



## SONIC Speaker Series



Friday, October 22, 2010  
2:00-3:00 p.m.

Room 1-483  
Frances Searle Building  
Northwestern University  
Evanston Campus



### Marc A. Smith

Chief Social Scientist

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If you would like to meet  
with Dr. Marc A. Smith dur-  
ing his visit please contact  
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Dates of visit: October 20-  
October 23, 2010.

## Collections of Connections in Social Media: Maps and measures with NodeXL

Networks are a data structure common across all social media that allow 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. Networks become as easy to create as pie charts. Applying the tool to a range of social media networks has already revealed the variations present in online social spaces. A review of the tool and images of Twitter, flickr, YouTube, and email networks will be presented.

Marc Smith is a sociologist specializing in the social organization of online communities and computer mediated interaction. He founded and managed the Community Technologies Group at Microsoft Research in Redmond, Washington and led the development of social media reporting and analysis tools for Telligent Systems. Smith leads the Connected Action consulting group and lives and works in Silicon Valley, California. Smith co-founded the Social Media Research Foundation, a non-profit devoted to open tools, data, and scholarship related to social media research.