



SONIC  
Speaker  
Series



Friday, October 7, 2011  
10:00-12:00 p.m. CDT

Room 1-459  
Frances Searle Building  
Northwestern University  
Evanston Campus



## Workshop: Hyperlink Network Analysis Using VOSON

This presentation will involve a demonstration of hyperlink network analysis using two software packages: the VOSON System (a web-based application for hyperlink network construction and analysis) and VOSON+NodeXL (a VOSON plugin to the NodeXL Excel 2007/2010 template for social media network analysis). Topics covered include: creating a hyperlink network (identifying seed URLs, setting the webcrawler parameters); node preparation (methods for filtering and controlling the grouping of web pages); coding of node attributes; basic social network analysis metrics; network visualization; clustering; website content analysis. Participants wanting to use the software are requested to bring their laptops with Mozilla Firefox and VOSON+NodeXL installed, and must have a (free) VOSON user account.

See <http://voston.anu.edu.au> and <http://www.uberlink.com> for information on the VOSON project and software. See <http://nodexl.codeplex.com> for information on NodeXL.

Robert Ackland is a Fellow at the Australian National University, where he conducts empirical social science research into online social and organizational networks. He leads the VOSON project (<http://voston.anu.edu.au>), coordinates the ANU's Master of Social Research programme and teaches on the social science of the Internet and online research methods. Robert has degrees in economics from the University of Melbourne, Yale University (where he was a Fulbright Scholar) and the ANU, where he gained his PhD in 2001.

### Robert Ackland

Fellow

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Duration of visit:  
October 5-7, 2011

**If you plan to attend, please email Marilyn Logan:**  
[mjlogan@northwestern.edu](mailto:mjlogan@northwestern.edu),  
by Thursday, September 29.