

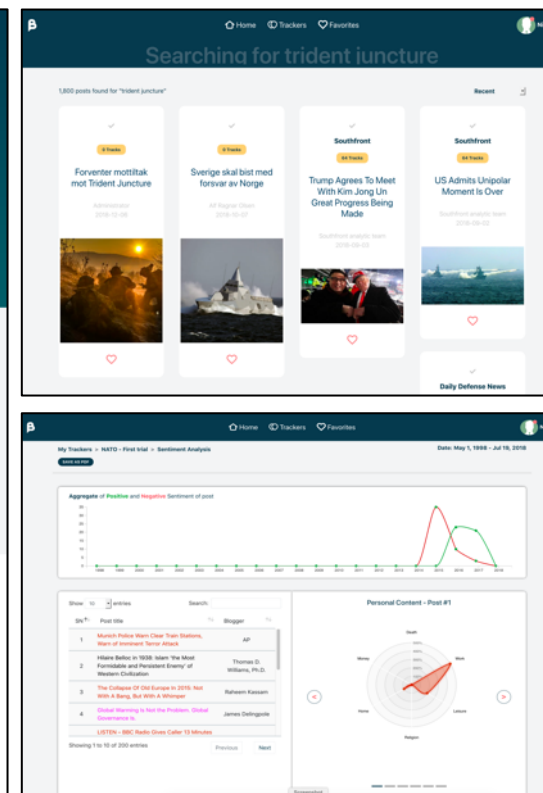
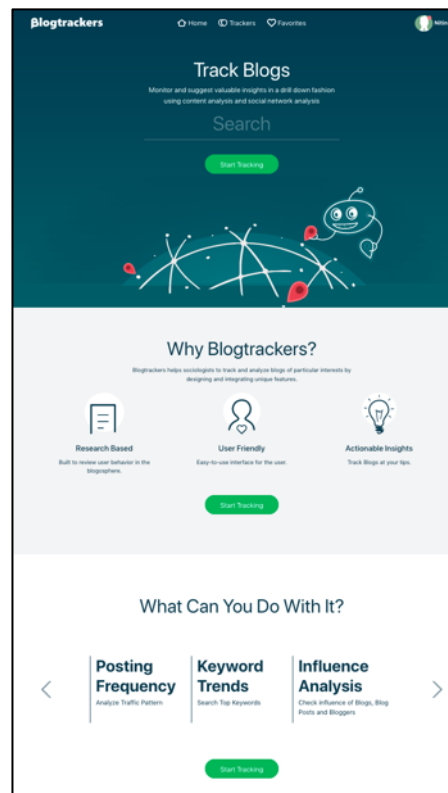
Blogtrackers & YouTubeTracker

Blog and YouTube Monitoring Tools

Nitin Agarwal (nxagarwal@ualr.edu)

Maulden-Entergy Endowed Chair and Distinguished Professor
Collaboratorium for Social Media and Online Behavioral Studies (COSMOS)
University of Arkansas – Little Rock

- Blogtrackers is designed to explore the blogosphere and gain insights about events and how these events are perceived in the blogging community.
- Provides analyst with means to develop situation awareness.
- Extract insights like key influencers of the blogosphere.
- Comprehend trends and understand leading narratives
- Conduct sentiment analysis on a wide range of subjects.
- Identify any unusual patterns in blog postings.



Blogtrackers

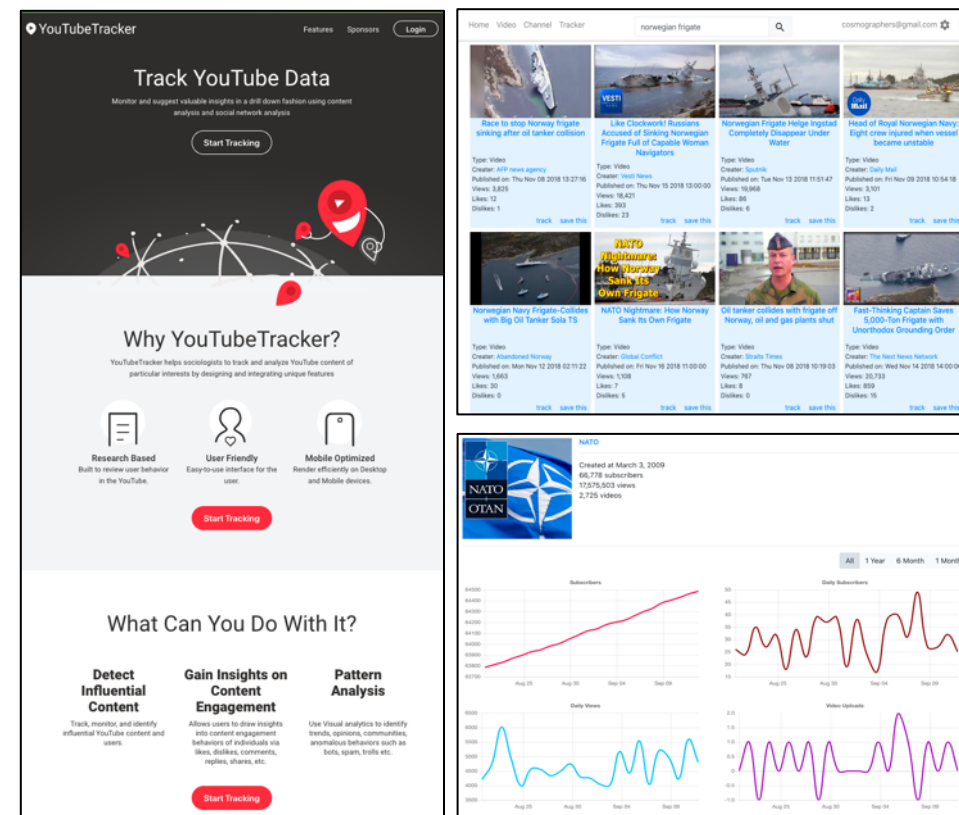
blogtrackers.host.ualr.edu/

- Quick How-To
 - i. Visit the Blogtrackers website
 - ii. Sign-up
 - iii. Start tracking!
- Blogtrackers User Guide,
http://blogtrackers.host.ualr.edu/Blogtrackers/documentation/blogtrackers_user_guide.pdf
- Blogtrackers Technical Guide,
http://blogtrackers.host.ualr.edu/Blogtrackers/documentation/blogtrackers_technical_resource.pdf

References

- Agarwal, N. et al. (2012). Modeling Blogger Influence in a Community. **Social Network Analysis and Mining**, Springer. Vol. 2, No. 2, pp. 139-162. 2012. DOI: 10.1007/s13278-011-0039-3.
- Agarwal, N. & Bandeli, K. (2018). Examining Strategic Integration of Social Media Platforms in Disinformation Campaign Coordination. **Journal of NATO Defence Strategic Communications**, Vol. 4, pp. 173-206, 2018. DOI: 10.30966/2018.RIGA.4.6.

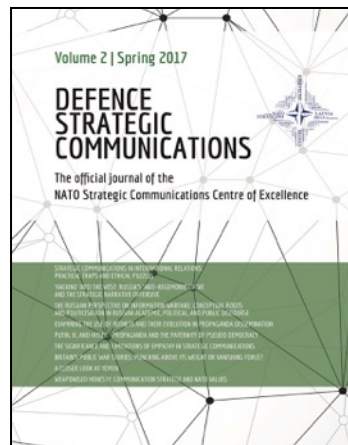
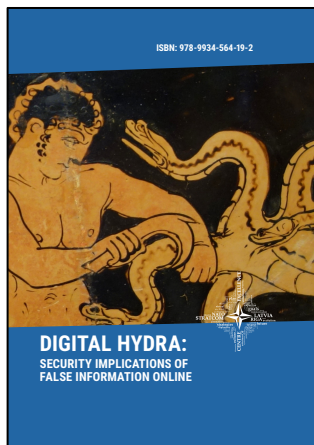
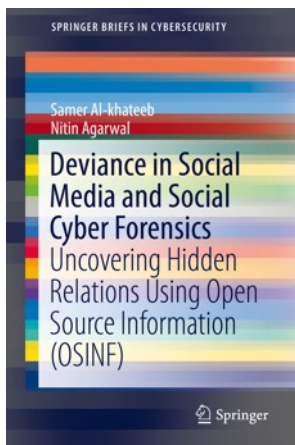
- YouTube is the second most popular website in the world with 5 billion videos watched every day. Yet little to no analysis is done. YouTubeTracker attempts to change that by providing the power of analytics into the hands of the users.
- With YouTubeTracker, a user can:
 - Visualize channel activity
 - Study networks of videos, channels, commenters, and more
 - Analyze content engagement trends
 - Identify influential actors/groups
 - Track content of interest
 - Detect inorganic behaviors (artificial commenter mobs, etc.)



 YouTubeTracker

youtubetracker.host.ualr.edu/

- Quick How-To
 - i. Visit the YouTubeTracker website
 - ii. Sign-up
 - iii. Provide YouTube API key. An instructional video is provided.
 - iv. Start tracking!



References

- Hussain, M., Al-Khateeb, S., Tokdemir, S., & Agarwal, N. (2018). Analyzing Disinformation and Crowd Manipulation Tactics on YouTube. In the Proceedings of the **IEEE/ACM International Conference on Advances in Social Networks Analysis and Mining (ASONAM)**, August 28-31, 2018, Barcelona, Spain. Springer.
- Al-khateeb, S. & Agarwal, N. (2019). **Deviance in Social Media and Social Cyber Forensics: Uncovering Hidden Relations Using Open Source Information (OSINF)**. **SpringerBriefs in Cybersecurity**. Springer, 2019. ISBN: 978-3-030-13689-5.