An abstract network visualization in the top-left corner of the slide. It consists of several colored dots (blue, orange, green, red, grey) connected by thin grey lines, forming a complex web of connections.

Filipe Teixeira

Introduction to Network Analysis

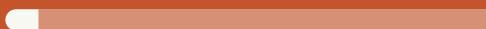


"In God we trust, all others must bring data."

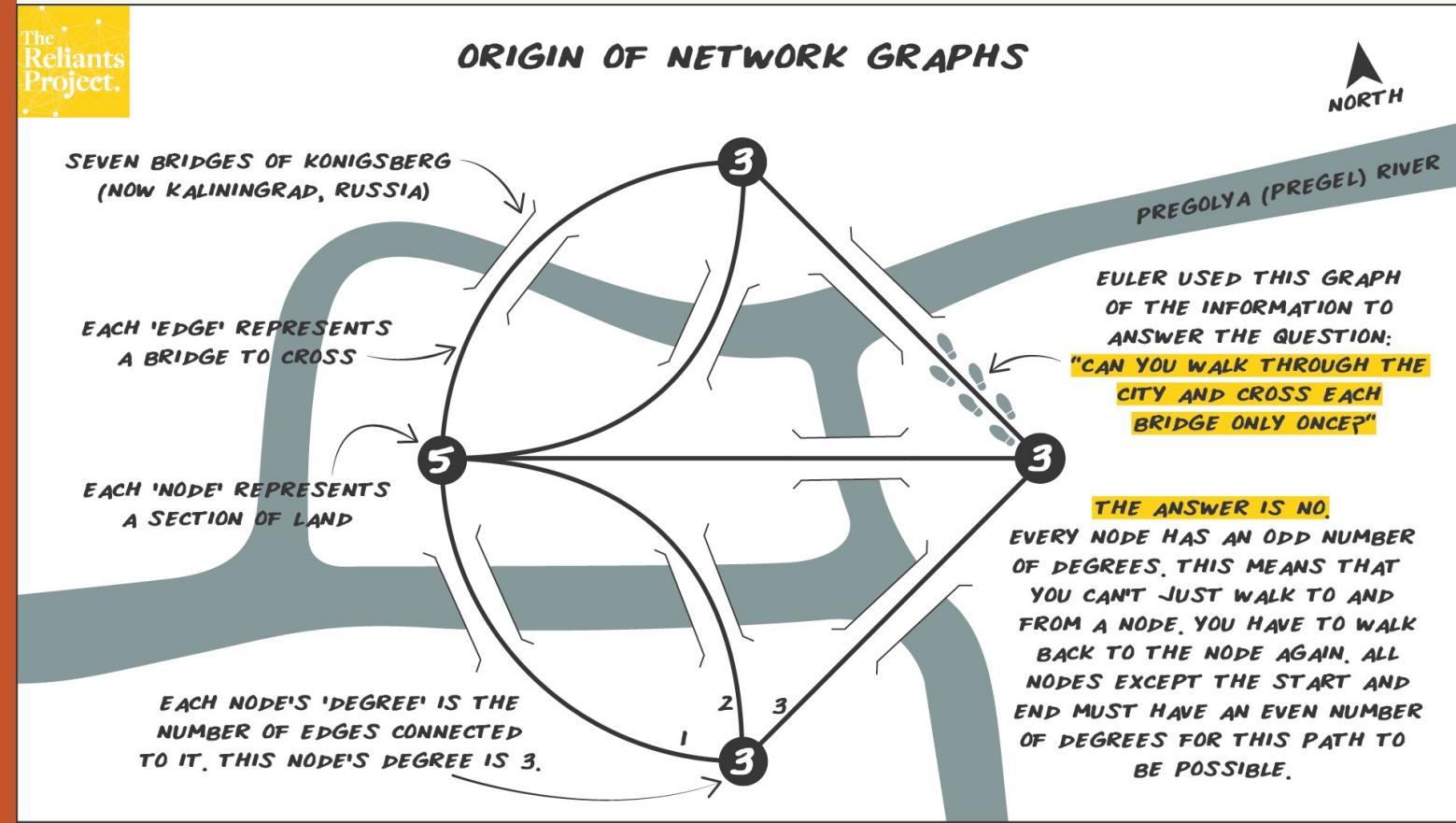
W. Edwards Deming



GRAPH THEORY



THE BRIDGES OF KÖNIGSBERG



Networks are everywhere, from the Internet, to social networks, and the genetic networks that determine our biological existence. (...)

From the origins of the six degrees of separation to explaining why networks are robust to random failures, (...) how viruses like Ebola and H1N1 spread, and why it is that our friends have more friends than we do.

- Albert-László Barabási



NETWORKS...
NETWORKS EVERYWHERE

NETWORKS...
NETWORKS EVERYWHERE

Next: Cliché royalty free video showing traffic, people using Facebook and drone shots of cities at night.

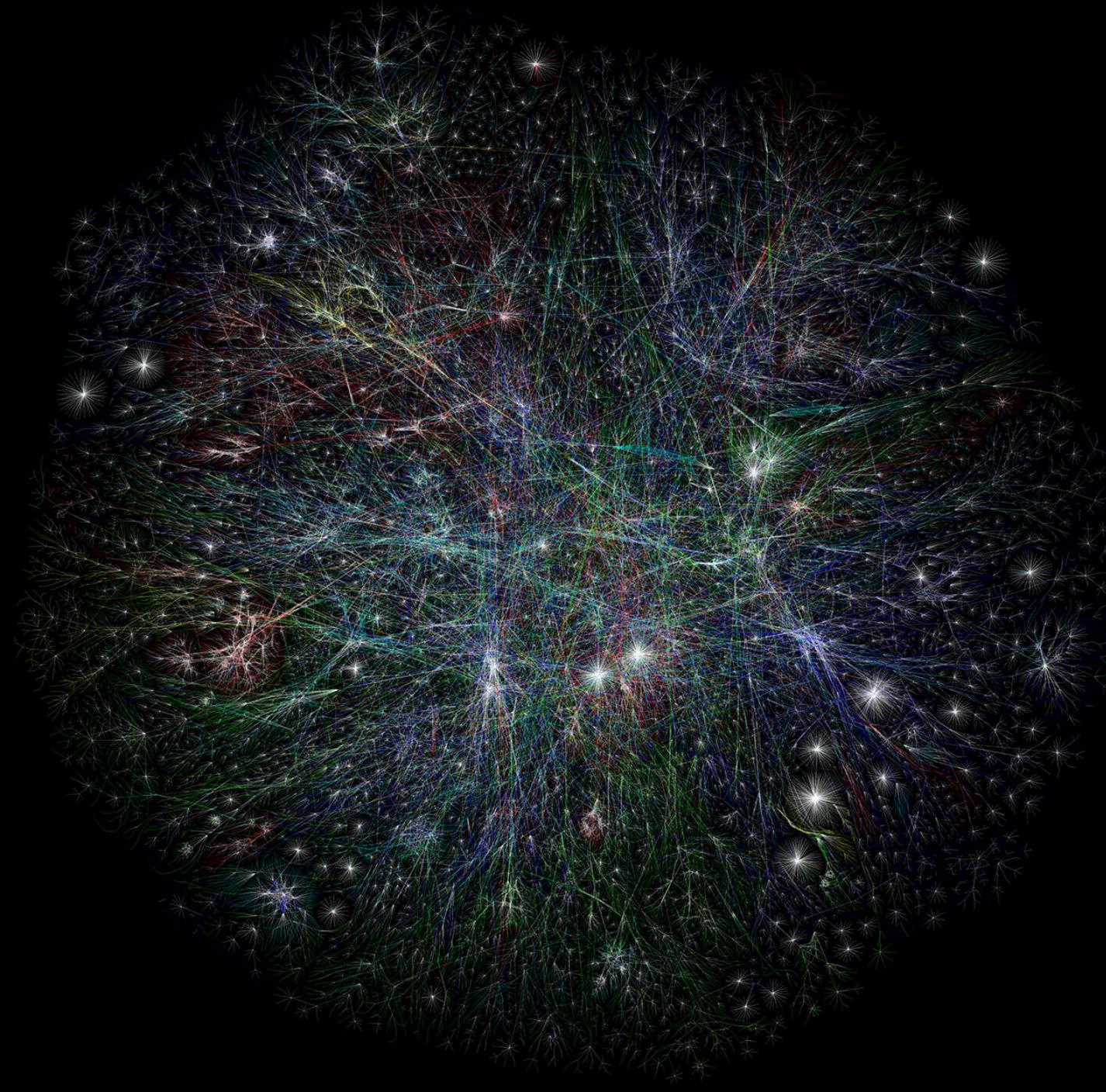


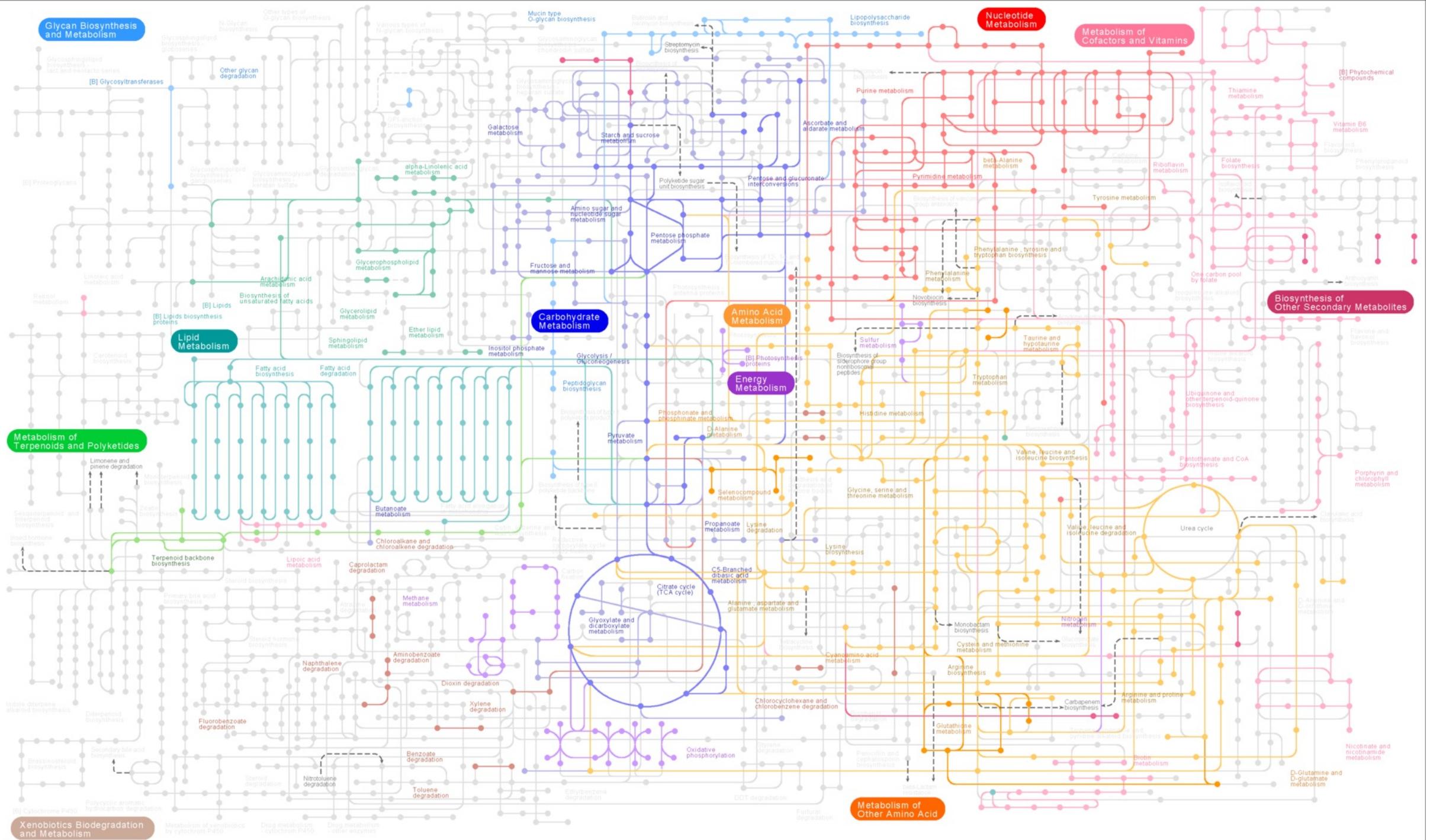


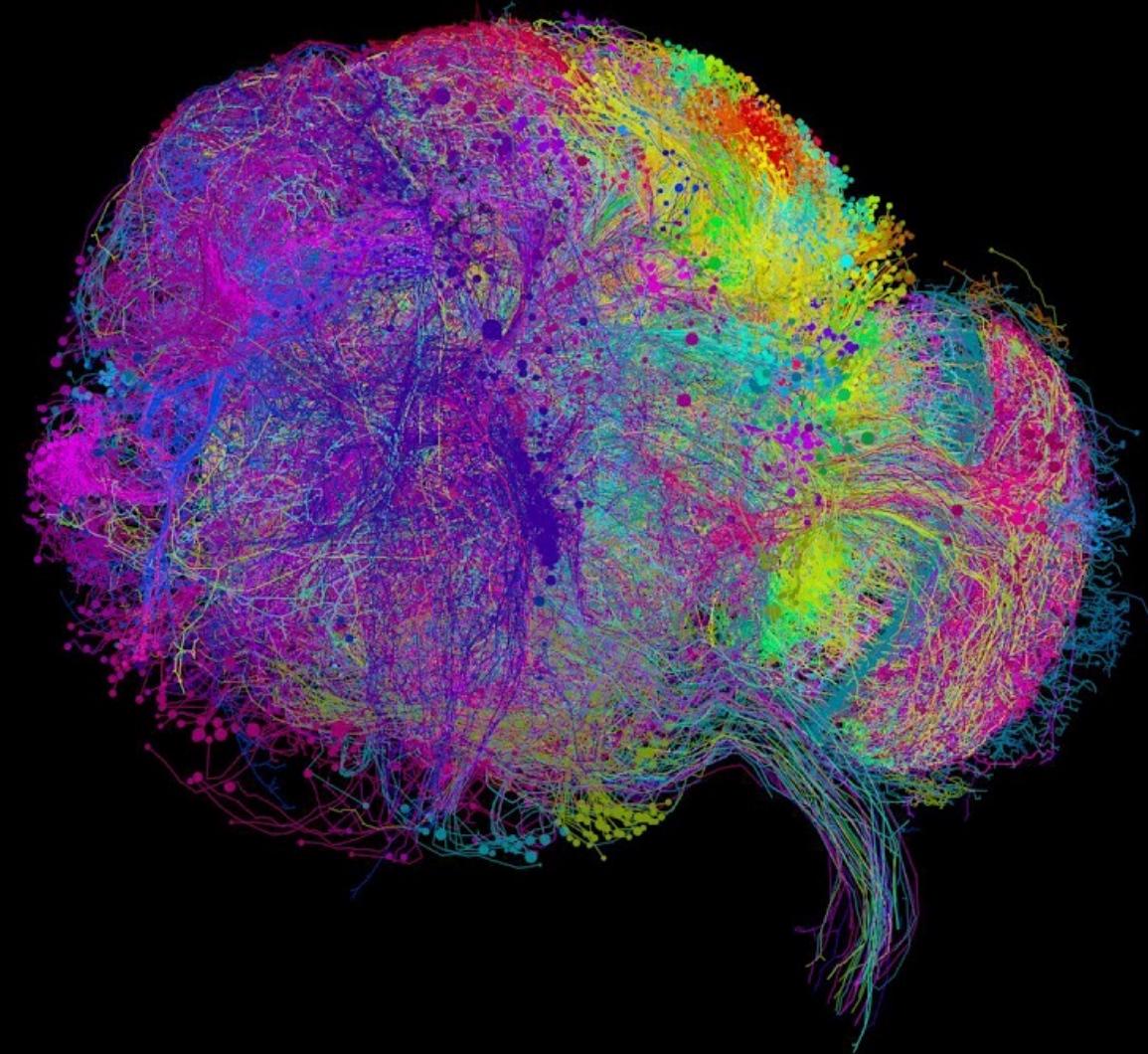
facebook

December 2010

credit: Martin Grandjean







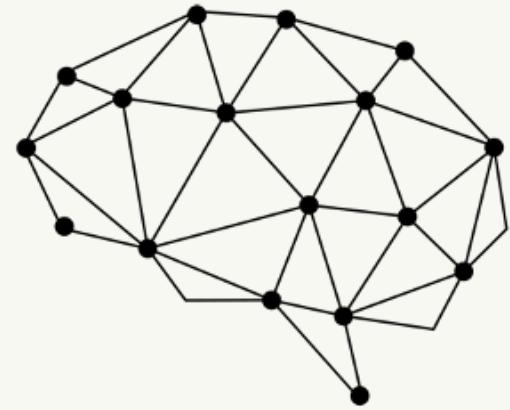
NOW WHAT?



NAILS...
NAILS EVERYWHERE

"If all you have is a hammer, everything looks like a nail"
- Abraham Maslow

- Network Analysis is being broadly overused.
- At the same time not used enough...



Cambridge
Analytica

Palantir



PALANTIR EXPLAINED SERIES



ISSUE NO 1

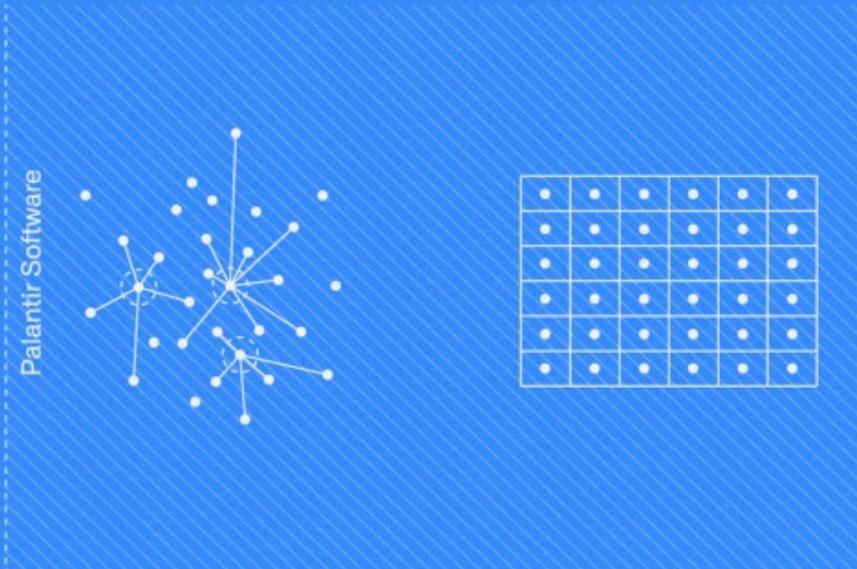
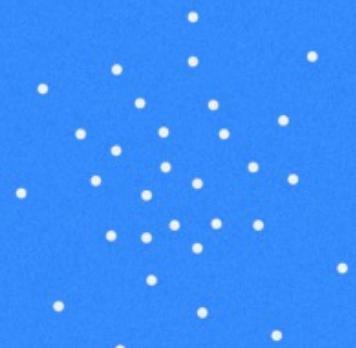
Palantir is Not a Data Company →

Palantir Technologies

Security + Functionality

palantir.com

Specific Client Data

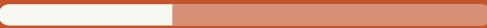


01
Fragmentation

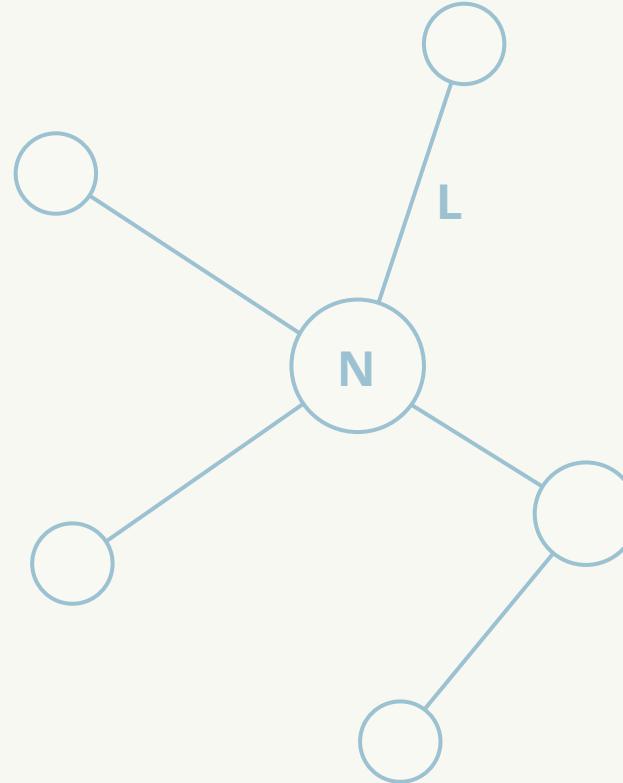
02
Connection

03
Organization
& Security

IT'S A KIND OF MAGIC



Network Statistics

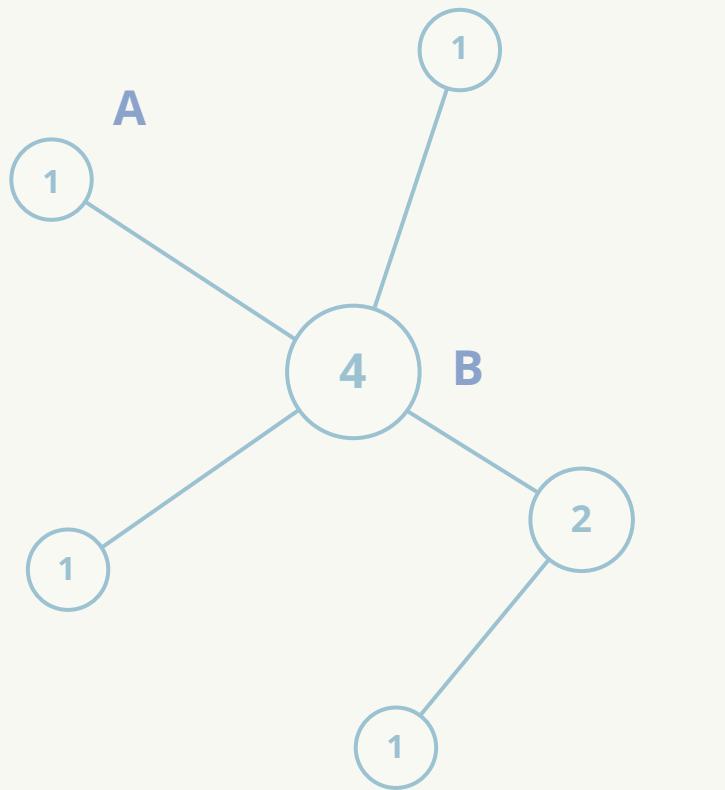


Components (N): nodes, vertices

Interactions (L): links, edges

System (N,L): network, graph

Network Statistics

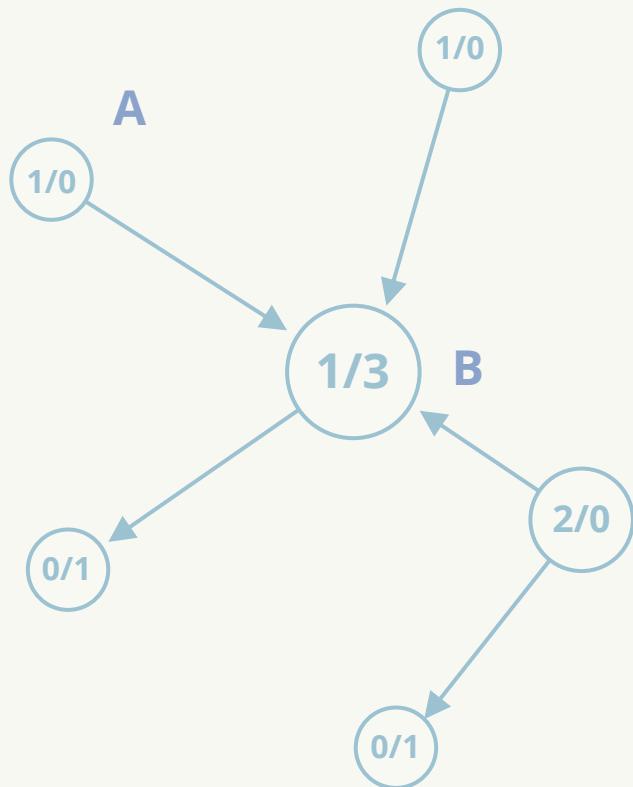


$$k_A = 1$$

$$k_B = 4$$

Degree
(undirected)

Network Statistics



$$k_{A_out} = 1$$

$$k_{A_in} = 0$$

$$k_{B_out} = 1$$

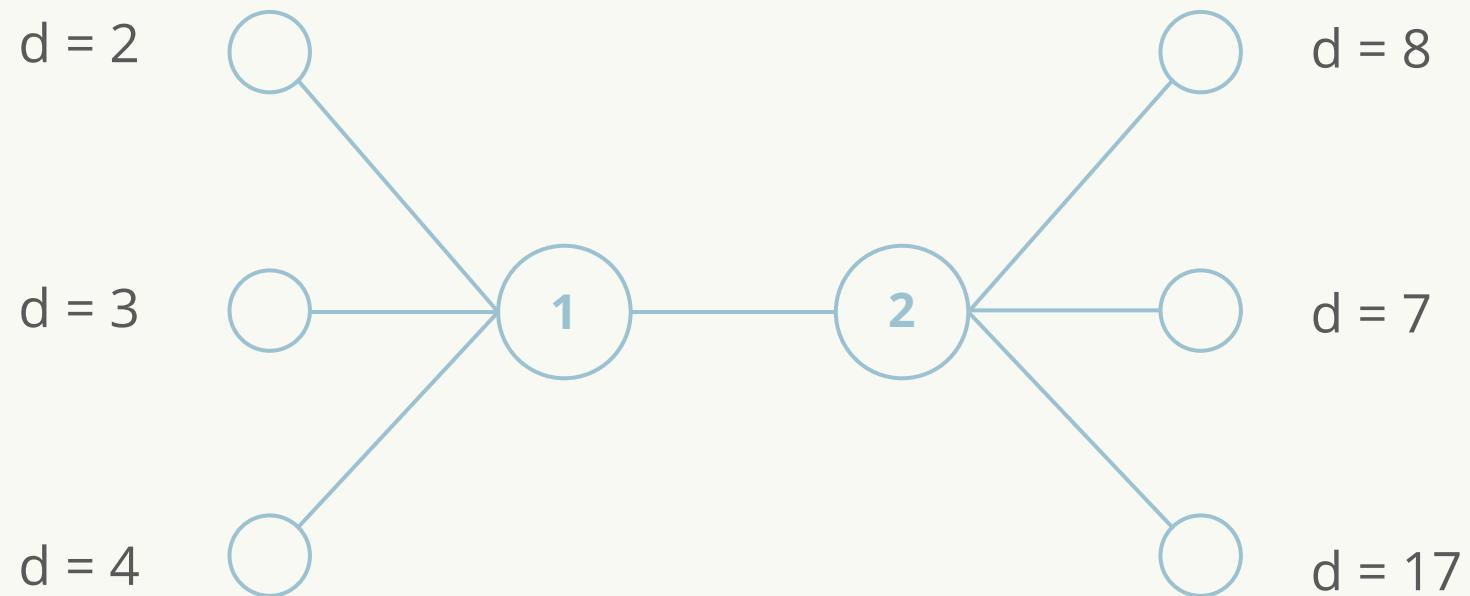
$$k_{B_in} = 3$$

Degree
(directed)

More statistics



Degree is a local measure

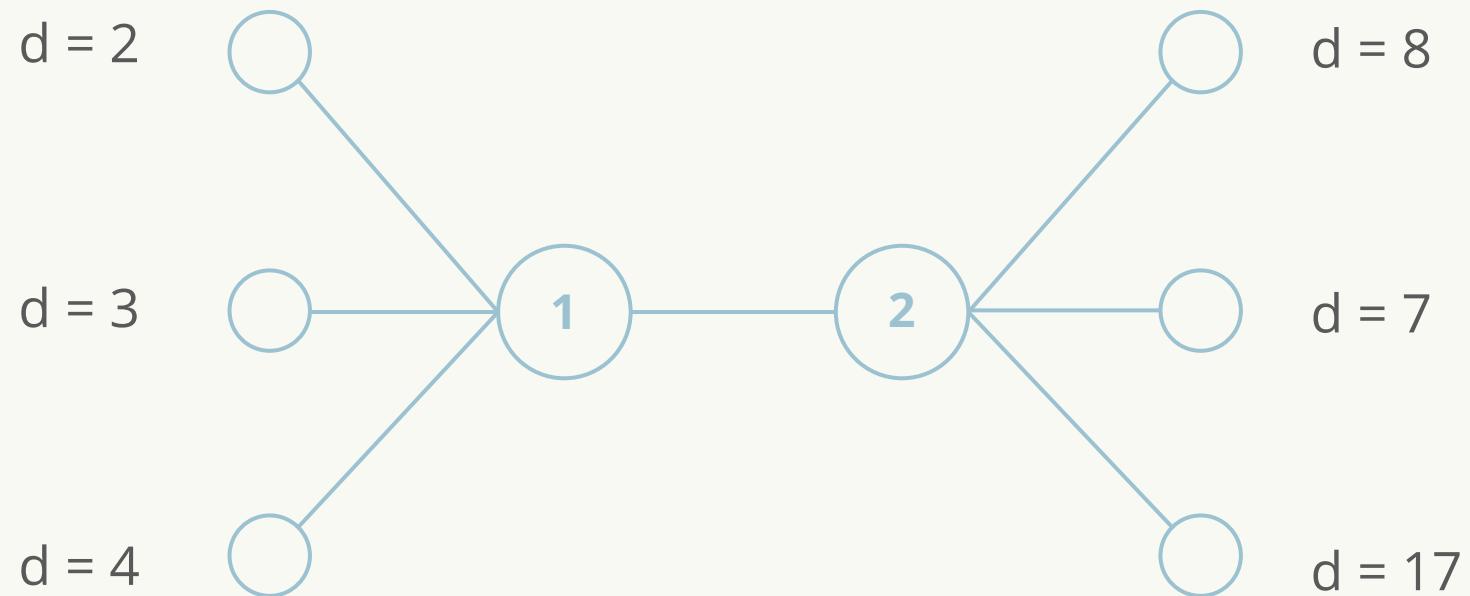


N_1 and N_2 have the same degree

More statistics



Eigenvector centrality

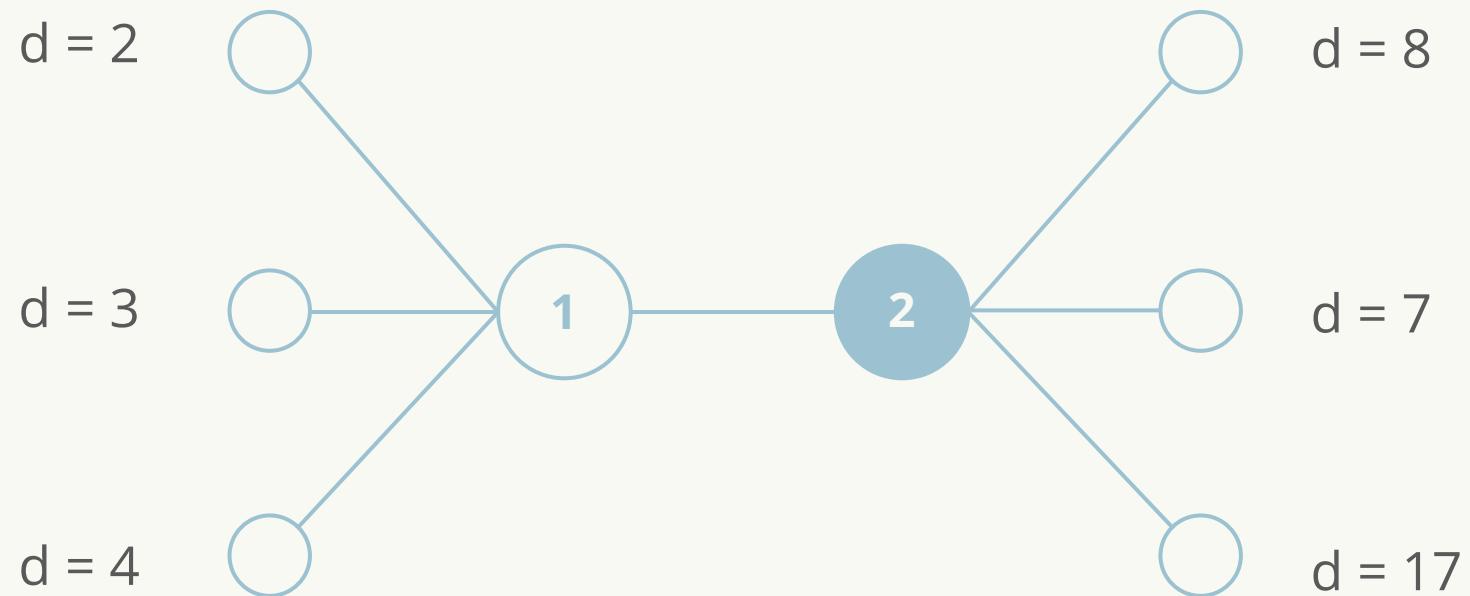


How many links do a node' connections (neighbors) have

More statistics



Eigenvector centrality



N_2 will rank better than N_1

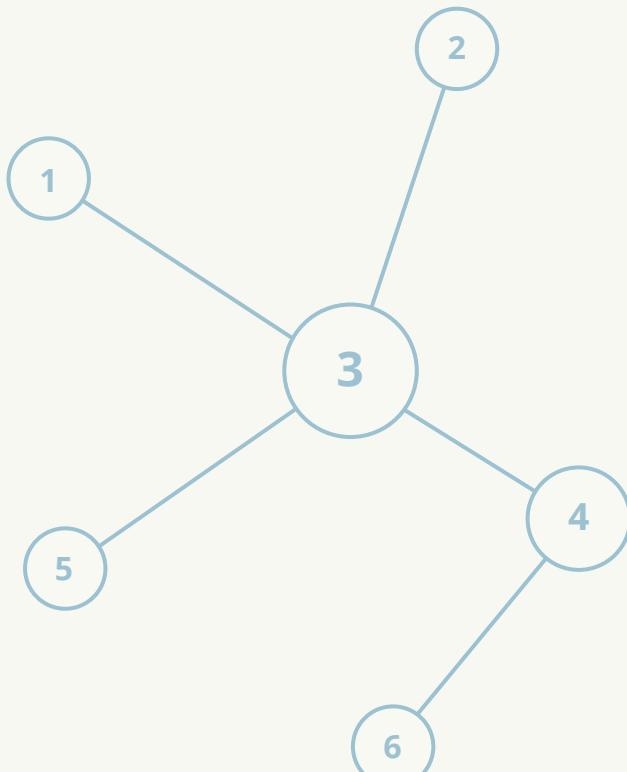
PATHOLOGY

(not the attempt of a bad pun)



The distance (**shortest path**, **geodesic path**) between two nodes is defined as the number of edges along the shortest path connecting them.

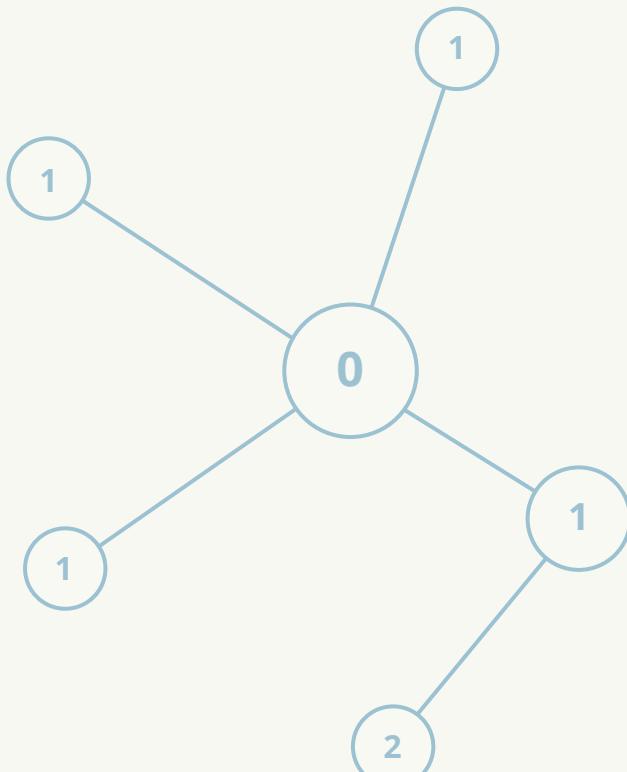
*If the two nodes are disconnected, the distance is infinity.



Paths

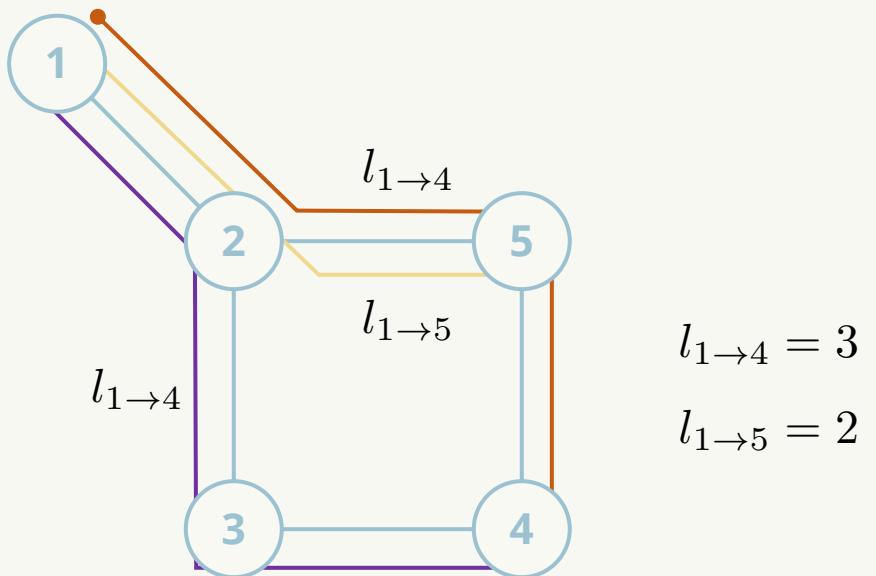
The distance (**shortest path**, **geodesic path**) between two nodes is defined as the number of edges along the shortest path connecting them.

*If the two nodes are disconnected, the distance is infinity.



Paths

Shortest Path



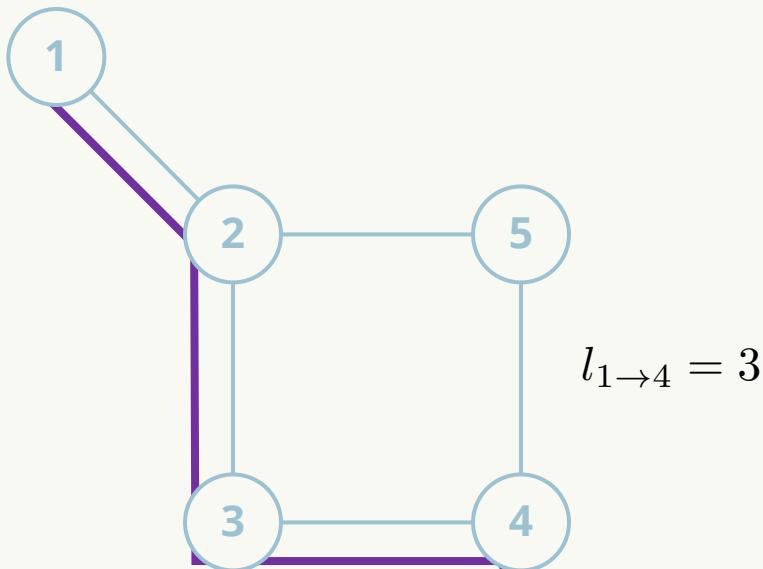
$$l_{1 \rightarrow 4} = 3$$
$$l_{1 \rightarrow 5} = 2$$

The path with the shortest length between two nodes (distance).

Paths

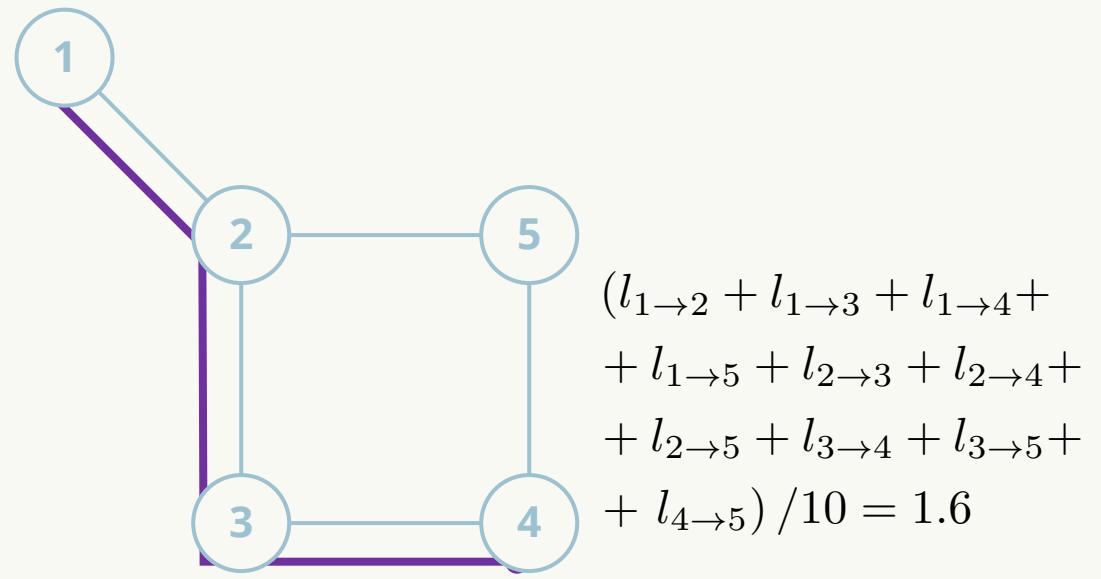
Paths

Diameter



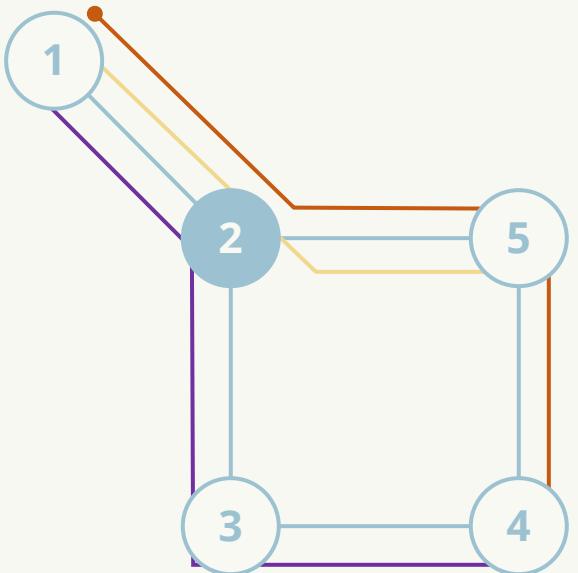
The longest shortest path in a graph

Average Path Length



The average of the shortest paths for all pairs of nodes.

Closeness centrality

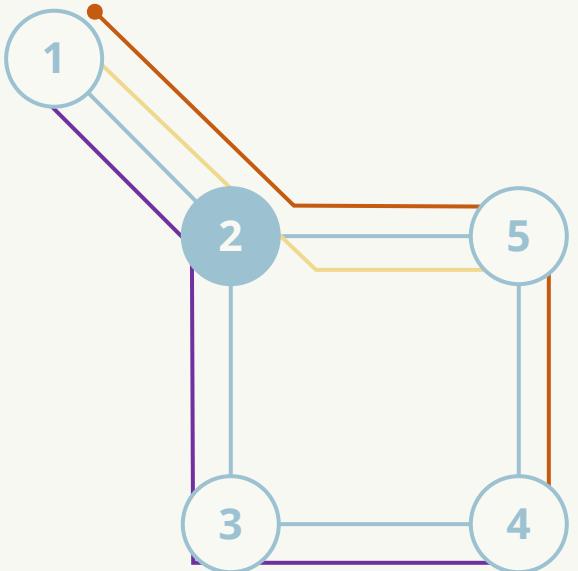


Shortest distance from
graph nodes

(or average path length)

Paths (sort of)

Betweenness centrality



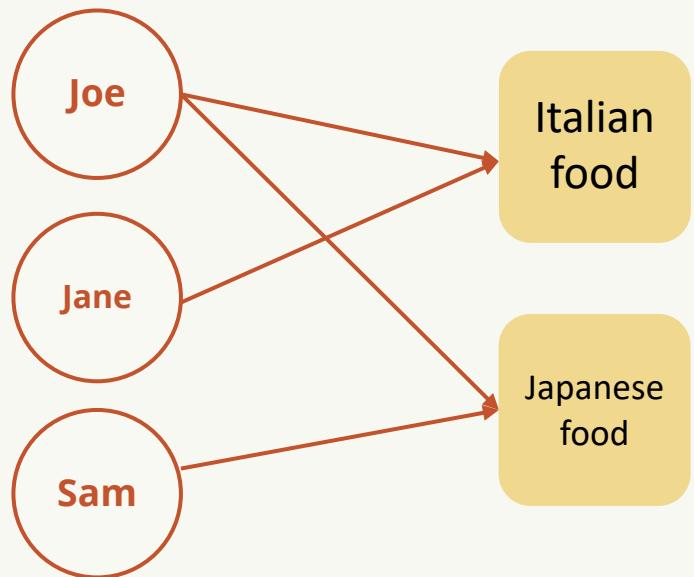
percentage of shortest paths where
our studied node lies in them
(information flow)

Paths (sort of)

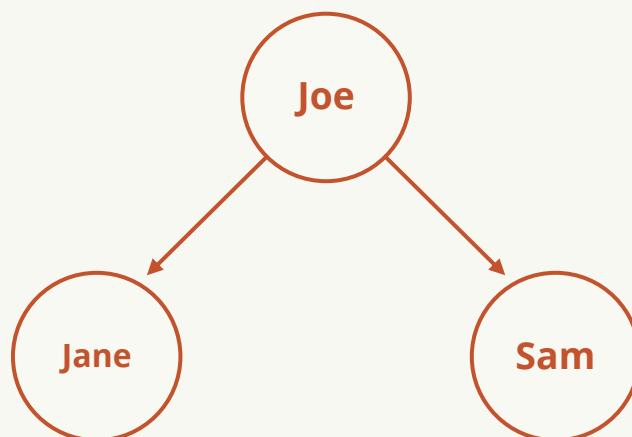
THERE'S MORE



One possible network

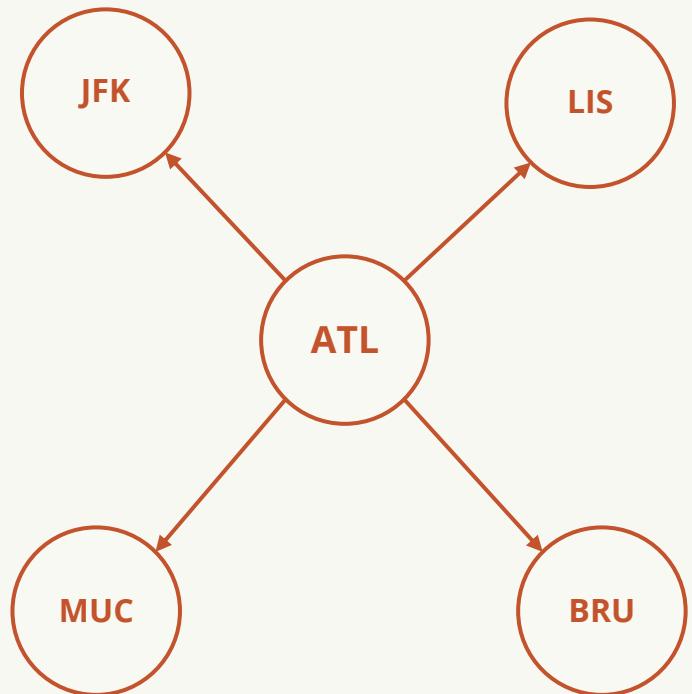


Another possibility

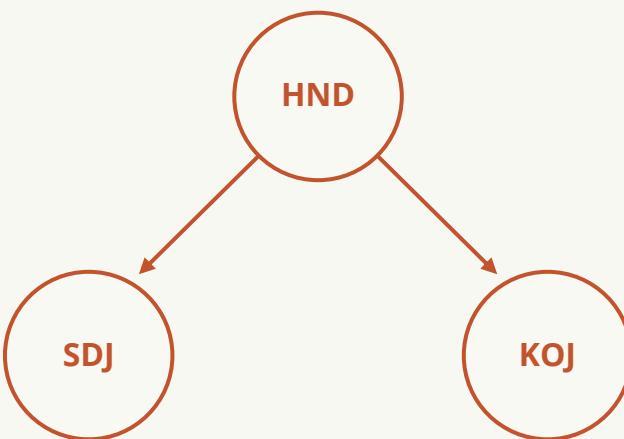


More than one!!!

Hub and spoke



Point-to-point



More than one!!!

RESOURCES

<https://project-awesome.org/briatte/awesome-network-analysis>

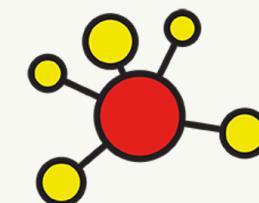
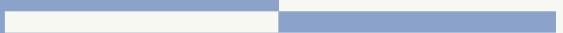


R(rrrr)

(ok this one is a bad pun)



R universe



igraph



Questions???

Type in the chat box or turn on your microphone

RStudio

