Discussion:

First, please watch this presentation:

“Mini Lecture: Social Network Analysis for Fraud Detection,” Véronique Van Vlasselaer, https://www.youtube.com/watch?t=28&v=6H5Lp3i05Cg, video: 34 minutes, Nov 25, 2013.

Next, describe an example of how network analytics is being used (or could be used) to detect fraud (or another undesirable activity.)

Frame your discussion using applicable methods and measures that have been discussed in the course to date (through at least the chapter 4 material of Social Network Analysis). What would be a good “error rate” for your model in predicting fraud?

Response: