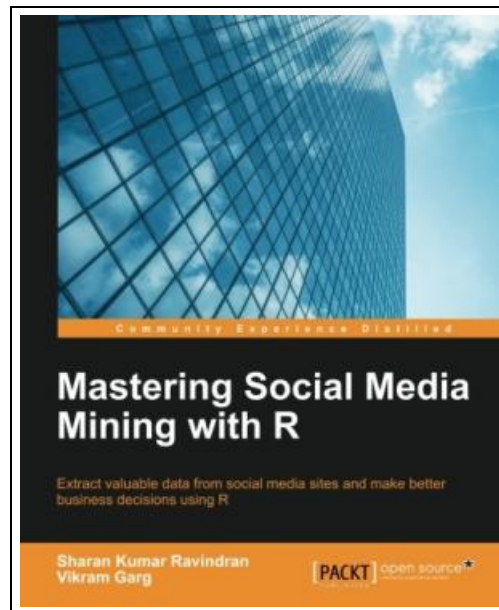


Mastering Social Media Mining with R (Paperback)



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Reviews

This is an amazing book that I actually have actually read through. I am quite late in start reading this one, but better then never. You will not truly feel monotony at anytime of the time (that's what catalogs are for concerning should you ask me).
(Scottie Schroeder DDS)

MASTERING SOCIAL MEDIA MINING WITH R (PAPERBACK)



Packt Publishing Limited, United Kingdom, 2015. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Extract valuable data from your social media sites and make better business decisions using R About This Book * Explore the social media APIs in R to capture data and tame it * Employ the machine learning capabilities of R to gain optimal business value * A hands-on guide with real-world examples to help you take advantage of the vast opportunities that come with social media data Who This Book Is For If you have basic knowledge of R in terms of its libraries and are aware of different machine learning techniques, this book is for you. Those with experience in data analysis who are interested in mining social media data will find this book useful. What You Will Learn * Access APIs of popular social media sites and extract data * Perform sentiment analysis and identify trending topics * Measure CTR performance for social media campaigns * Implement exploratory data analysis and correlation analysis * Build a logistic regression model to detect spam messages * Construct clusters of pictures using the K-means algorithm and identify popular personalities and destinations * Develop recommendation systems using Collaborative Filtering and the Apriori algorithm In Detail With an increase in the number of users on the web, the content generated has increased substantially, bringing in the need to gain insights into the untapped gold mine that is social media data. For computational statistics, R has an advantage over other languages in providing readily-available data extraction and transformation packages, making it easier to carry out your ETL tasks. Along with this, its data visualization packages help users get a better understanding of the underlying data distributions while its range of standard statistical packages simplify analysis...



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