

# VISUAL GUIDE

How to utilize NodeXL Importers  
and further functionalities.

**FREE GUIDE**

Dr. Verónica Espinoza

**2024**



# VISUAL GUIDE

How to utilize NodeXL Importers  
and further functionalities.

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August, 2024  
First version



This guide was prepared by  
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DOI 10.5281/zenodo.13299188



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01

# NodeXL Importers



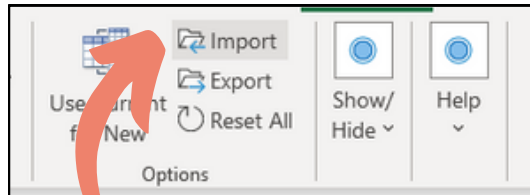


# "X" (Twitter) Importer 3.0

Learn more [here](#)

Options > Import > Upload the recipe

1

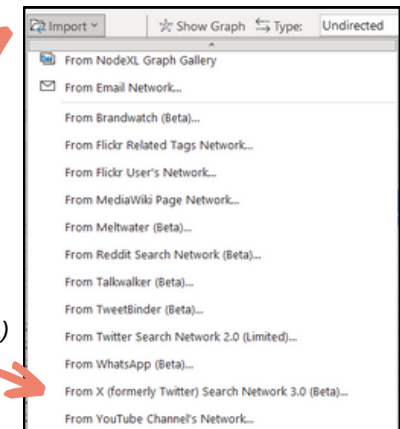


Recipe



2

Data > Import > From X (formerly Twitter) Search Network 3.0 (beta)

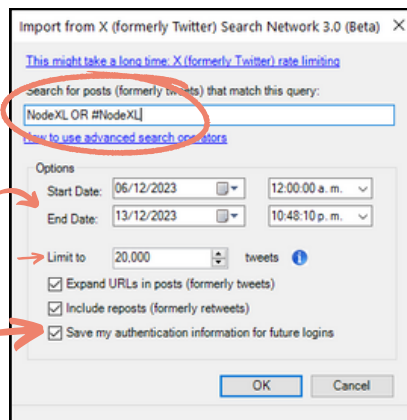


Import

From X (formerly Twitter) Search Network 3.0 (beta)

3

Type your query > Adjust other parameters of interest > OK > Authorize NodeXL to use your account



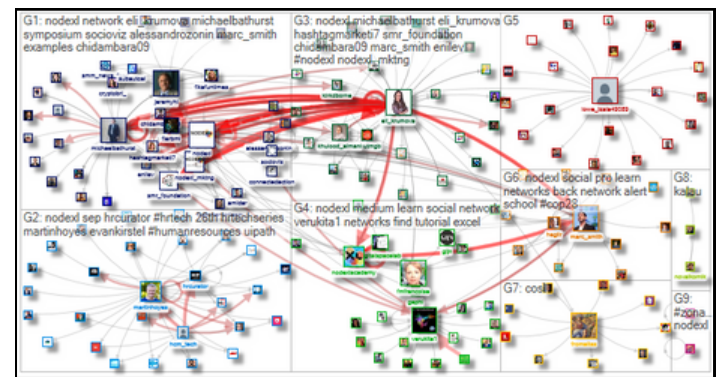
Type your query

If required, adjust Start Date / End Date / Limit of tweets

Be sure to select here in order to save your authentication for future logins

4

After a few minutes, you will get the network and metadata!



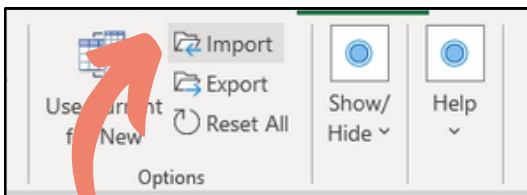


# Instagram Importer

Learn more [here](#)

1

Options > Import > Upload the recipe



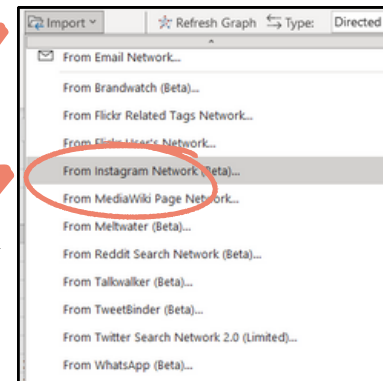
Recipe



2

Data > Import > From instagram network (beta)

Import

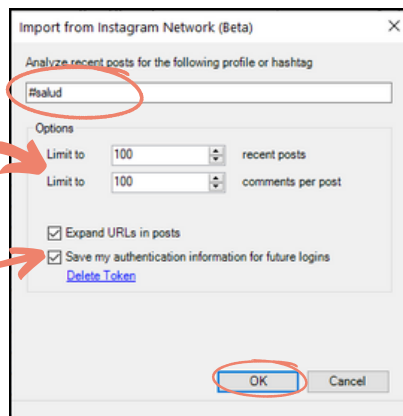


From Instagram network (beta)



3

Type your query > Adjust other parameters of interest > OK > Authorize NodeXL to use your instagram account



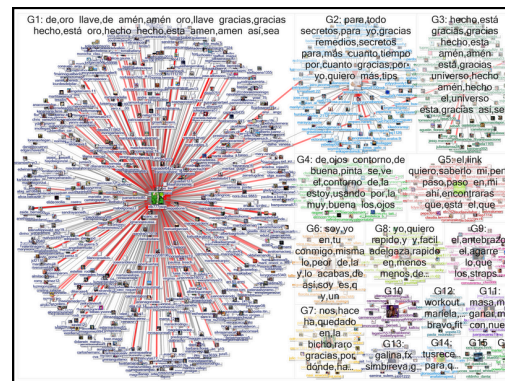
Type your query

Adjust parameters

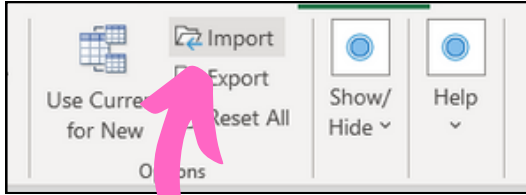
Be sure to select here in order to save your authentication for future logins

4

After a few minutes, you will get the network and metadata!

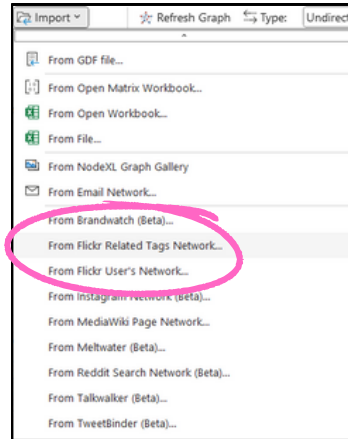


**1** Options > Import > Upload the recipe

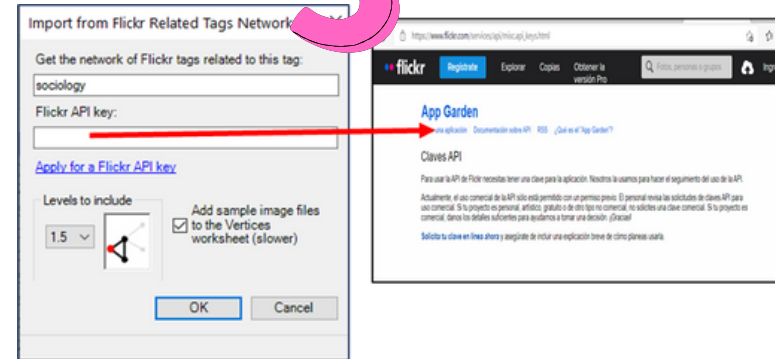


Recipe

**2** Data > Import > From Flickr Tags Network



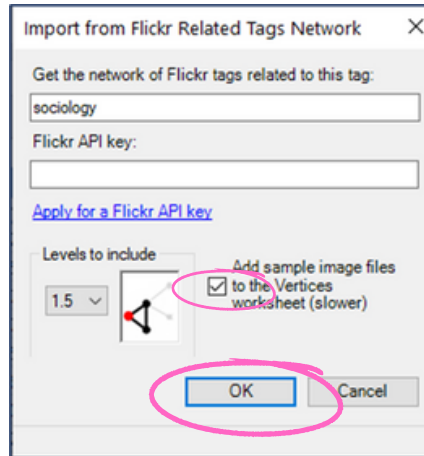
**3**



Get your API and type your query

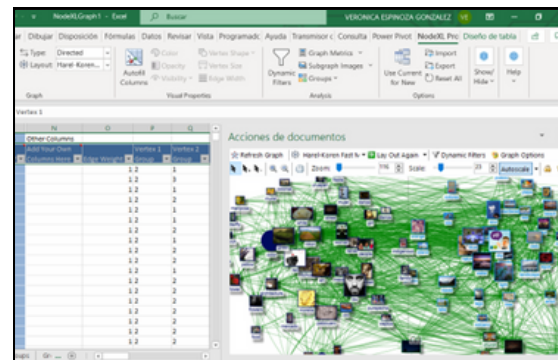
Execute the query

**4**



**5**

Explore your results



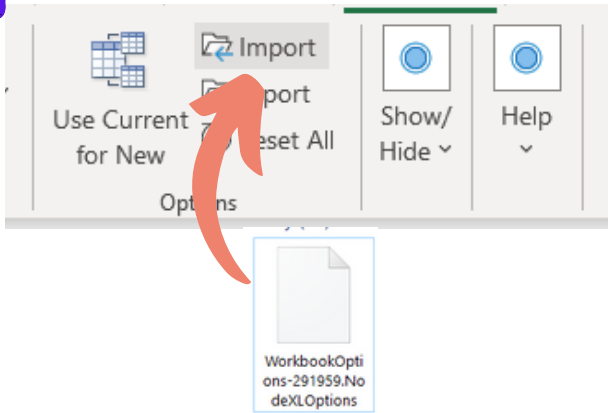


# Reddit Importer

Learn more [here](#)

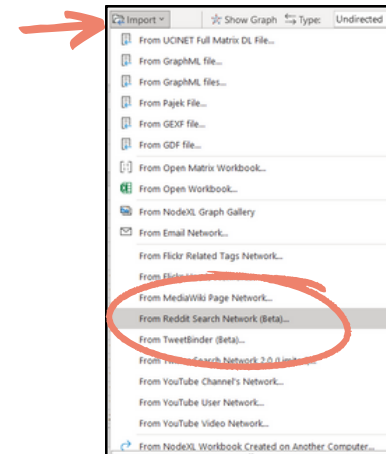
1

Options > Import > upload the recipe



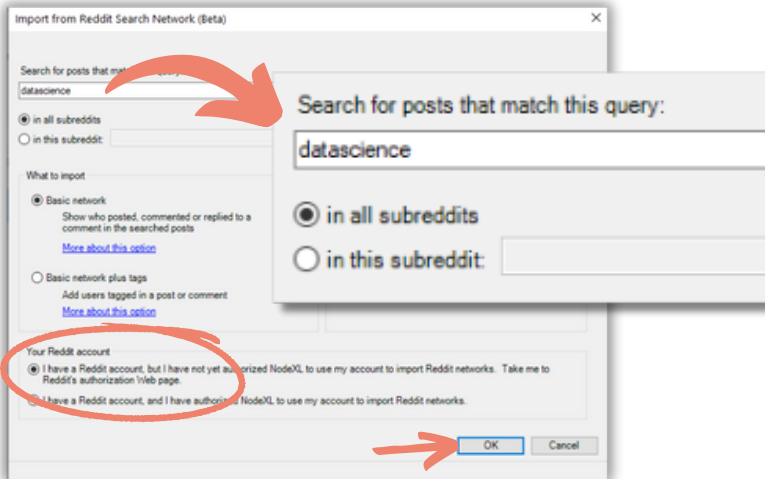
2

Data > Import > From Reddit Search Network (beta)



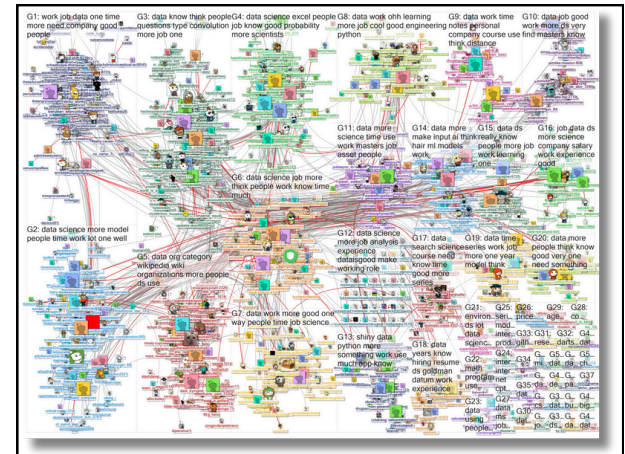
3

Authorize NodeXL to use your account > type the query > adjust other parameters of interest > OK



4

After a few minutes you will get the network and metadata!





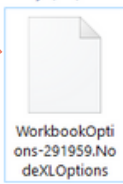
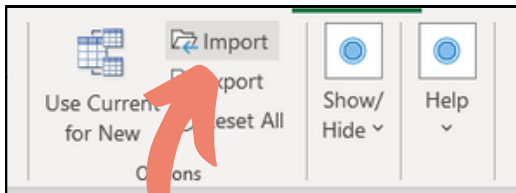


# YouTube Importer

Learn more [here](#)

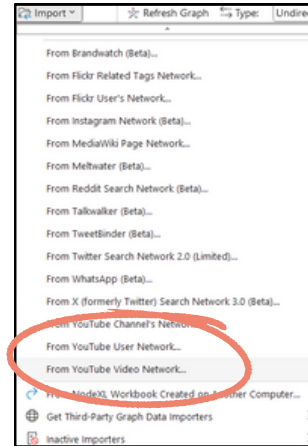
1

Options > Import > upload the recipe



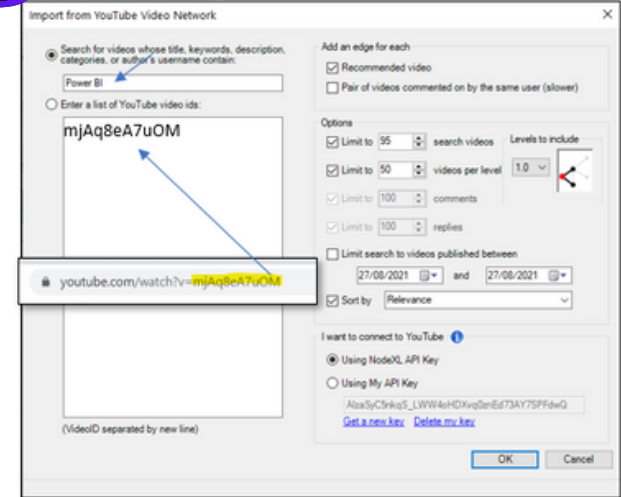
2

Data > Import > From YouTube Video Network

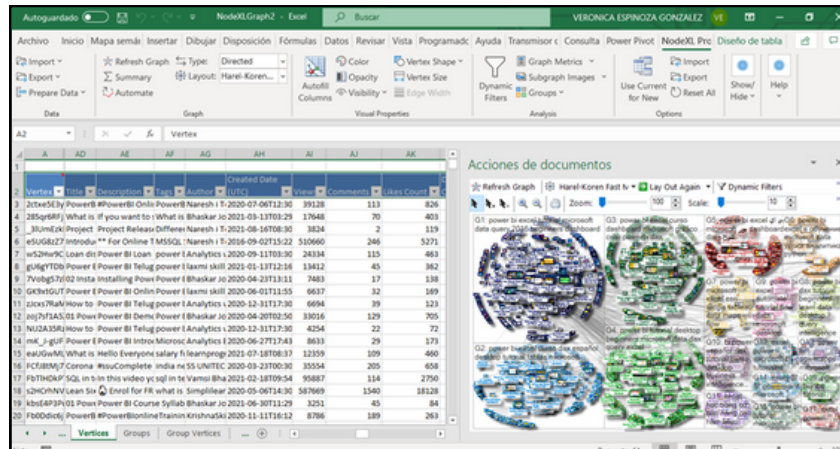


3

Type your query in a search word option or enter IDs for particular videos > adjust other necessary parameters



4



**Information that you get:**  
title, description, tags, author, creation date (UTC), views, comments, like count, dislike count and a link to the video.



Explore your results

Learn about YouTube User Network importer [here](#)

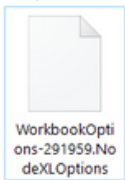
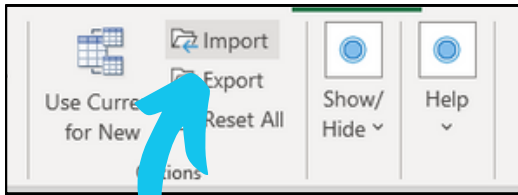


# Wikipedia Importer

Learn more [here](#)

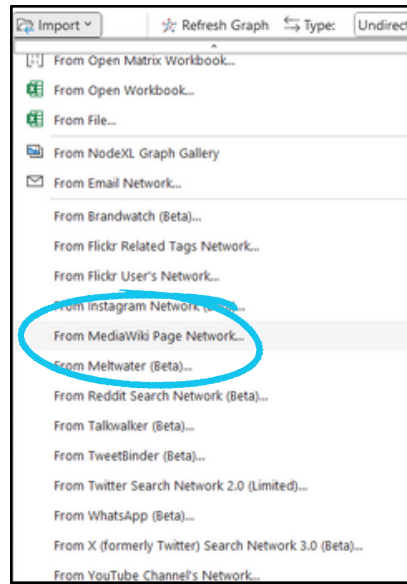
# 1

Options > Import > upload the recipe



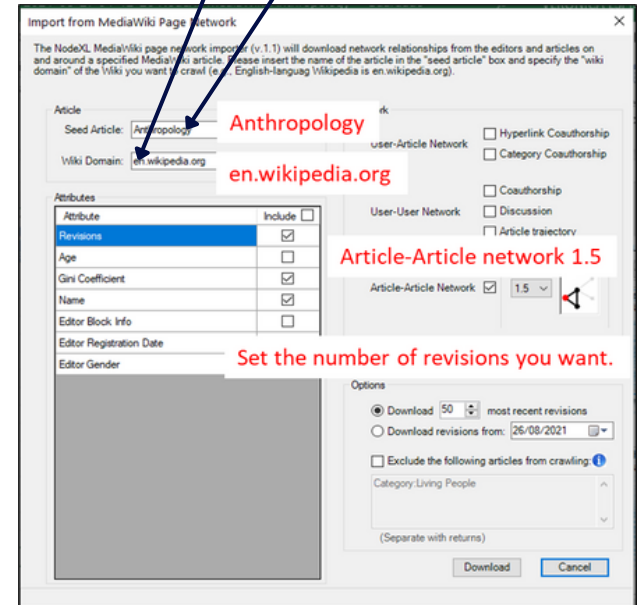
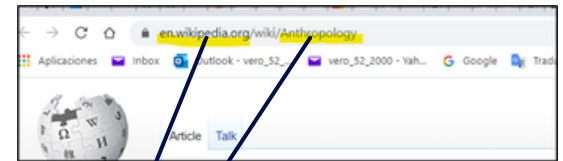
# 2

Data > Import > From MediaWiki Page Network



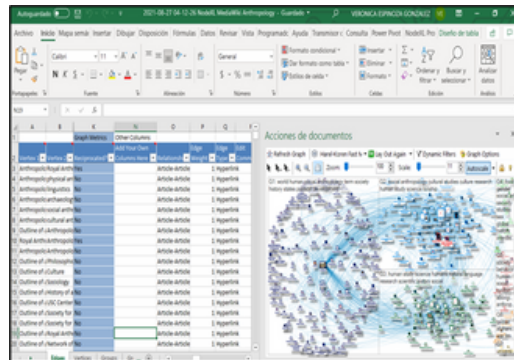
# 3

Open a Wikipedia page of your interest > type the information as shown in the image.



Explore your results

# 4



You can adjust more parameters, for example: number of reviews, network depth level, date range, etc.

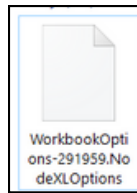
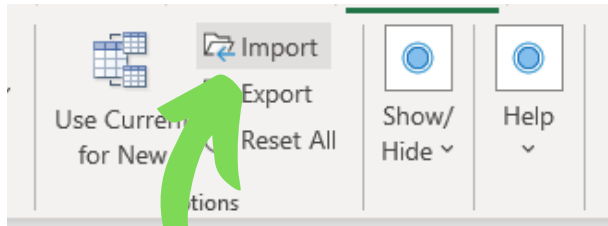


# WhatsApp Importer

Learn more [here](#)

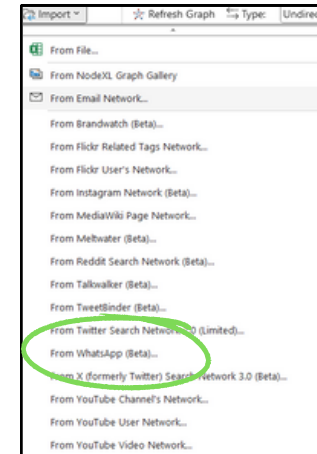
1

Options > Import > upload the recipe



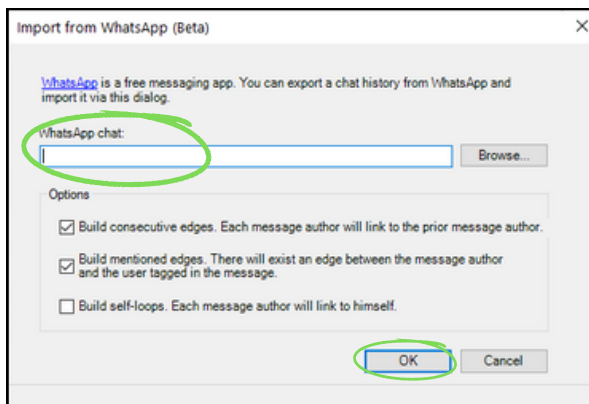
2

Data > Import > From WhatsApp (beta)



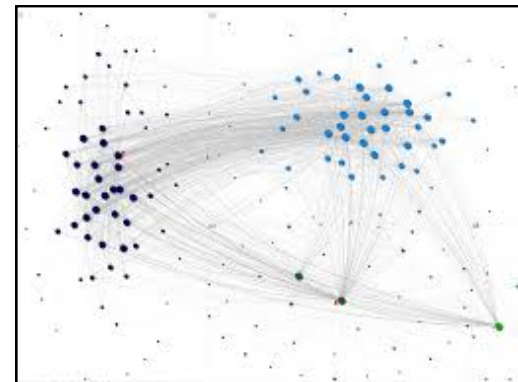
3

Import your file > Adjust parameters of interest > OK



4

Explore your results

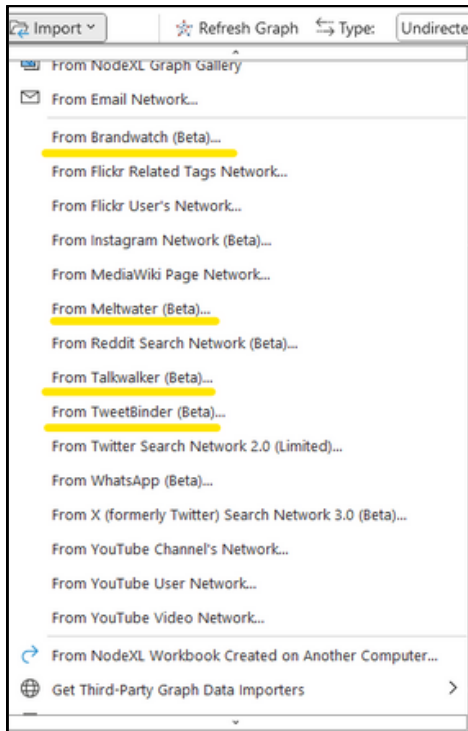


# Brandwatch, Meltwater, Talkwalker and Tweet Binder Importers

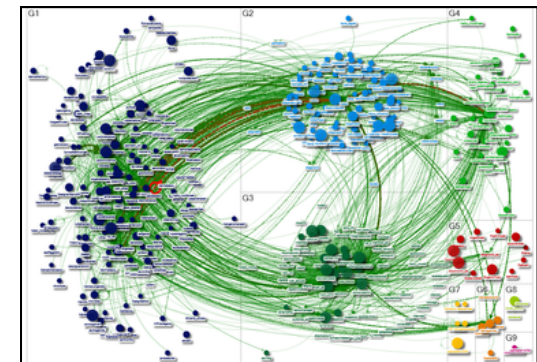
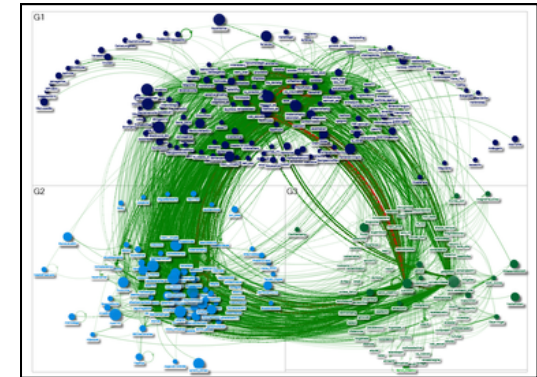
“ *NodeXL team has implemented importers for data sets created by Brandwatch, Meltwater, Talkwalker and TweetBinder.* ”

Learn more [here](#)

**1** Data > Import > select the importer of your interest



**2** Apply a recipe > explore your results





02

# Networks from others sources



# Spotify Data

Learn  
more  
here

# 1

## Spotify Artist Network

*beta software!*

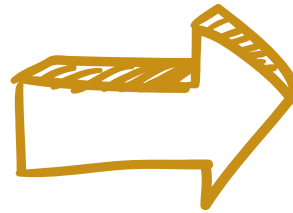
This website allows for exploring networks of related artists (two steps from the starting point) on Spotify via its API. It uses [sigma.js](#) for graph visualization and [chroma.js](#) for colors.

First search for an artist via the text field below. Click on an artist to load the network. Loading the network may take over a minute on the first run.

Double click to zoom into the network and click on a node for details. Node size and color indicate popularity.

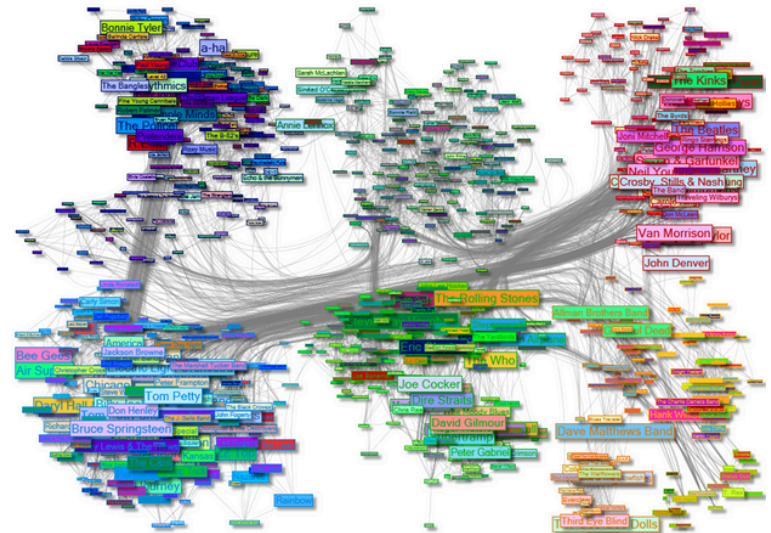
I make [other stuff](#) as well.

[download network](#) as gdf file (for visualization in [gephi](#))



# 2

NODEXL



Download data using the [Spotify Artist Network Tool](#)

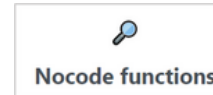
Import the network file into NodeXL > apply a recipe > explore your results

# 1



Download the CSV data from the PubMed website.

# 2



**Option 1: co-occurrences**  
Turn a list of items (per row) into a network of items:

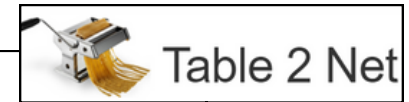
Clement, Marie, Bruno, Azeem, Lucy
Clement, Vincent
Vincent, Jaime, Garance

import this table to get this network

**Option 2: sources and targets**  
Turn a list of sources and their targets into a network of sources based on how many "targets" they share

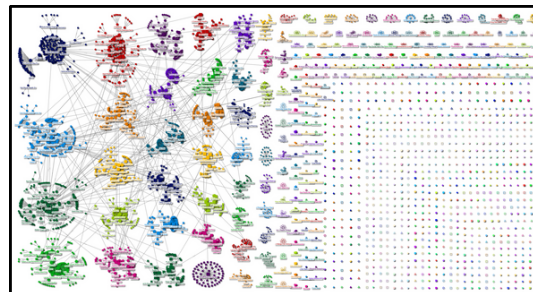
Students ("sources")	Courses taken ("targets")
Vincent	marketing, finance, strategy
Jaime	marketing, linguistics, branding
Lucy	modern literature, linguistics, semantics
Louise	modern literature, linguistics, phonetics

import this table to get this network



Prepare data with the NocodeFunction Tool using the options to create networks based on co-occurrences or lists. You can also use the Table2Net Tool to prepare your data.

# 3



Import the network file into NodeXL > apply a recipe > explore your results



# Tumblr Data

Learn  
more  
[here](#)

1

### TumblrTool

This script retrieves posts tagged with a specific term from tumblr (the /tagged API endpoint documented [here](#))

- a tabular file containing basic descriptions of the retrieved posts;
- a co-tag file (GDF format) to analyze e.g. in [gephi](#);

Source code and some documentation are available [here](#).

---

#### Parameters

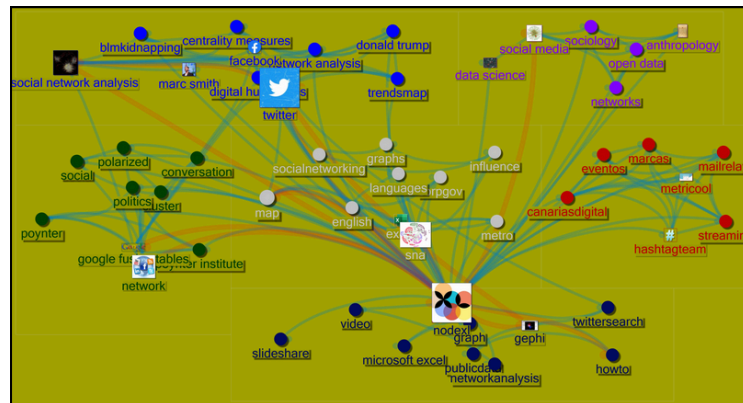
1) Choose a tag:

Tag:

2) Choose a method:

Download data using the Tumblr *Tool*.

2



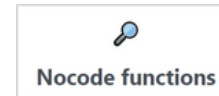
Import the network file into NodeXL for visualization >  
apply a recipe > explore your results





From Kaggle *website*, download a dataset that aligns with your interests.

2



**Option 1: co-occurrences**  
Turn a list of items (per row) into a network of items:

Clement, Marie, Bruno, Azeem, Lucy
Clement, Vincent
Vincent, Jamie, Garance

import this table to get this network

**Option 2: sources and targets**  
Turn a list of sources and their targets into a network of sources based on how many "targets" they share

Students ("sources")	Courses taken ("targets")
Vincent	marketing, finance, strategy
Jamie	marketing, linguistics, branding
Lucy	modern literature, linguistics, semantics
Louise	modern literature, linguistics, phonetics

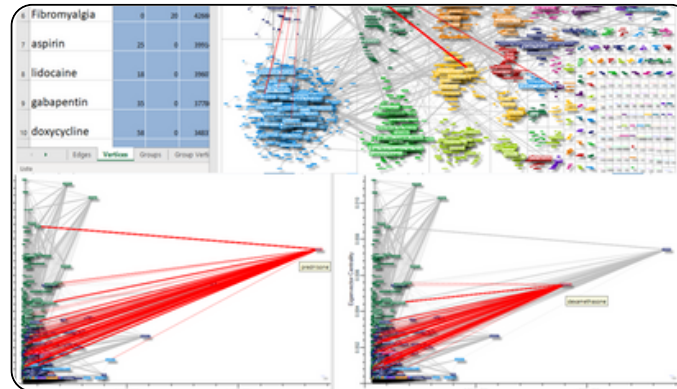
import this table to get this network

**Explanation:**  
2 names are connected if they appear in the same row at least once. The more rows they share, the thicker their connection.

**Explanation:**  
2 students are connected if they have taken at least one course in common. The more courses they share, the thicker their connection.

Prepare data with the NocodeFunction Tool using the options to create networks based on co-occurrences or lists. You can also use the Table2Net Tool to prepare your data.

3



Import the network file into NodeXL for visualization > apply a recipe > explore your results



# Interview Transcript Data

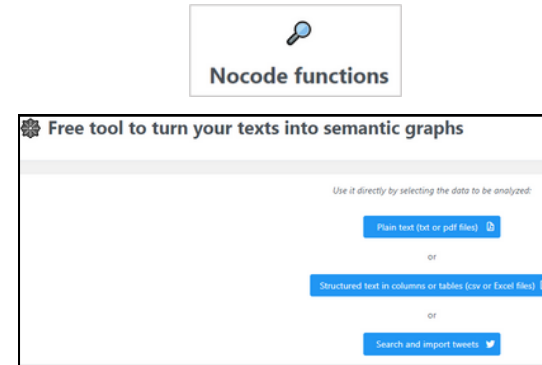
Full  
tutorial  
here

1



Transcribe the interview

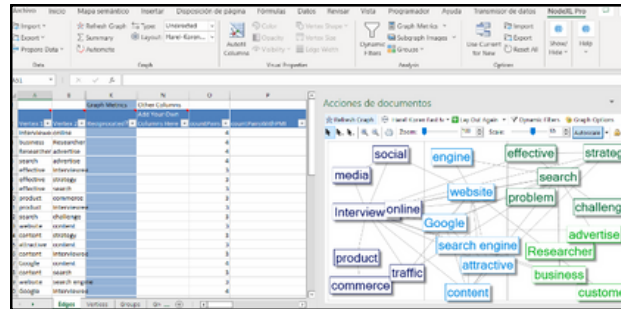
2



Prepare data with the NocodeFunction Tool using the option turn your text into semantic graphs.



3



Import the network file into NodeXL > apply a recipe > explore your results

03

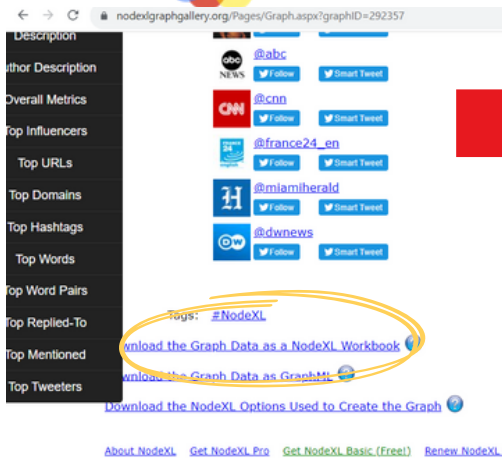
# More possibilities

# NodeXL data + Python = Graphistry

Full tutorial [here](#)

1

NODEXL GRAPH GALLERY



The screenshot shows the NodeXL Graph Gallery interface. The main area displays a list of graphs with their respective logos and social media links. A sidebar on the left contains navigation options such as 'Description', 'Author Description', 'Overall Metrics', 'Top Influencers', 'Top URLs', 'Top Domains', 'Top Hashtags', 'Top Words', 'Top Word Pairs', 'Top Replied-To', 'Top Mentioned', and 'Top Tweeters'. A red arrow points from this interface towards the code block.



2

```
# pip install -q --user graphistry pandas

pip install -q --user openpyxl

import pandas as pd
import graphistry
graphistry.__version__

# To specify Graphistry account & server, use:
graphistry.register(api=3, username='...', password='...', protocol='https', server='hub.graphistry.com')

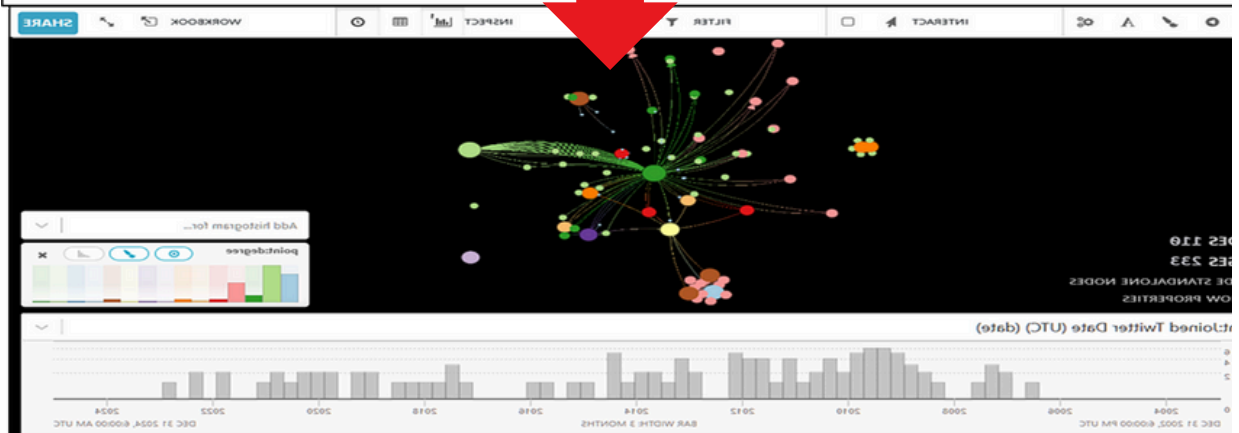
#g = NodeXLGraphistry().xls(xls, 'twitter')
g = graphistry.nodexl('https://www.nodexlgraphgallery.org/Pages/Workbook.ashx?graphID=286794')

print('%s nodes, %s edges' % (len(g._nodes), len(g._edges)))
g._nodes.sample(2)

g.plot()
```



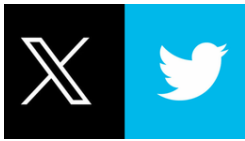
g GRAPHISTRY



NODEXL

3



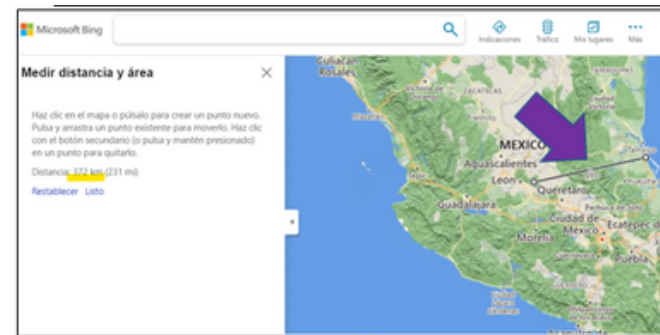
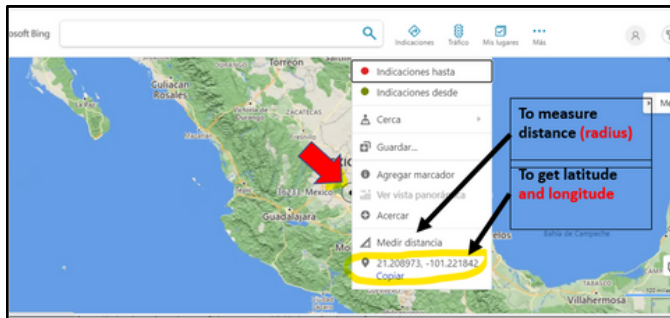


# Geolocated Tweets

GENERAL FORMULA FOR GEOLOCATING IN X  
**geocode:lat,long,radius (km/mi)**

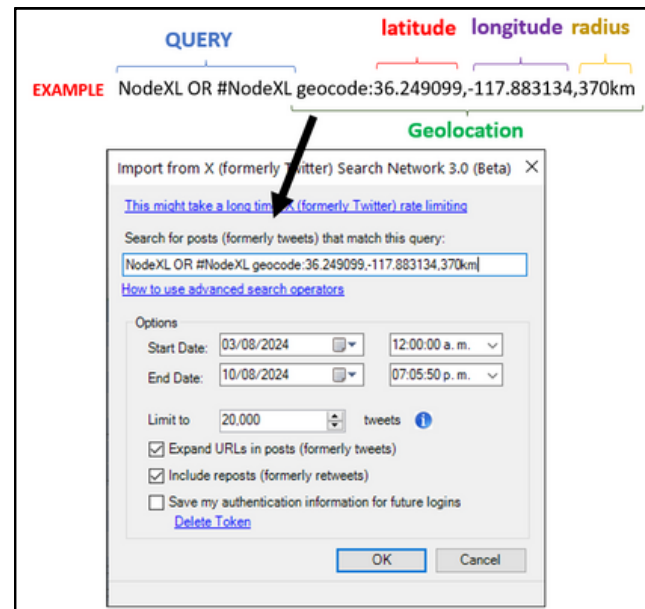
1

The initial step is to find the necessary data in Bing Maps: latitude, longitude, and radius of the specific region we aim to target in our search.



2

Enter your query along with the established geolocation data including latitude, longitude, and radius from Maps Bing.





This guide was prepared  
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DOI 10.5281/zenodo.13299188

## Resources

[Download the full set of NodeXL Pro data recipes](#)

[Meet NodeXL-Pro: one tool, many possibilities!](#)

[Mapping Twitter Topic Networks: From Polarized Crowds to Community Clusters](#)

[Connect to Networks with NodeXL: The official guide](#)

[Analyzing Social Media Networks with NodeXL: Insights from a Connected World. 2nd edition](#)

[Articles regarding NodeXL by Dr. Wasim Ahmed.](#)

[www.smrfoundation.org](http://www.smrfoundation.org)

