Keep It Simple...

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20 Years of SNA & ONA

- TRW Space & Defense, late 1980s
- 500 SNA projects
- Bounded and unbounded networks
- 80% economic/business networks
- *InFlow* originally hacked in 1987 for a class project
  - Still 99% Prolog!
- Top 40
Users vs Complexity

Number & Diversity of SNA Software Users

Time

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Academia
Business
Non-Experts
Large Data Sets
Typical Clients

• Non-Profits building communities
• Organizations looking for agility and adaptability
• Consultants looking for a new tool
• Military
  – Be more networked
  – Understand local networks
• Intelligence community
  – Disrupt the bad guys
  – Empower the good guys
Non-Profit Client

• **Focus on Economic Justice in Large Metropolis**

• **Very motivated & very creative**
  – 8 hours of training
  – 8 hours of mentoring
  – Target: “Economic Terrorists”

• **Anxious to learn**
  – SNA basics
  – No theory, nothing fancy
  – Let me do it…
Simple Real Estate Transactions
Who’s Involved?
Married Couples
Family Ties
Other Financial Ties

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Clients & Visualization

• Measure what is mapped
• Play with the network
  – Easy experimentation
  – Quickly change views
• Simple what-ifs
• Web-based reports
  – Easy to use viewers
Questions?

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