

Social Media

More Than Status Updates

Politics & Marketing

Social networks and the US election

Barack Obama is streets ahead of rival Mitt Romney

2012



Barak Obama

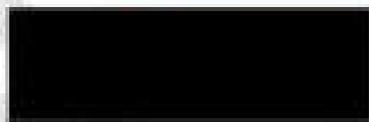
30.7 million friends



21 million followers



32.2 million fans



237,000 viewers

Obama channel

1.4 million photo viewers

Obama campaign

Facebook



Twitter



Google+



YouTube



Instagram

Mitt Romney



8.8 million friends



1.3 million followers



967,000 fans



23,000 viewers

Romney channel

42,000 photo viewers

Romney campaign



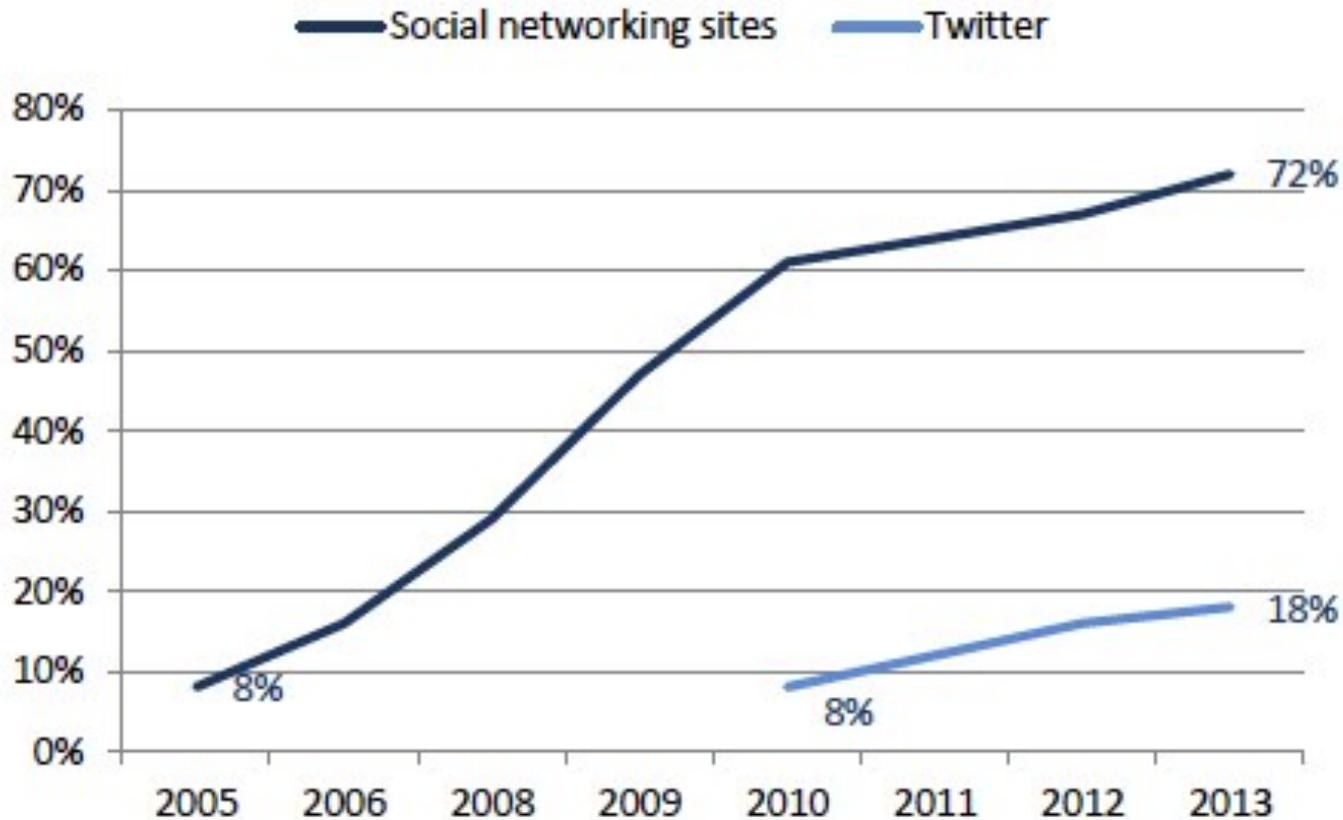
Sources: Facebook, Twitter, Google, YouTube, Instagram

AFP

SOURCE: "[Social networks and the US election](#)", Article: [Obama and Romney's Social Media Face-off](#) on [Phys.org](#)

Adult use of social networking sites and Twitter—change over time

% of adult internet users who use social networking sites or Twitter, over time



Source: Pew Research Center's Internet & American Life Project tracking surveys 2005-2013. Spring Tracking Survey, April 17 – May 19, 2013. N=1,895 adult internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.5 percentage points.

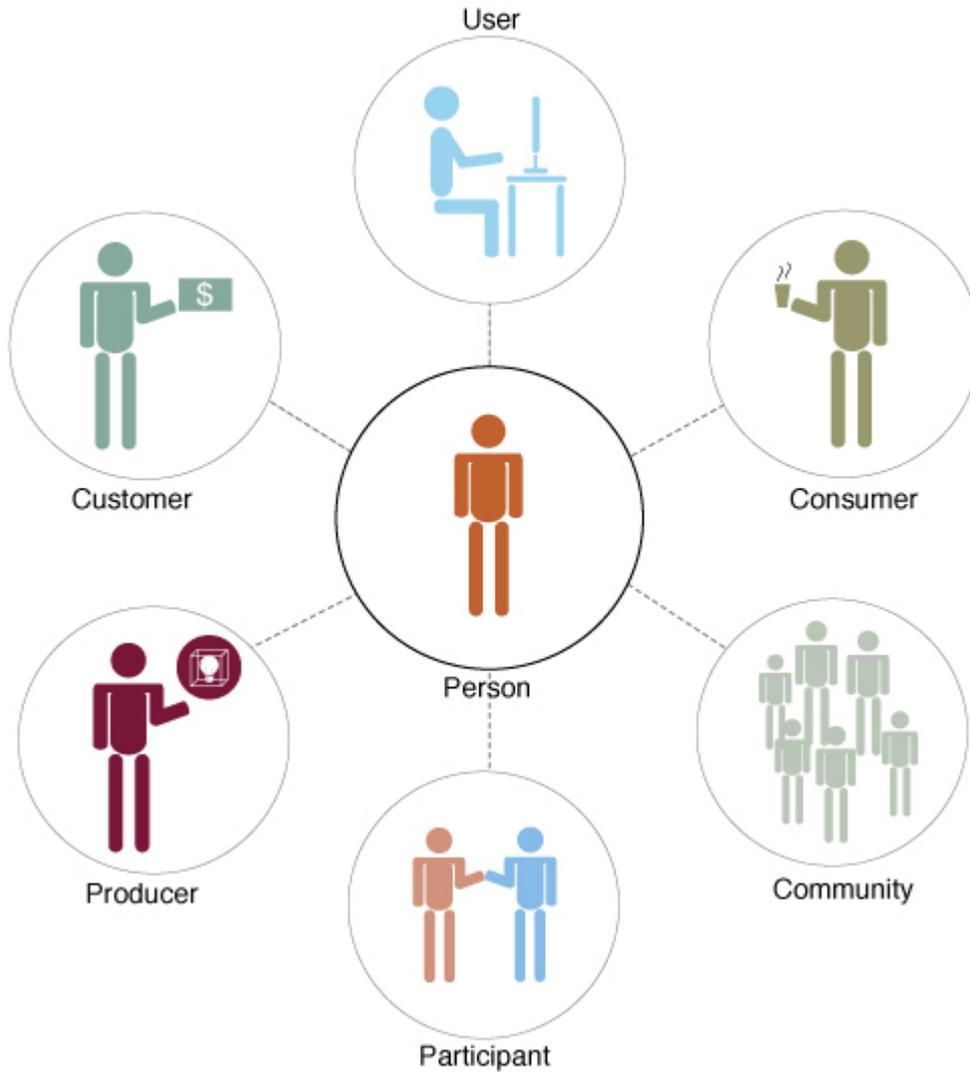
SOURCE: "[Adult use of social networking sites and Twitter-change over time](#)", [Pew Internet Research Project](#)

Professional Connections



SOURCE: "[InMaps](#)" by [LinkedIn](#) (tool no longer supported)

Digital Mindsets



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An individual plays the role of different nodes in various scenarios, and thus is connected to a many networks.

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Social Media & Social Science

Facebook and Twitter key to Arab Spring uprisings: report

Carol Huang

Jun 6, 2011

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DUBAI // The most popular Twitter hashtags in the Arab region in the first three months of this year were "Egypt", "Jan25", "Libya", "Bahrain" and "protest".

Nearly 9 in 10 Egyptians and Tunisians surveyed in March said they were using Facebook to organise protests or spread awareness about them.

All but one of the protests called for on Facebook ended up coming to life on the streets.

These and other findings from the newly released second edition of the Arab Social Media Report by the Dubai School of Government give empirical heft to the conventional wisdom that Facebook and Twitter abetted if not

Related



■ Facebook revolution 'a myth', critics say

SOURCE: "[Facebook and Twitter key to Arab Spring uprisings: report](#)" by [Carol Huang](#) of the [The National](#)

Social Media & Social Science

At the Digital Edge

DANIEL NADLER

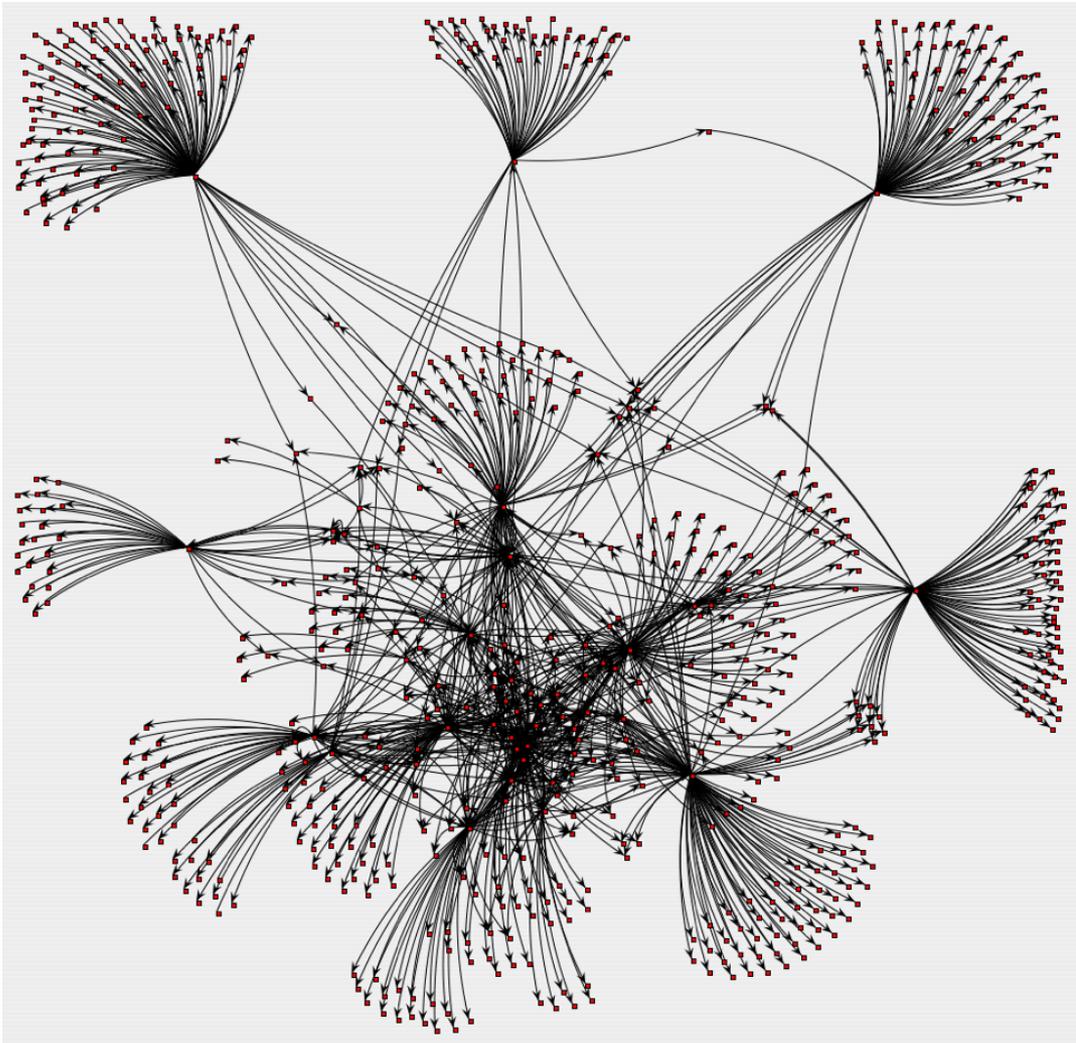


From Egypt to Ukraine, Social Media Now Allows You to Share Revolution

March 25, 2014 at 2:00 AM EST

On February 27 Russia ordered troops into Ukraine, taking control of an eastern naval base and then spreading operations through the Crimean peninsula. The invasion came as a part of a dramatic but complex — and now much analyzed — series of geopolitical events. On November 21 of last year, Ukrainian President Viktor Yanukovich scrapped negotiations for an Association

Social Network Analysis



“[Social Network Analysis] is a unique perspective on how society functions.”

*Instead of focusing on individuals and their attributes, or on macroscopic social structures, it centers on **relations between individuals, groups, or social institutions**”*

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Social Network Perspective

*“Studying society from a network perspective is to study individuals as **embedded in a network of relations and seek explanations for social behavior in the structure of these networks rather than in the individuals alone.**”*

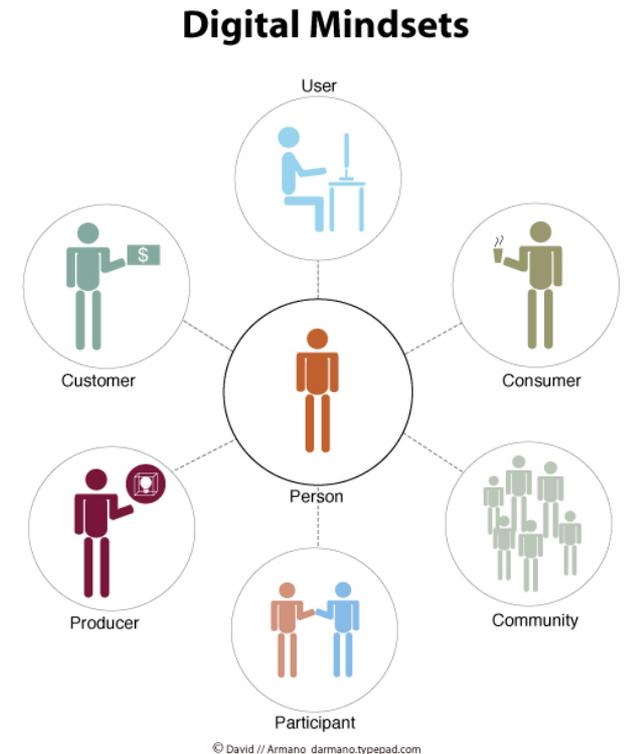


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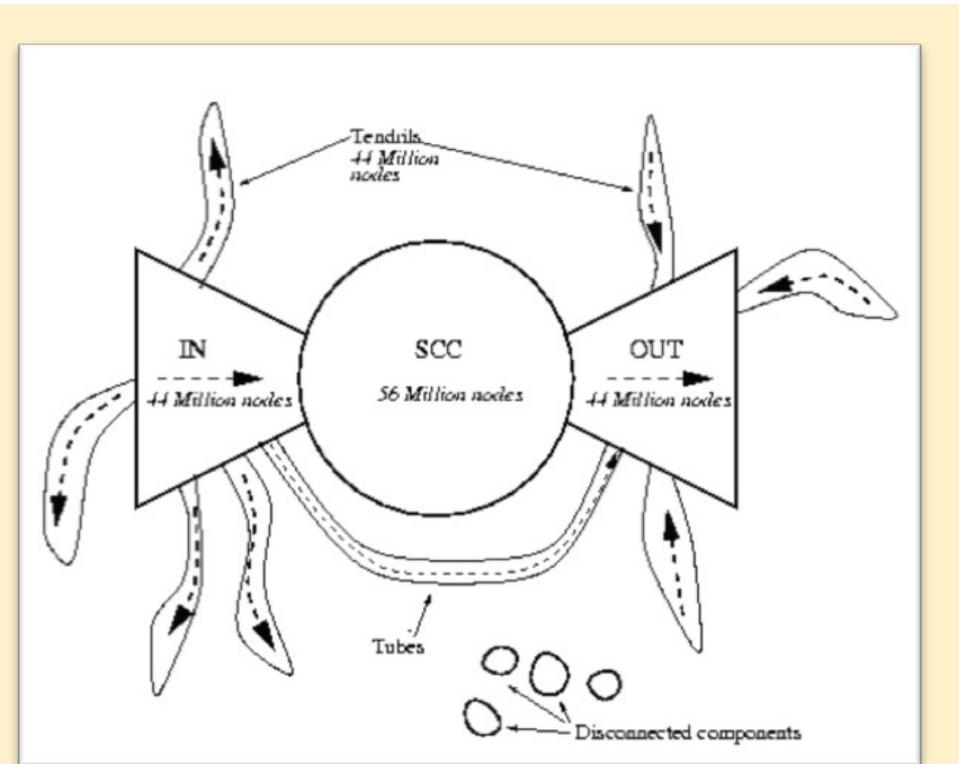
Background: Other Domains

(Social) Network Analysis has found applications in many domains beyond social science, although the greatest advances have generally been in relation to the study of structures generated by humans

Computer scientists for example have used (and even developed new) network analysis methods to study webpages, Internet traffic, information dissemination, etc.

One example in life sciences is the use of network analysis to study food chains in different ecosystems

Mathematicians and (theoretical) physicists usually focus on producing new and complex methods for the analysis of networks, that can be used by anyone, in any domain where networks are relevant



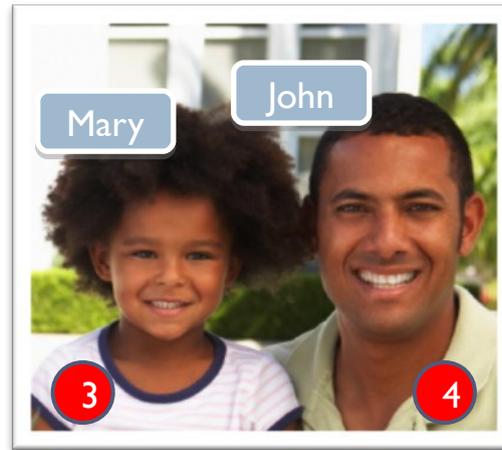
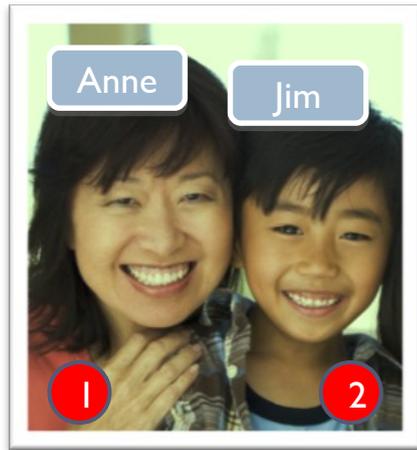
Broder et al, 2000

In this example researchers collected a very large amount of data on the links between web pages and found out that the Web consists of a core of densely inter-linked pages, while most other web pages either link to or are linked to from that core. It was one of the first such insights into very large scale human-generated structures (Broder et al, 2000).

Basic Concepts

Networks	How to represent various social networks
Tie Strength	How to identify strong/weak ties in the network
Key Players (Centrality)	How to identify key/central nodes in network
Cohesion	Measures of overall network structure

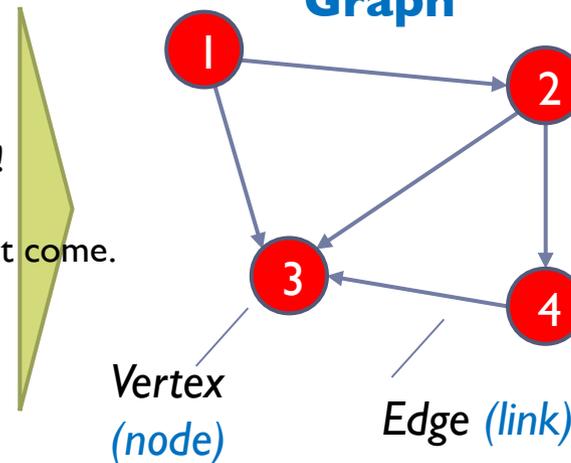
Representing relations as networks



Can we study their interactions as a network?

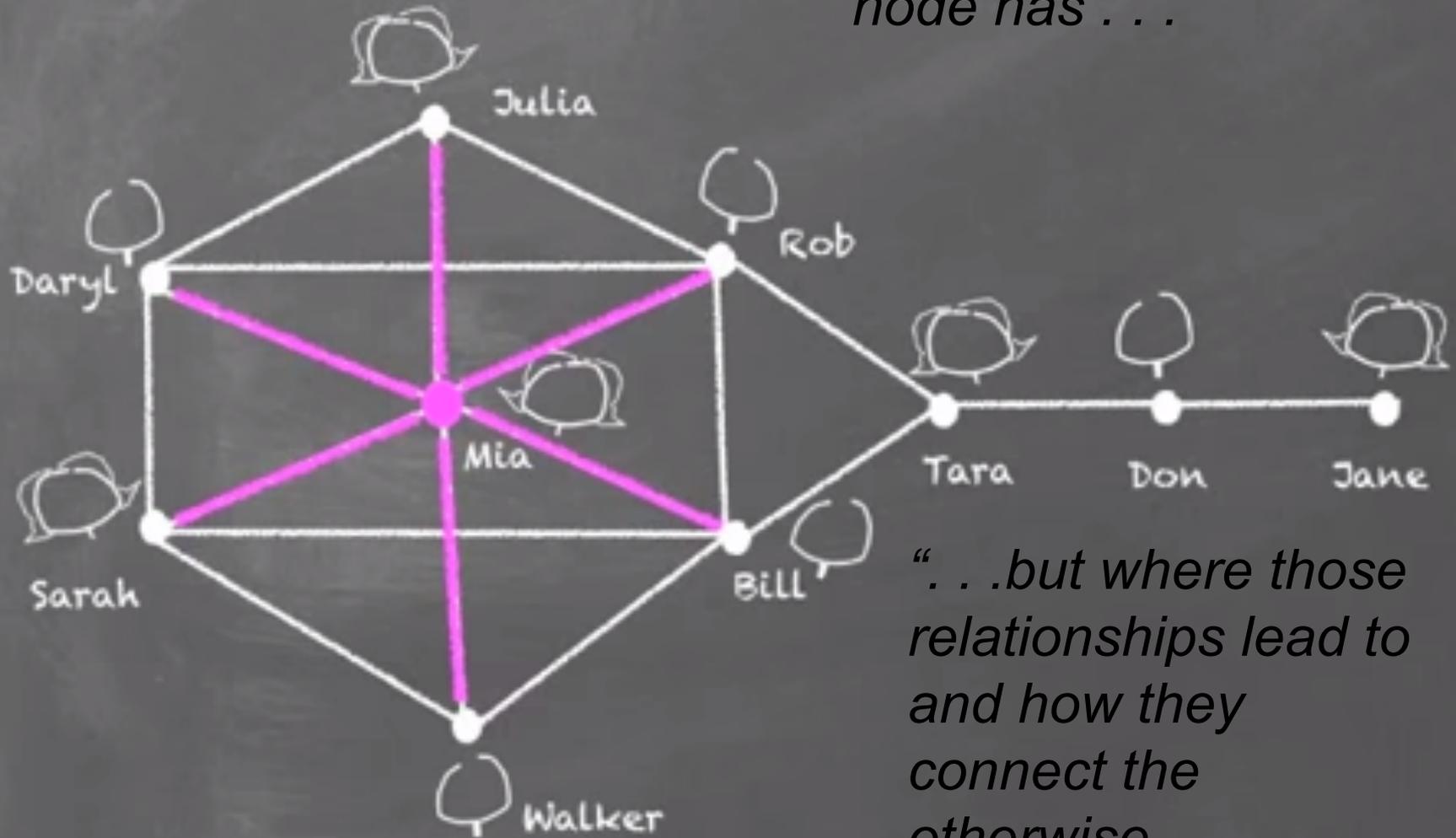
Communication

Anne: Jim, tell the Murrays they're invited
Jim: Mary, you and your dad should come for dinner!
Jim: Mr. Murray, you should both come for dinner
Anne: Mary, did Jim tell you about the dinner? You must come.
John: Mary, are you hungry?
...



Degree Centrality

“What is important in networks is not just how many relationships that node has”



*“. . .but where those relationships lead to and how they connect the otherwise
unconnected. “*

BETWEENNESS CENTRALITY

“Social Network Analysts call this kind of centrality, Betweenness.”

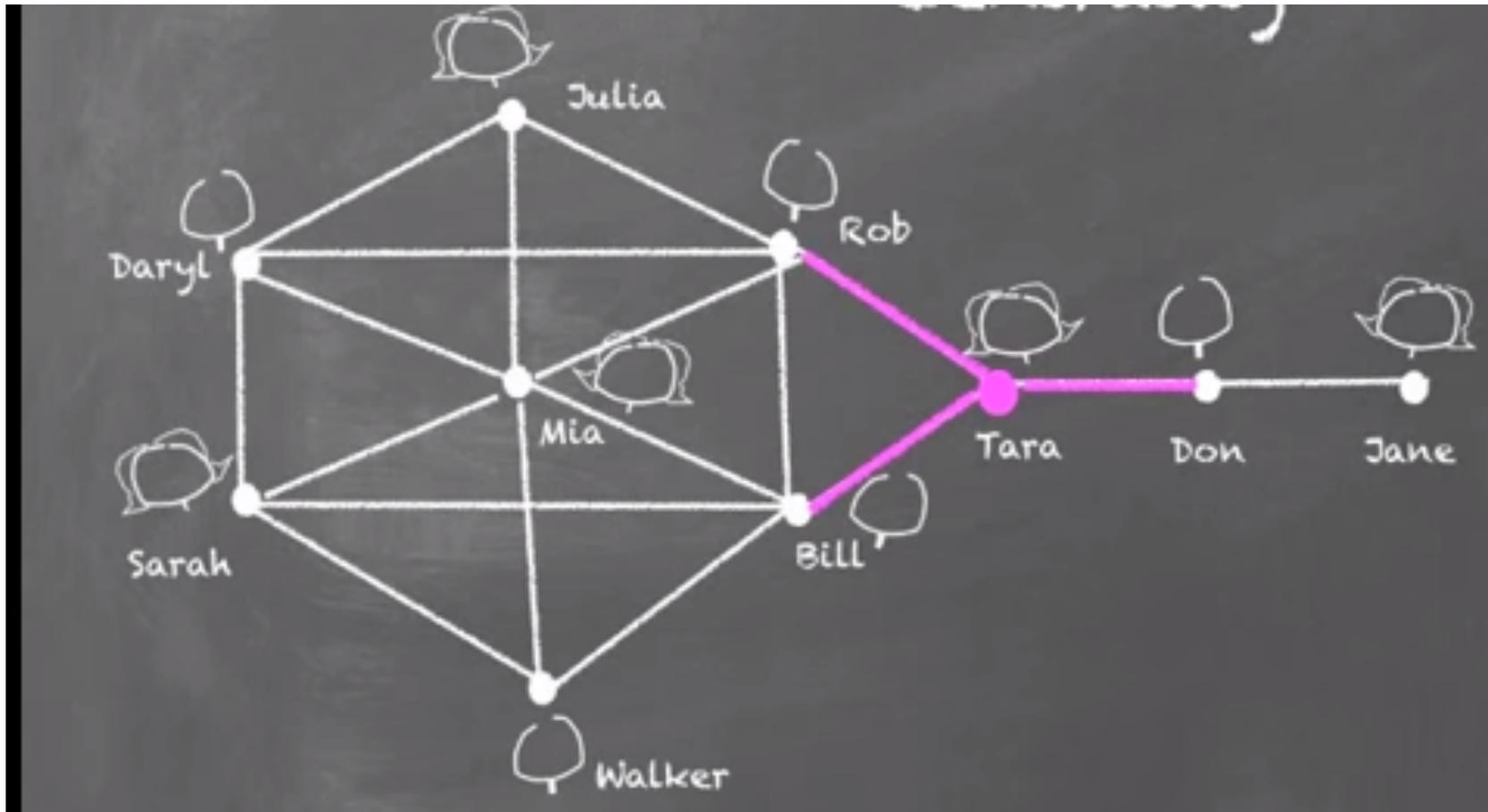


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BETWEENNESS CENTRALITY

“Network nodes with high levels of betweenness can have great influence over what flows and what does not flow in a network.”

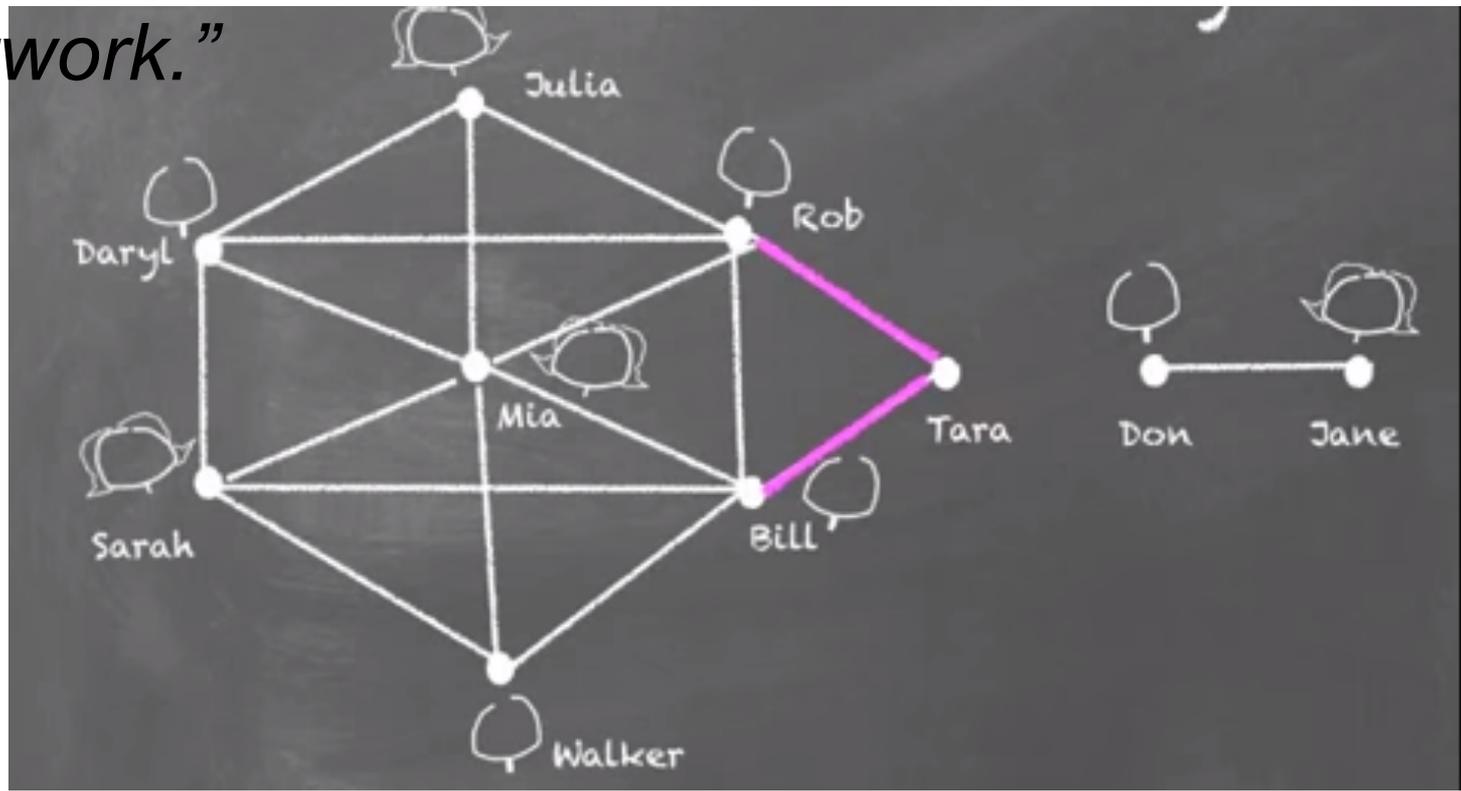


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CENTRALITY CLOSENESS

These nodes can reach many other nodes in just one step.

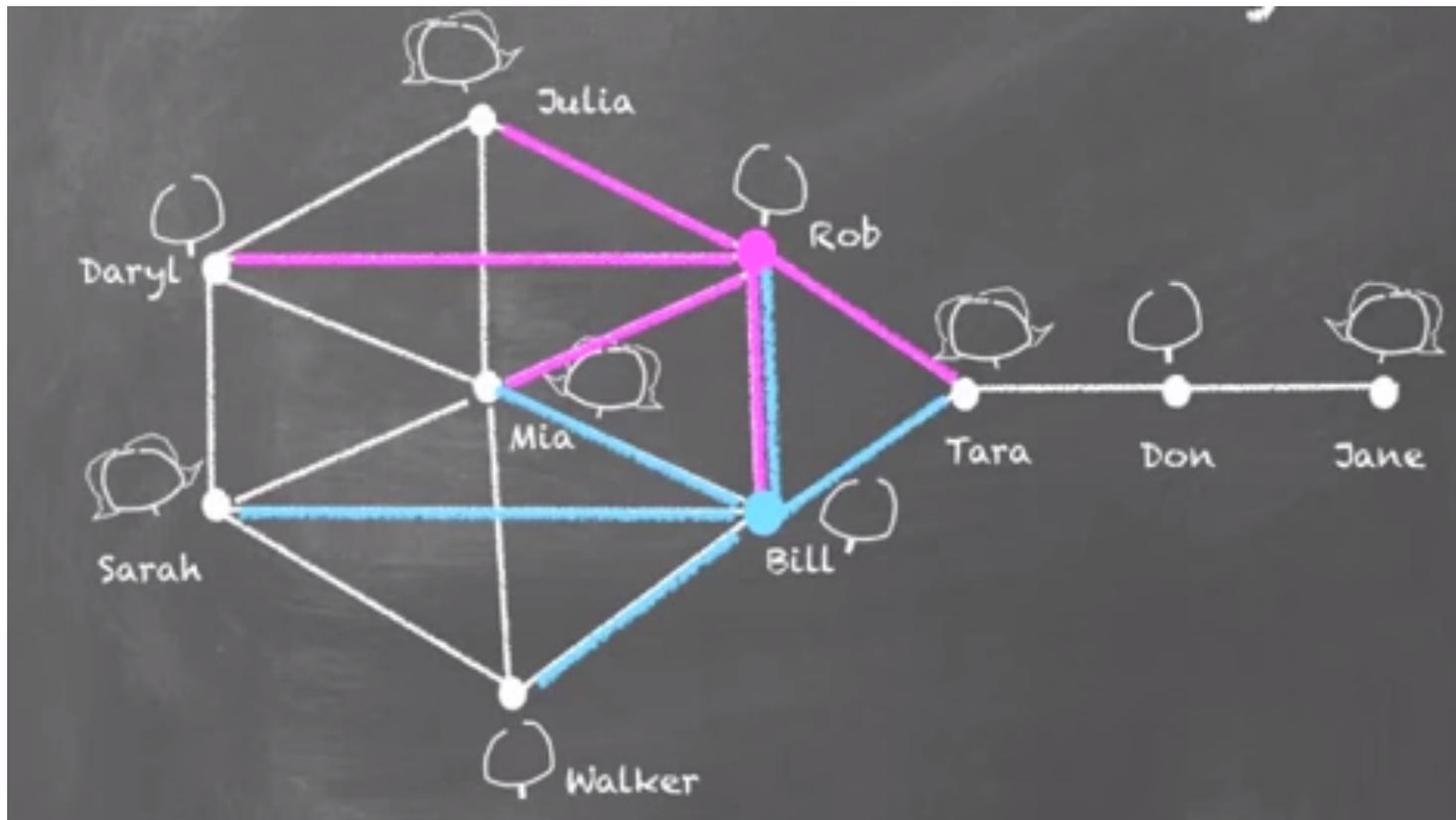


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PERIPHERAL PLAYERS

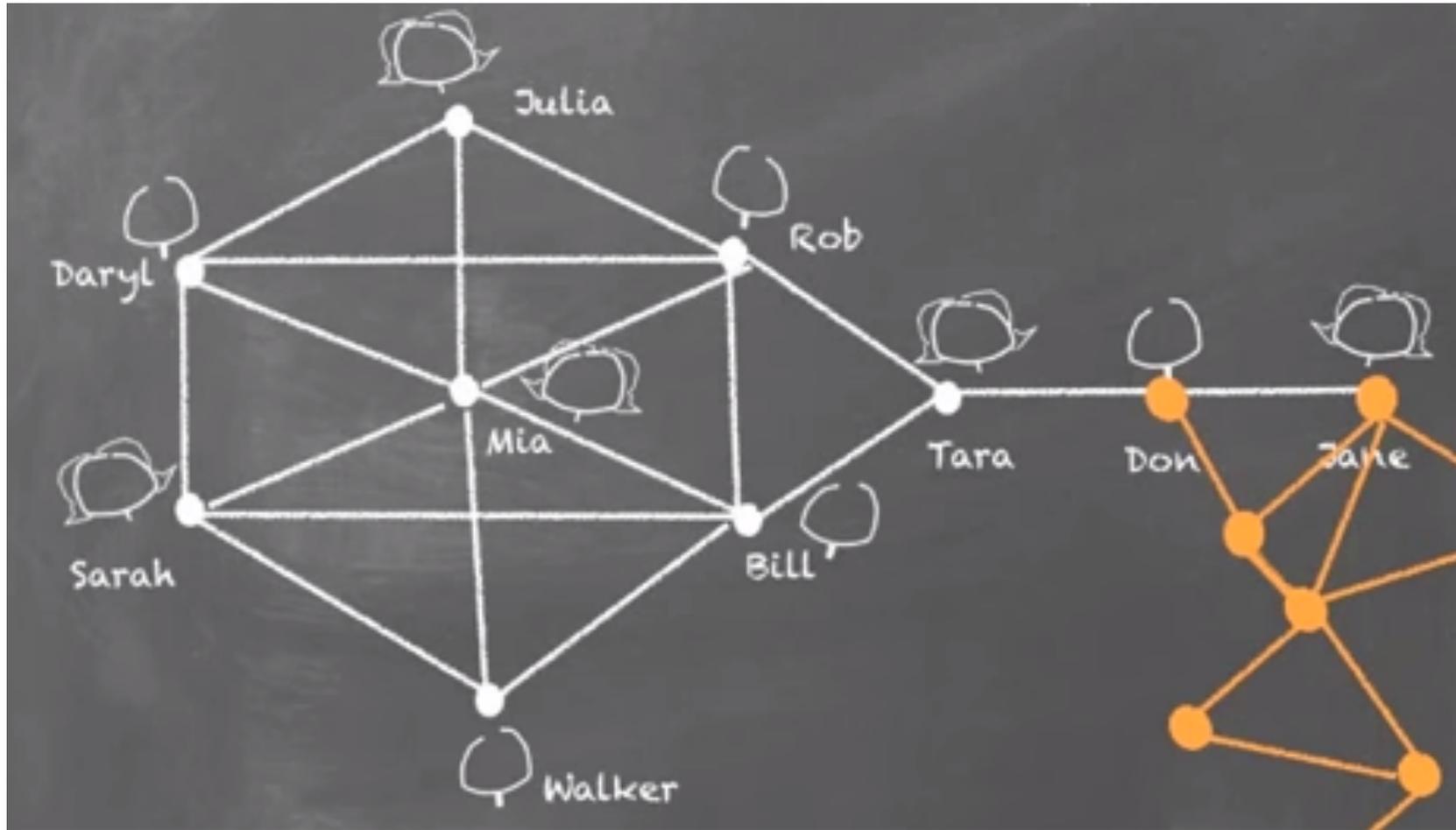


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Social Media: Relationships & Networks

- **RELATIONSHIPS** have a big impact on influence and decision making.
- NETWORK MAPS can help us see we are **RESILIENT** and **VULNERABLE**.
- NETWORK MAPS can help us plan **STRATEGIES for CHANGE.**

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