

# MONITORARE I SOCIAL MEDIA

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[@tecnoetica](#)



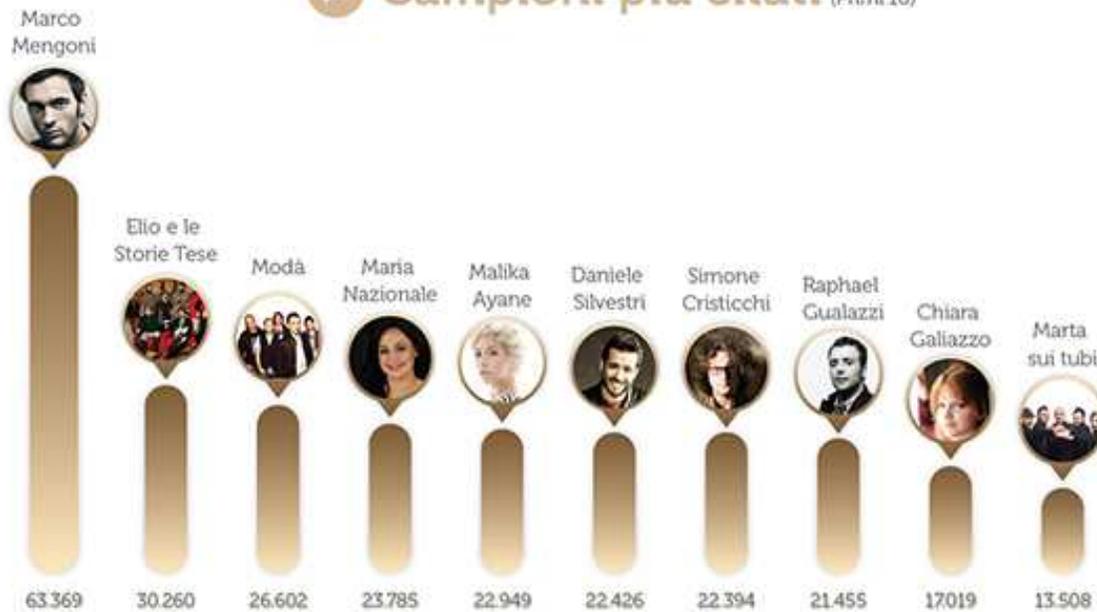
## Chi vincerà Sanremo?

Analisi di popolarità e gradimento dei campioni di Sanremo su Facebook e Twitter

12/02/2013 - 15/02/2013

# Il Messaggero.it

### Campioni più citati (Primi 10)

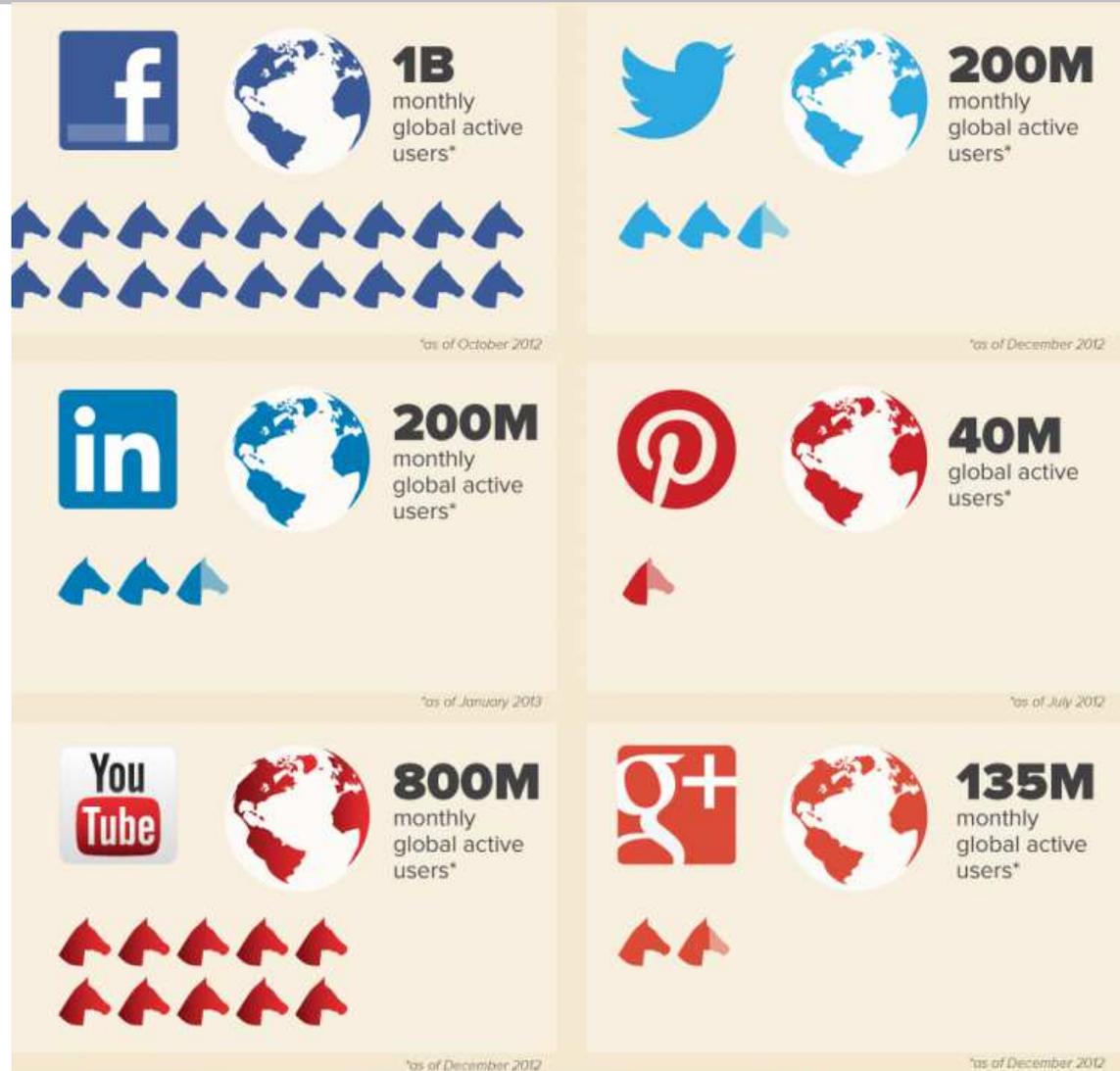


ROMA - Marco Mengoni vince la 63a edizione del festival di Sanremo con L'essenziale. Secondi Elio e Le Storie tese con La canzone mononota - che vince anche il premio della critica Mia Martini e quello per il miglior arrangiamento - terzi i Modà con Se si potesse non morire.

- Marco Mengoni e i social media
  - La social television
  - La classifica dei vincitori di Sanremo ricalca quella delle conversazioni su Twitter

# • I SOCIAL MEDIA COME FONTI DATI

- Contesto generale
- Strategie di ricerca
- Comunicazione del dato

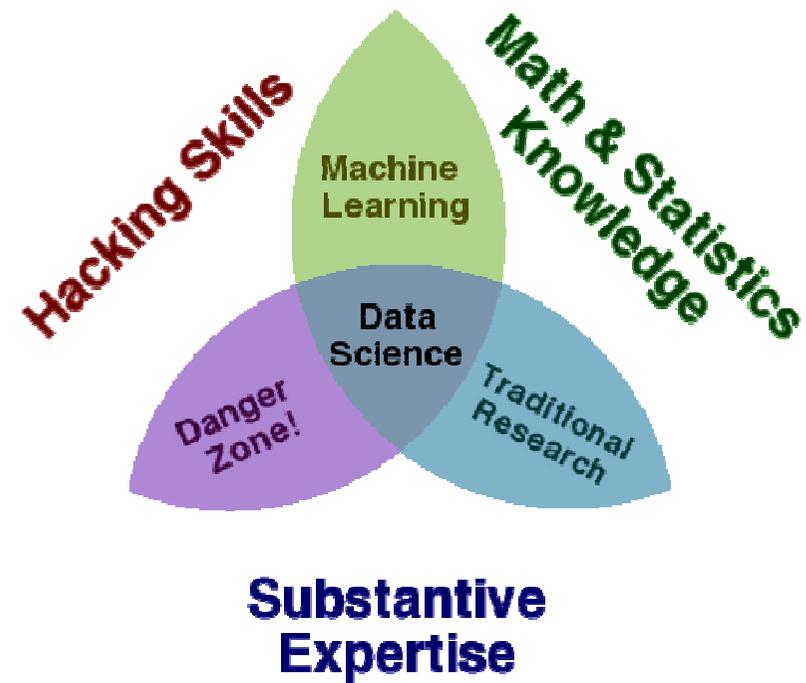
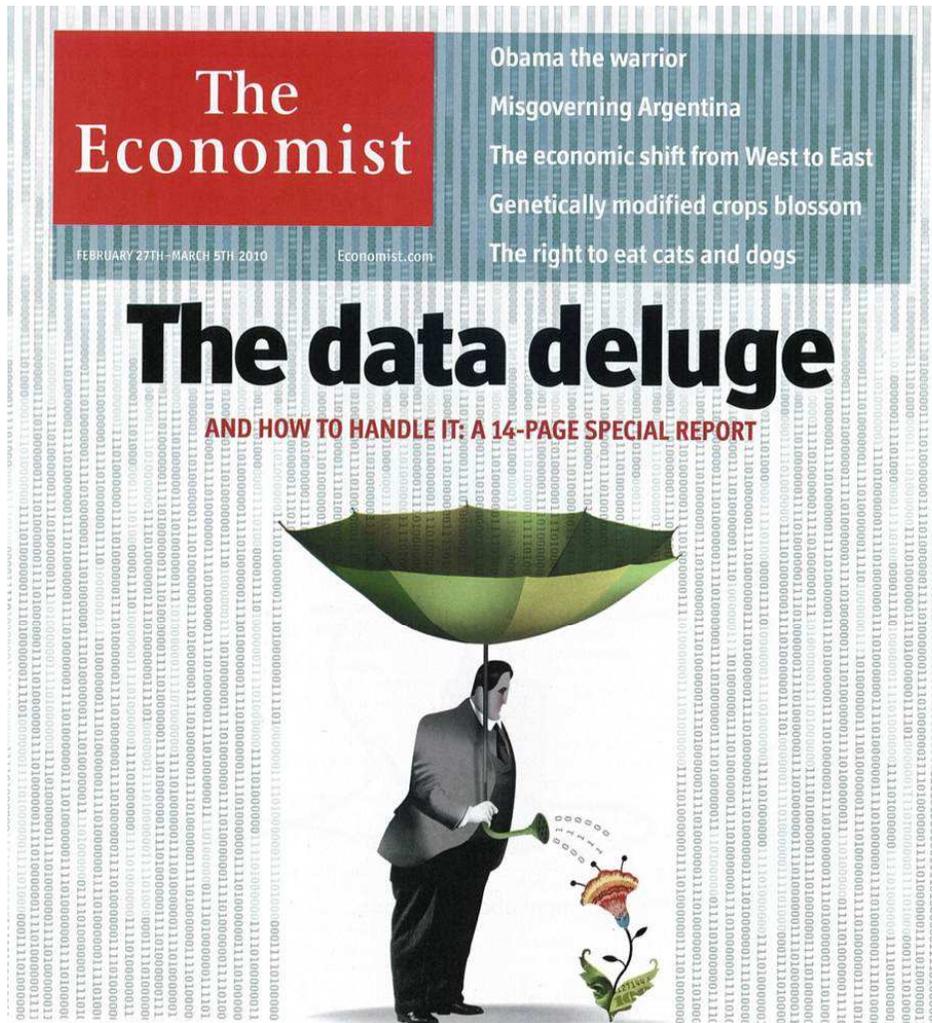


# What Happens in an Internet Minute?



## And Future Growth is Staggering

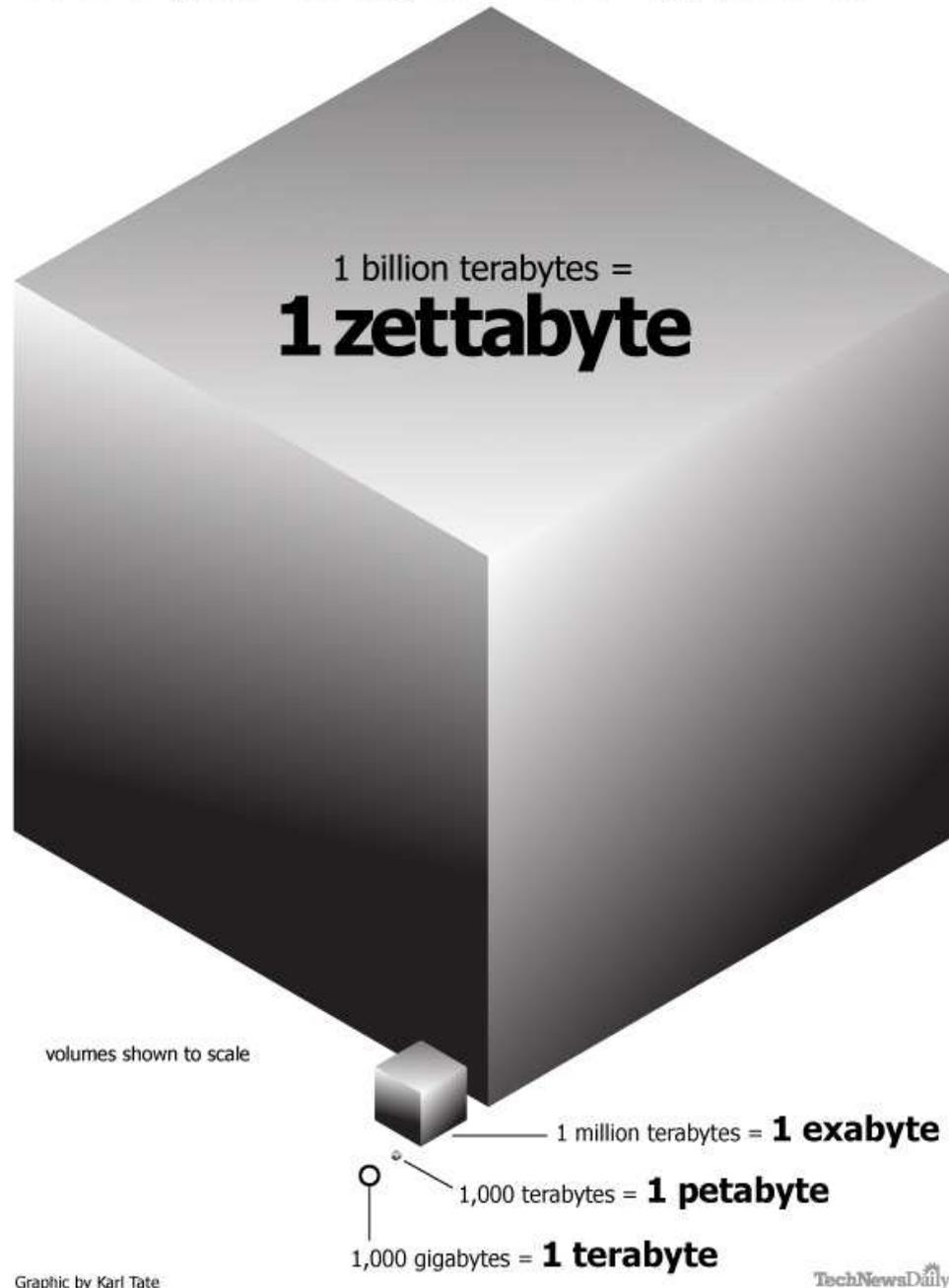
- Il contesto generale
  - Big data e Data science
  - Le tecnologie
  - Il mercato del monitoring



- Big Data e Data science
  - Big Data: enormi aggregazioni di dati che richiedono tecnologie specifiche per la gestione
  - Data Science: un nuovo approccio all'analisi dei dati

## Humanity Passes 1 Zettabyte Mark in 2010

A zettabyte is 1,000,000,000,000,000,000 bytes (that's 21 zeroes for those counting), or one trillion gigabytes. That's enough data to fill 75 billion 16-gigabyte-sized iPads.



FROM THE DAWN OF  
**CIVILISATION**  
THROUGH TO  
**2003**



GOOGLE CALCULATES  
HUMANS PRODUCED  
**5 EXABYTES**  
OF DATA

WE NOW PRODUCE  
**5 EXABYTES**  
OF DATA EVERY

**2 DAYS**

**WHAT IS AN EXABYTE?**

AN EXABYTE IS  
1 BILLION, BILLIONS



IF PRINTED  
IT WOULD FILL  
**20 BILLION**  
4 DRAW FILING CABINETS



OR IT COULD FILL  
**250 MILLION**  
DVDS

## BIG DATA IS MADE UP OF THREE TYPES OF DATA

### 1 UNSTRUCTURED

Data that does not reside in fixed locations generally refers to free-form text, which is ubiquitous

EXAMPLES:



### 2 STRUCTURED

Data that resides in fixed fields within a record or file.

EXAMPLES:

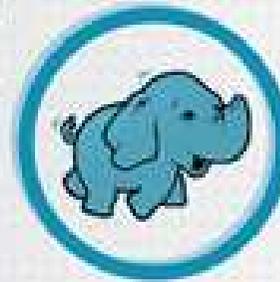


### 3 SEMI-STRUCTURED

Between the two forms where "tags" or "structure" are associated or embedded within unstructured data

## TOOLS FOR DATA ANALYTICS

**APACHE HADOOP**  
Integrated Hadoop tools for MapReduce and Job/Task tracking for batch analytics processing



**MONGODB**  
Integrated document oriented storage mechanism providing scalability and agility



**ELASTICSEARCH**  
Enterprise grade search utilizing Elasticsearch and Lucene

**INFINITE**

Professional grade analytic development environment platform architected to manage real time analytic and enterprise search information with a customizable visualization framework

## Characteristics of data scientists



**BIG  
DATA  
SCIENCE**

I feel comfortable operating with incomplete data

My data files are often messy

I explore data to see what it tells me

My dataset is so big, managing it is part of the challenge

My findings drive product and operational decisions

I want to have a complete set of data

My data files are usually clean

I report on what the data says

While my dataset is big, it's currently manageable

My findings measure past performance

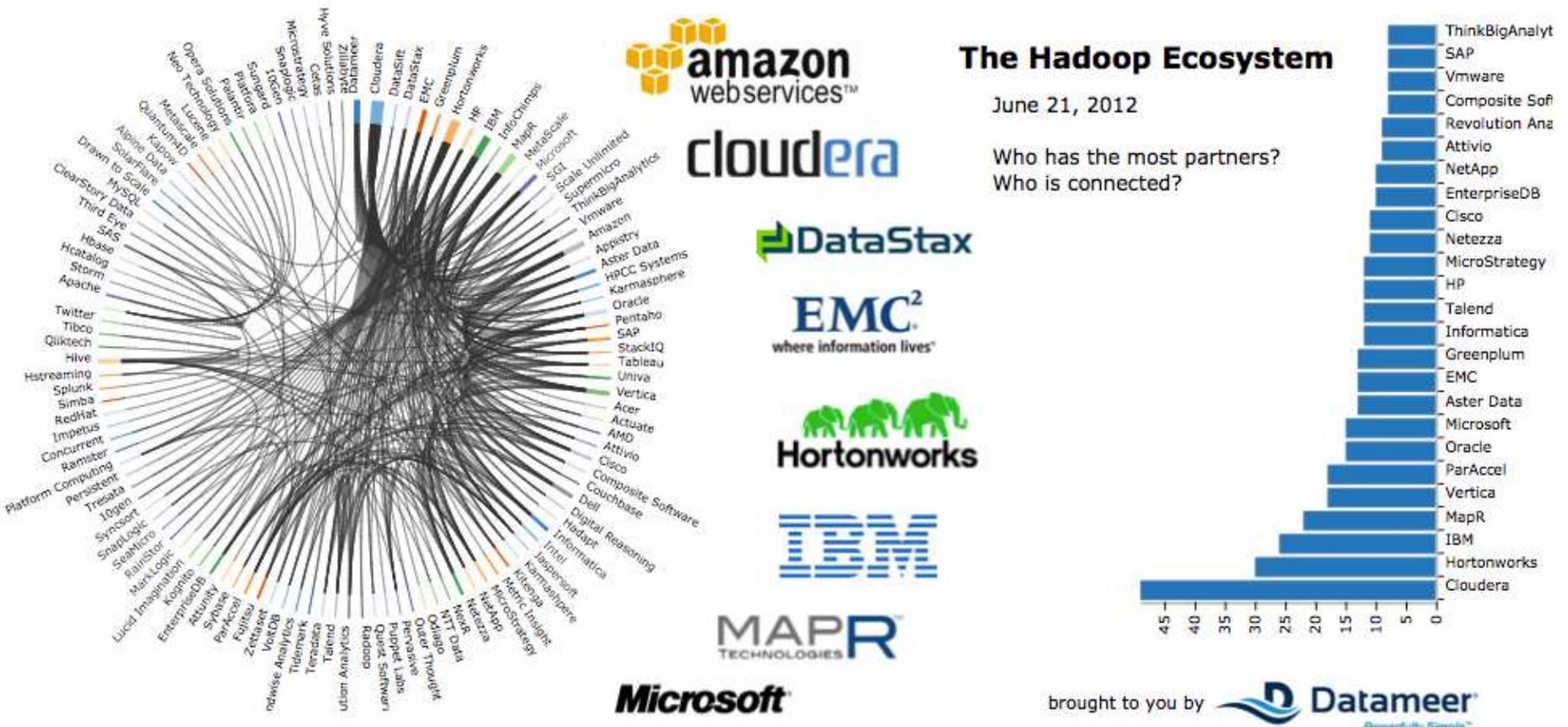


**NORMAL  
DATA  
SCIENCE**

**10% BIG  
DATA  
SCIENCE**

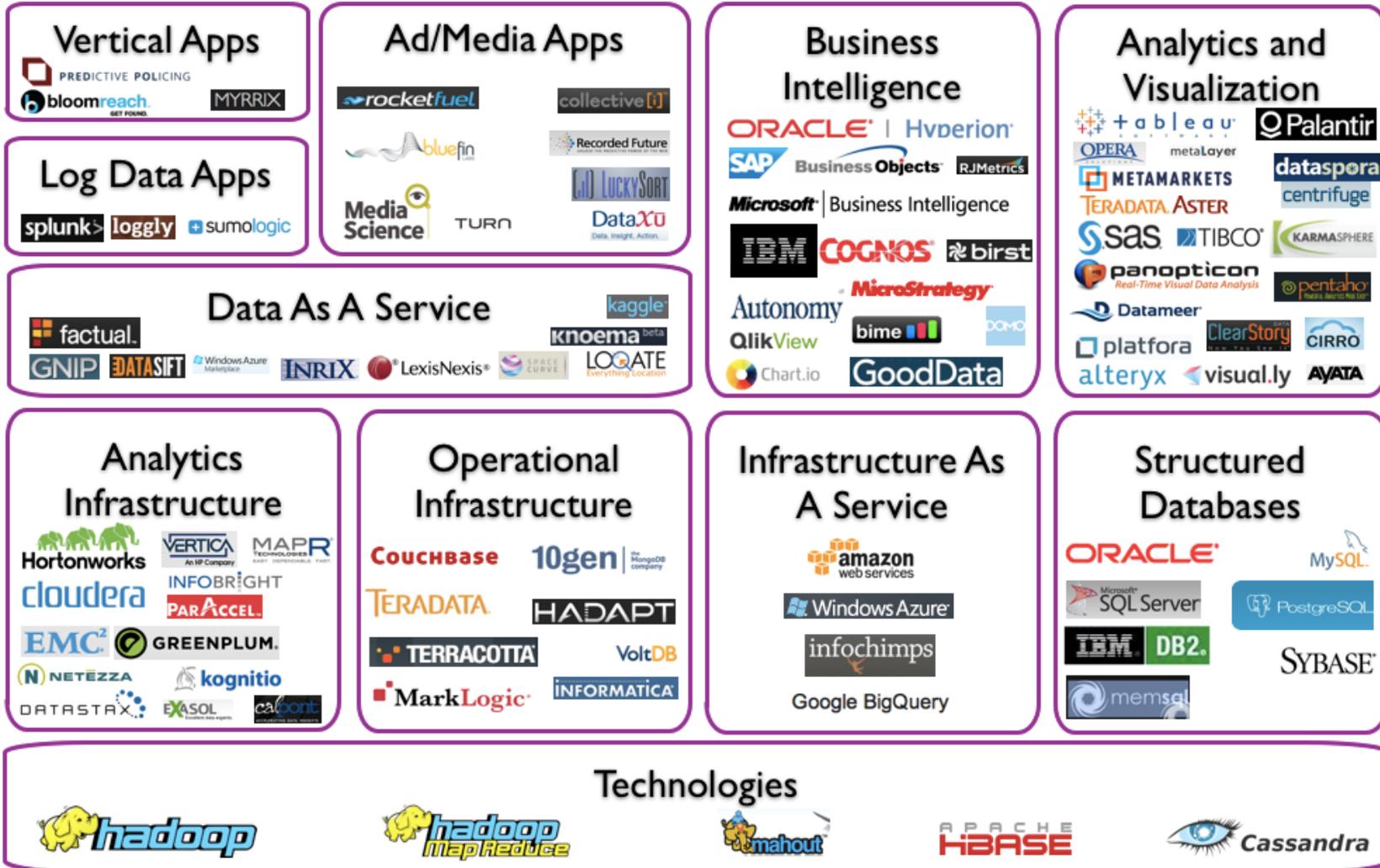
**65% MIDDLE**

**25% NORMAL DATA SCIENCE**



- Le tecnologie
  - Hadoop: framework per la gestione di enormi quantità di dati
  - API: procedure per l'uso dei dati delle piattaforme

# Big Data Landscape



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[dave@vcdave.com](mailto:dave@vcdave.com)

[blogs.forbes.com/davefeinleib](http://blogs.forbes.com/davefeinleib)

<http://www.forbes.com/sites/davefeinleib/2012/06/19/the-big-data-landscape/>



**Data Acquisition**

**VLDW and BI Appliances**

**Analytics**

**BPM & Action**

*Including Complex Event Processing (CEP) tools*

**Data Providers**

**No SQL**

**Data Virtualization COMPOSITE SOFTWARE**

**BI Tools**

Capgemini - Capping IT off  
Manuel Sevilla - 2012

**Content Management**

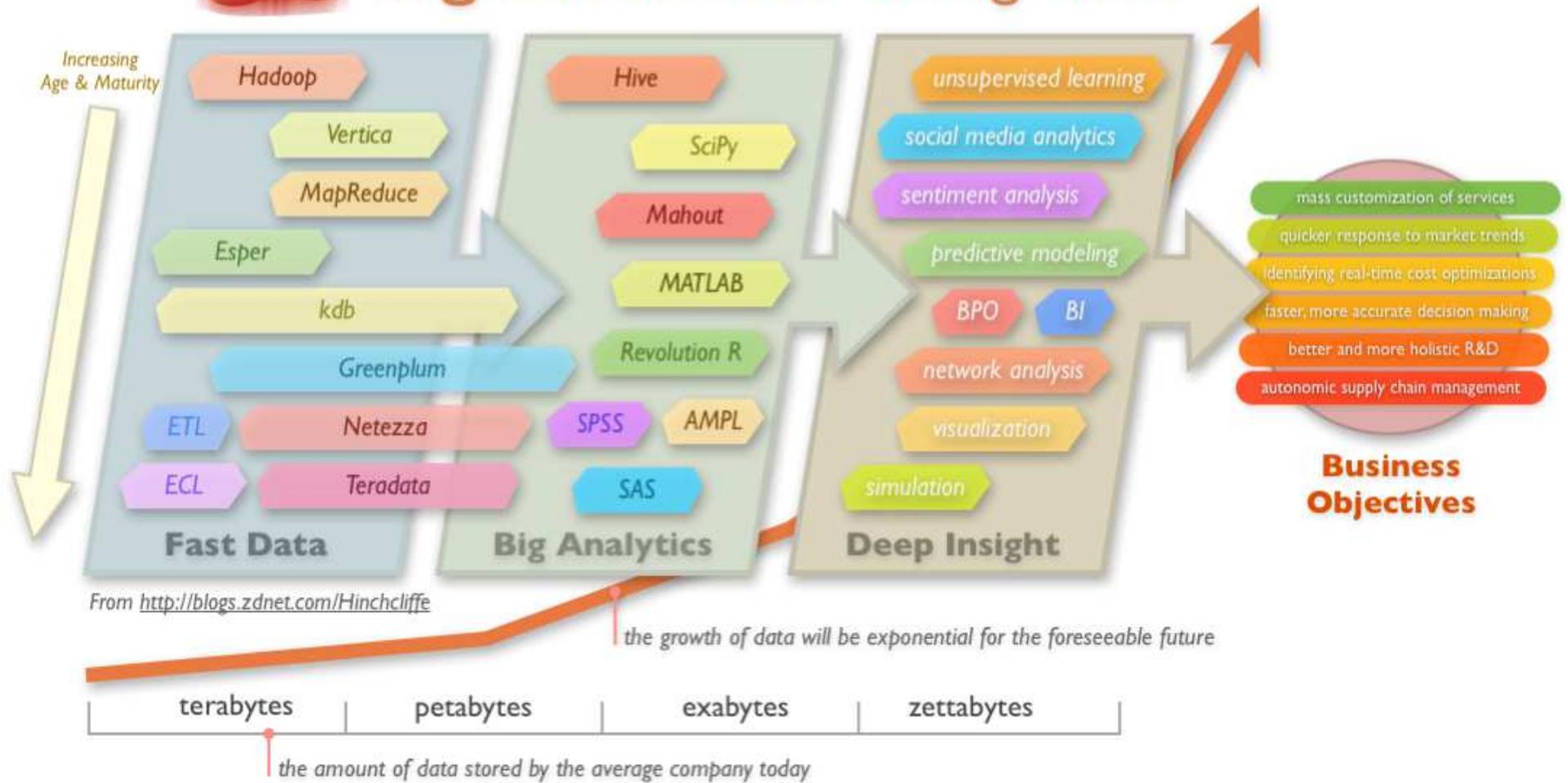
**Data Governance**

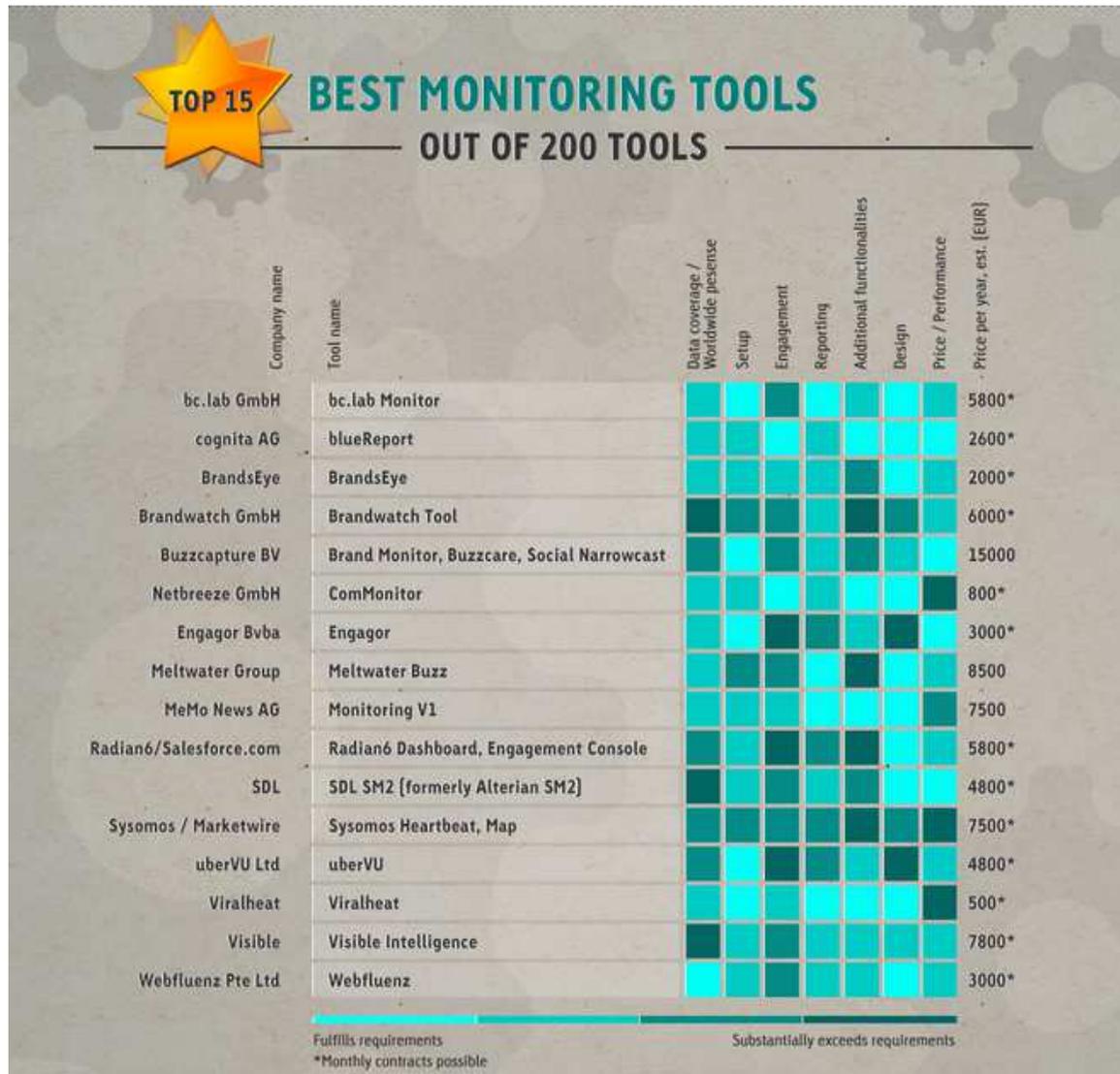
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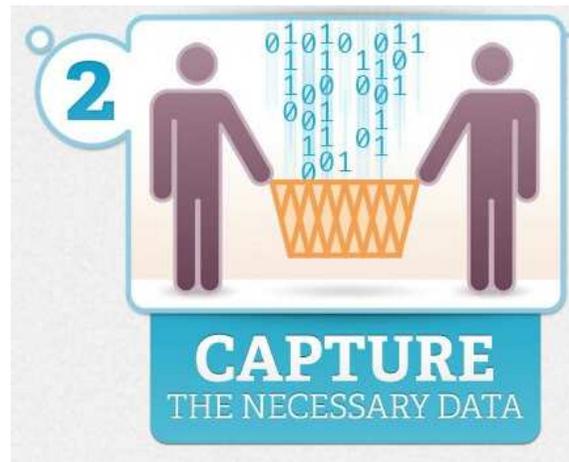
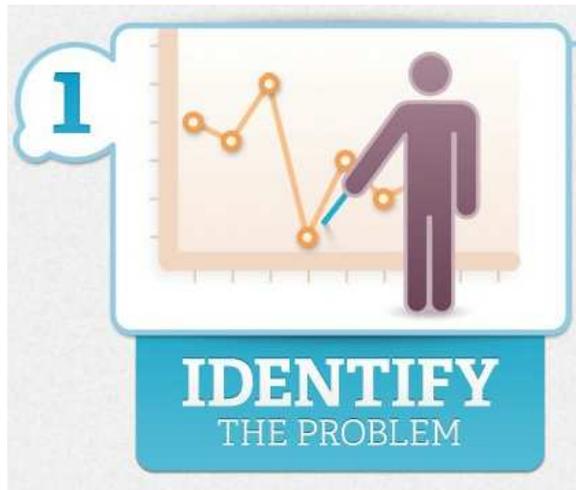


# Big Data: The Moving Parts





- Il mercato del monitoring
  - La nascita di startup *data based*
  - L'ampliarsi del mercato (opinion mining, social CRM, brand analysis)
  - La competizione tool gratuiti/pagamento



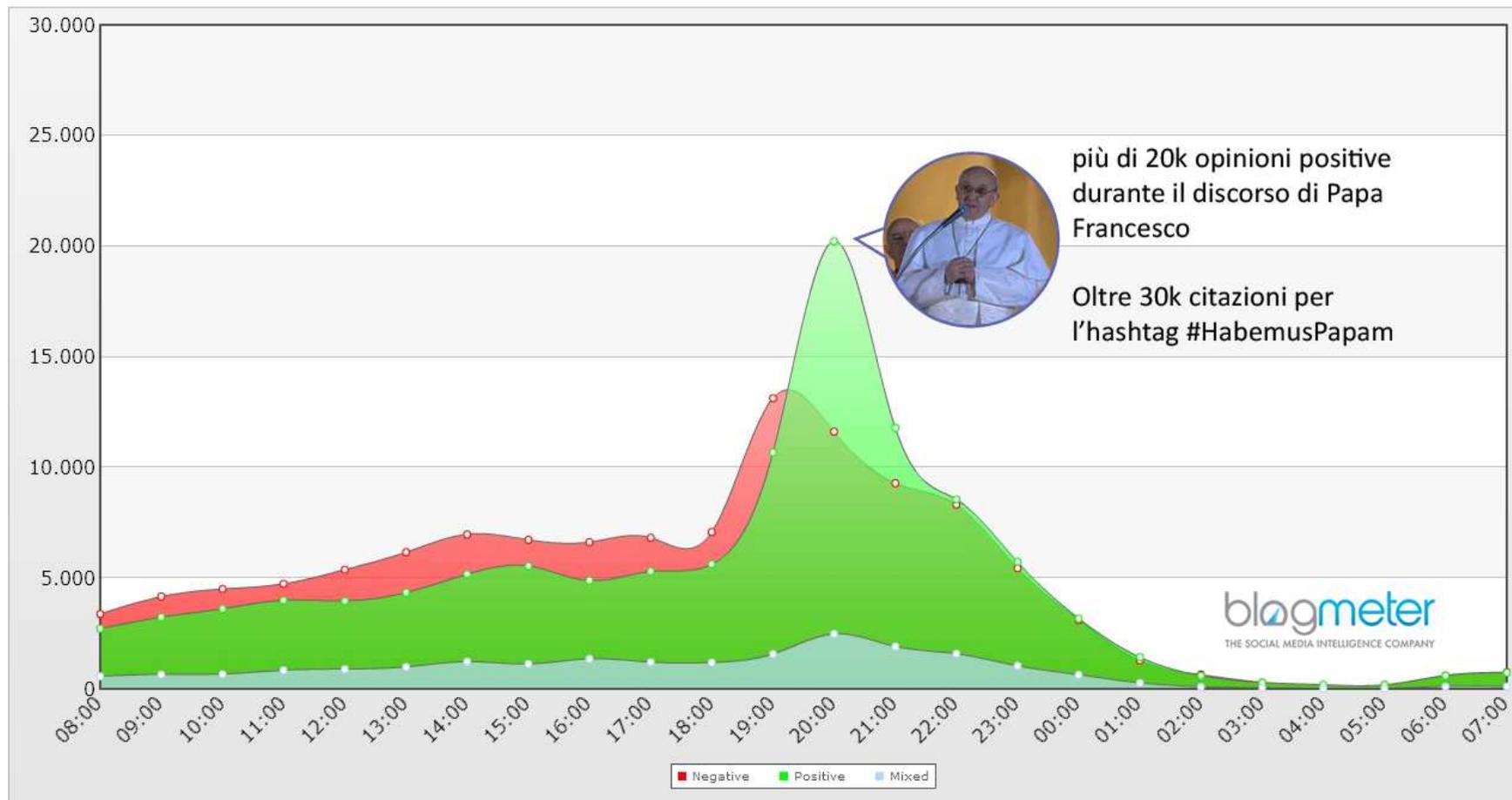
- Strategie di ricerca

- Monitoring: studio delle parole o degli hashtag
- Tracking: studio di utenti o gruppi di utenti
- Networking: studio delle relazioni



# IL SENTIMENT DI TWITTER

(13 MARZO 2013)

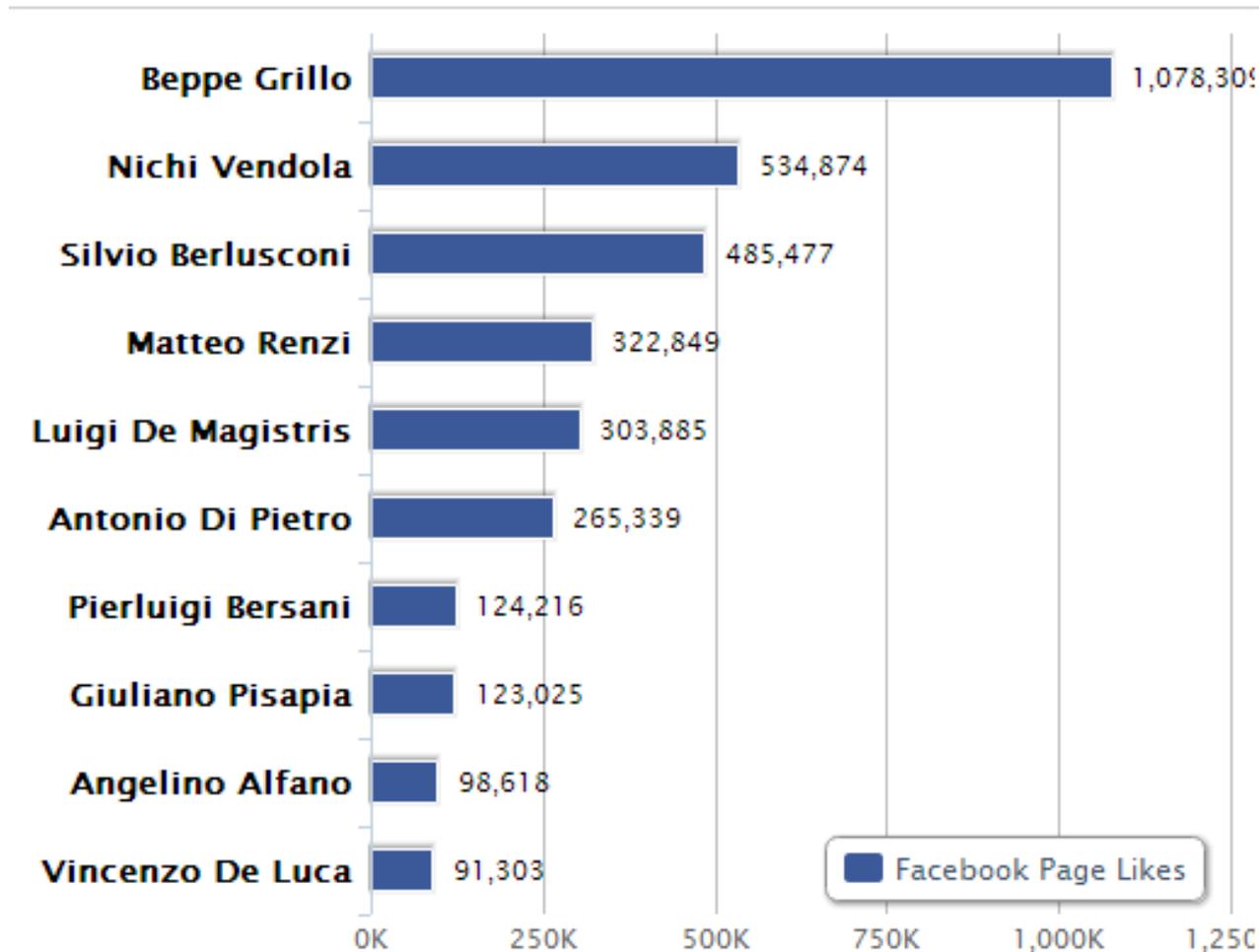


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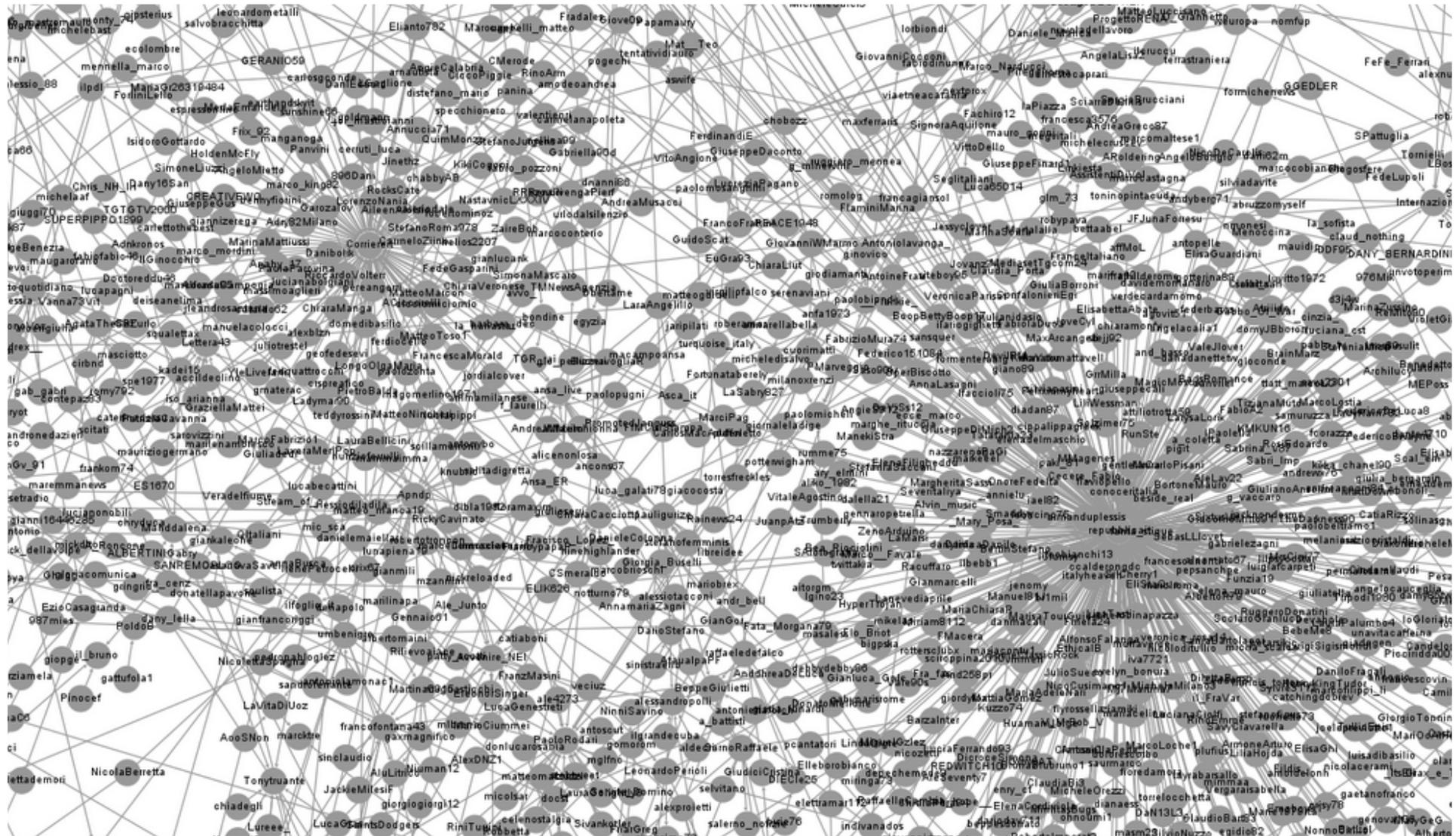
- Monitoring case study
  - L'emozione su Twitter per l'elezione di papa Francesco I
  - Fonte: Blogmeter (blogmeter.it)

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# popolarità



- Tracking case study
  - Il numero dei like dei politici su Facebook
  - Fonte: Social Trends ([www.social-trends.it](http://www.social-trends.it))



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- Networking case study
  - La diffusione della notizia delle dimissioni di Benedetto XVI
  - Fonte: Kelejo (kelejo.it)

## Telling Stories with Data

Our infographics and data visualizations tell your story, drive traffic, and amplify you



**AGENCIES**

Create Shareable Content  
Gain Social Distribution  
Centralized Project Management

Learn more



**BRANDS**

Tell Your Story With Data  
Increase Social Cred  
Create Branded Experiences

Learn more



**ORGANIZATIONS**

Present Your Research  
Communicate with Constituents  
Publish Don't Perish

Learn more

Piktochart
Home About Us Tour Themes Pricing Resources Blog Support
Login



# CREATE **WOW** INFOGRAPHICS FOR YOUR AUDIENCE

infogr.am

## Create interactive infographics

Already 460365 infographics created!

Sign up, it's free! Take a tour



- Comunicare il dato
  - Tabelle, grafici, infografiche, videografiche
  - Le piattaforme di infografica: Visually, Infogram, Piktochart

- IL MONITORAGGIO DELLE PIATTAFORME
  - Strumenti specifici per piattaforme
  - Strumenti non specifici: dashboard, search engine

**Free tools**

- A TOOL THAT MONITORS SOCIAL CAMPAIGNS**
  - WildFire's Social Media Monitor
- A TOOL THAT MONITORS UPCOMING EVENTS**
  - Plancast
- TOOLS THAT MONITOR WITH ALERTS**
  - Google Alerts
  - BackType Alerts
  - Yahoo Pipes
  - Northern Light Search
- TOOLS THAT MONITOR COMMENTS & FORUMS**
  - Comment Sniper
  - coComment
  - Board Reader
  - Google Trends
- TOOLS THAT MONITOR SOCIAL NETWORKS & BLOGS**
  - SocialMention
  - Google Reader
  - BlogPulse
  - AllTop
  - Google Realtime Search
- A TOOL THAT MONITORS WEB PAGE CHANGES**
  - WatchThatPage
- TOOLS THAT MONITOR WITH SOCIAL SEARCH**
  - Addict-o-matic
  - Guzzle
  - Social Seek
  - BuzzFeed
  - Buzzoo
  - MonitorThis
  - Alterian SM2 Freemium
- TOOLS THAT MONITOR TWITTER & FACEBOOK**
  - Seismic
  - Hootsuite
  - Twitter Advanced Search
  - Facebook Search
  - **Twitterverse Web Apps**
- TWITTERVERSE WEB APPS**
  - Monitter
  - TweetBeep
  - Twazzup
  - PostRank analytics
  - Pulse of the Tweeters
  - Twitscoop
  - Twilert
  - Sideline
  - CoTweet
  - PeerIndex
  - MyTweeple
  - MentionMap
  - Twitterfall
  - TweetMeme
  - TweetDeck

- Metriche generiche
  - Numero di post totali (portata)
  - Numero di post/tempo (portata)
  - Keyword ricorrenti (lemmi, hashtag, n-grammi)
  - Share of voice: query/100 rispetto al target o rispetto al tempo
  - Quante persone sono state raggiunte dalla risorsa
- Metriche Twitter
  - Retweet: circolazione di un link
  - Mention: “dialogo” fra due account
  - Influence: metriche composte retweet/mention/share-of-voice
- Metriche Facebook
  - Total likes: numero totale dei like/mi piace
  - Friends of fans: amici dei fan della pagine (sovrapposizioni escluse)
  - People talking about this: like pagina + post utenti sulla fanpage + like/commenti/condivisioni contenuti della pagina + risposte a domande + menzioni + circolazione dei deal
  - Weekly total reach: persone che hanno visto uno dei contenuti della pagina (spontaneamente o tramite le inserzioni)

# Analytics!

50%  
OF ALL COMPANIES  
ARE UNSURE OF THE  
VALUE OF BEING ON  
LINKEDIN

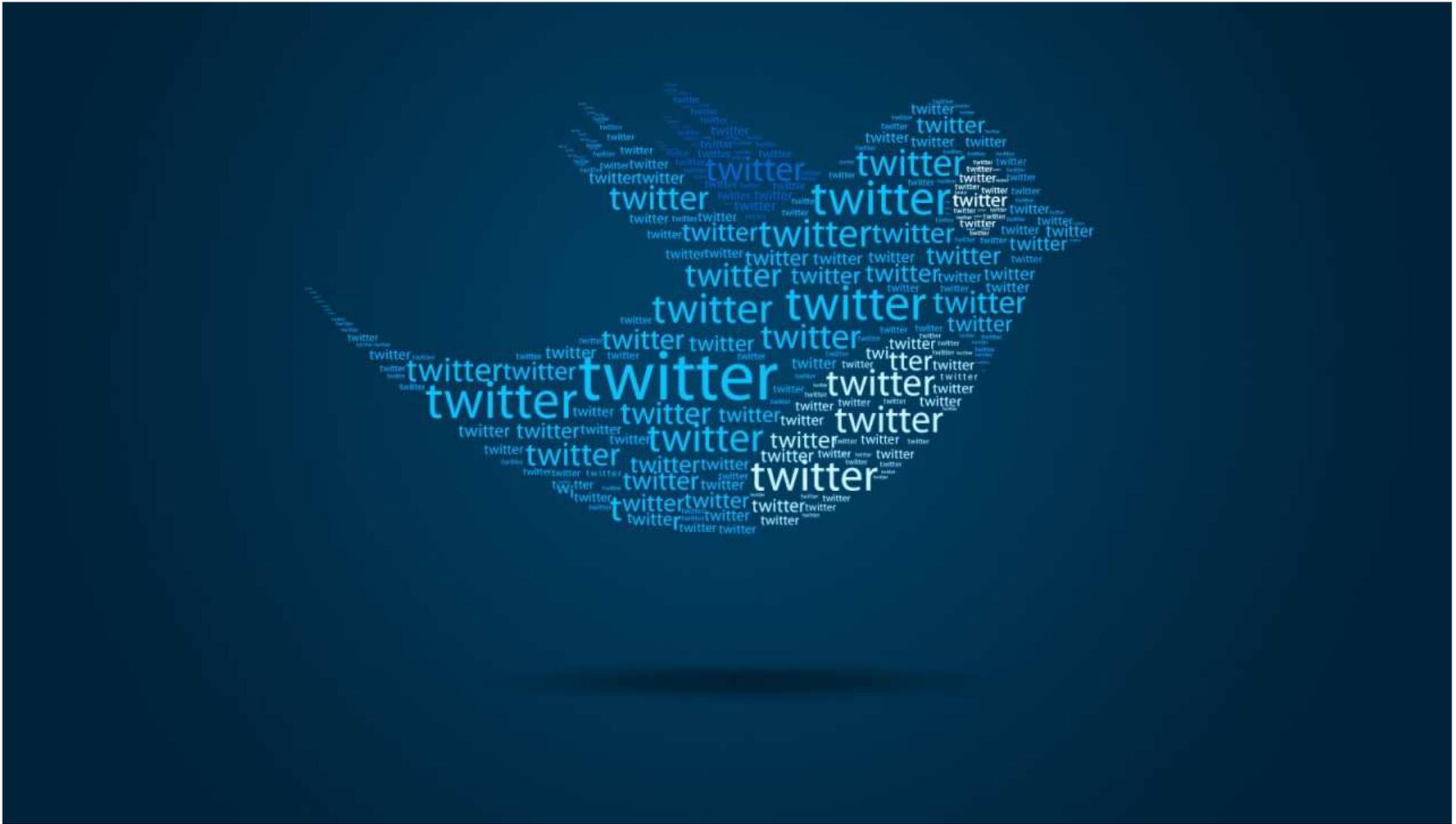
53%  
OF ALL  
COMPANIES ARE  
UNSURE ABOUT  
THEIR ROI ON  
TWITTER.

50%  
OF COMPANIES  
ARE UNSURE OF THE  
IMPACT OF BLOGS ON  
BUSINESS METRICS.

*What to do?*



- Strumenti specifici per le piattaforme
  - Sono strumenti che monitorano specifici social media
  - Rilevano le metriche che i diversi social media consentono



- Twitter
  - La piattaforma con maggior numero di strumenti di monitoring
  - Metriche base: messaggi, hashtag, parole, utenti

Check your own Twitter stats - it's FREE!

I am  on Twitter, [show me](#) my Twitter stats

Show Twitter users  
 Search

## Daide Bennato Twitter stats

Tracking since September 25, 2008

### Featured Twitter Users

 **butterflyLDN**  
 We love this new hotspot in Vancouver! Such a unique, authentic & inspirational high-end tea-shop: OS Rare Tea Bar <http://t.co/vbjnnc9Q>

[Follow](#)

 **robby0362marini**  
 Buon giorno e buona vita.

[Follow](#)

 **Chetan\_Walia**  
 Be safe, be good, or, take a chance at greatness. Both cannot coexist.

[Follow](#)

 **Tastosterone**  
 So true! Especially of men who love to cook!  
<http://t.co/BYgfBoLY>

[Follow](#)

 **TOPNOTCHMEDICAL**  
 WHEN DR'S INFECT PATIENTS: Watch. <http://t.co/MqnZU0P4>  
 ... Medical First Aid.  
 Emergency, Survival, Camping Knives <http://t.co/XfCeKWcY>

[Follow](#)

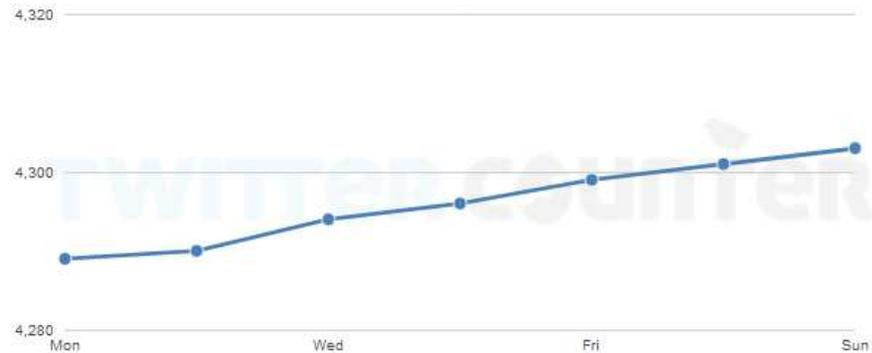
 **Daide Bennato (@Tecnoetica)** [Tweet](#)  
 Bio: Ho trasformato la mia passione per il digitale in un mestiere. Studio/Insegno social media all'Università di Catania. Consulente freelance di social monitoring

[Update stats now](#)

[Buy Stats](#) [Track](#)

Followers vs [Select a metric](#)

[Feb 11, 2013 - Feb 17, 2013](#)

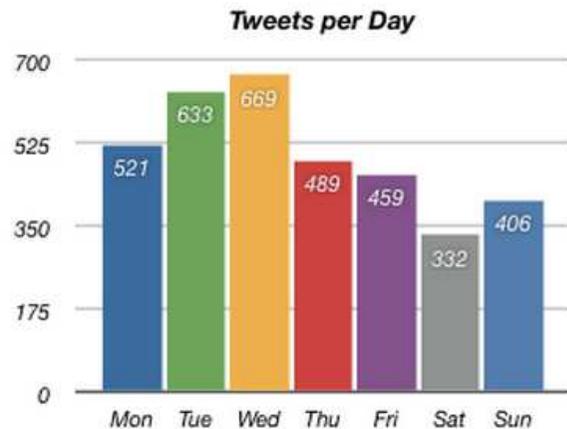


- Twitter counter
  - Tracker
  - <http://twittercounter.com/>

# TweetStats

In ur Tweets, Graphin' Your Stats!

[Home](#) [Trends](#) [Donate](#)



Graph your Twitter Stats including

Tweets per hour

Tweets per month

Tweet timeline

Reply statistics

In use by nearly 1,000,000 Twitter-folk!

Enter your Twitter username

tecnoetica

Graph My Tweets!

Looking for simple  
Social Media Monitoring?



Brought to you by @dacort!

Refresh your stats - stats get updated when you come back after 8 hours and enter your username.

- Tweet stats
  - Tracker
  - <http://www.tweetstats.com/>

tecnocetica

You're looking at a map of mentions. Each user is connected to the people and hashtags they mentioned the most in recent tweets. Click a node to explore its neighborhood.

id	Tecnoetica
name	Davide Bennato
location	Roma
profile	<a href="http://twitter.com/Tecnoetica">http://twitter.com/Tecnoetica</a>
url	<a href="http://about.me/davidebennato">http://about.me/davidebennato</a>

Feedback Retweet About



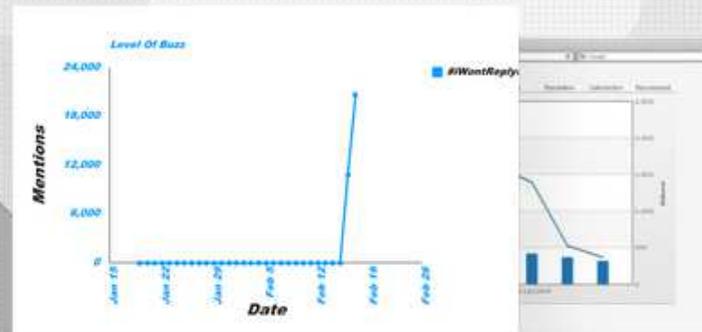
- Mentionmapp
  - Networking
  - <http://mentionmapp.com/>

Start Slider

## TweetLevel Allows You to Measure Buzz

*How much are people talking about your brand?*

TweetLevel gives you real-time insight into current conversations allowing you to measure success or crisis manage



Trending topic currently analysing: "#iWontReplyIf"

### Pick a Topic

- or -

### Check a TweetLevel

[Advanced Search](#)

### Top Influencers | See all >



Name: niall is king  
Influence: 88.4  
Popularity: 74.4  
Engagement: 76.6  
Trust: 63.3

- Tweetlevel
  - Tracker, monitoring
  - <http://tweetlevel.edelman.com/Home.aspx>



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- Jugnoo Visual
  - Tracker, monitoring
  - <http://visual.jugnoo.com/>

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- Facebook

- La piattaforma consente metriche in prevalenza delle Fanpage
- Metriche: mi piace/like, portata/reach, visualizzazioni/impressions, people talking about this (PTAT)

Simply Measured

Tour Free Reports Blog About Us Log in → Free Trial

Free Reports » Free Facebook Fan Page Report

## Free Facebook Fan Page Report

- ✓ Answer questions about the last two weeks of a Facebook Fan Page's performance and engagement.
- ✓ Analyze any Facebook Fan Page's audience, content, and engagement trends.
- ✓ Available for pages with up to 250,000 likes.

View or Download a Sample Report →

**Freebie**

Enter the Facebook Fan Page to Analyze  
The fan page name or URL

Continue ▶

TOP USERS BY # OF POSTS

- Simply Measured (Free Facebook Fanpage Report)
  - Tracker
  - <http://simplymeasured.com/free-social-media-tools#report-19>

Monitor

Track Your Competitors

FACEBOOK LEADERBOARDS

by Likes

by Checkins

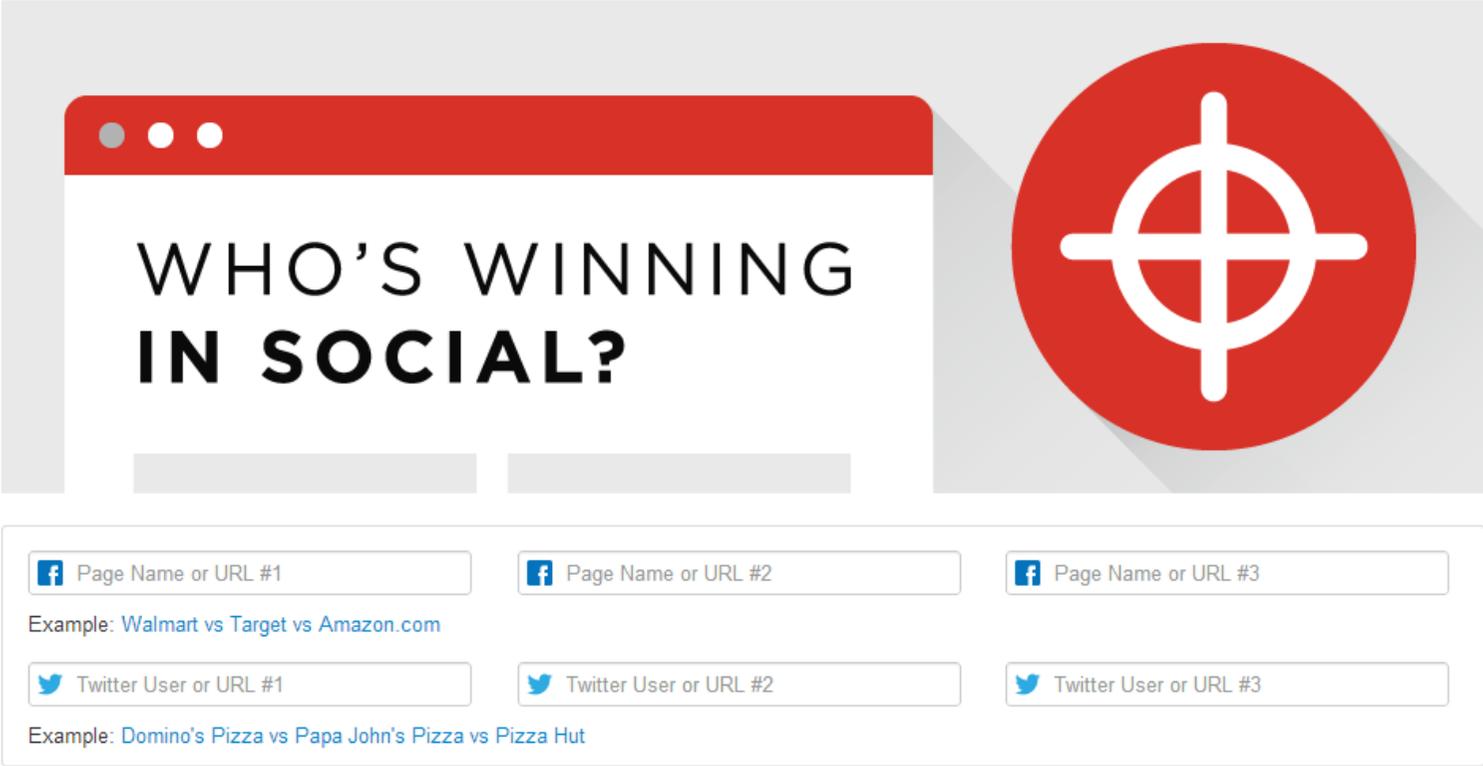
TWITTER LEADERBOARDS

by Followers

by Following

by Tweets

## Track Your Competitors



WHO'S WINNING  
**IN SOCIAL?**

Page Name or URL #1

Page Name or URL #2

Page Name or URL #3

Example: Walmart vs Target vs Amazon.com

Twitter User or URL #1

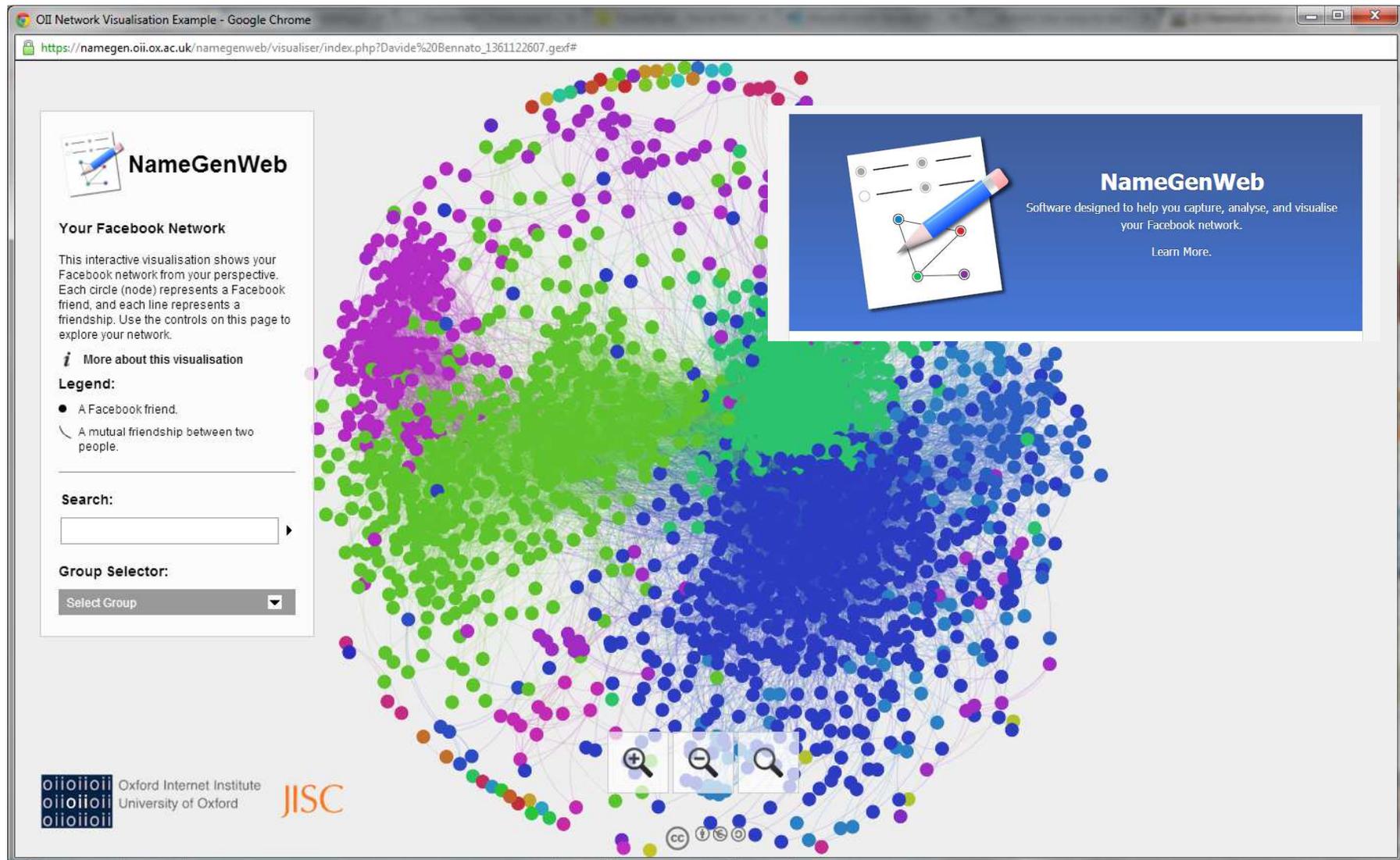
Twitter User or URL #2

Twitter User or URL #3

Example: Domino's Pizza vs Papa John's Pizza vs Pizza Hut

Compare

- Wildfire Monitor
  - Tracker (confronto)
  - <https://monitor.wildfireapp.com/>



- NameGenWeb
  - Networking (profilo personale)
  - <https://apps.facebook.com/namegenweb/>

## Wolfram|Alpha Personal Analytics for Facebook

Wolfram|Alpha, the **world's first and only computational knowledge engine**, uses its expert-level knowledge and algorithms to answer questions, generate reports, and do analysis across thousands of domains. And the newest domain is your own life and social network, as seen through your Facebook!



Get Your Report

(It's free!)



[Take a tour of Wolfram|Alpha »](#)

WolframAlpha computational knowledge engine

facebook report

Input interpretation:

Facebook report Stephen Wolfram (stephenwolfram)

based on data made available to the Wolfram Facebook app

Basic personal information: Less

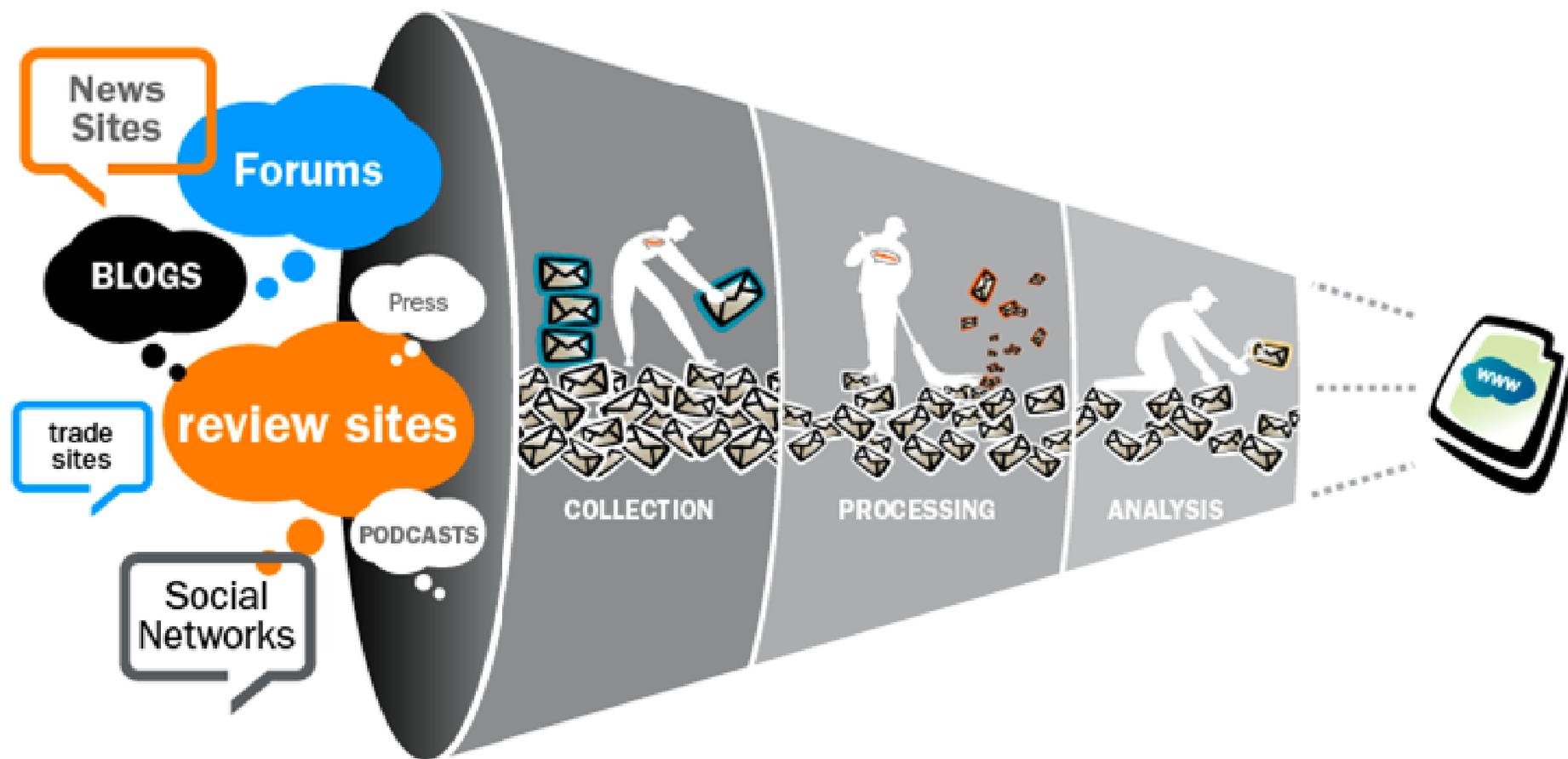
birthday Saturday, Aug

Friend network: Show cluster details All friends

### Gain insight on yourself and your social network

Connect with Facebook, sign in for free, and get unique, personalized information and analysis on your social data—computed by Wolfram|Alpha.

- Wolfram Alpha Personal Analytics for Facebook
  - Tracker (profilo personale)
  - <http://www.wolframalpha.com/facebook/>



- Strumenti non specifici
  - Monitorano i social media a partire da un set di parole chiave
  - La user experience spesso è quella di un motore di ricerca

# socialmention\*

Real-time social media search and analysis:

 in All Search

[or select social media sources](#)

Trends: [Alabama Shakes](#), [NASCAR](#), [Christoph Waltz](#), [Jay Z](#), [Michael Jordan](#), [Safe Haven](#), [Robbie Rogers](#)

## Social Media Alerts

Like Google Alerts but for social media.

Receive free daily email alerts of your brand, company, CEO, marketing campaign, or on a developing news story, a competitor, or the latest on a celebrity.

[Create an alert](#)

## Realtime Buzz Widget



Display realtime buzz on your site or blog.

[Get the widget](#)

[About](#) - [Alerts](#) - [API](#) - [Trends](#) - [Tools](#) - [Install Search Plugin](#) - [Follow us](#) - [FAQ](#) - [Advertise](#)

social mention is a real time search platform

- Socialmention
  - Molteplici piattaforme (blog, news, microblog, video, immagini)
  - <http://www.socialmention.com/>

# TOPSY

**Everything** Links Tweets Photos Videos Experts Trending

Advanced Search

Search

**TOPSYPRO** Analytics  
Get realtime insight  
from billions of  
conversations.

- Topsy
  - Twitter, Youtube, Google+, news, Tumblr
  - <http://topsy.com/>

**Your Brand. Your Social.**

**Your Fans. Your Place.**

Socialseek helps brands provide an addicting social experience on their site, driving engagement, revenue, and fan love to your brand's site instead of somewhere else. [Get in touch](#) and let's get you some serious social goodness.

Brands

Advertisers



- Socialseek
  - News, blogs, Twitter, Youtube, Flickr, Facebook
  - <http://socialseek.com/app/home>

# KURRENTLY.com

Real-time social media search engine (i.e Facebook, Twitter, Google+)



## Monitor Your Brand

See what people are saying about your brand, both good and bad, so you can tweak your messaging and respond appropriately.

## Follow Live Events

Find live stream links, observe reactions, and start conversations.

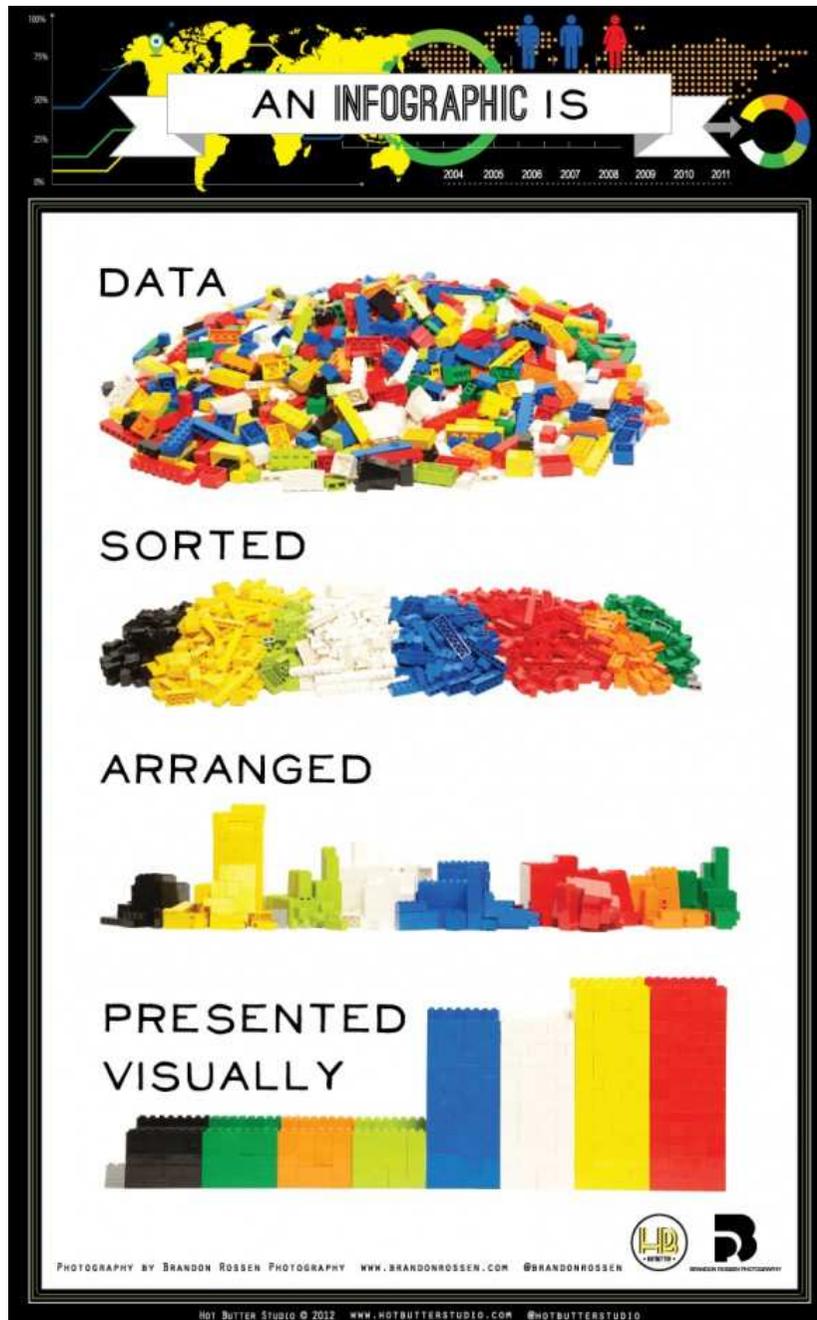
- [Real Madrid](#)
- [New York Giants](#)
- [Dallas Cowboys](#)

## Find Interesting Content

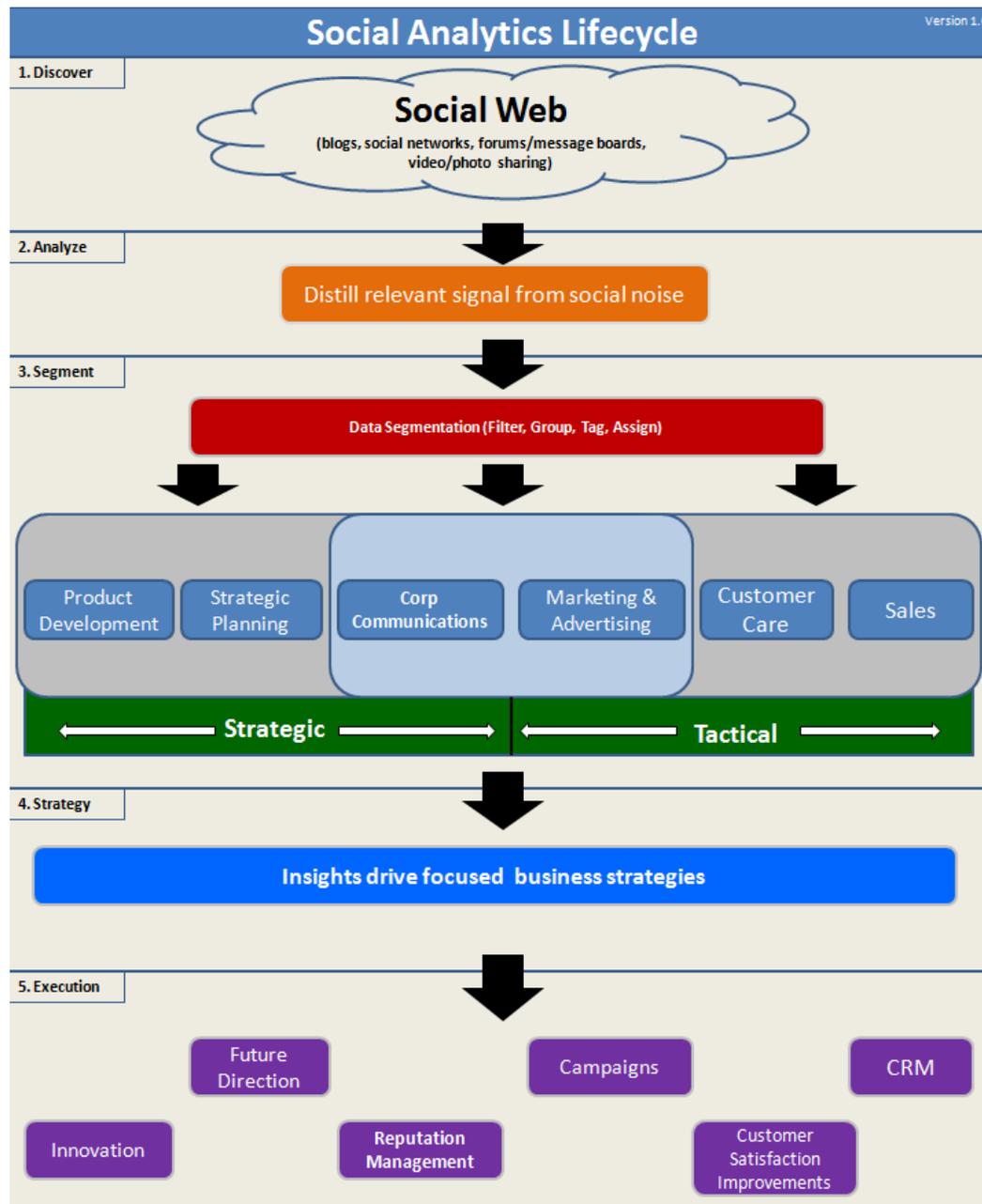
The web is always alive and filled with entertainment. See what you have yet to see:

- [Klaus And Caroline Are The Same](#)
- [Gökhan Gönül](#)

- Kurrently
  - Twitter, Facebook, Google
  - <http://www.kurrently.com/>



- Considerazioni finali
  - Il monitoraggio dei social media è un'attività che va progettata
  - Strumenti diversi, piattaforme diverse, metriche diverse
  - Avere ben chiaro quali metriche da rilevare
  - Avere ben chiaro come interpretare le metriche rilevate
  - Processi articolati, metriche articolate (p.es engagement)
  - Attenzione a: tendenze, segnali deboli, effetto del tempo



Grazie



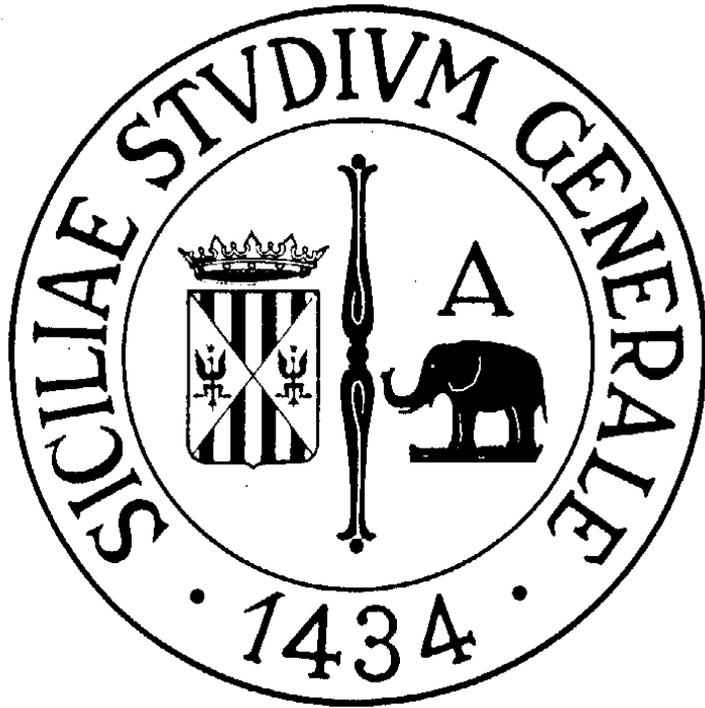
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- Davide Bennato insegna **Sociologia dei processi culturali e comunicativi** e **Sociologia dei media digitali** presso la Facoltà di Lettere e Filosofia dell'Università di Catania.
- È stato docente per **diverse università italiane**: Roma "La Sapienza", LUISS, Università di Siena, Università del Molise.
- È socio **fondatore di STS-Italia** Società Italiana di Studi su Scienza e Tecnologia di cui è stato vicepresidente (2005-08) e socio **fondatore di StartupCT**, associazione culturale per la promozione della cultura delle startup tecnologiche
- Si occupa in particolare di culture tecnologiche, del consumo di contenuti online, della socializzazione tramite media digitali.
- Su questi temi svolge inoltre attività di ricerca presso la **Fondazione Luigi Einaudi di Roma**.
- È autore dei volumi *Le metafore del computer. La costruzione sociale dell'informatica* (Meltemi, 2002) e *Sociologia dei media digitali* (Laterza, 2011).
- Fra i suoi **contributi più recenti**: (2010) voce *La circolazione delle tecnologie*, in *XXI Secolo*, Istituto dell'Enciclopedia Italiana Giovanni Treccani, (2011) *Strategie di relazione sociale nelle piattaforme di social network*, (2012) *Etica dei social network. Valori e comportamenti sociali in Facebook*
- È **redattore** del *Dizionario di informatica, dell'ICT e dei media digitali* dell'Enciclopedia Treccani (2013).



- Milioni di persone si informano e interagiscono fra loro attraverso l'uso di internet. Ognuno a suo modo partecipa alla messa in rete di notizie, ma anche alla trasformazione di questi strumenti di comunicazione e di socializzazione. Blog, wiki, social network sono – soprattutto – strumenti di relazione sociale. Il web partecipativo costringe quindi a un profondo ripensamento dei concetti classici della sociologia della comunicazione.
- Davide Bennato propone una analisi approfondita dei diversi strumenti e delle piattaforme note al grande pubblico, da Facebook a Youtube, ed esamina le conseguenze etiche e sociali dell'uso delle nuove tecnologie.
- Il libro su internet
  - Sito
    - <http://www.sociologiadeimediadigitali.it>
  - Facebook
    - <http://www.facebook.com/sociologiadeimediadigitali>
  - Twitter
    - <http://twitter.com/mediadigitali>

- Davide Bennato
  - Sociologia dei media digitali, Laterza, Roma–Bari, 2011



### Skype

[davide.bennato](https://www.skype.com/people/davide.bennato)

### Blog

[www.tecnoetica.it](http://www.tecnoetica.it)

[www.processiculturali.it](http://www.processiculturali.it)

[www.sociologiadeimediadigitali.it](http://www.sociologiadeimediadigitali.it)

### Socialmedia

<http://twitter.com/tecnoetica>

<http://friendfeed.com/davidebennato>

<http://www.facebook.com/davide.bennato>

<http://www.linkedin.com/in/davidebennato>

<http://www.youtube.com/tecnoetica>

<http://pinterest.com/davidebennato/>