

Social Networks and their Applications: Email

Let's discuss the example of email community mining. Here you can see a visualization of a network of nodes. The nodes represent the employees of a company and the edges are based on email exchanges. The color of each node indicates the person's department—for example, finance, accounting, marketing, HR, and ICT. You could now apply cluster analysis to the network to find communities of people who frequently exchange emails. This information can then be used to more closely integrate people from different departments. To reduce the communication burden, one approach might be to physically co-locate people who frequently exchange emails.

Social Network Analytics

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