

Applications of Network Science

Social Networks Analysis and Graph Algorithms

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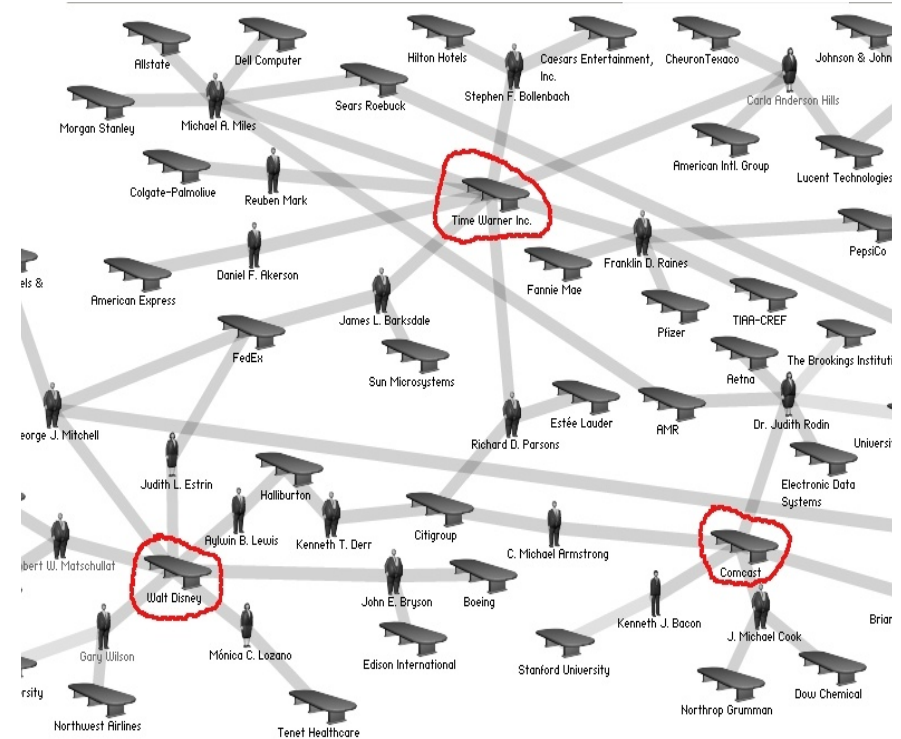
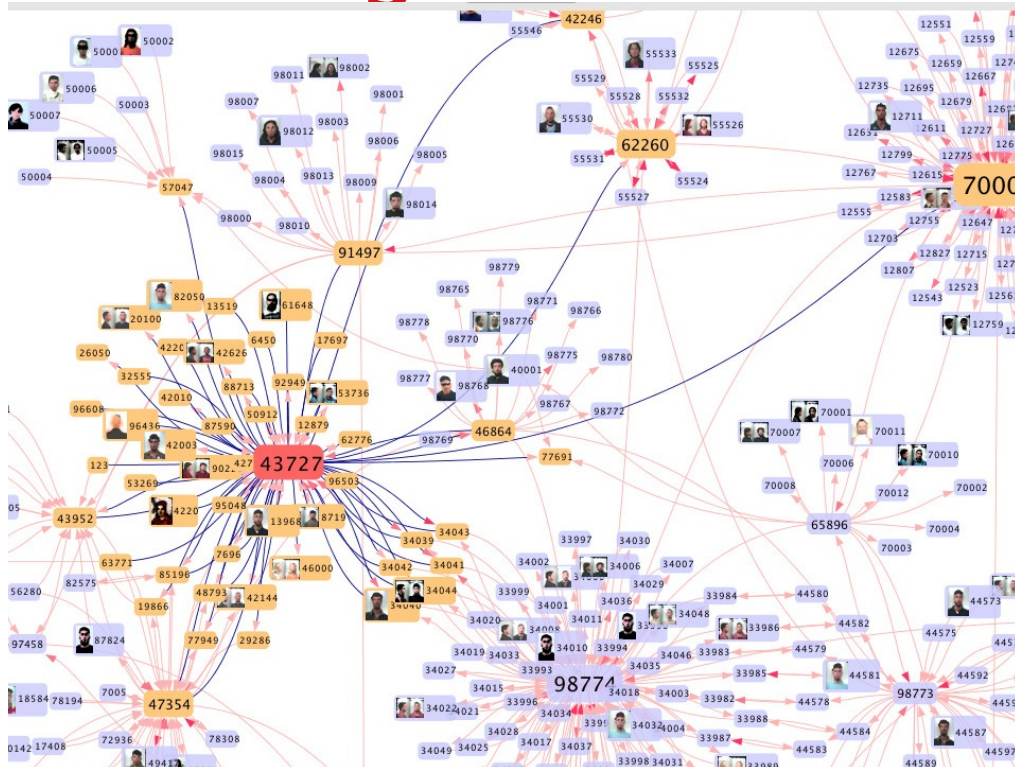
Sources

- Albert-László Barabási: Network Science. Cambridge University Press, 2016.
 - [Chapter 01](#), [Chapter 02](#)
- Filippo Menczer, Santo Fortunato, and Clayton A. Davis. A First Course in Network Science. Cambridge University Press, 2020.
 - [Chapter 00](#)
- URLs cited in the footer of specific slides

Networks Science

- **Interdisciplinary**; indeed we often address problems from disciplines other than CS
- **Empirical** and data-driven; it is based on the observation of networks
- Quantitative, mathematical, **computational**

Help fight organized crime and collusion



<https://itnews.iu.edu/articles/2014/complex-networks-researcher-at-iu-fighting-crime-with-mobile-phone-data.php>

https://en.wikipedia.org/wiki/File:Media_corporation_interlocks_-_2004.jpg

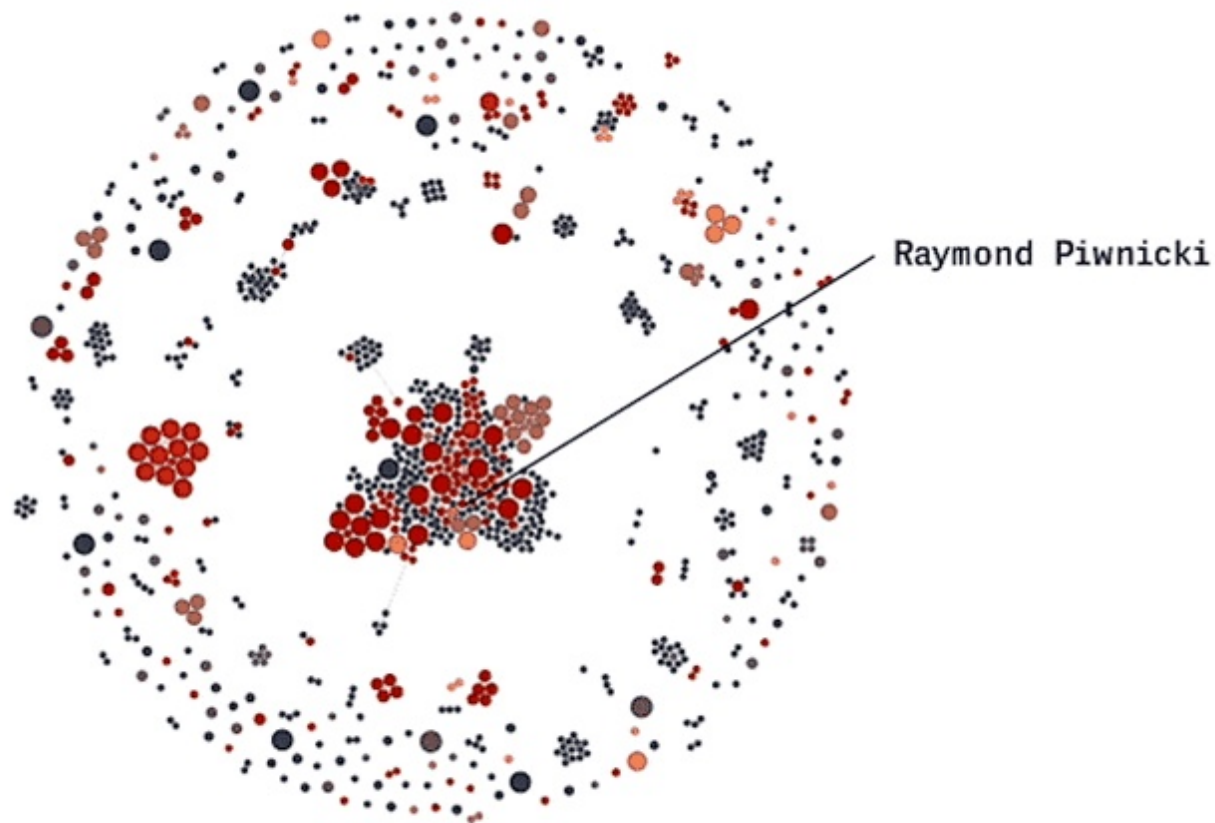
Help fight **corruption**

The
Intercept_

BAD CHICAGO COPS SPREAD THEIR MISCONDUCT LIKE A DISEASE

Rob Arthur

August 16 2018, 3:03 p.m.



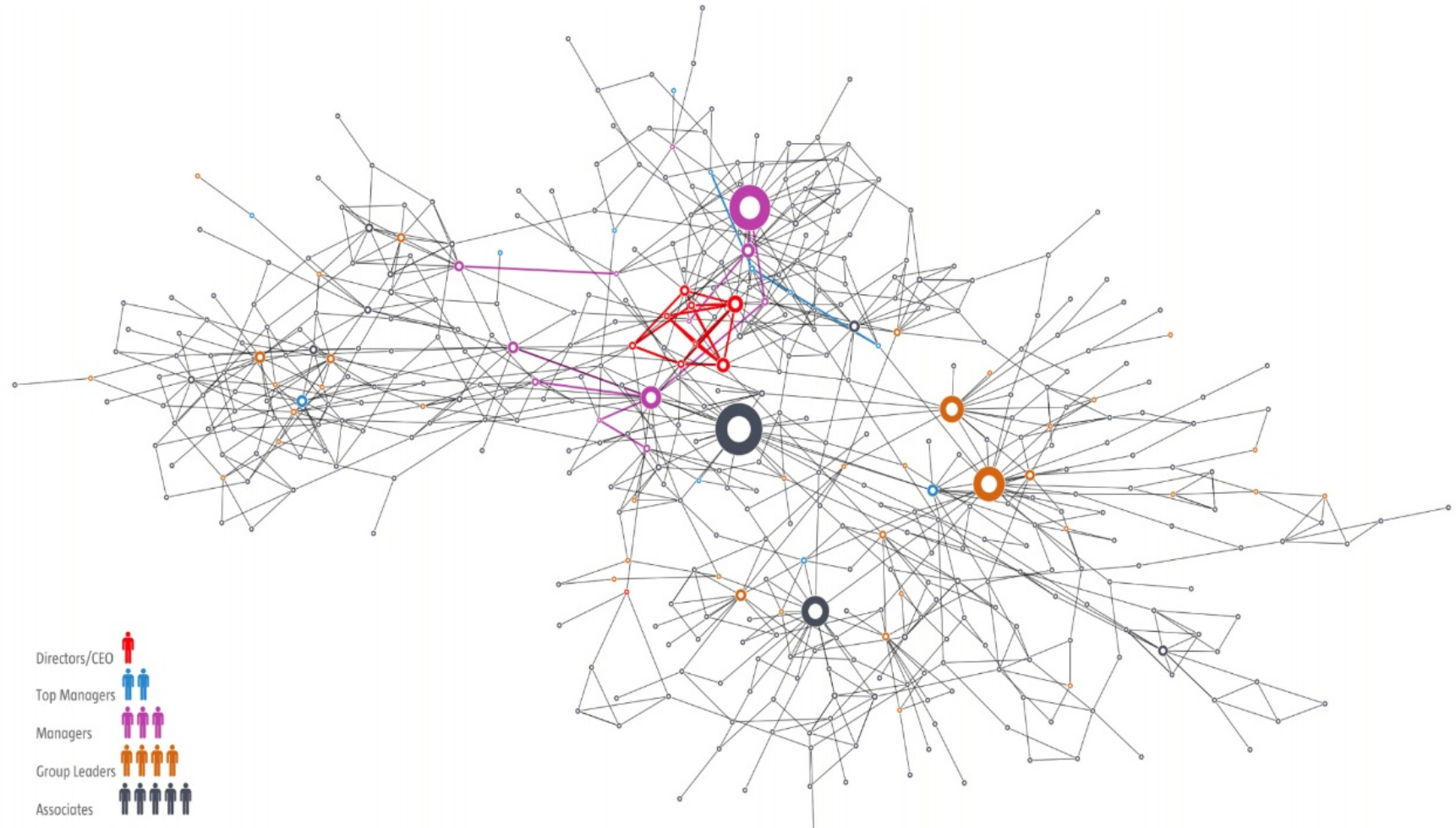
<https://theintercept.com/2018/08/16/chicago-police-misconduct-social-network/>

Help to forecast **epidemics**



<https://www.youtube.com/watch?v=mm2u9RKwgsY>

Help understand organization structures



Help improve the communications of an organization

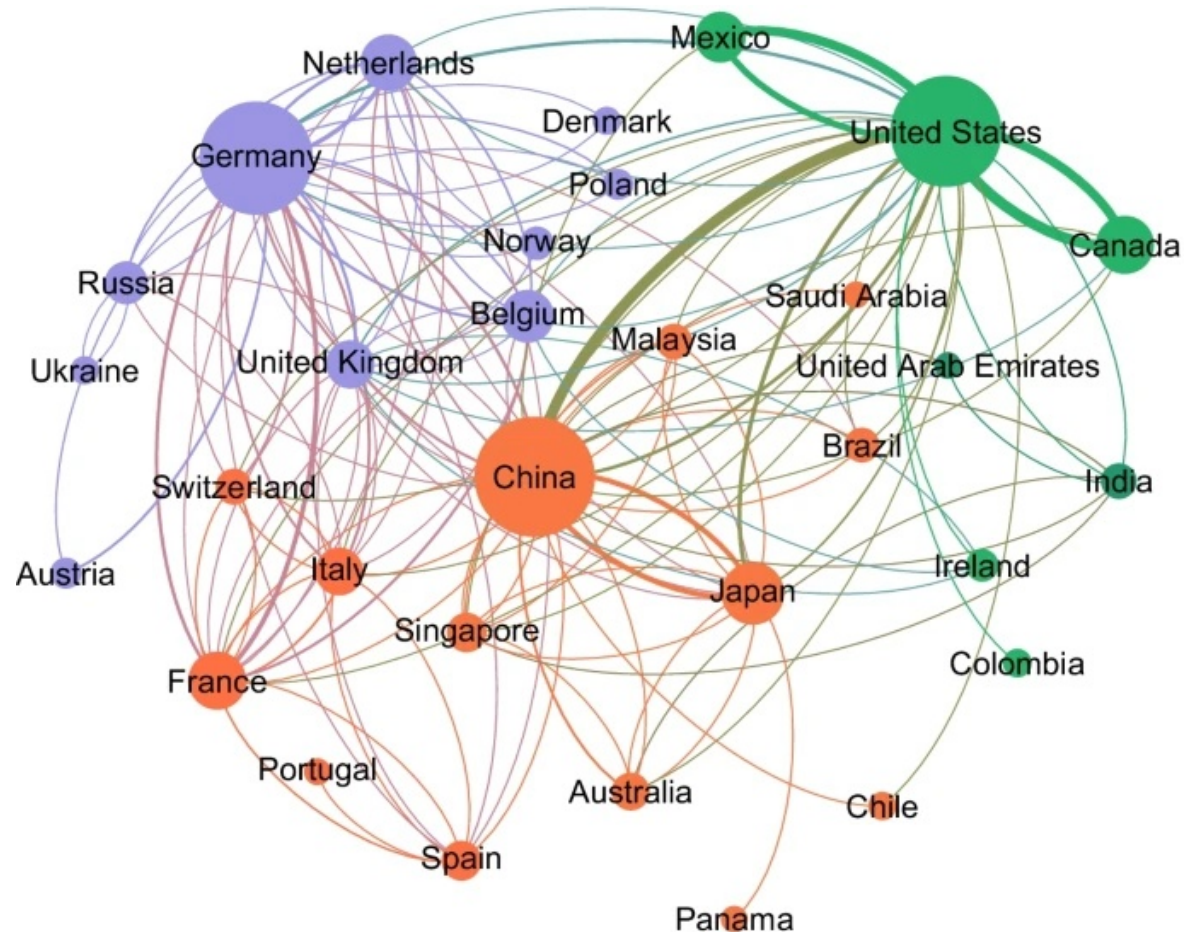
- About 3M e-mails sent or received by an EU research organization address
- Nodes are e-mail addresses (~1K internal, ~250K external)
- Edges are e-mails



<https://www.youtube.com/watch?v=4JS-30dglqg>

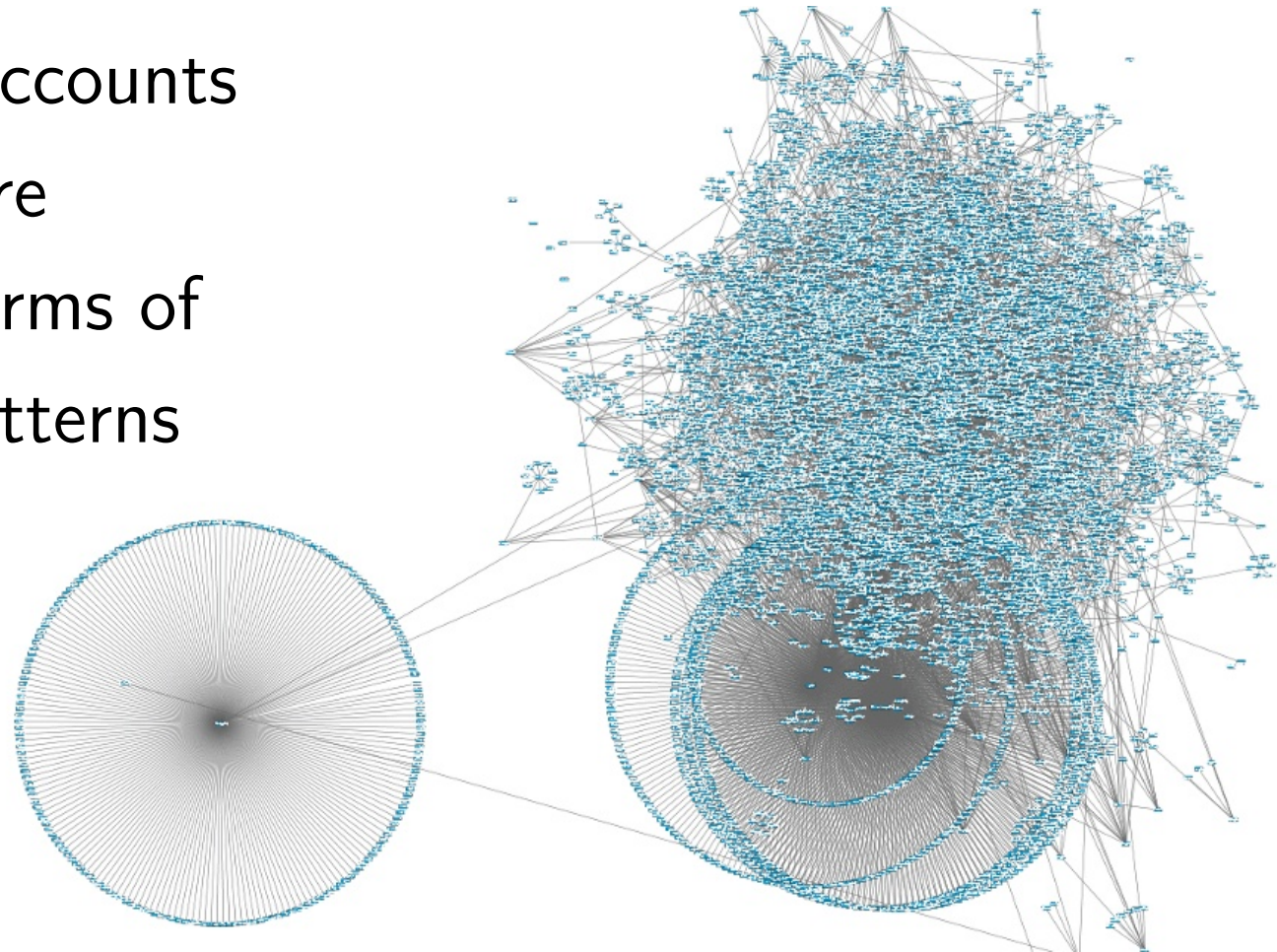
Help to understand international trade

Multiple structural, economic, geographical, and political factors affect the global trade network structure.



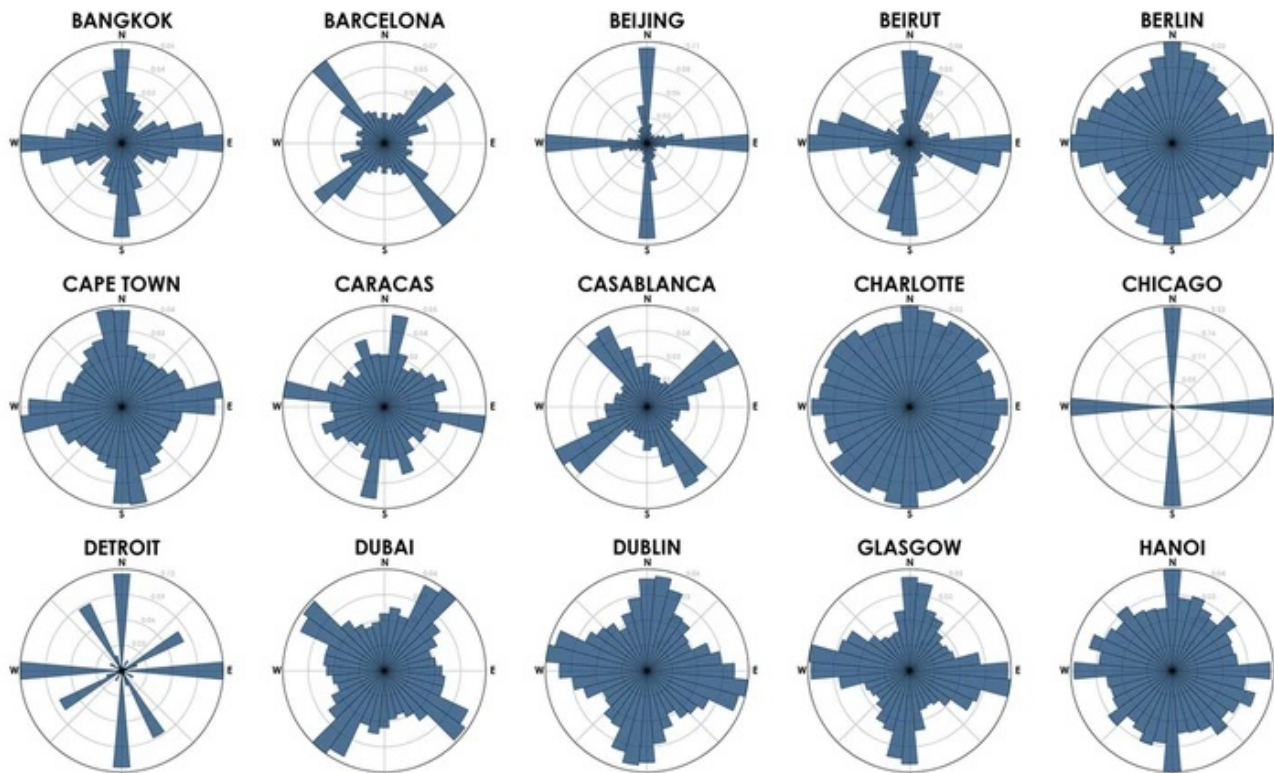
Fight **misinformation** and **hate** online

Inauthentic accounts
a.k.a. “**bots**” are
anomalies in terms of
connectivity patterns



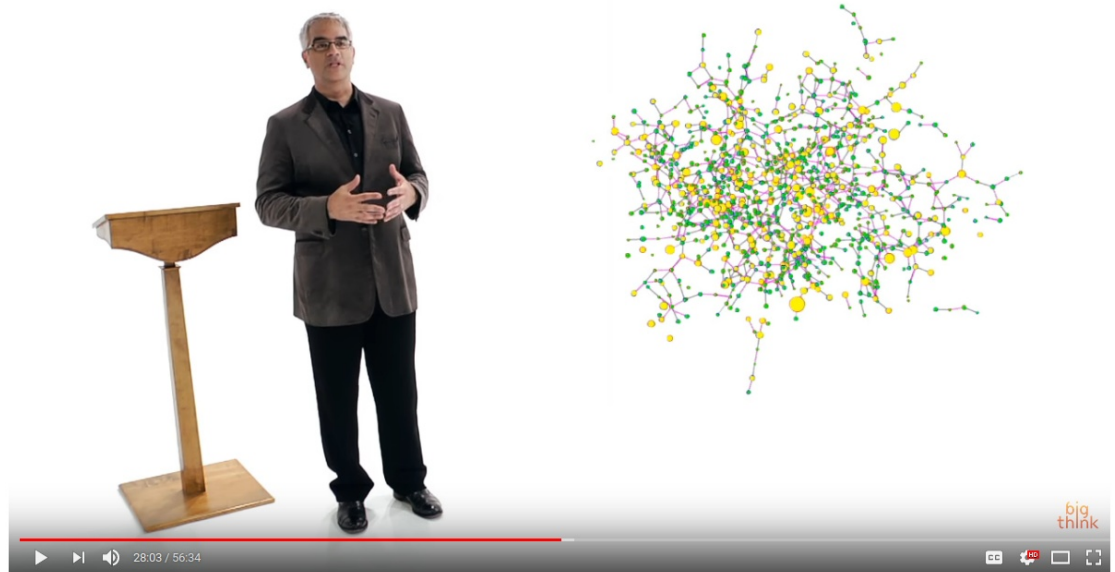
Improve **mobility** within cities

City grids have polarities that can be seen through networks analysis.



Help understand society, **diseases**, and design **new treatments** and drugs

Must watch:
Nicholas Christakis (1 hour)



<https://www.youtube.com/watch?v=wadBvDPeE4E>

What we will learn

- To describe a network in formal terms
- To identify it as such and characterize it
- To visualize different networks
- To operate with networks programmatically
- To find important nodes and communities
- To make discoveries or help others make them
- **Much more (to a large extent, it's up to you!)**

How we will learn

- Theory sessions:
 - Help you understand how to model complex networks
 - Help you find important nodes, communities, and track influence
 - Do some simple (and not so simple) exercises to check that you understood correctly each concept, and to help you remember
- Practice sessions:
 - Help you work with complex networks
 - Manage and analyze graphs in Python
- **My focus is on what I think has value for you as a data scientist**

Summary

Things to remember

- Applications of complex networks analysis

**Additional contents
(not included in exams)**

EXTRA

Why network science
is important **to me**

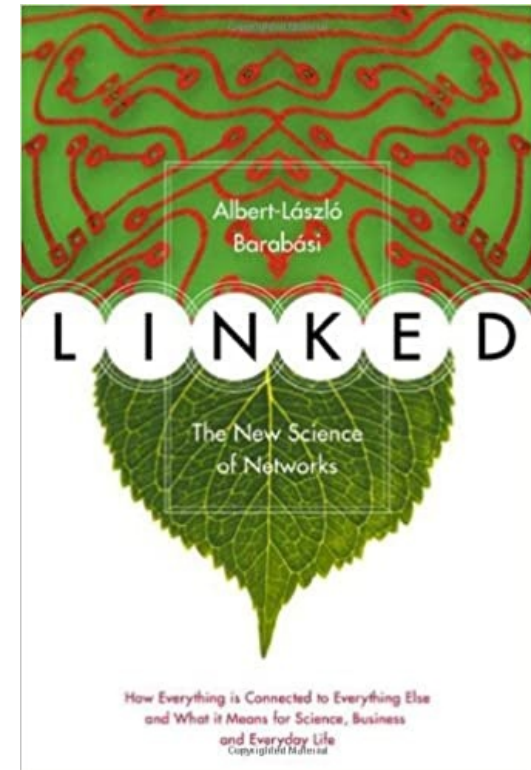
PhD work (2000-2004)

- Collecting web pages
- Characterizing national web domains
 - Chile, Korea, Greece, Spain ...

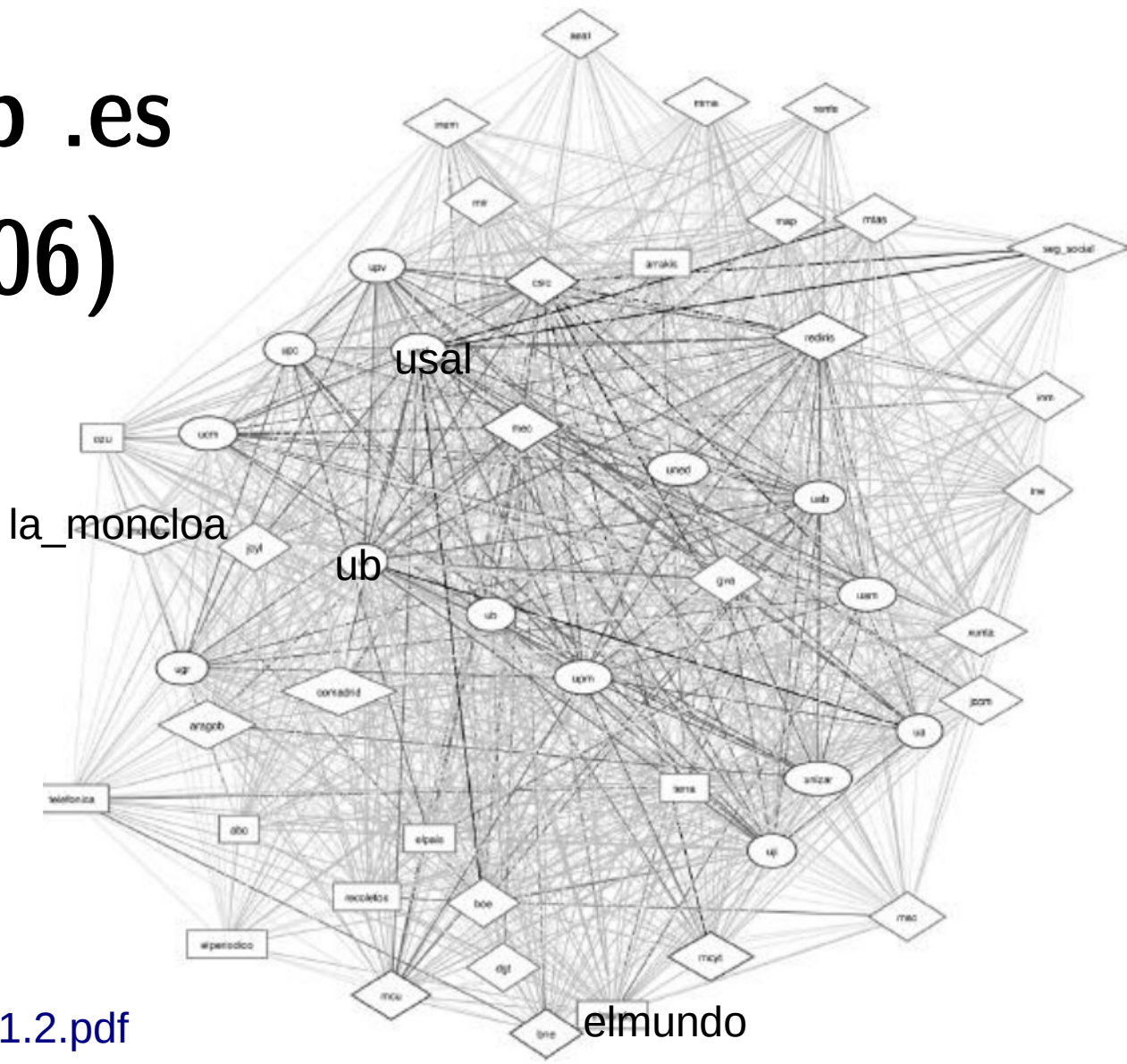
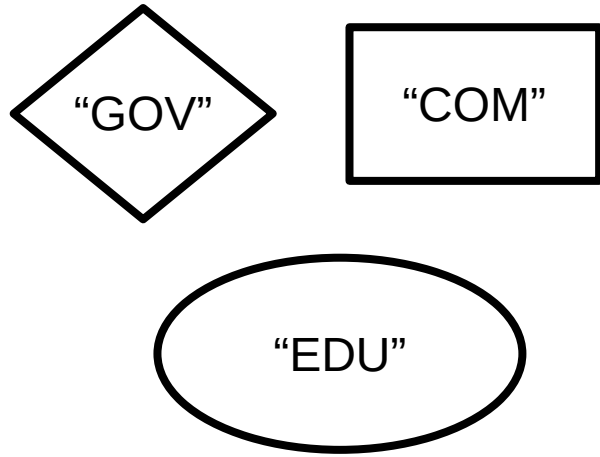
An influential book (to me)

This book came out in 2002 and made me see networks everywhere; it's an easy read, written for the general public, highly recommended

Its author, Albert-László Barabási visited my university **in Chile** while I was a PhD student :-)



My work on top .es domains (~2006)



Post-doctoral work (2005-2009)

- Web spam pages
 - Pages created to deceive search engines
 - Attract traffic by stuffing themselves with keywords
 - Increase link score of other pages
 - Methods evolve all the time, how to catch them?

An Eureka! Moment

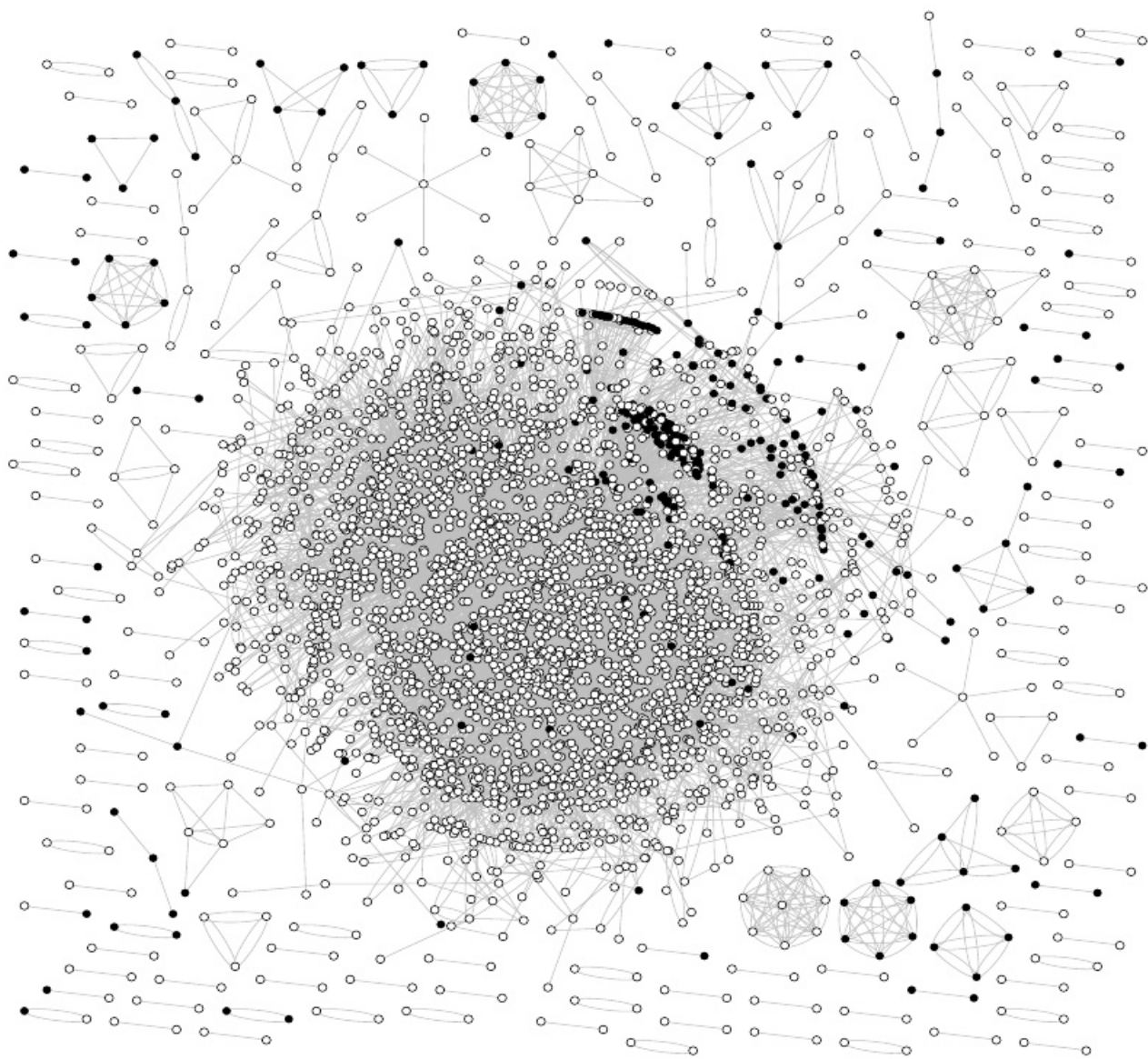
2006

I used *gnuplot* to
visualize an annotated
dataset

Black: spam

They cluster together!

Paper: <https://doi.org/10.1145/1277741.1277814>

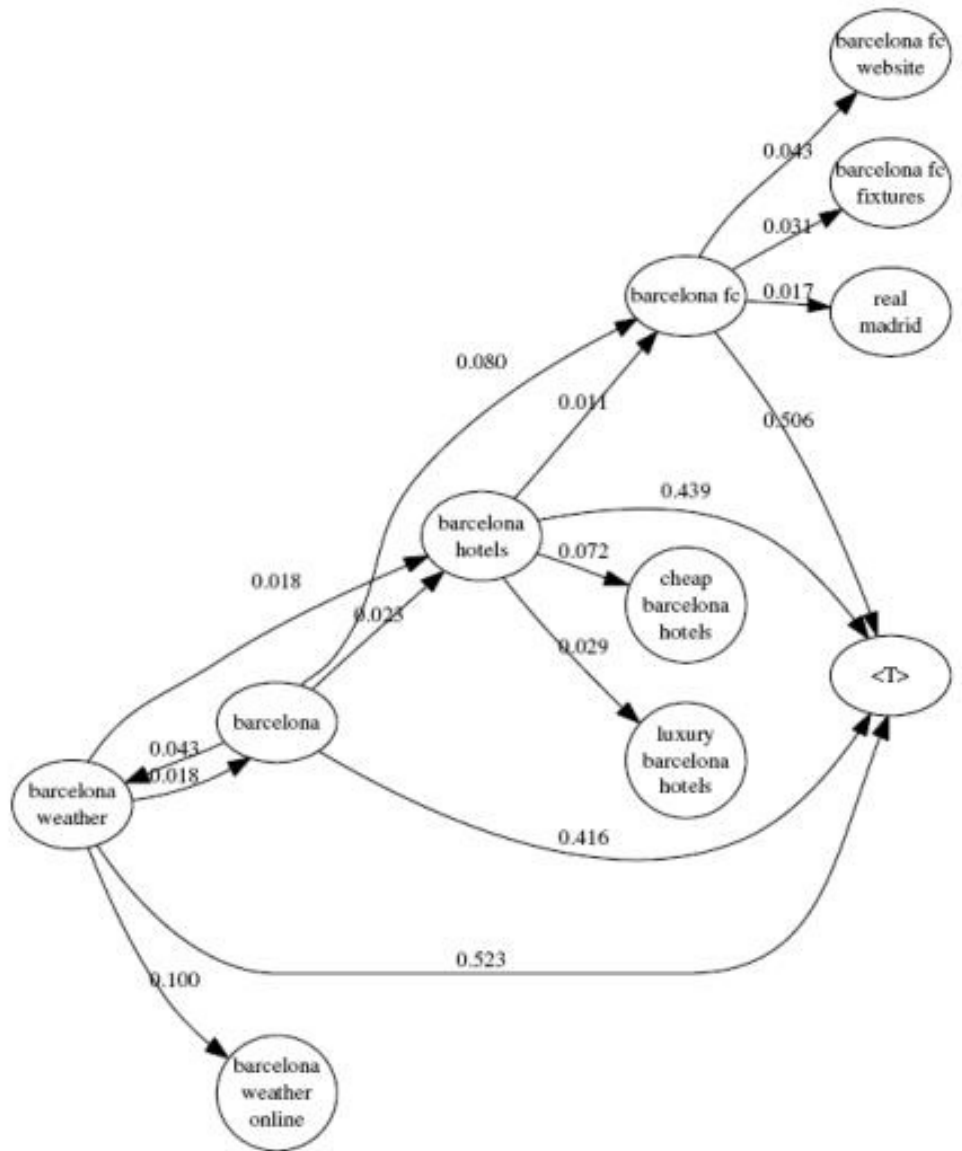


Query flows

2008

We wonder what is the most likely query before or after another query?

How are they connected? This is how we developed **query flow graphs**



Graphs in my own work

- Everywhere! — See <https://chato.cl/research/>
- Currently:
 - part of a larger toolbox
 - skeptical about structural-only conclusions