**#FNIS401W**

**Worksheet: Social Network Analysis**

**Resources**

A) Tools:

Basic: [Netlytic](https://netlytic.org/home/), [follow the hashtag](http://analytics.followthehashtag.com/#!/search/Indigenous?id=dashboard)

Advanced: [Gephi](https://gephi.org/)

B) List of [Key terms](http://cvcedhlab.hypotheses.org/106)

C) More information on networks from [Scott Weingart](http://www.scottbot.net/HIAL/index.html@p=6279.html)

**Definition**

Social network analysis (SNA) is the process of investigating social structures through the use of networks and graph theory. It characterizes networked structures in terms of nodes (individual actors, people, or things within the network) and the ties, edges, or links (relationships or interactions) that connect them. (Wikipedia).

SNA uses both 1) textual analysis: word frequency, sentiment analysis; and 2) network analysis: relationships between users.

**What can you do with SNA?**

1. Illustrate strength of a community
2. Locate influential and peripheral users
3. Draw conclusions about perceptions around a given topic
4. Locate resources

**Assignments**

1. Text analysis: Using netlytic perform a text analysis of “digital humanities” Aside from “digital” and “humanities” what keywords are associated with this search?   
     
     
     
     
   a. What words have been use more over time?  
     
     
     
     
   b. What words have been used less?
2. Network analysis: using the netlytic **name network** tool perform a network analysis of “#highered” (hashtag used for posts about higher education)   
     
   a. Who are the most prominent actors in this network?   
     
    i. indegree  
     
     
     
     
    ii. outdegree

b. From the “#highered” tab, click on “words over time.” Screenshot and post to your sandbox.

c. Export your “cultural appropriation” data as CVS. Copy and paste the first column of the spreadsheet into this word cloud generator: <https://www.jasondavies.com/wordcloud/> Screenshot the word cloud and post it to your FNIS 401W sandbox

1. Reporting and Geolocation: “Click on report” in Netlytic. What new information is displayed?   
     
     
     
     
     
   i. Try using a different tool enter “#highered” into [follow the hashtag](http://analytics.followthehashtag.com/). Create a “heatmap” of the data. Screenshot and post to your sandbox.

1. Using the tools listed above conduct research on a topic of your choice—**relevant to Indigenous studies**. Write a short reflection on about your findings (including screenshots) and post it to your sandbox.
2. For advanced users: Export your network analysis into Gephi. Play with the visualizations. Export a PNG of your file and upload it to your sandbox. (\*note Gephi takes a lot of computing power. May not run on all machines)

Gephi Tutorial [here](https://gephi.org/tutorials/gephi-tutorial-quick_start.pdf)