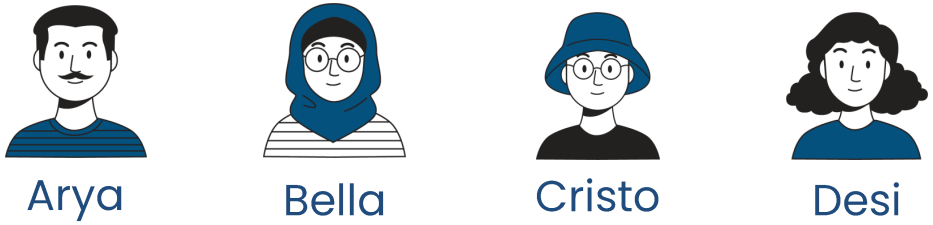
Cristo

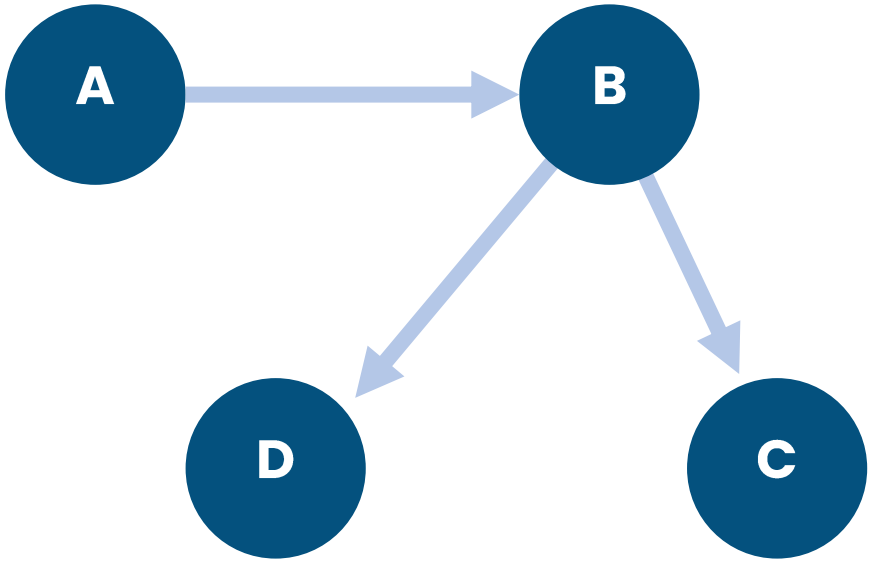
Desi



Arya : Bella, coba tanya Cristo dan Desi, mereka sudah tahu pencegahan covid-19?

Bella : Cristo, kamu udah tau belum kalau covid-19 bisa dicegah?





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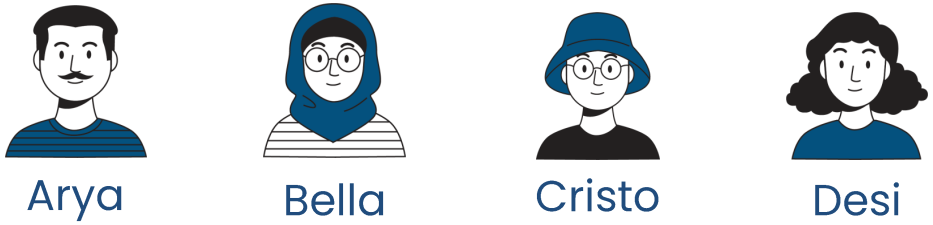
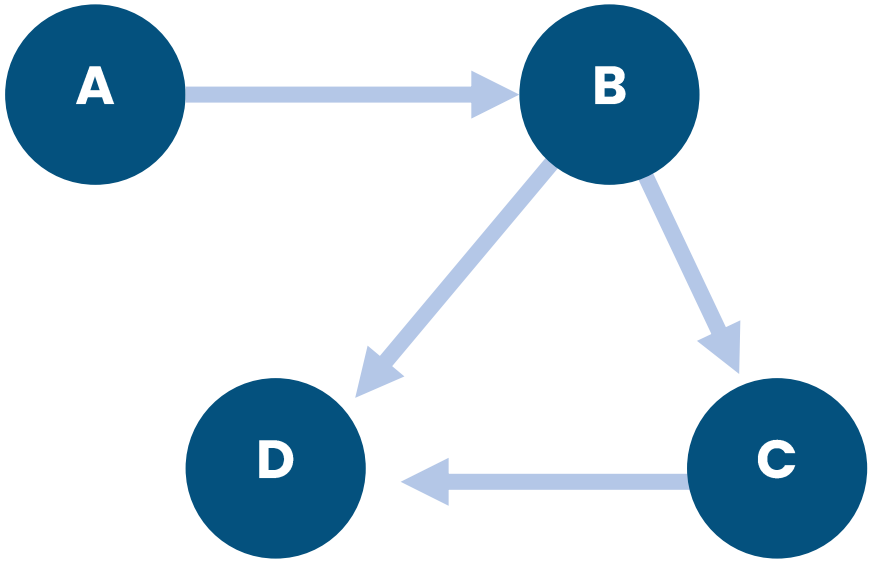
Bella : Kalau Desi udah tau?





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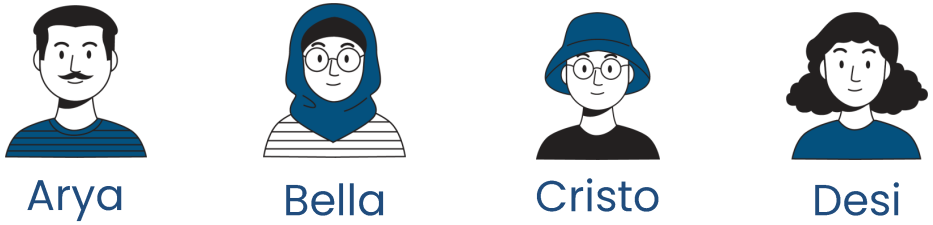
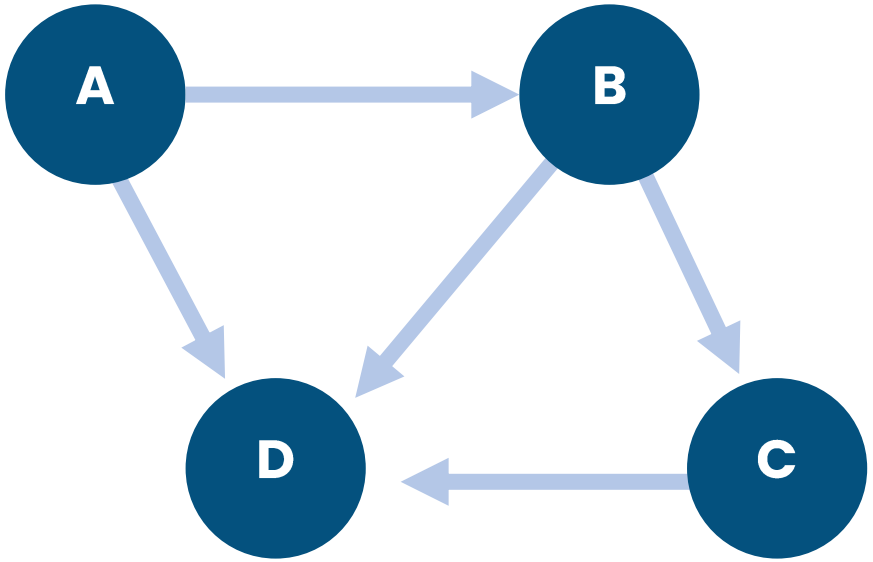
Cristo : Desi, covid-19 dicegah pakai *social distancing* dan cuci tangan





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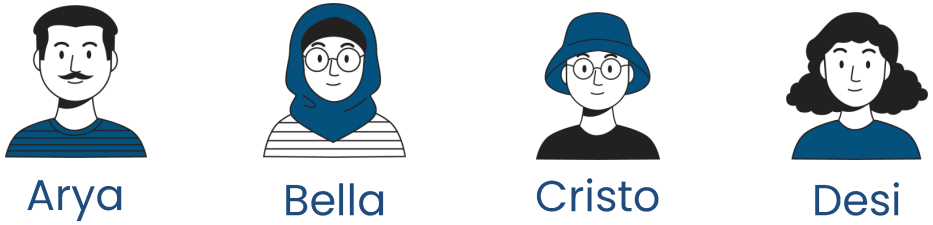
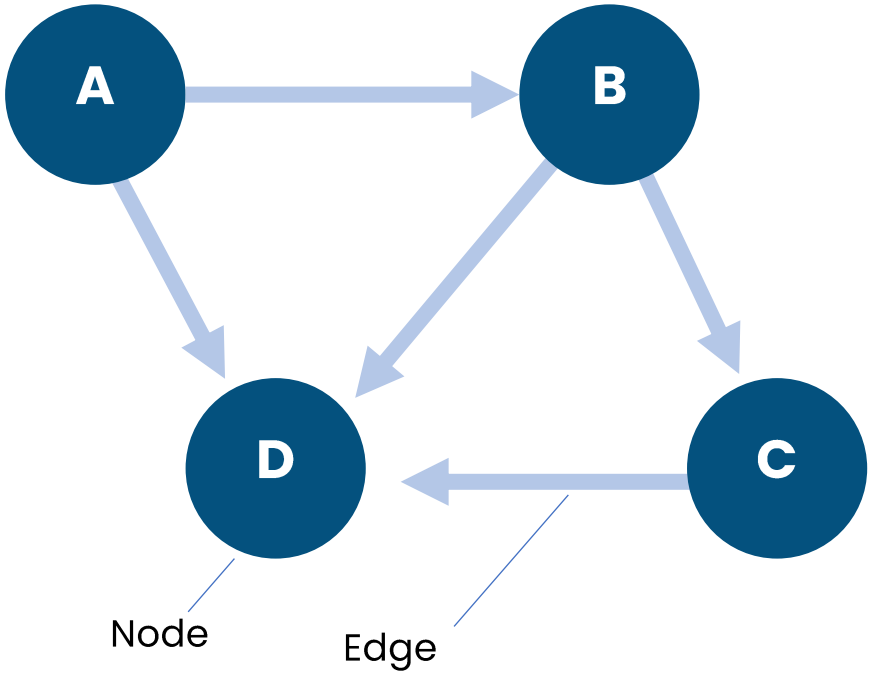
Bella : Cristo, kamu udah tau belum kalau covid-19 bisa dicegah?

Bella : Kalau Desi udah tau?

Cristo : Desi, covid-19 dicegah pakai *social distancing* dan cuci tangan

Arya : Ayo kita cegah penyebaran covid-19 yah Desi!





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Bella : Kalau Desi udah tau?

Cristo : Desi, covid-19 dicegah pakai *social distancing* dan cuci tangan

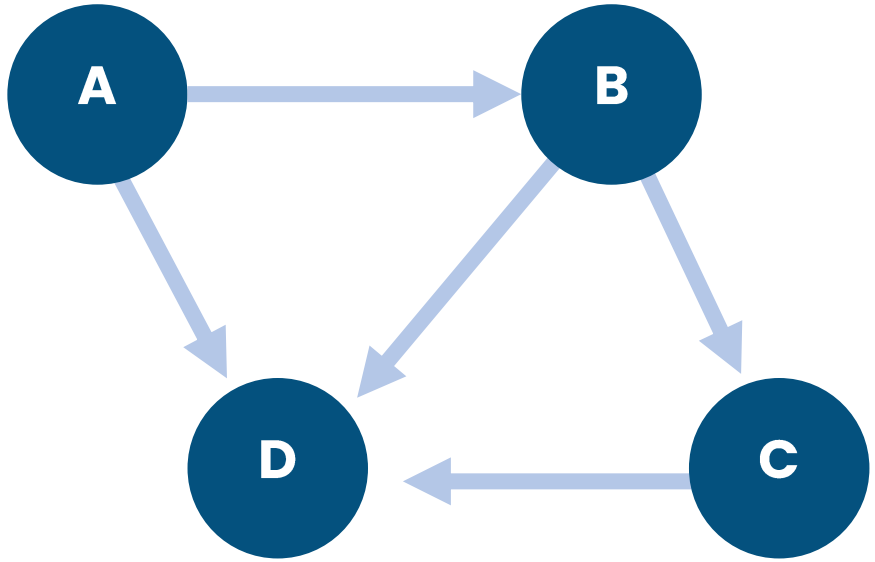
Arya : Ayo kita cegah penyebaran covid-19 yah Desi!

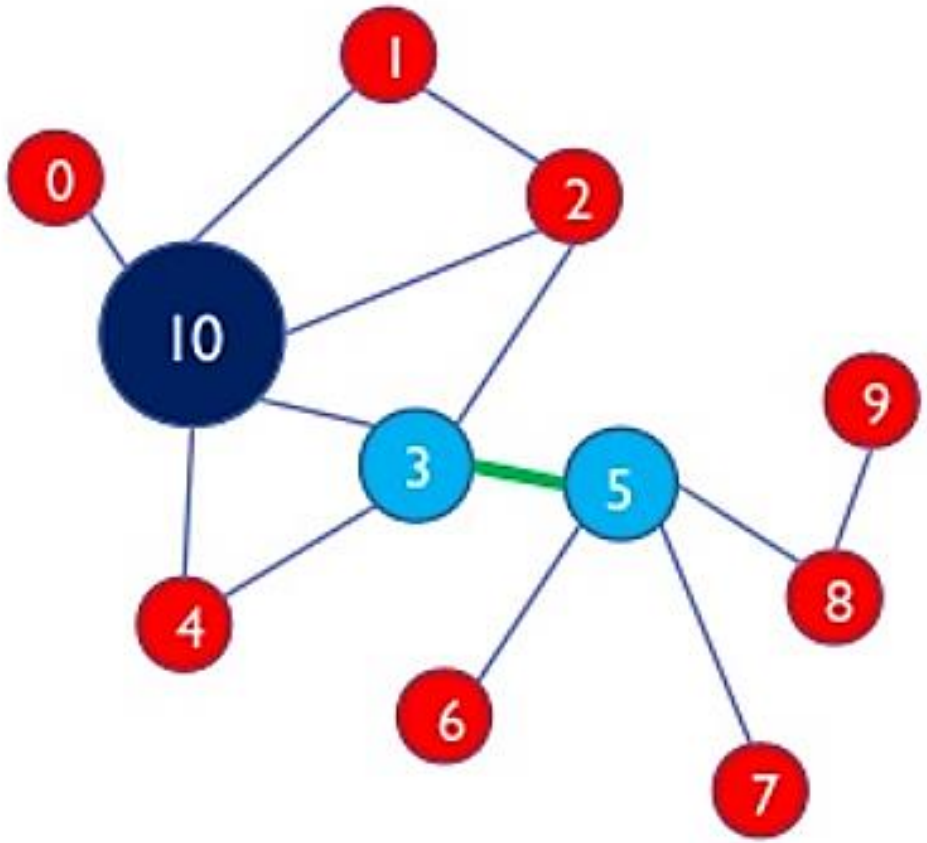
Edge List

Node	Node
A	B
A	D
B	D
B	C
C	D

Adjacency Matrix

Vertex	A	B	C	D
A	-	1	0	1
B	0	-	1	1
C	0	0	-	1
D	0	0	0	-




1
0
2
10
9
3
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8
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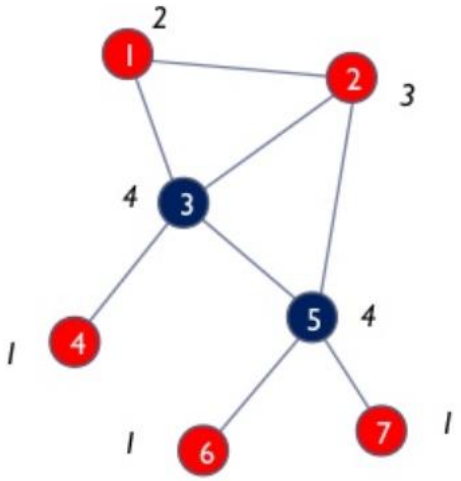
6
7

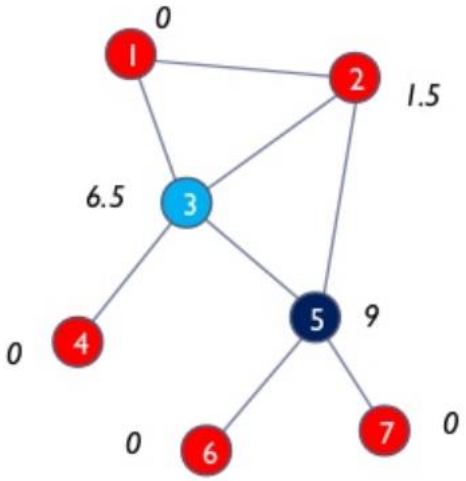
Degree Centrality

How many people can this person **reach directly**?



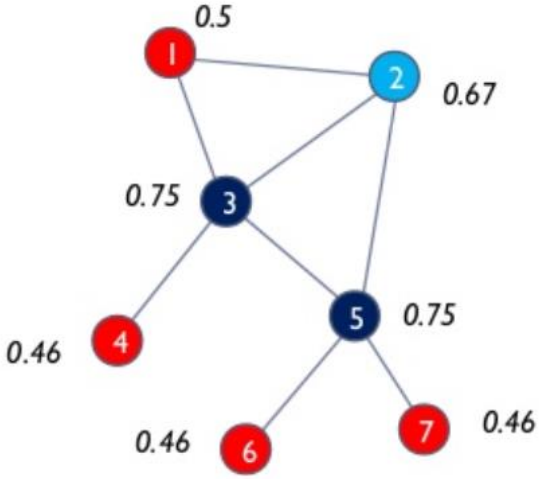
Betweenness Centrality

How likely to be the **most direct route**?



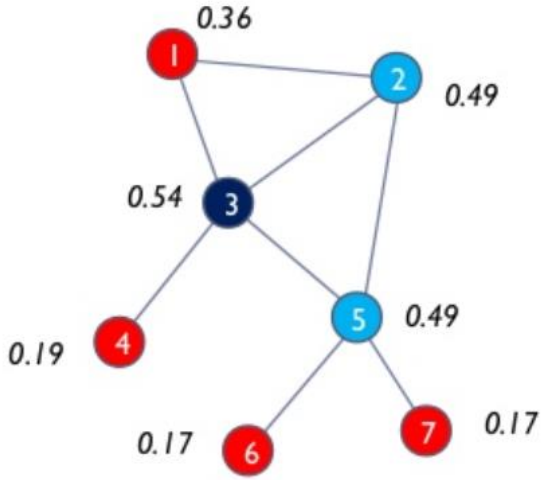
Closeness Centrality

How **fast to reach everyone**?

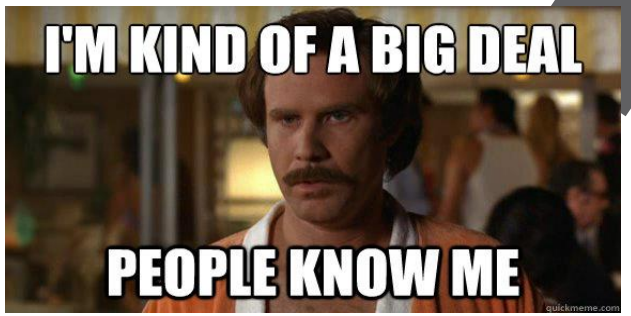


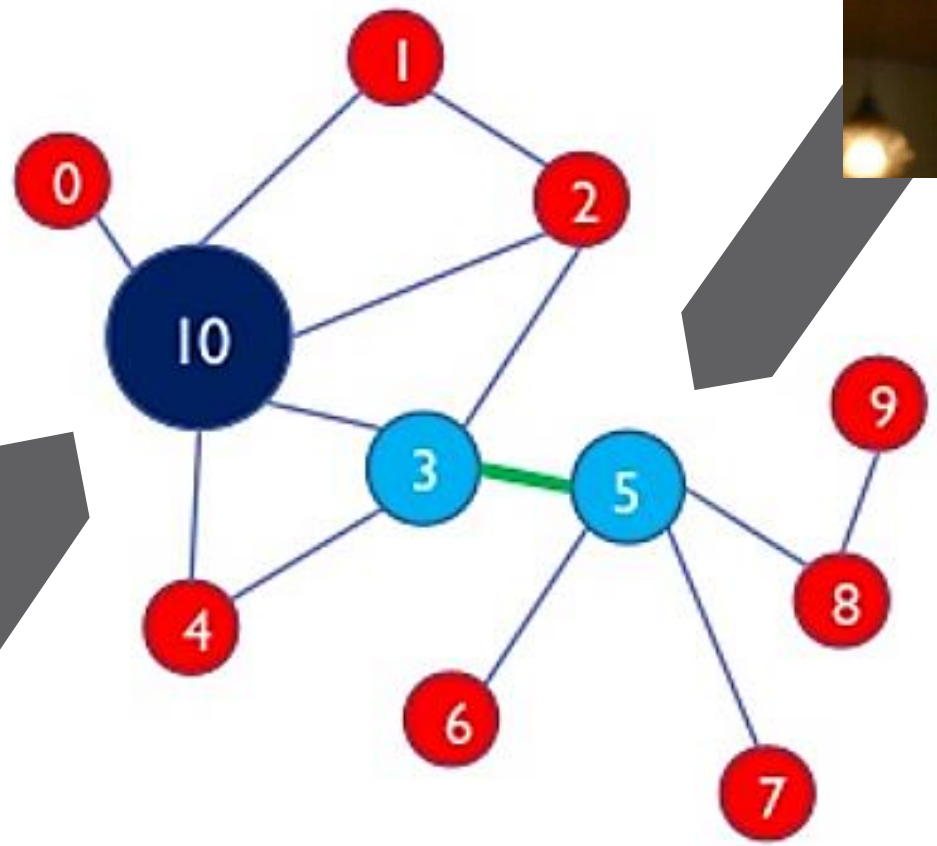
Eigenvector Centrality

How well **connected to other well-connected**?



I'M VERY IMPORTANT.


I'M KIND OF A BIG DEAL
PEOPLE KNOW ME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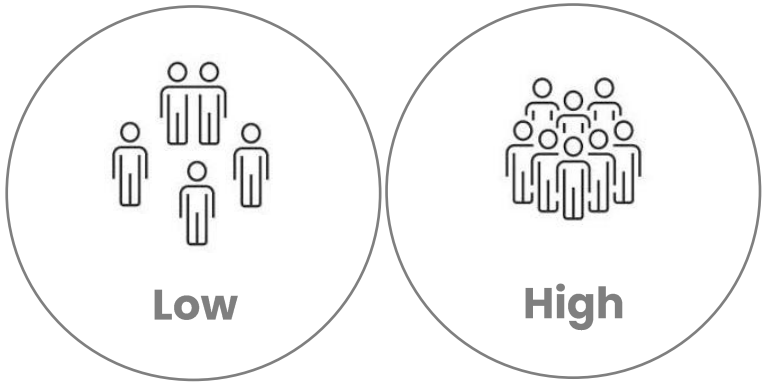
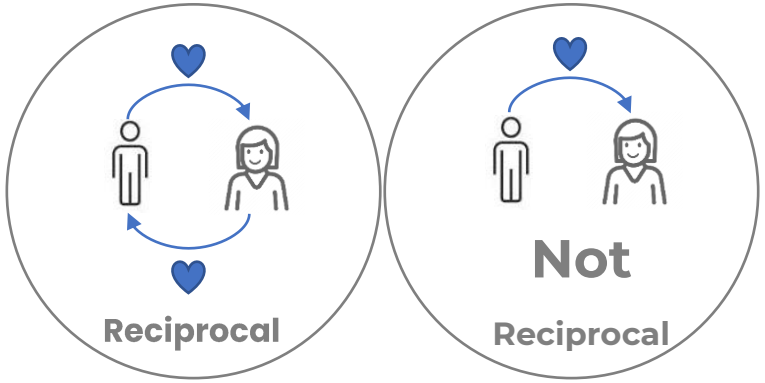
Density



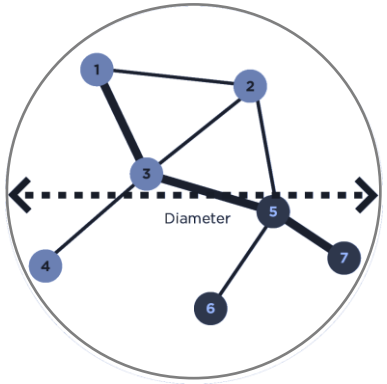
Ratio of the number of relations in the network over the total number of possible relations

Reciprocity



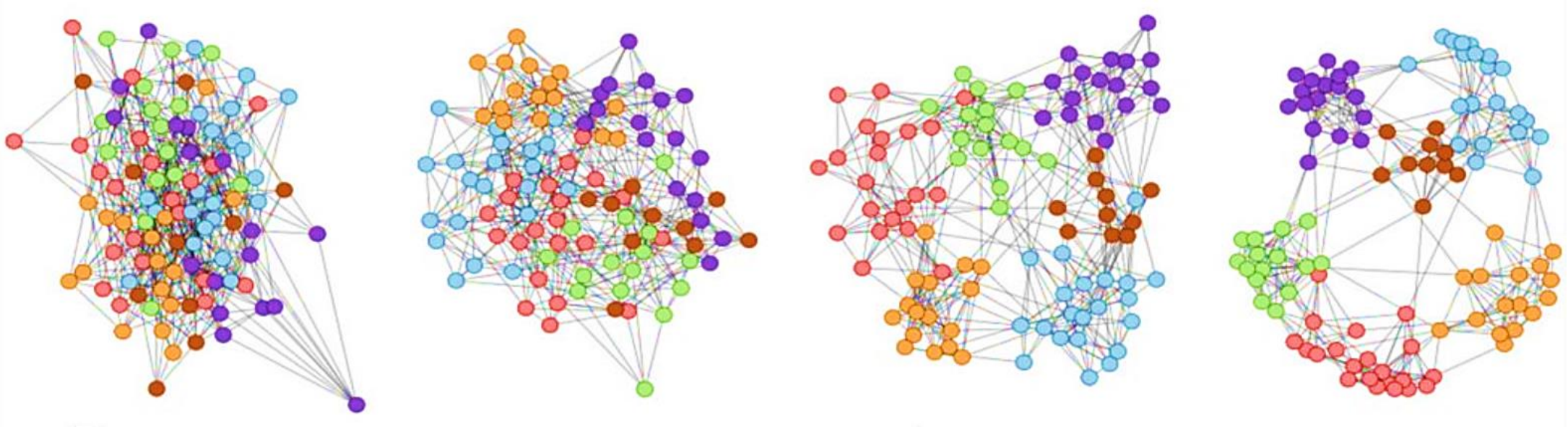
The ratio of the number of reciprocated relations over the total number of relations

Diameter



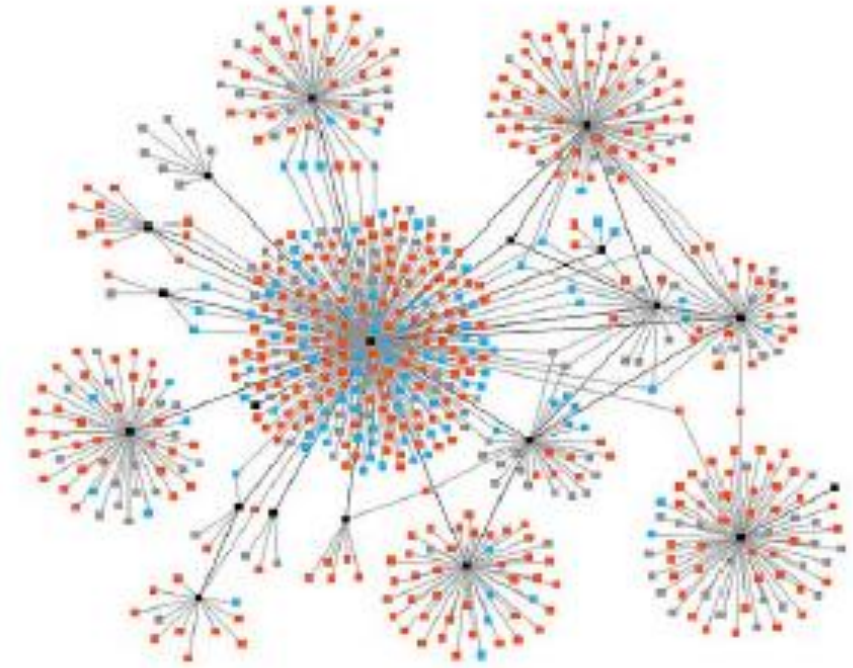
The longest distance between any two nodes in a network

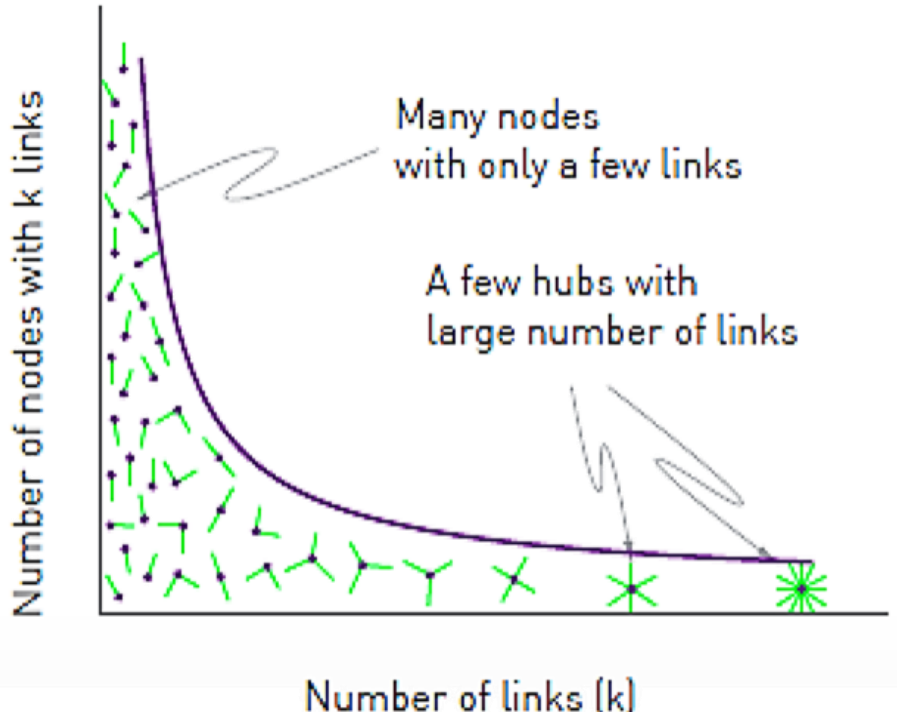
Pembentukan Kelompok – Kelompok Pelaku



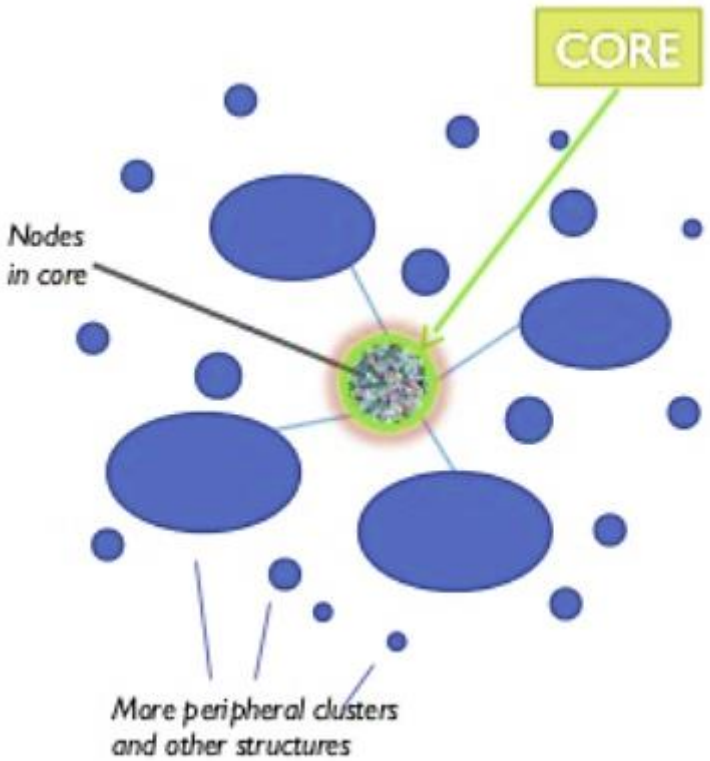
0 ← Modularity → **1**

Preferential Attachment





Core Periphery



Referensi

- *Network Science* oleh Albert-lászló Barabási
- *Social Network Analysis (SNA) Including a Tutorial on Concepts and Methods* oleh Giorgos Cheliotis
- *Topological Reinforcement as a Principle of Modularity Emergence in Brain Networks* oleh Fabrizio Damicelli, Claus C. Hilgetag, Marc-Thorsten Hütt, dan Arnaud Messé

Panduan Keyword Crawling Twitter

“psbb”	Tweets dengan kata “psbb” saja
“psbb jakarta”	Tweets dengan kata “psbb” dan kata “jakarta”, tidak harus berurutan
“\”psbb jakarta\” “	Tweets dengan frasa “psbb jakarta” utuh
“psbb OR jakarta”	Tweets dengan kata “psbb” atau kata “jakarta” atau keduanya
“psbb – jakarta”	Tweets dengan kata “psbb” tapi tidak mengandung kata “jakarta”
“#psbb”	Tweets dengan hashtag “psbb”
“@psbb”	Tweets yang memention “psbb”