

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

Generate Social Network Edges

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ACTION

REACTION

- Click on the first user name in column D (D3).

We are preparing to generate two types of edges:

- From the tweeter in column D to person @-mentioned in column R
- From a RT to the Tweeter

Type 1 is the one that you should mainly use for social network graphs. Type 2 is for a specialized analysis of RTs only.

- Type Ctrl-Shift-↓ (Depress those keys in order without releasing your fingers until after you've hit the down arrow).

Note 1: All the user names are highlighted.

Note 2: There is extra data in my spreadsheet because this tutorial continues off of the tutorials for Count Words, Filter & Count User Tweets, and Generate Word Edges tutorials. Neither are pre-requisites for this tutorial.

- Select Developer (menu) > Macros.

The pop-up window lists all the macros you can run.

- Select genSocialEdges.

Row	Column D (User)	Column R (Mentioned)
2	AAAAAAAAAAAAAAAAAAAAAA	
3	7874429733393300	@demology
4	7874429733393300	@demology
5	7874429733393300	@demology
6	7874429733393300	@demology
7	7874429733393300	@demology
8	7874429733393300	@demology
9	7874429733393300	@demology
10	7874429733393300	@demology
11	7874429733393300	@demology

Row	Column D (User)	Column R (Mentioned)
2684	7874429733393300	@demology
2685	7874429733393300	@demology
2686	7874429733393300	@demology
2687	7874429733393300	@demology
2688	7874429733393300	@demology
2689	7874429733393300	@demology
2690	7874429733393300	@demology
2691	7874429733393300	@demology
2692	7874429733393300	@demology
2693	7874429733393300	@demology
2694	7874429733393300	@demology
2695	7874429733393300	@demology
2696	7874429733393300	@demology
2697	7874429733393300	@demology
2698	7874429733393300	@demology
2699	7874429733393300	@demology
2700	7874429733393300	@demology
2701	7874429733393300	@demology
2702	7874429733393300	@demology
2703	7874429733393300	@demology
2704	7874429733393300	@demology
2705	7874429733393300	@demology
2706	7874429733393300	@demology
2707	7874429733393300	@demology
2708	7874429733393300	@demology
2709	7874429733393300	@demology
2710	7874429733393300	@demology
2711	7874429733393300	@demology
2712	7874429733393300	@demology
2713	7874429733393300	@demology
2714	7874429733393300	@demology
2715	7874429733393300	@demology
2716	7874429733393300	@demology
2717	7874429733393300	@demology
2718	7874429733393300	@demology
2719	7874429733393300	@demology
2720	7874429733393300	@demology
2721	7874429733393300	@demology
2722	7874429733393300	@demology

Macro name: countUserTweets

Macros in: All Open Workbooks

Description:

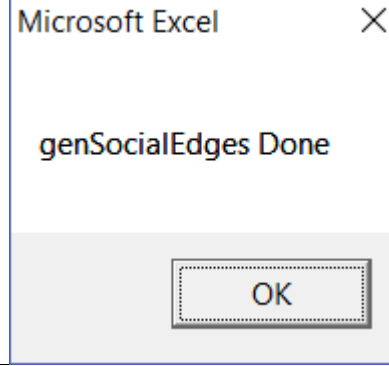
Macro name: genSocialEdges

Macros in: All Open Workbooks

Description:

- Click the Run button and wait for the macro to finish. This will take a while.

Note: If you look at the lower left of the Excel window, you can see the Tweet # that the code is processing, followed by a number representing the social edge the code is generating.



- Click OK.

Note: The code skips a line and places the edges in Columns M, N, and O:

- Column M is the source node in the social network;
- Column N is the destination node, and
- Column O denotes the number of times that edge from node1→node2 occurred

In another tutorial we will graph these edges. But in the meantime, you can sort & do descriptive stats.

