

EXTRAÇÃO DE DADOS



Arte: Lisa Congdon

Quais ferramentas usar?

1 Google Trends

2 Airfluencers

3 Recomendações

- Flocker ☹️

- Gephi ☹️

4



INSTITUTO
BRASILEIRO
DE PESQUISA E
ANÁLISE DE DADOS

Quem somos

Análise de Dados

Comunicação Digital

Ferramentas para Análise de Redes e

26/12/2015

A **análise de redes para mídias sociais** é uma das grandes análises de dados online. Apesar de técnicas do tipo serem ainda há muito a ser divulgado e abraçado por pessoas e **Mídias Sociais**, assim como nossos serviços e consultorias, o conhecimento da ARS no Brasil.

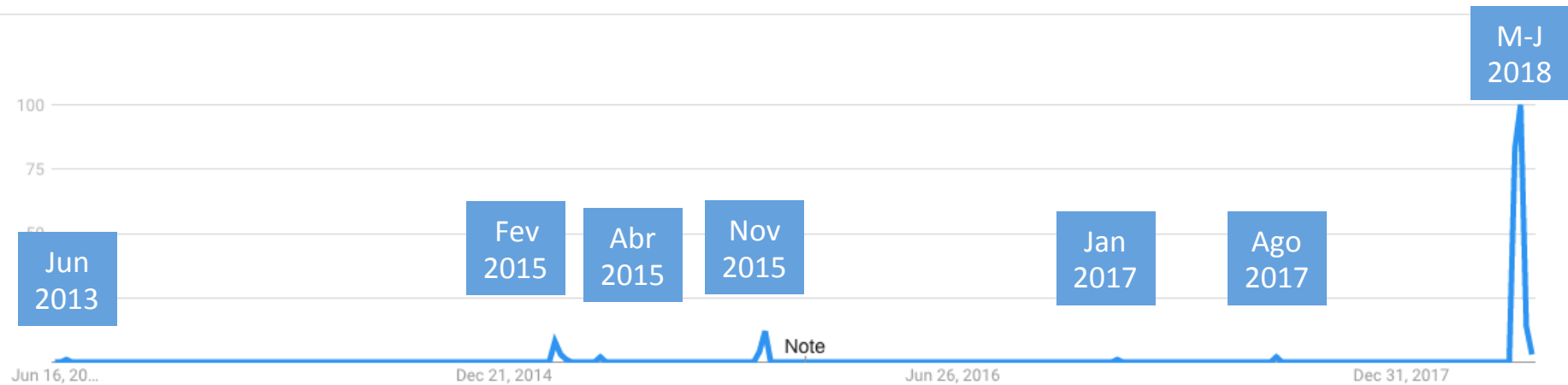
Listamos abaixo alguns softwares úteis para a análise de conhecimento de programação dos usuários. Caso não conheça o documento **Iniciação a Redes**, traduzido pelo IBPAD.

<https://www.ibpad.com.br/blog/comunicacao-digital/ferramentas-para-analise-de-redes-e-grafos-em-midias-sociais/>

**GOOGLE
TRENDS**

Google Trends

Interest over time ?



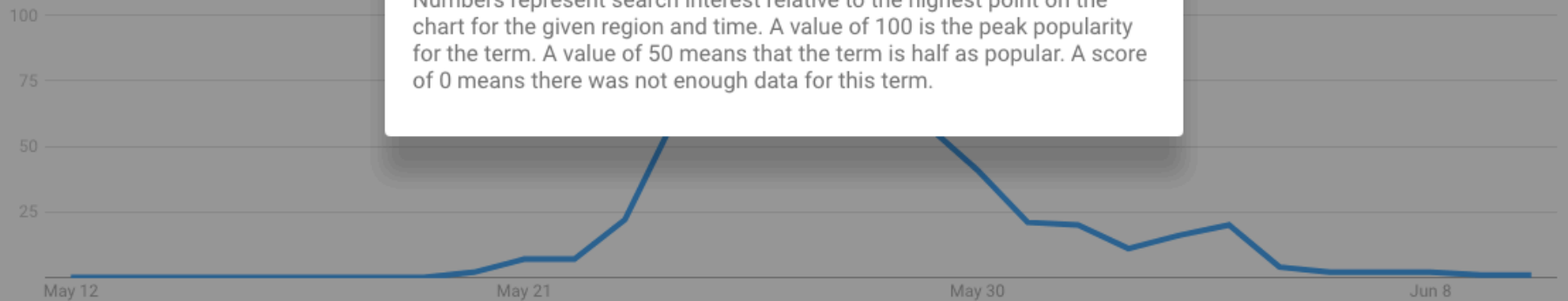
Google Trends

Interest over time ?



Interest over time ×

Numbers represent search interest relative to the highest point on the chart for the given region and time. A value of 100 is the peak popularity for the term. A value of 50 means that the term is half as popular. A score of 0 means there was not enough data for this term.



Google Trends

● greve dos caminho...
Search term

● greve
Search term

● caminhoneiros
Search term

diesel



● gasolina
Search term

Brazil ▼

Past 30 days ▼

All categories ▼

Web Search ▼

Interest over time ?



100

75

diesel

Search term

Vin Diesel

American actor

Diesel

Clothing company

Shaquille O'Neal

American basketball player

Google Trends

● greve dos caminhoneiros
Search term

● greve
Search term

+ Add comparison

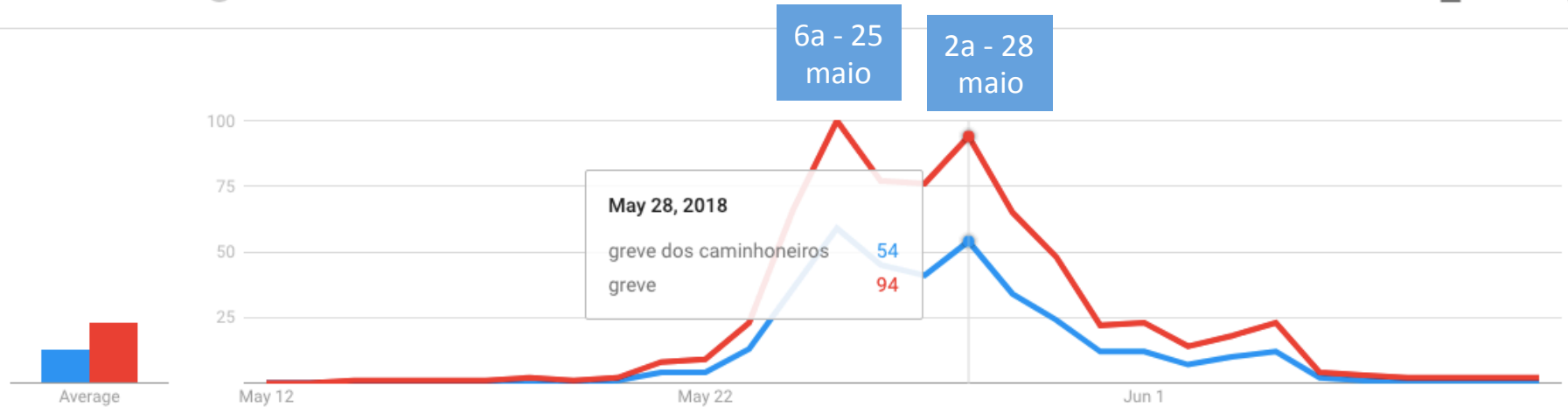
Brazil ▾

Past 30 days ▾

All categories ▾

Web Search ▾

Interest over time ⓘ



Google Trends

● greve dos caminhoneiros
Search term

● greve
Search term

+ Add comparison

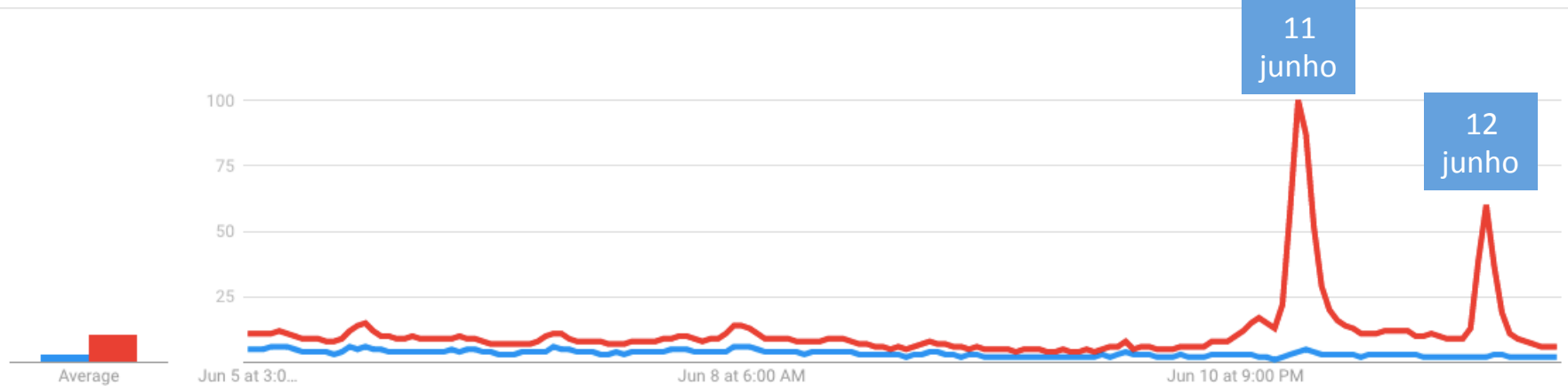
Brazil ▾

Past 7 days ▾

All categories ▾

Web Search ▾

Interest over time ⓘ



AIRFLUENCERS

Airfluencers

Diário de Bordo de um Caminhoneiro

@diário de bordo de um caminhoneiro Bio Diário de bordo de um caminhoneiro, vídeos relacionados

311k+27.86% 918+4.72% 171 16h-20h

2.534 Likes 329 Comentários 25.219 Visualizações 38 Dislikes

MARCAS MENCIONADAS

petrobras 1 dolly 1 streamline 1

LOCAIS MENCIONADOS

bahia 11 distrito federal 6 espírito santo 1 goiás 21 minas gerais 22 paraná 3

paraíba 2 rio de janeiro 8 santa catarina 1 são paulo 13 triângulo mineiro 1

Fechar

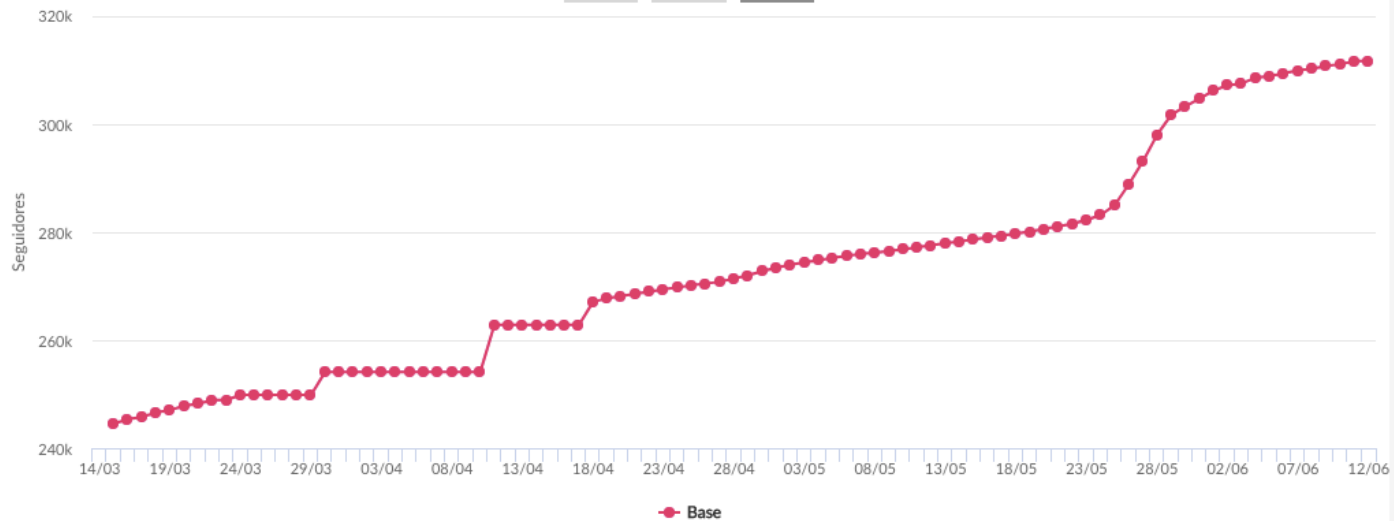
Airfluencers

Diário de Bordo de um Caminhoneiro 311k+27.86% 918+4.72% 171 16h-20h

Fechar

HISTÓRICO DE BASE

30 dias 60 dias 90 dias



airfluencers.com

POSTS DO INFLUENCIADOR



Airfluencers



Diário de Bordo de um Caminhoneiro

311k+27.86%

918+4.72%

171

16h-20h



Fechar

28/05/2018 11:05:00



Cel. CAXETA. Goiânia Diário de bordo de Um Caminhoneiro, fim da greve dos caminhoneiros?

29/05/2018 12:05:00



Diário de bordo de um caminhoneiro, Caminhões, falando sobre a greve dos caminhoneiros, a situação

28/05/2018 04:05:00



Últimas notícias sobre a greve dos caminhoneiros. Diário de bordo de Um Caminhoneiro entrevista

30/05/2018 12:05:00



Forças Armadas do Exército, Polícia Militar, bombeiro, Polícia civil, Polícia Rodoviária Federal

30/05/2018 16:05:00



<https://www.youtube.com/user/klingerneto> O fim da greve dos caminhoneiros. Diário de bordo de um

14/03/2018 15:03:00



Os YouTubers caminhoneiros. A galera passando e fazendo businaço.. SHEILA BELLAVER E DIÁRIO



Airfluencers



Blog do Caminhoneiro

@BlogdoCaminhoneiro Bio O Blog do Caminhoneiro mostra diariamente um pouco d

384k+7.05% 422+343.52% 3.4k 16h-20h



Fechar



Likes 94



Comentários 28



Compartilhamentos 296



MARCAS MENCIONADAS

↑Az ↓09

corinthians 4

dersa 4

empresa gontijo de transportes 3

lula 4

mclaren 5

petrobras 7

reforma da previdência 4

uber 2

bmw 3

bndes 1

bombril 5

bridgestone 8

chevrolet 10

citroën 3

correios 6

ferrari 2

fiat 6

firestone 6

grupo jbs 4

honda 1

hyundai 2

iveco 27

jeep 1

john deere 26

marcopolo 14

massey 8

mercedes-benz 38

mustang 3

panex 7

puma 6

streamline 6

superbid 51

tecnoshow 6

toyota 9

vans 3

volare 7

volkswagen 13

volvo 43

—

LOCOS MENCIONADOS

↑Az ↓09



Airfluencers



Blog do Caminhoneiro



384k+7.05%



422+343.52%



3.4k



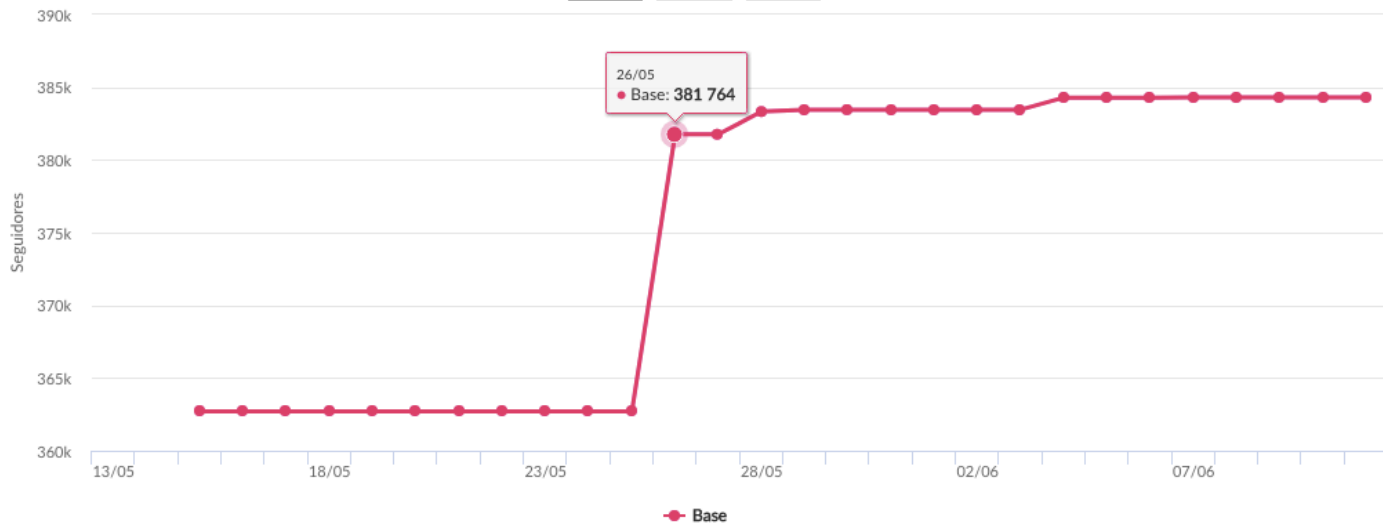
16h-20h



Fechar

HISTÓRICO DE BASE

30 dias 60 dias 90 dias



airfluencers.com

POSTS DO INFLUENCIADOR



Airfluencers



Blog do Caminhoneiro

384k+7.05%

422+343.52%

3.4k

16h-20h



Fechar

Últimos posts Melhores posts

1 2 3 > >>

14/05/2018 10:05:00



20/05/2018 04:05:00



19/05/2018 07:05:00



25/05/2018 16:05:00



23/05/2018 18:05:00



14/05/2018 17:05:00



Airfluencers



Blog do Caminhoneiro

f 384k+7.05%

@ 422+343.52%

📶 3.4k

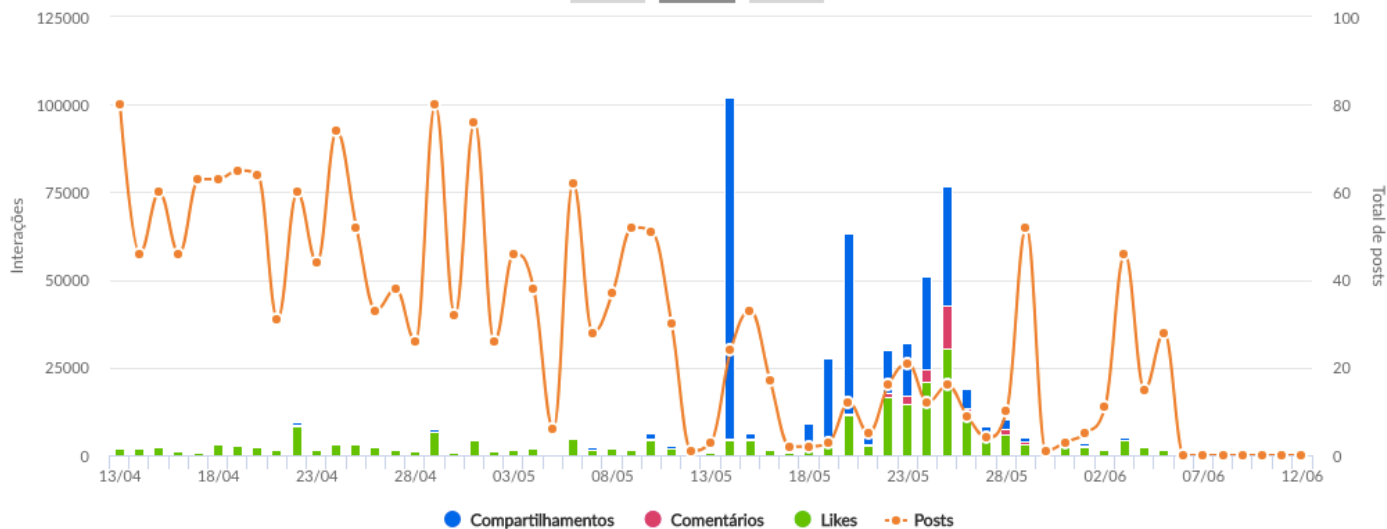
🕒 16h-20h



Fechar

INTERAÇÕES E POSTS

30 dias 60 dias 90 dias



airfluencers.com

Total do gráfico acima: likes 228.424 | comentários 30.952 | compartilhamentos 298.552

Média de interações por dia do gráfico acima: likes 3.807 | comentários 516 | compartilhamentos 4.976



NETLYTIC



1. Edit / 2. Preview / **3. Text Analysis** / 4. Network Analysis / 5. Report

This previews up to the latest 100 records in this dataset, so that you can easily check for import accuracy.

Total records in dataset: 1,000

FILTER FIELDS ▾

ROW LABEL FIELDS ▾

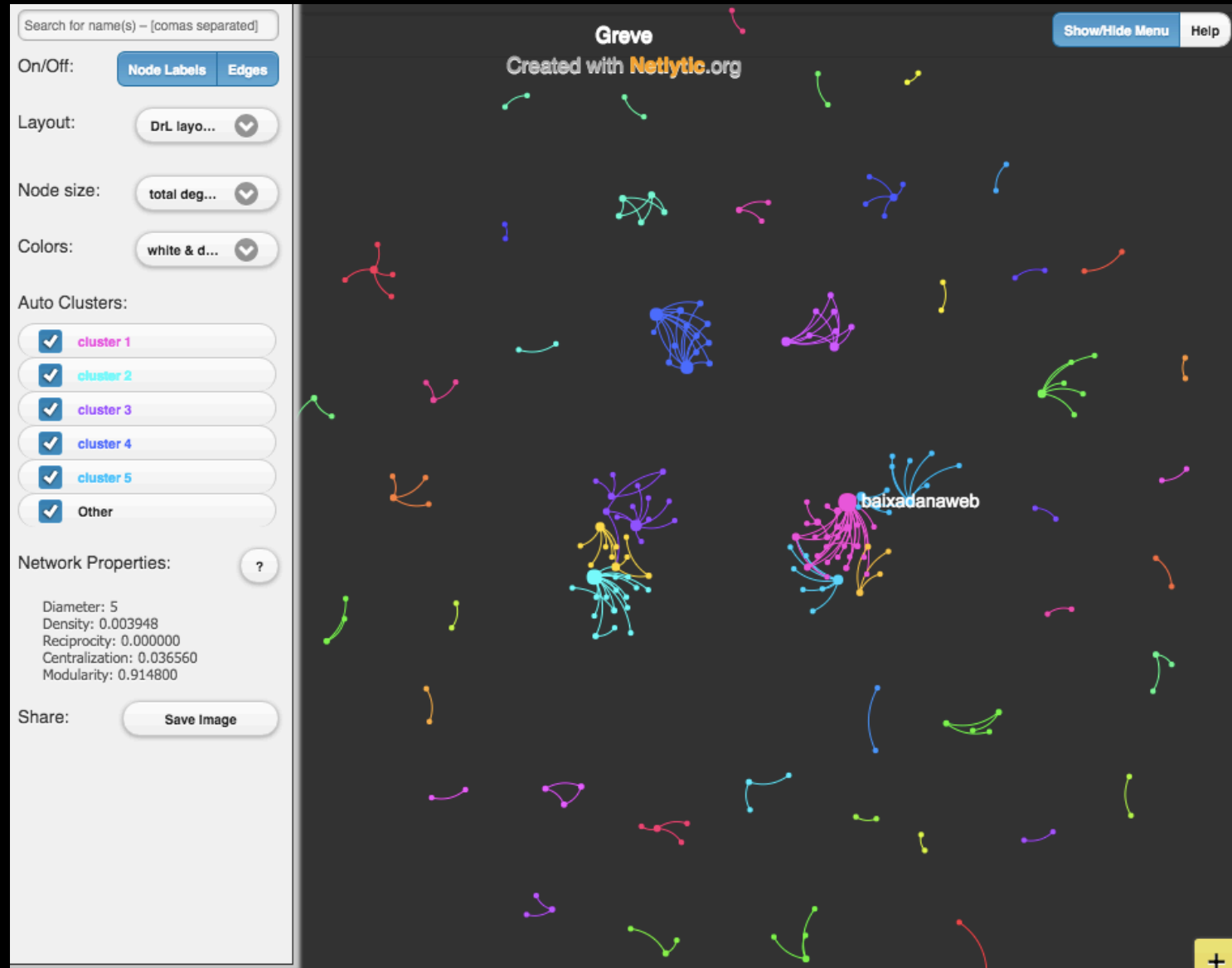
CLEAN TEXT(BETA)

EXPORT ALL DATA TO CSV

LINK	PUBDATE	AUTHOR	TITLE
https://twitter.com/Abom_Sert/statuses/1003468006146658306	2018-06-03	Abom_Sert	Vocês acham possível que os brasileiros tornem-se #BrasilNaRua #GreveDosCaminhoneiros
https://twitter.com/AdolfoSorato/statuses/1003469130522152960	2018-06-03	AdolfoSorato	RT @marcosgudang: #SomosTodosCamimhoneiros #Brasil #GreveDosCaminhoneiros #INTERVENÇÃO #IntervençãoMilitarJá #grevecontinua #g...
https://twitter.com/Alex_Souza_87/statuses/1003444184341254144	2018-06-03	Alex_Souza_87	Vai parar de novo ???#grevedoscaminhoneiros
https://twitter.com/Anderso93788677/statuses/1003452878097395717	2018-06-03	Anderso93788677	#GreveDosCaminhoneiros https://t.co/cLW2plc8Hb

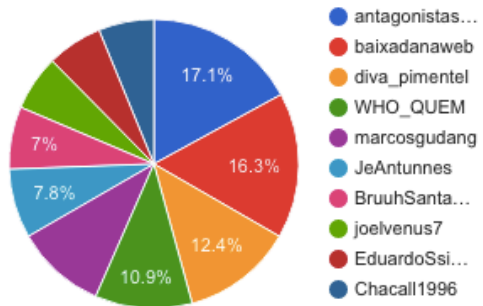
netlytic

NAME NETWORK / WHO MENTIONS WHOM

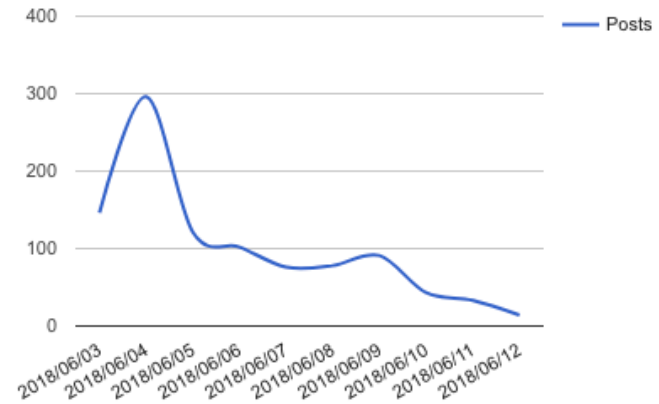


netlytic

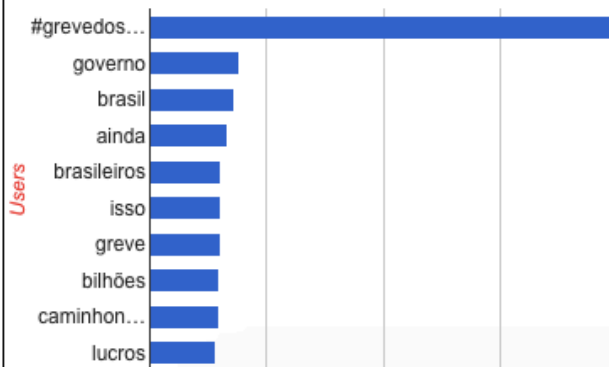
Source Data: Top Ten Posters [Save Image](#)



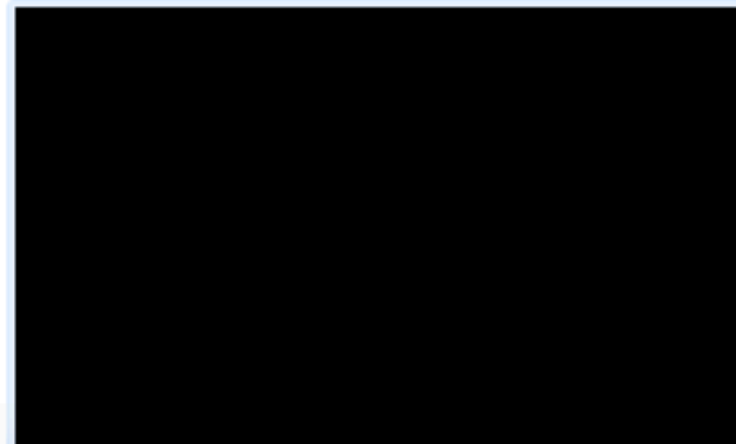
Source Data: # of Posts over Time [Save Image](#)



Top 10 Most Frequently Used Words [Save Image](#)



Text Analysis: Manual Categories



**OUTROS
PENDENTES**

issuecrawler

issuecrawler

Application details

Requests for Issue Crawler accounts require approval by the Govcom.org Foundation. Please fill in the fields above.

The intended audience for the Issue Crawler is advocates, activists, academics, artists, researchers and journalists in both new and old media senses. Personal use is also very welcome.

Users receive three emails: a log-in details message, an approval message, and a separate welcome message from the Govcom.org Foundation, providing further information about the software and announcements.

Should the user exceed ten crawls, the user will receive an email suggesting a subscription, and providing details.

Subscribing users receive support in the form of answers to email queries sent to info@govcom.org.

See also [terms of use](#).

Privacy notice: Govcom.org stores username, first and last name, and email address for the purposes of contacting users, under the terms of use policy. It does not provide user lists to third parties. The Issue Crawler archive is neither searchable by username, nor by first and last name. Apart from the front page, the Issue Crawler is not indexed by search engines.

[Govcom.org](#) is a non-profit foundation, based in Amsterdam, the Netherlands.

cosmos

<http://socialdatalab.net/software>



Scalable real-time social data analytics for research, policy & practice

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The Social Data Science Lab maintains and distributes the **ESRC** COSMOS Open Data Analytics software. COSMOS is available at no cost to academic institutions and not-for-profit organisations. Please email us to request a download link using your institutional email address. **NOTE:** COSMOS works best on Mac OS X and Linux Ubuntu. Only install on Windows as a last resort.

COSMOS Version 1.5: This latest version of the software fixes many reported bugs and introduces new features for real-time Twitter data collection (snapshot) and data sub-sample selection.

socioviz

Not Secure?

SocioViz.

Markets are conversations
Analyze social networks and find your influencers

claudiafaj@gmail.com

.....

Sign me up

[Create my account](#)

