

## Social Media Mining An Introduction

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In social media, we often face similar tasks in which measuring different structural properties of a social media network can help us better understand individuals embedded in it. Corresponding measures need to be designed for these tasks. This chapter discusses measures for social media networks. When mining social media, a graph representation is often used. This

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mining. Social media mining is a rapidly growing new field. It is an interdis-ciplinary field at the crossroad of disparate disciplines deeply rooted in computer science and social sciences. There are an active community and a large body of literature about social media. The fast-growing interests and intensifying need to harness social media data require research and

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