Systematic Yet Flexible Discovery of Social Networks

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Exploring Networks

- Individual characteristics half the story
- Social Network Analysts have distinct tasks
- Interaction is key
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SocialAction 1.0

- Visualize Networks!
- Find Communities!
- Rank According to Importance Metrics!
- Filter Out Unimportant Nodes!
- Find Patterns and Outliers in 2D!
- Create Aggregates to Reduce Complexity!
- See the Distribution Across the Network!
Simplicity and Structure
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Systematic Yet Flexible

• **systematic** guides guarantee each action has been visited

• **flexible** diversions to pursue insights while maintaining progress
SYF & SocialAction 2.0
Systematic Yet Flexible Discovery

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