Social Media Listening and Monitoring for Business Applications

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Social media are widely used in regular operations of many companies, including start-ups, small, medium and large organizations. The Social media are fundamentally changing the way we communicate, consume, collaborate and create. It creates one of the most transformative impacts on business. The most significant consequence of social media has been the shift of power from the institution to the individual. These shifts in the consumer-brand relationship have thrown up new challenges and opportunities for business organization. Social media have transformed the ways businesses from marketing and operations to finance and human resource management. Increasingly, social media are also transforming the way businesses relate to workers, allowing them to build flexible relationships with remote talent, to crowd source new ideas, or to engage in micro outsourcing. Social media are increasingly being used in organizations to improve relationships among employees and nurture collaboration and the sharing culture. The purpose of this research is to explore the major changes which have taken place in organization because of social media.
Chapter-2

Mastering Social Media in the Modern Business World

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This chapter explains the overview of social media; the perspectives of social media marketing; social media and communication management; social media competence and knowledge sharing in modern business; social media applications in the tourism industry; social media applications in the health care industry; the multifaceted applications of social media platforms in modern business; and the importance of social media in the modern business world. The implementation of social media is required for modern organizations that seek to serve suppliers and customers, increase business performance, strengthen competitiveness, and achieve continuous success in the modern business world. The chapter argues that applying social media has the potential to enhance organizational performance and reach strategic goals in the social media age.

Chapter 3

Productivity on Social Media:
Use of Social Media Expectations Response

Companies gain competitive advantage when they are in a better position than their competitors to retain customers. To provide value, attract interest, generate satisfaction, and achieve consumer loyalty, companies must enter into a profitable relationship with their customers. Having a social media presence is an attractive option for companies that want to get closer to their customers; however, firms may wonder whether their efforts are worth the results obtained. In this chapter, we define the concept of Enterprise 2.0 and explain the benefits companies can achieve through the adoption of social media, in relation to brand image and reputation, communication with the public, and increased traffic to corporate websites. After exploring the most popular social software tools, we focus on social media metrics by defining various types of metrics, designing a framework of social analysis, and highlighting approaches that deliver the greatest business value.
Information technology has reached its pinnacle, with the era being dominated by two hi-tech driving forces - Big data and Social media. Big data encompasses a wide array of data mining workloads, extracted through various sources, the results of which are of keen interest to business leaders and analysts across every industry segment. Data from the social media is exploding at an exponential rate and is being hailed as the key, to crucial insights into human behavior. Extracting intelligent information from such immense volume, variety and velocity of data, in context to the business requirement is the need of the hour. Therefore, new tools and methods specialized for big data analytics is the need of the hour, along with the architectures for managing and processing such data. Big data complemented with Social Media offers a new horizon to take management practice to an advanced level.
This chapter discusses in detail about Knowledge Management and how Social Media tools and platforms can be used for Knowledge Management and how they can be integrated into Knowledge Management system. We will discuss about key aspects of Knowledge Management and Social Media and how Social media can be used to capture both tacit and explicit knowledge and also to share knowledge among the communities of practice both within organizations and also outside the organizations. The chapter provides an overview of using social media to enhance knowledge management and collaboration in a corporate context and gives an insight on how firms get the most value from social media tools like wikis, blogs, microblogging, social tagging and some such similar tools in Knowledge Management. Further research directions based on the review of the literature are proposed.

The purpose of this chapter is:
To present the past and current status of research on the adoption of social media in
Social media is perhaps responsible for largest share of traffic on the Internet. It is one of the largest online activities with people from all over the globe making its use for some sort of activity. The behavior of these networks, important actors and groups and the way individual actors influence an idea or activity on these networks, etc. can be measured using social network analysis metrics. These metrics can be as simple as number of likes on Facebook or number of views on YouTube or as complex as clustering co-efficient which determines future collaborations on the basis of present status of the network. This chapter explores and discusses various social network metrics which can be used to analyze and explain important questions related to different types of networks. It also tries to explain the basic mathematics behind the working of these metrics. The use of these metrics for analysis of collaboration networks in an academic setup has been explored and results presented. A new metric called “Average Degree of Collaboration” has been defined to quantify collaborations within institutions.
This chapter talks about what is social media, theories developed in social media, frameworks of social media, how organizations can build into the social media framework the business objectives. This chapter also discusses about the key social media metrics, their definitions, and guidelines on choosing the right metrics to address the key social media objectives for campaigns or product launches. This Chapter would help organizations identify the key social media metrics they need to track and monitor to measure the performance of their brands, products and services in the social media channels. Once the key social media metrics are identified, Organizations can choose the right tool to measure the metrics defined.

This chapter provides a list of more than twenty different tools which could be used across social media channels like facebook, twitter, pinterest, LinkedIn, Google+ etc. Dashboards of various social media channels and also some customized dashboards are mentioned in this chapter. These dashboards will provide an overview of the performance of the social media metrics over a period of time. This would help Organizations to improve or enhance their marketing and operational business strategies by leveraging the power and reach of the social media channels. This Chapter highlights the limitations and the cost of performance reporting in social media. The future directions for research and the references provided would be of great help to researchers in the area of social media metrics.
Conceptual Business Models in Social Media Environment

Chapter 8

Social Media: An Enabler for Governance
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Social Media is becoming increasingly important in society and culture; making people join together on common interests and share opinions through internet. Most of the business organizations have been using social media as a communication tool for public relations and marketing. It is high time government departments should engage the citizens of their country for interaction through social media. There are many schemes and programs initiated by the government need the attention of their citizens in a country. Government departments are required to form strategies involving their citizens for making use of their schemes and programs. This chapter proposes a business model for making use of social media by a government creating awareness of the schemes and programs to their citizens. Further it explains the importance of the interaction with their citizens through social media.

Chapter 9

Social Media: An Enabler in Developing Business Models for Enterprises
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Rapid changes are taking place in Global business scenario. It has become a necessity to adapt to these changes. Social Media facilitates business enterprises to make use the opportunities in the global market. Social media has become an important source of information for the stakeholders in business Entities. Structured, Semi structured, and unstructured data from social media sites provide a good scope for developing business models for enterprises. This chapter mainly talks about developing the conceptual business models in the sectors such as automobiles, textiles, and software developing companies. Further this chapter explains making use the concepts such as virtual reality, multimedia, and cloud computing with the data from social media in developing the business models in the above
Sentiment analysis has been used to assess people’s feelings, attitudes, and beliefs, ranging from positive to negative on a variety of phenomena. Several new autocoding features in NVivo 11 Plus enable the capturing of sentiment analysis and extraction of themes from text datasets. This chapter describes eight scenarios in which these tools may be applied to social media data, to (1) profile egos and entities, (2) analyze groups, (3) explore metadata for latent public conceptualizations, (4) examine trending public issues, (5) delve into public concepts, (6) observe public events, (7) analyze brand reputation, and (8) inspect text corpora for emergent insights.

To introduce how related tags networks may be extracted from Flickr® and used for “gist” and other analysis, this chapter describes the related tag networks associated with some of the cities of the People’s Republic of China (used as seeding terms). The software used for the data extractions (from the Flickr® API) and the creation of various graph visualizations is the free and open-source Network Overview, Discovery and Exploration for Excel (NodeXL), available on Microsoft’s CodePlex platform.
Chapter 12

Real–Time Sentiment Analysis of Microblog Messages with the Maltego “Tweet Analyzer” Machine

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For social media to work as a “human sensor network” or a relevant source for “eventgraphing” for some fast-moving events, it is important to be capture real-time and locational information. It may help to not only capture information from a particular social media platform but from across the Web. In such a context, Maltego Carbon 3.5.3 / Chlorine 3.6.0’s Tweet Analyser “machine” (with AlchemyAPI built-in) and used in combination with other “transforms,” may serve the purpose—at least for initial and iterated sampling of the related messaging (with built-in sentiment analysis), social media accounts, linked URLs, geolocational information, and other information of research value. Maltego is an open-access tool with a community version and a proprietary commercial version available by subscription.

Chapter 13

Exploring Public Perceptions of Native–Born American Emigration Abroad and Renunciation of American Citizenship through Social Media

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There has been little work done on American emigration abroad and even less done on the formal renunciation of American citizenship. This chapter provides an overview of both phenomena in the research literature and then provides some methods for using the extraction of social media data and their visualization as a way of tapping into the public mindsets about this social phenomena. The software tools used include the following: Network Overview, Discovery and Exploration for Excel (NodeXL), NVivo, and Maltego Carbon; the social media platforms used include the following: Wikipedia, YouTube, Twitter, and Flickr.
Chapter 14

Finding Automated (bot, sensor) or Semi-automated (cyborg) Social Media Accounts using Network Analysis and NodeXL

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Various research findings suggest that humans often mistake social robot (‘bot) accounts for human in a microblogging context. The core research question here asks whether the use of social network analysis may help identify whether a social media account is fully automated, semi-automated, or fully human (embodied personhood)—in the contexts of Twitter and Wikipedia. Three hypotheses are considered: that automated social media account networks will have less diversity and less heterophily; that automated social media accounts will tend to have a botnet social structure, and that cyborg accounts will have select features of human- and robot- social media accounts. The findings suggest limited ability to differentiate the levels of automation in a social media account based solely on social network analysis alone in the face of a determined and semi-sophisticated adversary given the ease of network account sock-puppetry but does suggest some approaches in combination with other information streams.