



DATA NUDGE

A monthly reminder to manage your data

Social media, such as Twitter, Facebook, and Instagram, has greatly changed the way people interact with each other and become a prompt way of sharing and acquiring information. Social media analytics is analyzing posts on those platforms using sepecific tools and software to collect the data. In this Nudge, we focus on three common software packages often used in social media analysis.

Node XL



- Has two versions: Basic and Pro. Both are add-ins for Microsoft® Excel®. The Basic version is available freely and openly.
- Allows users to gather social network data, visualize, and conduct analysis and content analysis.
- Collects Twitter data based on a list of users, search terms, hashtags, or centered around a certain user.

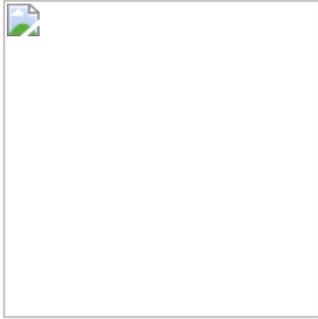
NVivo and NCapture



- NVivo (desktop application): lets users organize, analyze and visualize information. Available in [Scholarly Commons](#).
- NCapture (free web browser extension): enables users to gather material from the web to import into NVivo.
- Extracts data from social media platforms, analyze and visualize social media data using these two tools.

Crimson Hexagon

- Secures access for campus to the social media listening and analytics service.



- Allows users to search social media via keyword queries and analyze the posts found through its built in tools or export a subset of the data to perform further analysis.
- Available to Illinois affiliates from [Technology Services](#).

*** Need help? Schedule a consultation with [Social Media Team](#) to receive support.

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