

Abstract

This paper is about application of various data mining methods in social networks and social media area. It reveals basic principles of social media with the aim to high information potential of usage of the data from social networks. This is demonstrated on selected data mining methods, especially Social Network Analysis and Sentiment Analysis. Other opportunities of using social media data are shown in chapter about Social Media Monitoring tools. All these chapters are supplemented by practical examples and particular researches. Last chapter reveals visions and threats, which can bring data mining in the future.

Keywords

Data mining, social networks, social media, social network analysis, sentiment analysis, social media monitoring