

For Gephi Data Visualisation Task

Background

One of the most critical aspects of social media analysis is visualising patterns and trends regarding networks. Platforms like Brandwatch visualise the narratives through word clouds, but the network analysis requires additional platforms.

Imagine that a democracy-focused NGO is interested in learning which networks are responsible for seeding and spreading political hashtags in the upcoming August 9th General Election. They have extracted the mentions from several hashtags and need more analysis.

Your Task

Your task is to visualise which nodes are significant and what role they are playing in the spreading and sharing of propaganda. You'll seek to distinguish the key accounts publishing and posting the hashtag. You will go to the lengths to explain what/who the key accounts were and which among them were more/less influential. Which among them were verified and whatever other findings you can learn? You must analyse the material for relevance (as Nendo has written in its trend reports, there are often 'trendjackers' that include the phrase but do not speak to the issue's significance but are looking to hijack that trending topic on Twitter to self-promote). Please point this out.

About the Platform

You will be expected to learn and use [Gephi](#) to create the network analysis. In addition, you'll be required to find the best way to visualise your data and explain what patterns emerge from your data. Explain your findings and present a PowerPoint presentation summarising your results and explaining what you learned.

About your Approach

You will be expected to create a PowerPoint response with the visuals, a link to the Gephi material, and one explanation of your learnings and findings. You will analyse this spreadsheet, which is full of mentions (including retweets) of tweets related to the hashtag #MamaMbogaMoment

Required

Provided with this task document is a cleaned version of the cleaned dataset in a word document. Analyze the dataset based on the previous problem statement shared with you. Then you can share a PowerPoint presentation of your findings and visuals.