

SMEDA XL: A TWITTER SCRAPER & MACROS FOR SOCIAL MEDIA EXPLORATORY DATA ANALYTICS IN EXCEL

NodeXL Tutorial: Generate a Social Network Graph

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ACTION

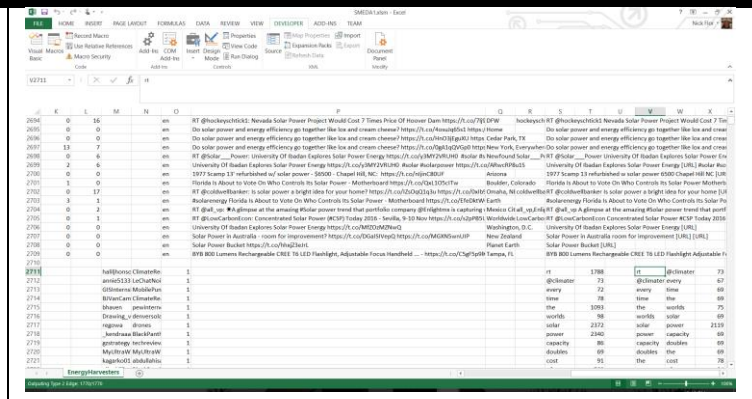
REACTION

- Open up an SMEDA Excel Spreadsheet with a list of social edges
- Click on the first cell containing an edge

Note: See previous tutorial on generating social edges

Note: The social edges start in column M underneath all the tweets. In this example, M2711

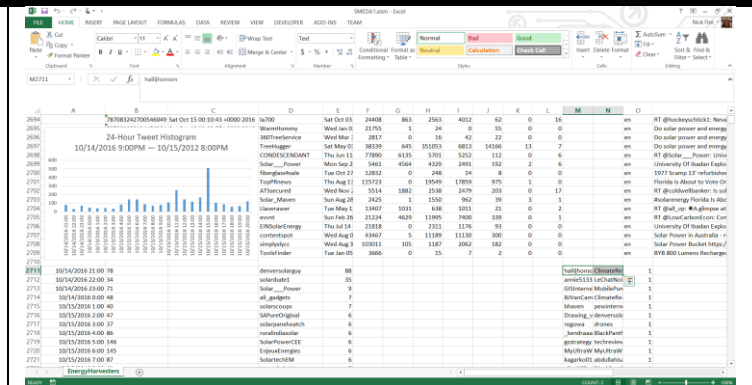
Why? To graph a social network we need to select all the social edges first.



Step 1: Copy the Social Edges

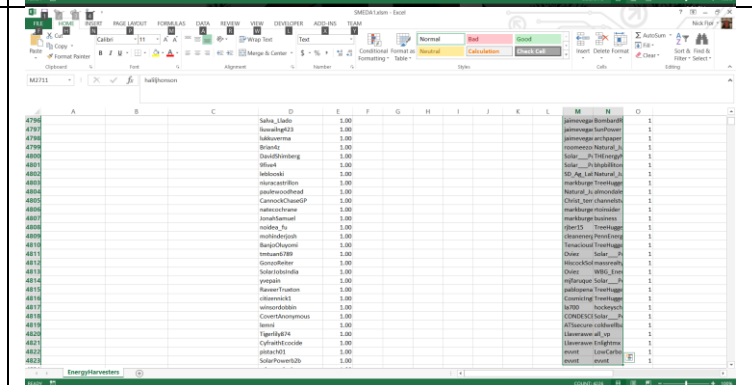
- Hold the shift-key down and press right-arrow (then release)

This selects the first social edge row



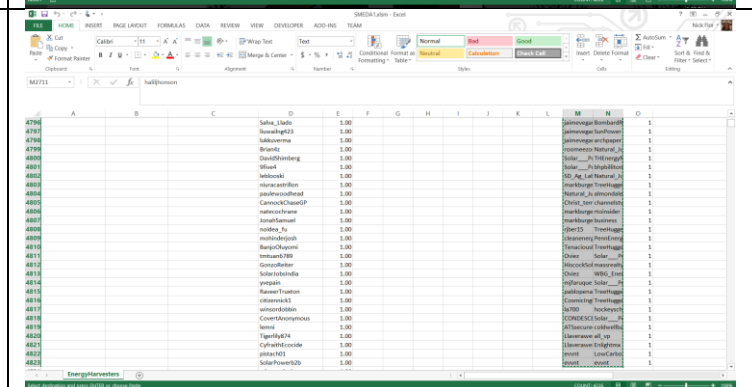
- Hold down the following three keys in order: shift-ctrl-down arrow (you can release after down arrow)

You have now selected all the social edges



- Press Ctrl-C to copy

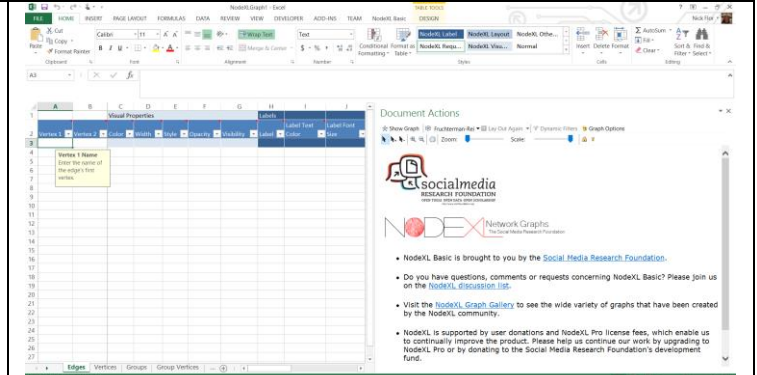
Note the “ant-trails” around your social edges



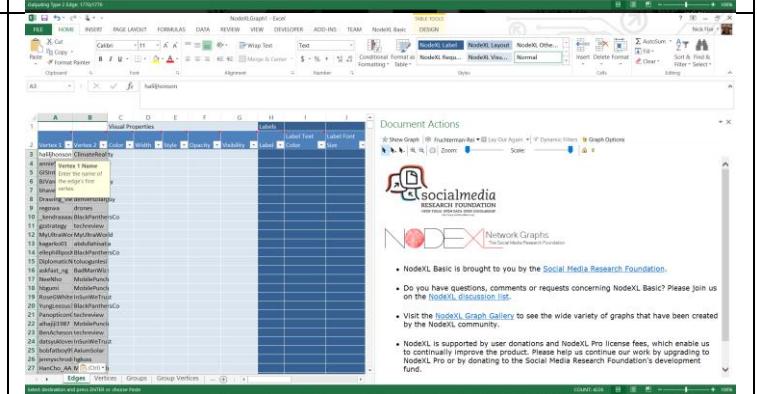
Step 2: Paste the Word Edges

- Switch to an empty NodeXL Spreadsheet
- Select the first edge cell (A3) in the Edge tab

If you haven't done so, see the tutorial on downloading and running NodeXL



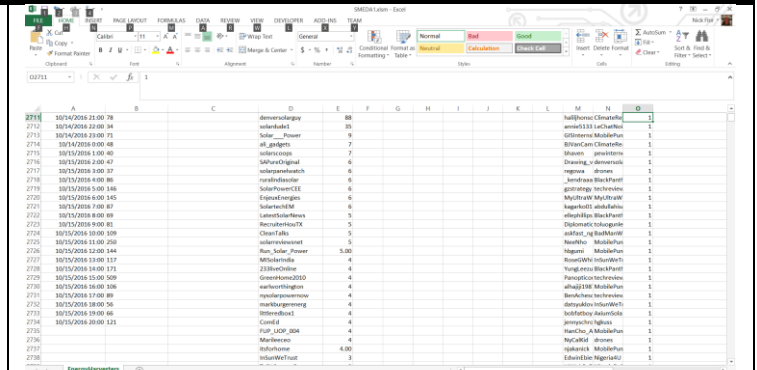
- Paste the edges (Ctrl-V)



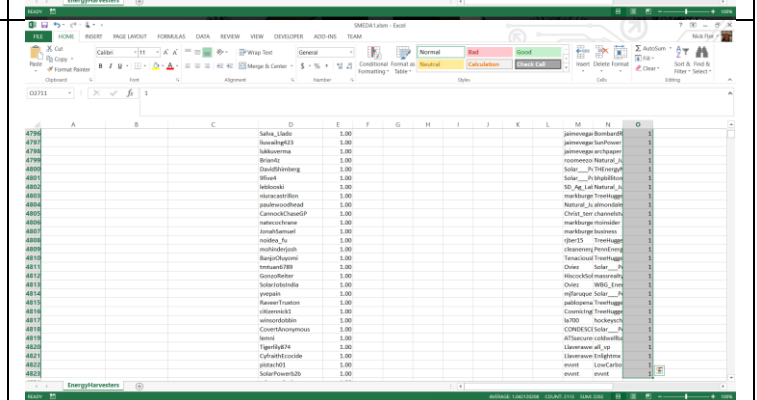
Step 3: Copy Word-Edge Counts

- Go back to your SMEDA spreadsheet and click on the first social edge's count

Note this is in column O. In my example, the first social edge is in row 2711, so I clicked in O2711

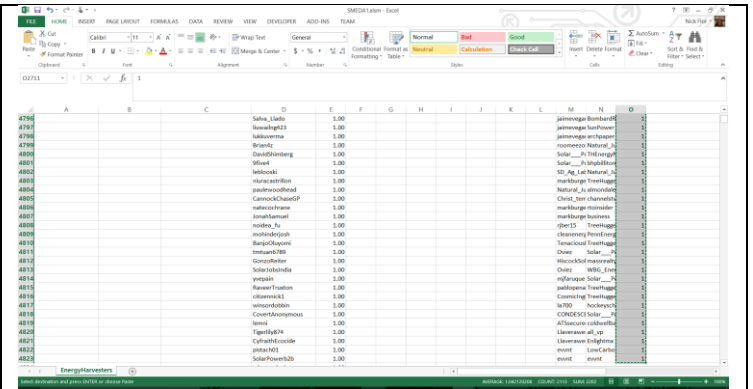


- Press Ctrl-Shift-Down Arrow to select all the social-edge counts



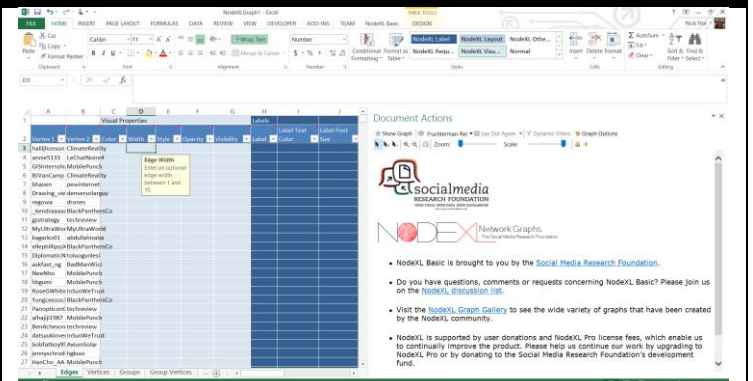
- Copy all the social-edge counts (Ctrl-C)

Note the “ant-trails” indicating a successful copy into the clipboard



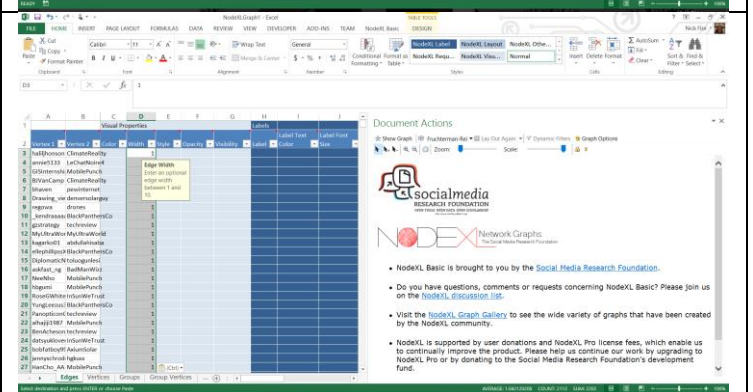
Step 4: Paste the Word-Edge Counts

- Switch back to the NodeXL spreadsheet, and
- Click in the first Width cell (D3 in the Edge Tab)



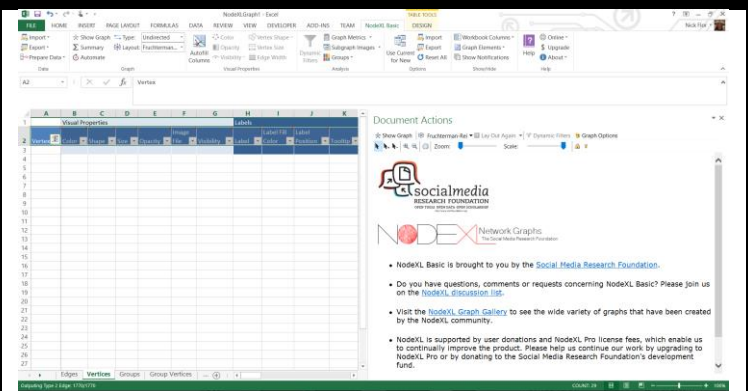
- Paste the social-edge counts (Ctrl-V)

NodeXL use the Width to generate edge thickness

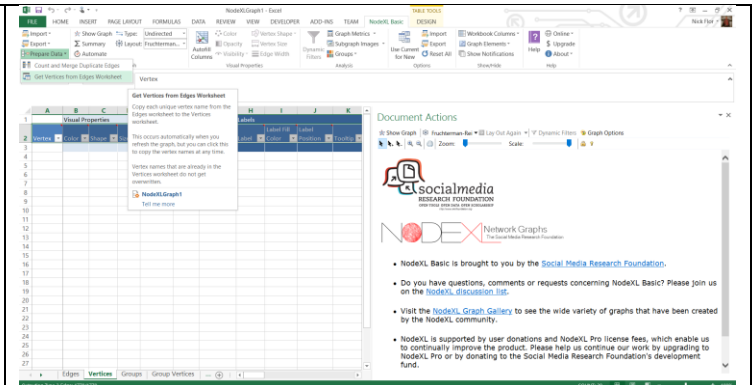


Step 5: Generate Vertices

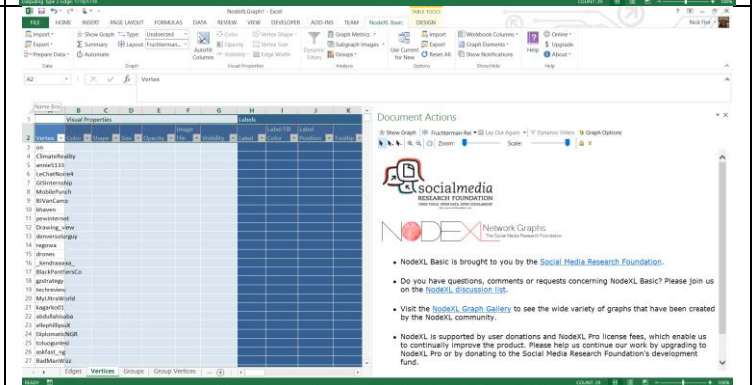
- Click on the Vertices Tab
- Click on the NodeXL Basic menu



- Click on the Prepare Data dropdown (in the upper-left corner near the File menu)



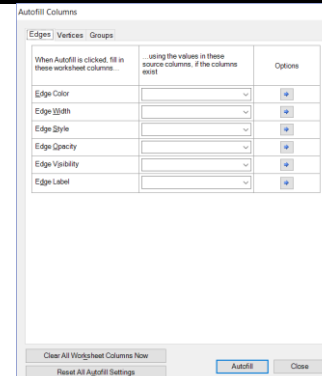
- Select Get Vertices from Edges Worksheet



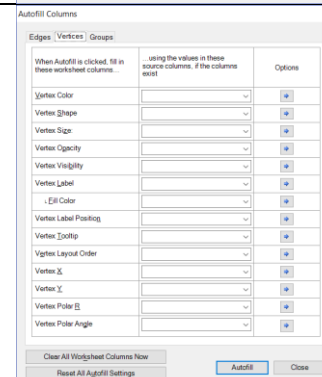
Step 6: Label Vertices

- Click the Autofill Columns icon

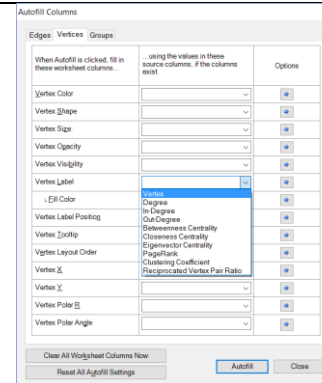
The icon is usually below the DATA menu



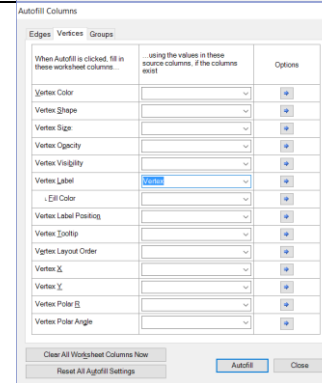
- Click on the Vertices tab



- Click the Vertex Label dropdown



- Select Vertex

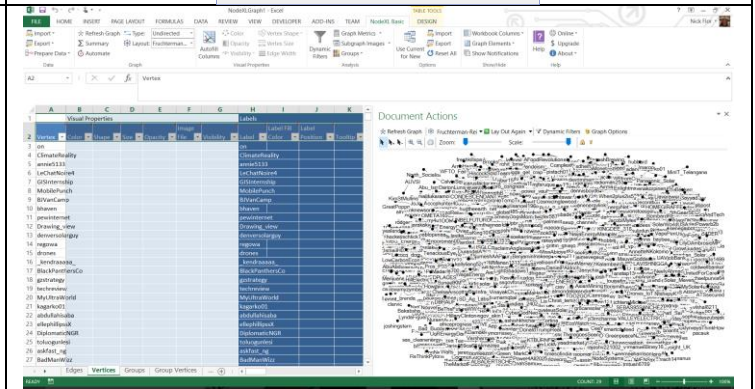


- Click the Autofill button
- Click the Close button

Note a social network graph is automatically generated.

It's a mess, but future tutorials will show you how to disentangle and make sense of the mess.

For now...



Step 7: Save your work!

- File > Save As (some name)

I saved the file as SMEDA1SocialNetwork.xlsx.

Again, in future tutorials we'll disentangle the mess.

