



SNS COLLEGE OF ENGINEERING

Kurumbapalayam (Po), Coimbatore – 641 107

An Autonomous Institution

Accredited by NBA – AICTE and Accredited by NAAC – UGC with ‘A’ Grade
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

DEPARTMENT OF COMPUTER SCIENCE AND TECHNOLOGY

COURSE NAME : 19CS731-SOCIAL NETWORK ANALYSIS

UNIT 1-INTRODUCTION

Topic 7: Blogs And Online Communities.



1.Content analysis has also been the most commonly used tool in the computer-aided analysis of blogs (web logs), primarily with the intention of trend analysis for the purposes of marketing.

While blogs are often considered as “personal publishing” or a “digital diary”, bloggers themselves know that blogs are much more than that: modern blogging tools allow to easily comment and react to the comments of other bloggers, resulting in webs of communication among bloggers.¹

2.These discussion networks also lead to the establishment of dynamic communities, which often manifest themselves through syndicated blogs (aggregated blogs that collect posts from a set of authors blogging on similar topics), blog rolls (lists of discussion partners on a personal blog) and even result in real world meetings such as the Blog Walk series of meetings.



REFERENCES



1. Dion Goh and Schubert Foo ,Social information retrieval systems:Emerging technologies and applications for searching the web effectively,IGI Global snippet,2008

THANK YOU