William Paterson University
College of Science and Health
Department of Computer Science

UPS Computer Information Technology Lecture Series*

Keynote Speaker: **Dr. Marc A. Smith**

Chief Social Scientist ([Connected Action Consulting Group](#))
Co-Founder ([Social Media Research Foundation](#))

April 6, 2022 (Wednesday), 5:30 PM – 8:00 PM

Science Hall East (SCIE 2063)
(Dinner will be provided.)

Please RSVP [here](#) by April 3, 2022

Charting Collections of Connections in Social Media: Creating Maps and Measures with NodeXL

Abstract

Networks are a data structure commonly found in any social media service that allows populations to author collections of connections. The Social Media Research Foundation's NodeXL project makes analysis of social media networks accessible to most users of the Excel spreadsheet application. With NodeXL, network charts become as easy to create as pie charts. Recent research created by applying the tool to a range of social media networks has already revealed the variations in network structures present in online social spaces. A review of the tool and images of Twitter, flickr, YouTube, Facebook, Wikis and email networks will be presented.

Biography

Dr. Marc A. Smith is a sociologist specializing in the social organization of online communities and computer mediated interaction. Smith leads the Connected Action consulting group and lives and works in Silicon Valley, California. Smith co-founded and directs the Social Media Research Foundation, a non-profit devoted to open tools, data, and scholarship related to social media research.

Smith is the co-editor with Peter Kollock of Communities in Cyberspace (Routledge), a collection of essays exploring the ways identity; interaction and social order develop in online groups. Along with Derek Hansen and Ben Shneiderman, he is the co-author and editor of Analyzing Social Media Networks with NodeXL: Insights from a Connected World (Morgan-Kaufmann) which is a guide to mapping connections created through computer-mediated interactions.

Smith's research focuses on computer-mediated collective action: the ways group dynamics change when they take place in and through social cyberspaces. Many "groups" in cyberspace produce public goods and organize themselves in the form of a commons (for related papers see: http://www.connectedaction.net/marc-smith/). Smith's goal is to visualize these social cyberspaces, mapping and measuring their structure, dynamics and life cycles. While at Microsoft Research, he founded the Community Technologies Group and led the development of the "Netscan" web application and data mining engine that allowed researchers studying Usenet newsgroups and related repositories of threaded conversations to get reports on the rates of posting, posters, crossposting, thread length and frequency distributions of activity. He contributes to the NodeXL project (https://nodexlgraphgallery.org/Pages/Registration.aspx) that adds social network analysis features to the familiar Excel spreadsheet. NodeXL enables social network analysis of email, Twitter, Flickr, WWW, Facebook and other network data sets.

Smith received a B.S. in International Area Studies from Drexel University in Philadelphia in 1988, an M.Phil. in social theory from Cambridge University in 1990, and a Ph.D. in Sociology from UCLA in 2001. Smith is also a Distinguished Visiting Scholar at the Media-X Program at Stanford University.

Agenda

5:30 – 6:00	Guests arrival, dinner starts
6:00 – 6:20	Opening remark: **Dr. Venkat Sharma**, Dean of College of Science and Health
6:20 – 6:30	Keynote Speaker introduction: **Dr. Cyril S. Ku**, Professor of Computer Science
6:30 – 7:15	Keynote speech: **Dr. Marc Smith**, Chief Social Scientist of Connected Action Consulting Group
7:15 – 7:45	Q & A with **Dr. Marc Smith** and **Dr. Venkat Sharma**
7:45 – 8:00	Closing remarks: **Dr. Cyril S. Ku** and **Dr. Jin-A Choi**, Assistant Professor of Communication

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All are welcome! This lecture series is open to everyone in the William Paterson University community. For further information, please contact Dr. Cyril S. Ku (kuc@wpunj.edu, 973.720.2952), Computer Science Department; or Dr. Jin-A Choi (choij21@wpunj.edu, 973.720.3358), Communication Department, William Paterson University, Wayne, New Jersey.