Marc Smith

Chief Social Scientist at Connected Action

Belmont, CA, US

Internet sociologist, using social network analysis and visualization to map and understand social media

Biography

Marc Smith is a sociologist specializing in the social organization of online communities and computer mediated interaction. Smith leads the Connected Action consulting group and lives and works in Silicon Valley, California. Smith co-founded the Social Media Research Foundation (http://www.smrfoundation.org/), a non-profit devoted to open tools, data, and scholarship related to social media research. Smith is the co-editor with Peter Kollock of Communities in Cyberspace (Routledge), a collection of essays exploring the ways identity; interaction and social order develop in online groups. Along with Derek Hansen and Ben Shneiderman, he is the co-author and editor of Analyzing Social Media Networks with NodeXL: Insights from a connected world, from Morgan-Kaufmann which is a guide to mapping connections created through computer-mediated interactions. Smith's research focuses on computer-mediated collective action: the ways group dynamics change when they take place in and through social cyberspaces. Many "groups" in cyberspace produce public goods and organize themselves in the form of a commons (for related papers see: http://www.connectedaction.net/marc-smith/). Smith's goal is to visualize these social cyberspaces, mapping and measuring their structure, dynamics and life cycles. He contributes to the open and free NodeXL project (http://www.codeplex.com/nodexl) that adds social network analysis features to the familiar Excel spreadsheet. NodeXL enables social network analysis of email, Twitter, Flickr, WWW, Facebook and other network data sets. The Connected Action consulting group (http://www.connectedaction.net) applies social science methods in general and social network analysis techniques in particular to enterprise and internet social media usage. SNA analysis of data from message boards, blogs, wikis, friend networks, and shared file systems can reveal insights into organizations and processes. Community managers can gain actionable insights into the volumes of community content created in their social media repositories. Smith received a B.S. in International Area Studies from Drexel University in Philadelphia in 1988, an M.Phil. in social theory from Cambridge University in 1990, and a Ph.D. in Sociology from UCLA in 2001. He is an adjunct lecturer at the College of Information Studies at the University of Maryland. Smith is also a Distinguished Visiting Scholar at the Media-X Program at Stanford University.

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance

Industry Expertise

Internet, Market Research, Information Services, Training and Development, Direct Marketing, Think Tanks, Advertising/Marketing, Research, Social Media, Media - Online

Areas of Expertise

Social Media, Social Networks, Business Collaboration, Information, Visualization, Social Science, Social Marketing, Networks, Infoviz, Collective Action

Affiliations

Social Media Research Foundation, International Network for Social Network Analysis, Association for Computing Machinery, Stanford University, University of Maryland, Connected Action Consulting, LLC

Sample Talks

Mapping social media: finding key people and groups in the conversation crowd
People are talking about your product, group, business, event or service in social media - do you have a map to the the key people and groups in the crowd? Using tools from social network analysis and visualization it is now as easy as making a pie chart to map the connections among the people who are talking about the topics of interest to you. Using the free and open NodeXL application (http://nodexlcodeplex.com) you can quickly collect and map conversation networks on a wide range of topics.

Event Appearances

Title
Global Spa Summit

Title
Web Science Trust Graduate Summer School

Title
Convergence Technology 2011

Title
Personal Digital Archives 2011

Title
Mobile Web Africa 2010

Title
Predictive Analytics World

Title
Local Social Summit 2011

Title
USC Marshall School of Business: Communication Technology Executive Roundtable

Title
Predictive Analytics World 2011

Title
3rd International Conference on Digital Culture

Title
Social Media Lecture Series

Title
Association for Education in Journalism and Mass Communication

Title
Nextwork

Title
Quantified Self 2011

Title
Lipari School on Computational Social Science

Title
Oxford Internet Institute Summer Doctoral School

Education

UCLA
Ph.D. Sociology

Cambridge University
M.Phil. Sociology

Drexel University
B.S. International Area Studies

Accomplishments

Author of Communities in Cyberspace
Communities in Cyberspace was among the earliest studies of the emerging world of social media, online and virtual community, social software, collaboration, and social networking.

Ph.D. in Sociology from UCLA
2001 Ph.D. in sociology - dissertation: Mapping social cyberspaces

Member of the NodeXL project team: Social Media Network Analysis with no Coding!
NodeXL makes social network analysis as easy as making a pie chart. Over four years the NodeXL project team has released over a hundred updates to enhance the tool so that it is the easiest path for non-programmers to access, analyze, and visualize networks, often from social media sources like Twitter, Facebook, email, flickr, YouTube, and more.

Author of Analyzing social media networks with NodeXL: Insights from a connected world
Analyzing social media networks with NodeXL: Insights from a connected world is a introduction and guide to the use of social network techniques to better understand social media.

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