

Video Lecture: Using Twitter, Social Networks, and Search to Find Influencers and Patterns

This lecture is a compendium of talks I've given throughout the 2009 and 2010 school years. I use Iran as an example although it would be just as easy to discuss these same kinds of things in relation to Egypt or Tunisia or any number of places in the Middle East and Africa where people are using social networks to help organize protests.

But we're not talking about protests. We're talking about finding influencers and looking for patterns within systems. In the previous lecture, we discussed how to search and archive in some specific detail, but now I'm going to delve into a very specific kind of case so that you can see how this all plays out.

I'm also going to talk about Pegasus News' garage sale map, which I hope dovetails with the previous lecture as well (that touched on finding the right search tools for the right job).

Lastly we'll take a look at what both of these suggest about looking for people and finding patterns within the network.

Other Notes:

- [Finding Influences and Influencing Events on the Social Web](#)
- [The Revolution Will Be Curated](#)

Reading From The Middle East + Africa

- [Lybians Turn to YouTube to Circumvent Media Blackout](#)
- [Visualization of the Egypt Uprising on Twitter](#)
- [Social Media in Egypt: A Second Public Sphere](#)
- [Movement Began with Outrage and a Facebook Page That Gave It an Outlet](#)

Tools:

- [Project](#)
- [Storify](#)
- [Ten Free Tools to Make an InfoGraphic](#)

Training Videos to Watch:

- [The Basic Google RSS Reader](#): This is the basic tutorial for using an RSS Reader to archive and search information from the Web
- [Google Alerts](#): You can use Google Search to set up alerts that
- [Using TweetDeck + Twitter Together](#): You've started a Twitter account, now it's time to take a look at one of the Desktop Clients for Twitter. You'll see how these two can work together to create a powerful real-time search. (Here is a Google search for other [Desktop Twitter Clients](#).)