



Graph-Based Social Media Analysis (Chapman & Hall/CRC Data Mining and Knowledge Discovery Series)

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Focused on the mathematical foundations of social media analysis, **Graph-Based Social Media Analysis** provides a comprehensive introduction to the use of graph analysis in the study of social and digital media. It addresses an important scientific and technological challenge, namely the confluence of graph analysis and network theory with linear algebra, digital media, machine learning, big data analysis, and signal processing.

Supplying an overview of graph-based social media analysis, the book provides readers with a clear understanding of social media structure. It uses graph theory, particularly the algebraic description and analysis of graphs, in social media studies.

The book emphasizes the big data aspects of social and digital media. It presents various approaches to storing vast amounts of data online and retrieving that data in real-time. It demystifies complex social media phenomena, such as information diffusion, marketing and recommendation systems in social media, and evolving systems. It also covers emerging trends, such as big data analysis and social media evolution.

Describing how to conduct proper analysis of the social and digital media markets, the book provides insights into processing, storing, and visualizing big social media data and social graphs. It includes coverage of graphs in social and digital media, graph and hyper-graph fundamentals, mathematical foundations coming from linear algebra, algebraic graph analysis, graph clustering, community detection, graph matching, web search based on ranking, label propagation and diffusion in social media, graph-based pattern recognition and machine learning, graph-based pattern classification and dimensionality reduction, and much more.

This book is an ideal reference for scientists and engineers working in social media and digital media production and distribution. It is also suitable for use as a textbook in undergraduate or graduate courses on digital media, social media, or social networks.

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