Anatomy of a Social Network

Finding Hidden Connections and True Influencers in Target Data

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Analytics

Data | Information | Knowledge

Collect, Curate, and Index | D-Sci/Metrics | Insight & Intelligence

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Using Data

- ... to give us intelligence
- ... to give us context
- ... to tell a story
- ... in order to take action

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Relationships

- Definition: An association between two or more people that may range between fleeting and enduring
- Interdependence, engagement, influence

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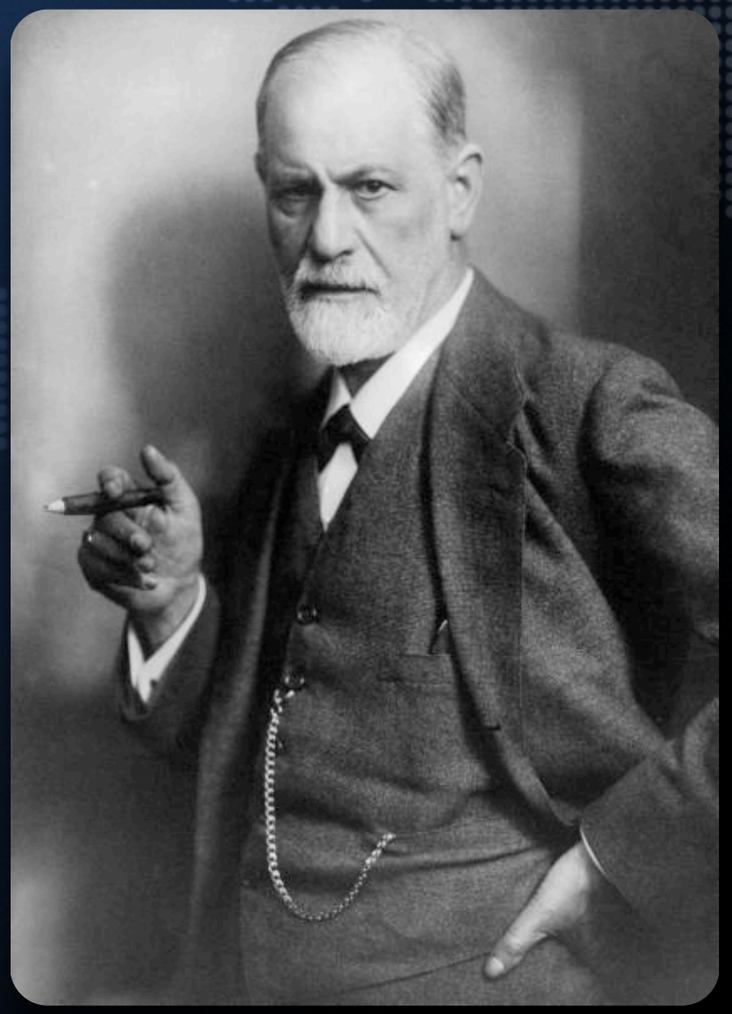
Know Yourself

- Ego
- Adaptation



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Measuring Relationships

It’s not just about how many people you know...

- What’s the nature of your relationships?
- What’s the value of your relationships?
- How unique are your relationships?

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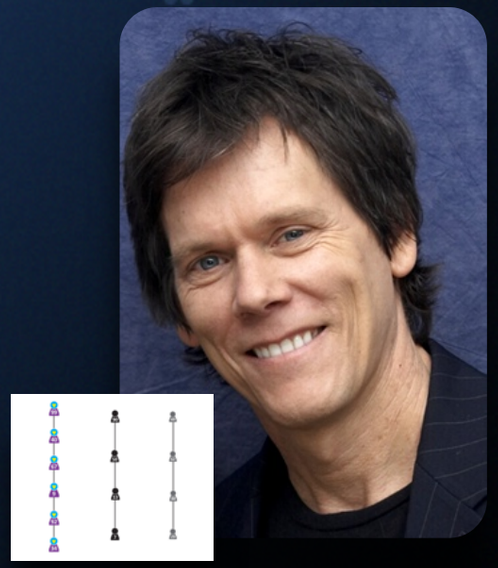
The Common Mistakes

Hairball Diagrams

Narrow/Biased Focus



False Assumptions

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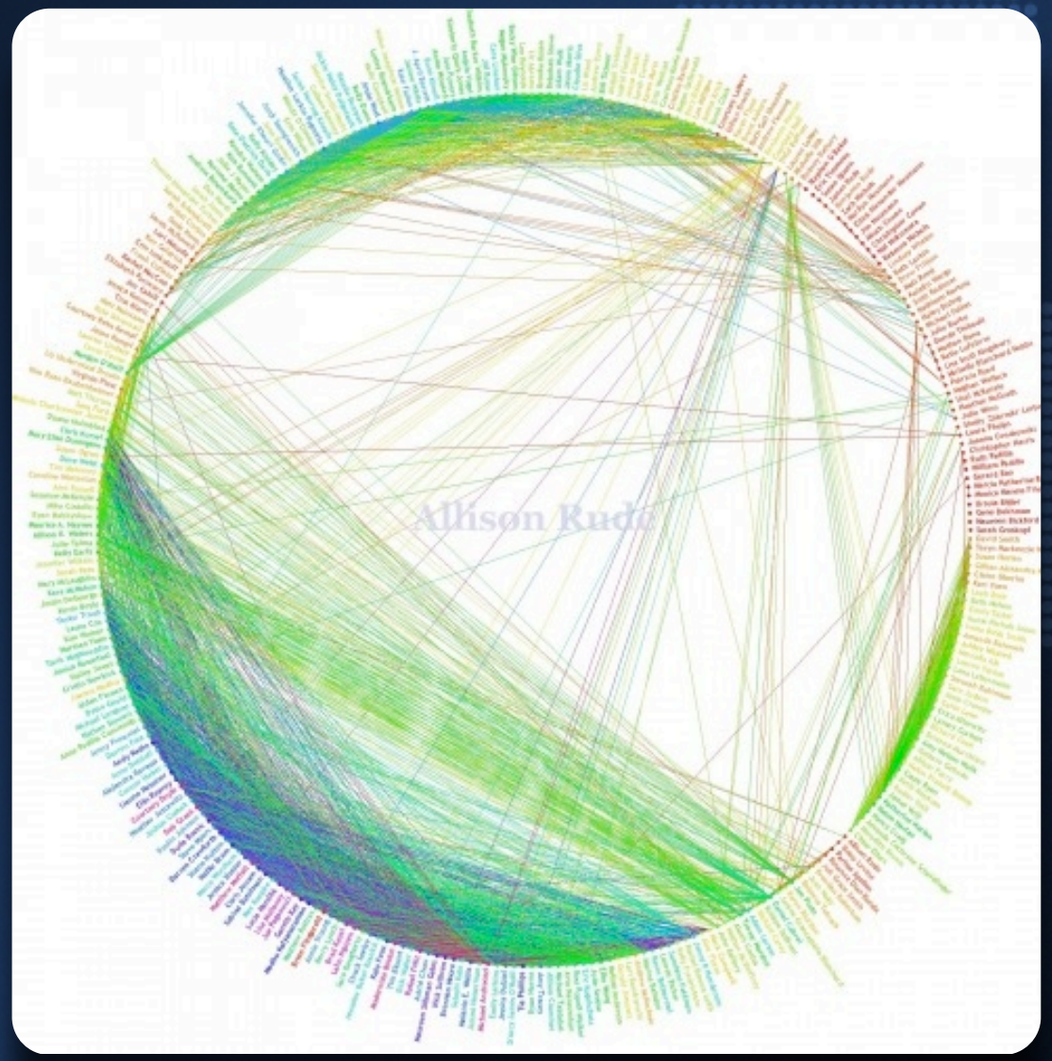
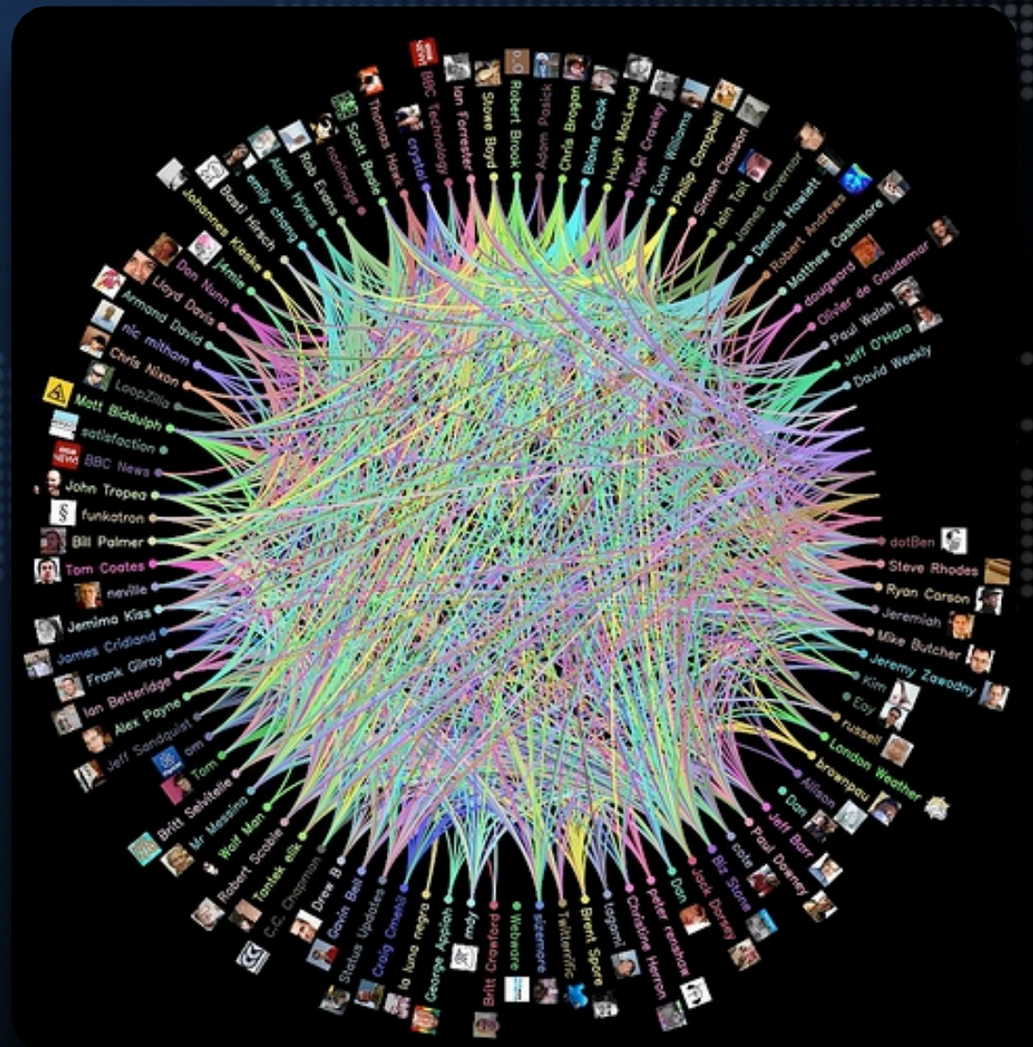
More Isn’t Better





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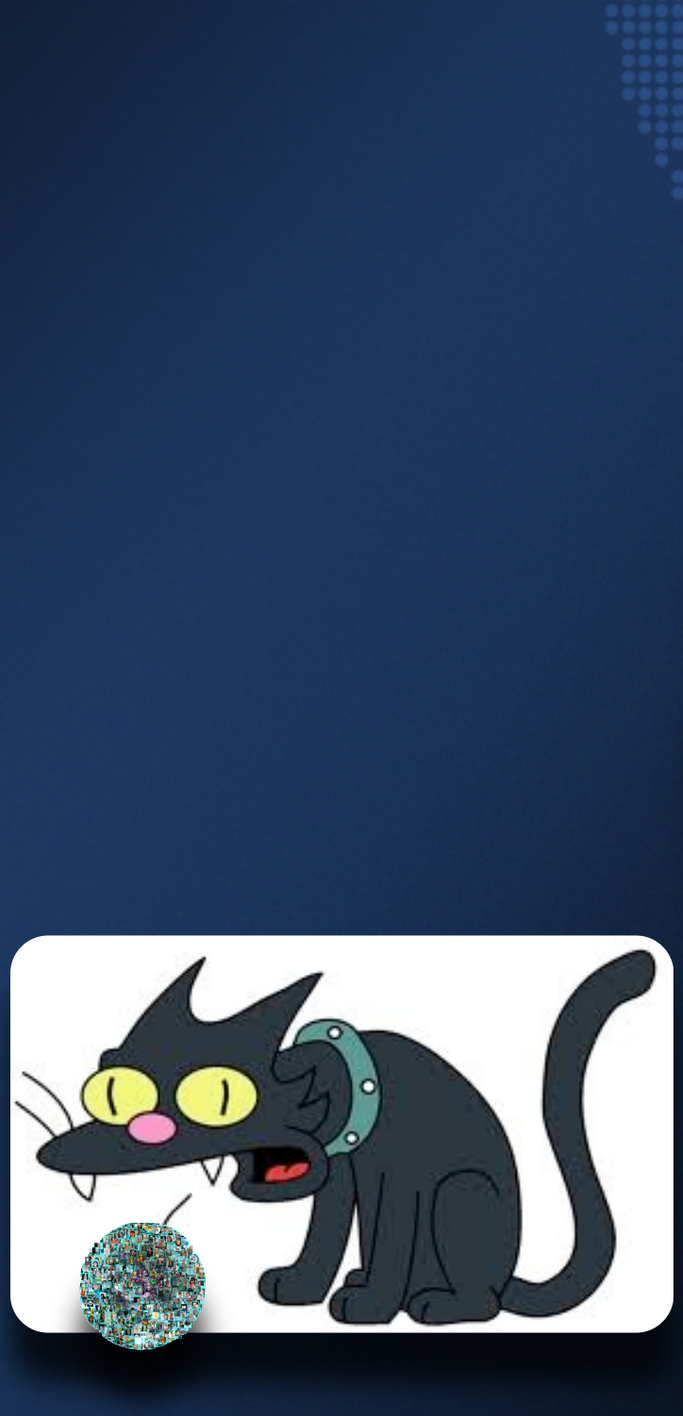

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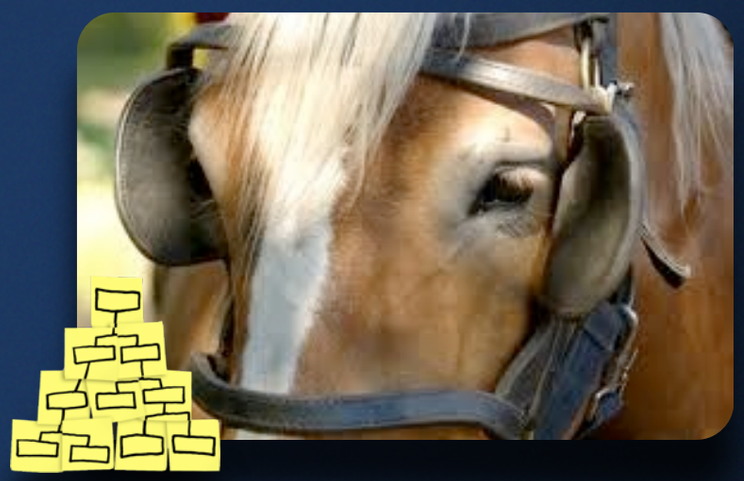
Limited Vision



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Influence is Dynamic

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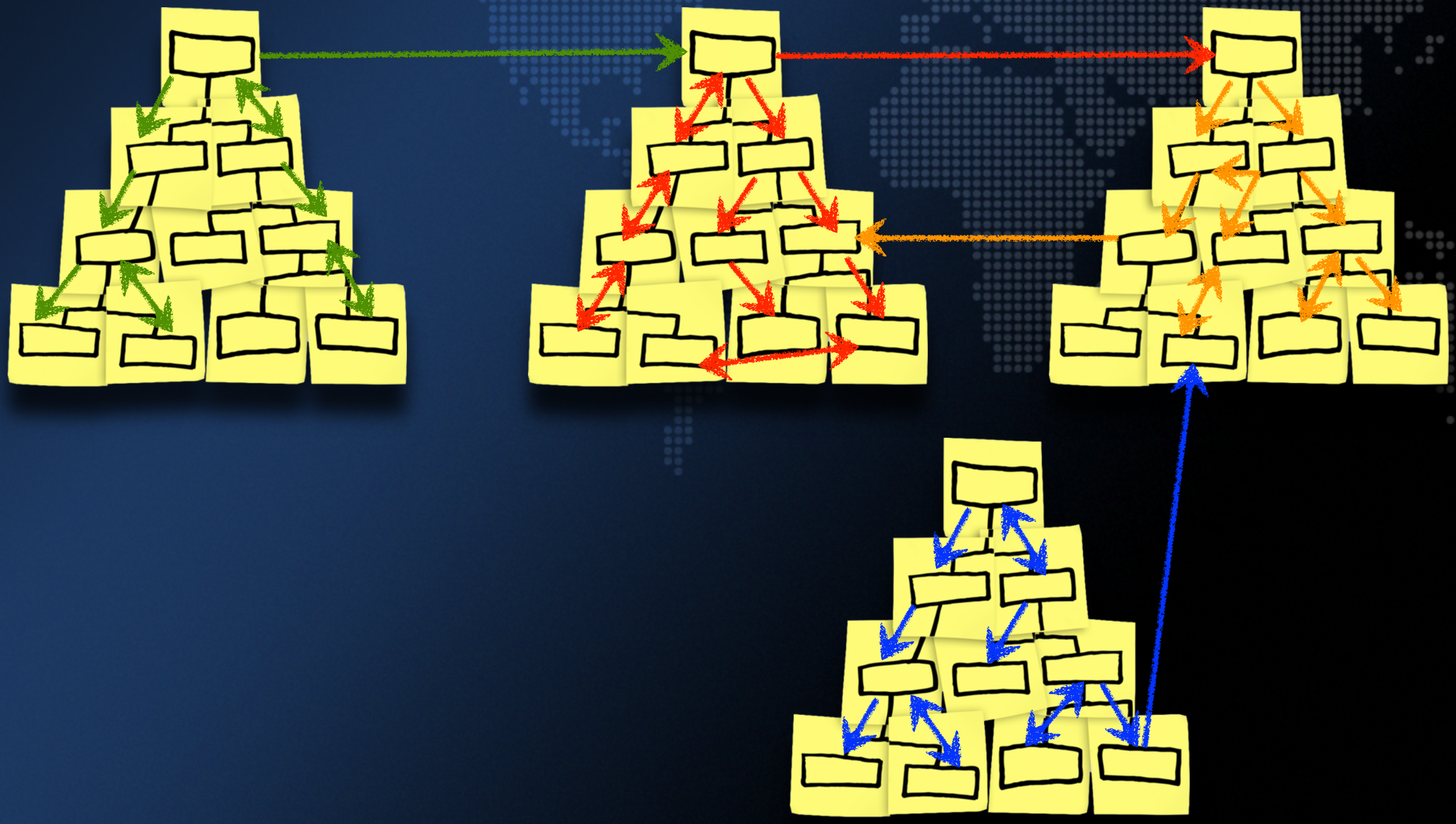
Influence is Multi-Dimensional



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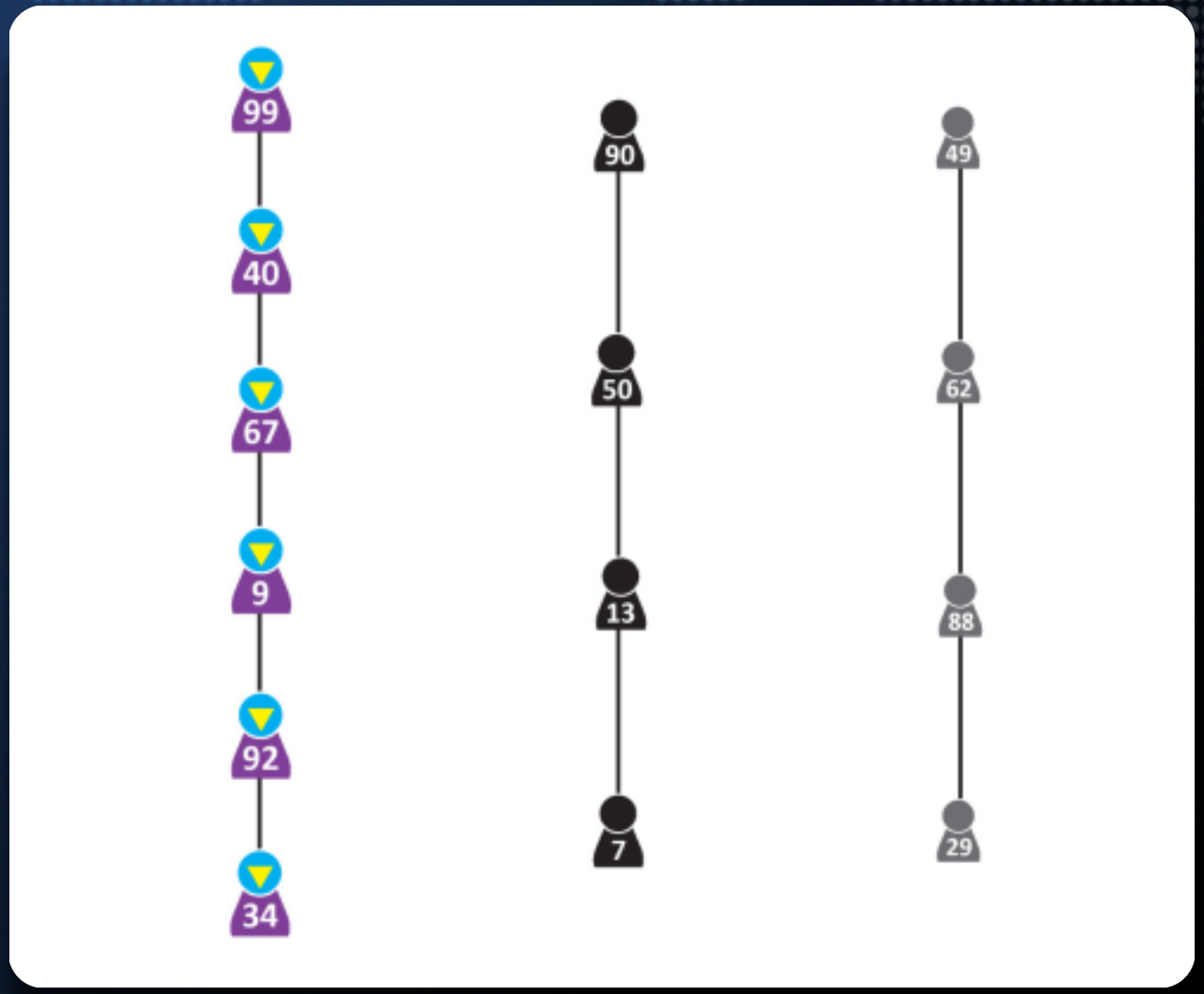
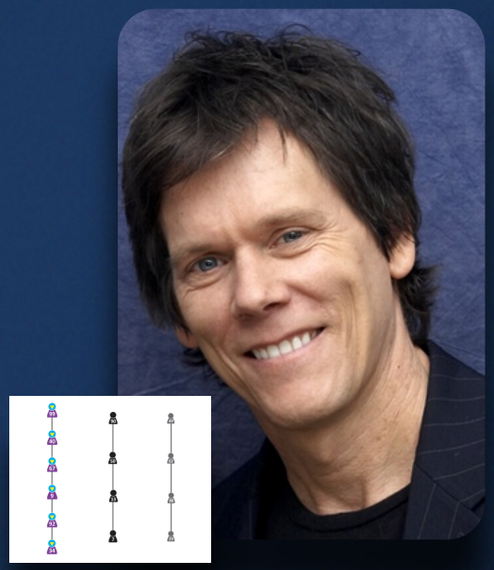
Assumed Connections





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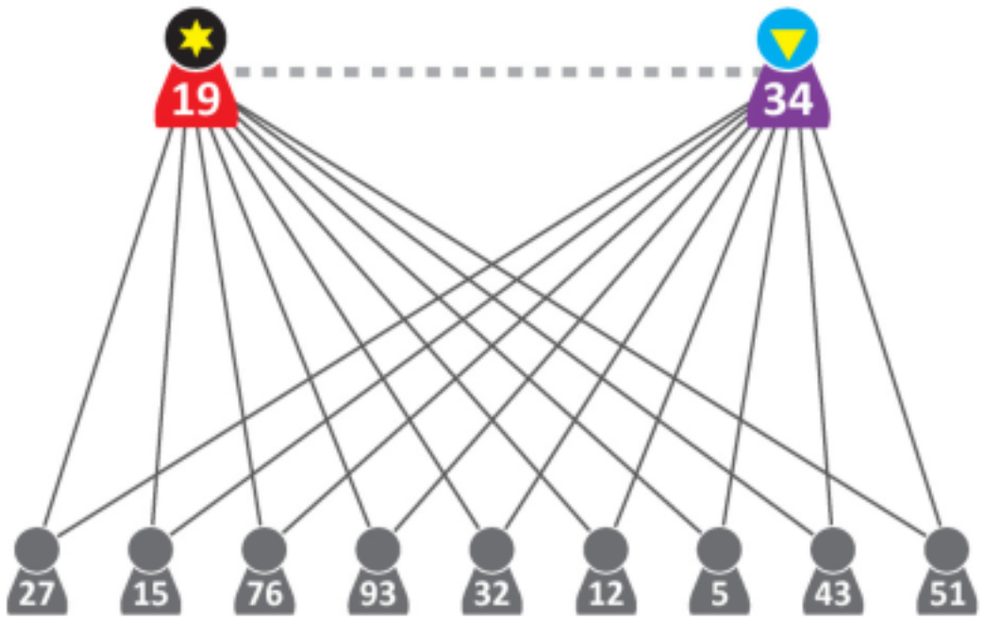
Read Between the Lines



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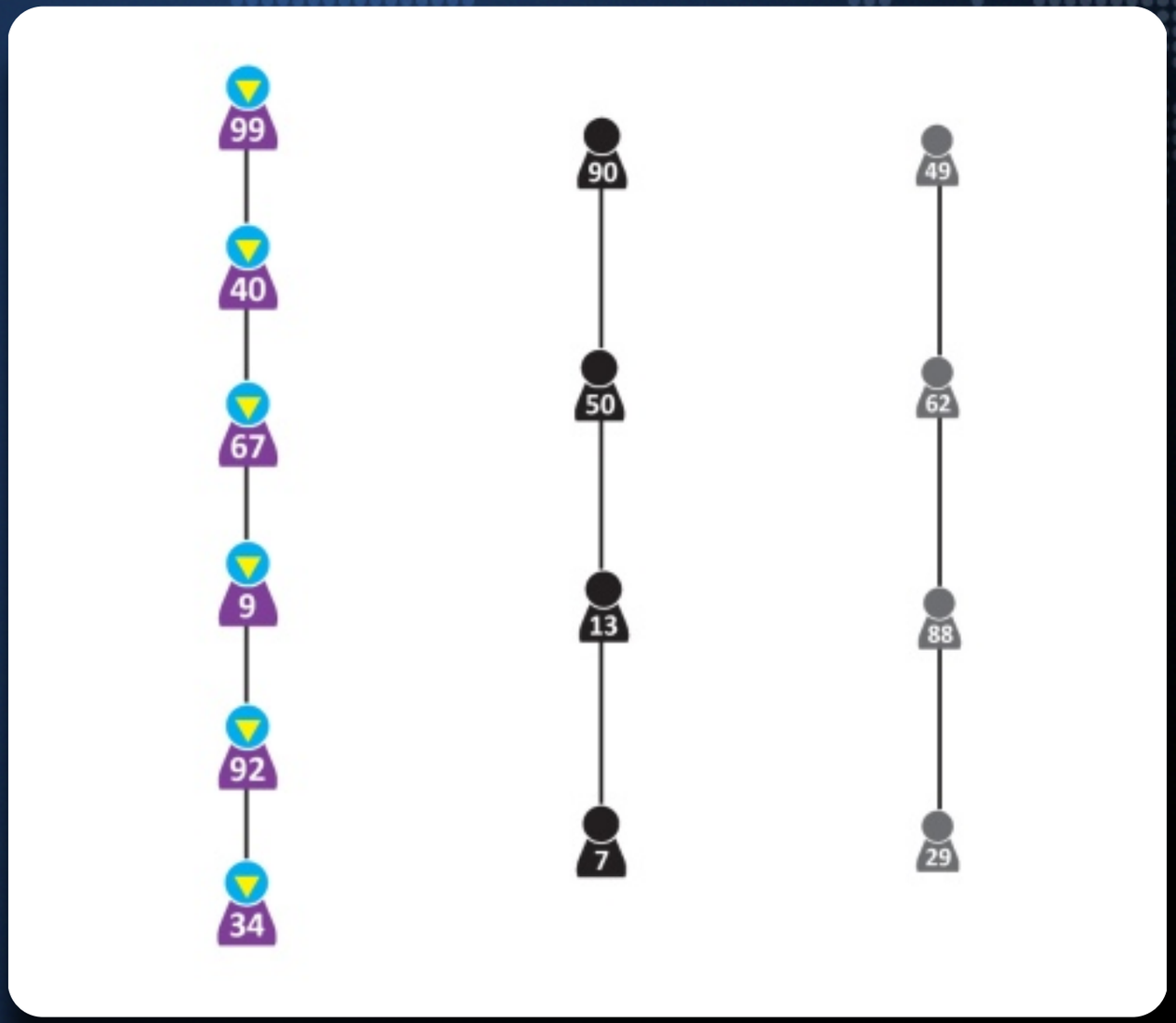
Contact is Not So Obvious



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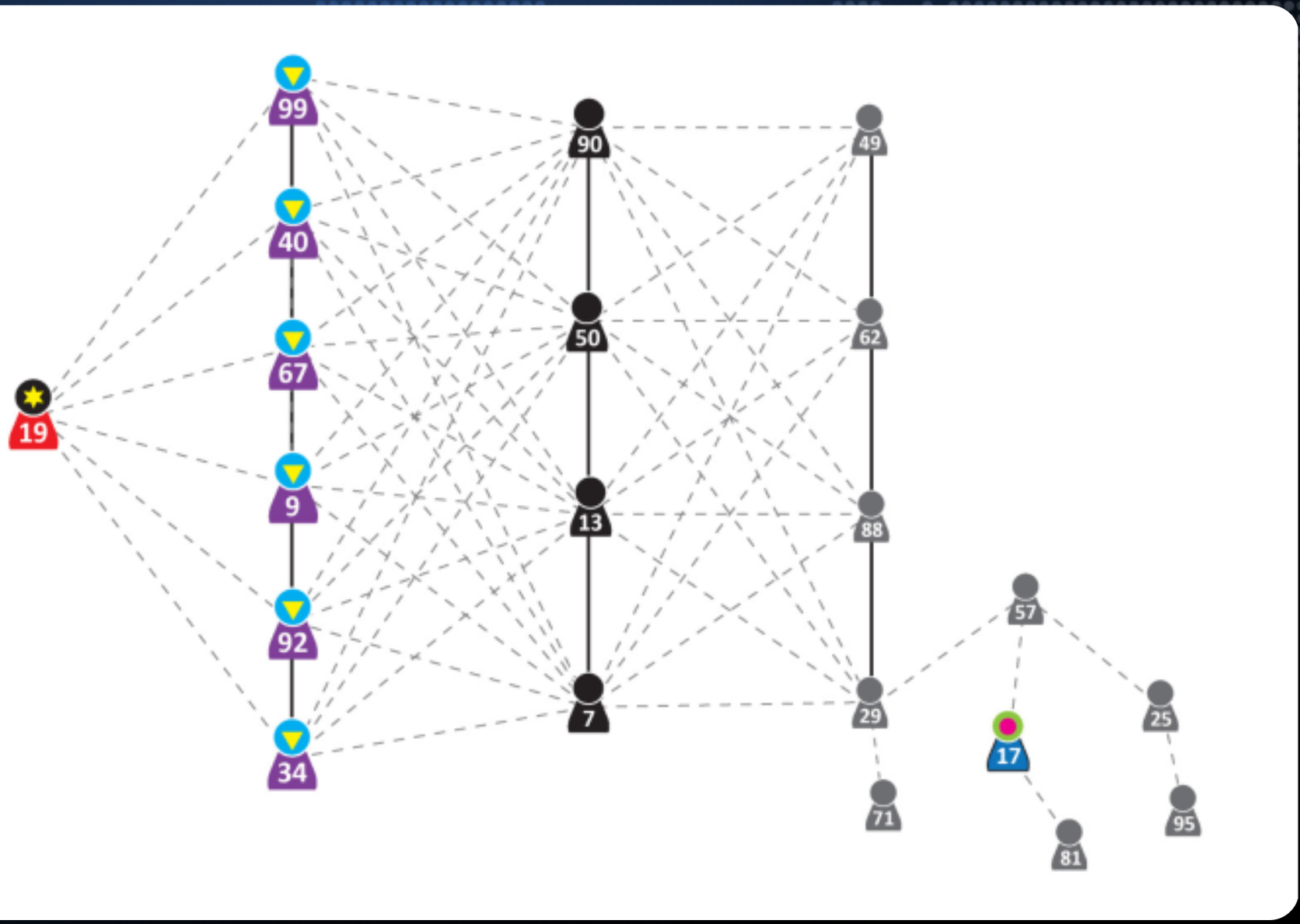
Hidden Networks



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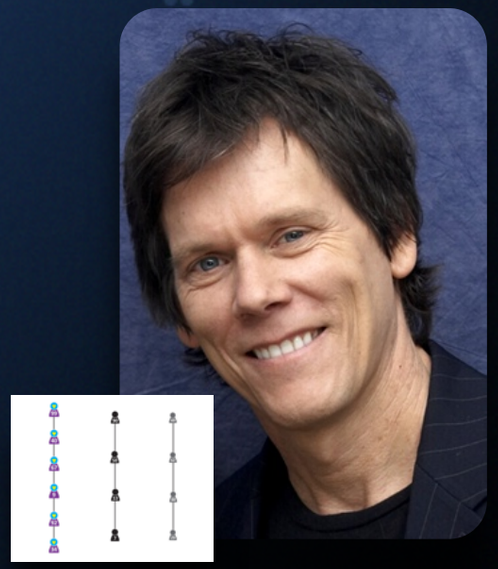
Think Beyond...

Hairball Diagrams

Narrow/Biased Focus



False Assumptions

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Analytics

- Rooted in Mathematics
- Multi-Variate Data
- You own it; it’s your data
- Defensible, Rapid Action

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Thank You

Please Visit Us...

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