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Page 1

Social Network Data Analysis

4-day Professional Development Workshop from 28th –31st March 2016 in Singapore

Contents

East Asia Training & Consultancy Pte Ltd invites you to attend a four day workshop on Social Network Data Analysis. Social Network Analysis has existed for a long time, but social media has fundamentally changed the way we do this analysis. Data has become more plentiful and easy to collect, but this has pushed the boundaries of existing techniques. Sociological methods do not easily scale to the size of these networks, but purely statistical methods miss the complex social interactions that take place.

Course objective

The objective of the course is to teach a mix of quantitative and qualitative methods for describing, measuring and analyzing social networks. We will learn how to identify influential individuals, track the spread of information through networks, and see how to use these techniques on real problems.

Target audience

Marketing and IT managers, people who work in organizations with social media presences that they want to manage and analyze, and also people in organizations that have, or plan to have, their own social networks, who want to better understand the details of the environment they create.

Prerequisites

Prerequisite(s) are listed for your benefit so you can determine for yourself whether you have the needed background, either from taking courses, or by other experience.
There are no prerequisites and no particular background is required. Computer scientists or those with humanities backgrounds will be equally capable of doing the work.

Delegates are also welcome to bring their own datasets to discuss with our expert trainer during tea breaks or after class.

Course summary

(subject to minor changes)

Day 1
Network Analysis Basics

- Basic Terminology
- Metrics
- Visualization

Day 2
The Social Network

- Tie strength
- Trust - User attributes and behavior

Day 3
Analytics

- Modeling
- Sampling
- Content Analysis
- Propagation

Day 4
Applications

- Location
- Filtering and recommender systems
- Business use

Software:

The required software is Gephi (https://gephi.org/). Windows users may also want to get NodeXL (http://nodexl.codeplex.com/). Both are free.