

Seven Layers Of Social Media Analytics Mining Business Insights From Social Media Text Actions Networks Hyperlinks Apps Search Engine And Location Data

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Here is how the book is structured: Chapter 1: The Seven Layers of Social Media Analytics Chapter 2: Understanding Social Media Chapter 3: Social Media Text Analytics Chapter 4: Social Media Network Analytics Chapter 5: Social Media Actions Analytics Chapter 6: Social Media Apps Analytics Chapter 7: Social Media Hyperlinks Analytics Chapter 8: Social Media Location Analytics Chapter 9: Social Media Search Engine Analytics Chapter 10: Aligning Social Media Analytics with Business Goals The ...

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Of all the definitions for 'Social Media Analytics', Gohfar F. Khan's hit the nail on the head. In his Seven Layers of Social Media book, he defined social media analytics as "the art and science of extracting valuable hidden insights from vast amounts of semistructured and unstructured social media data to

The Fundamentals of Social Media Analytics

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Marc Smith, Director, Social Media Research Foundation. "the seven layers of social media analytics explores the value of analyzing social media data for informing organizational decision making. It provides a 7-step process that is straightforward, showing a way out of the dense and murky impressions from a huge collection of status updates, comments, hyperlinks and other online verbal jumble."—

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For IT professionals, the seven layers refer to the Open Systems Interconnection (OSI) model, a conceptual framework that describes the functions of a networking or telecommunication system.

The OSI model explained and how to easily remember its 7 ...

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