# NodeXL for Social Network Analysis

CAR meeting, Raleigh, Feb 25 2011

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## What is NodeXL?

A free template for Excel 2007 and 2010 that makes Social Network Analysis easy for anyone familiar with basic spreadsheet functions.

What's really cool: NodeXL has been optimized for analyzing online social media – it includes built-in connections to query the APIs of Twitter, Flickr and YouTube, allowing you to draw networks of users and their activity.



#### NodeXL is Brought to You By...

Thanks especially to:

- Marc Smith, Connected Action, for Twitter network presented in these slides
- Ben Shneiderman, University of Maryland

## **Getting started**

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#### The resulting friends network:



#### Citations in the hottest area of stem cell research





12 NewScientist | 12 june 2010

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## Learn more

Tutorial: Analyzing Social Media Networks: Learning By Doing With NodeXL

Book: Analyzing Social Media Networks with NodeXL: Insights From A Connected World



# NodeXL for Social Network Analysis

CAR meeting, Raleigh, Feb 25 2011

Slides: <u>http://www.peteraldhous.com/CAR/Aldhous\_CAR2011\_NodeXL.pdf/</u>

Peter Aldhous, San Francisco Bureau Chief



