

Project Proposal

Group 1

September 2021

1 Data

We will be using the Interaction data from the Copenhagen Networks Study.

2 Question

Is it possible to identify groups of friends among the users described by the data? Can we find a difference in how groups of mostly men, mostly women and mixed groups communicate?

3 Purpose

- Advertising, for example if we are advertising an event we may want to target groups who are likely to attend the event together.
- If we can identify different social behaviours between men and women in such groups, that information could be used for advertising or other applications.
- If we can identify groups of friends, it would be possible to find people who are not part of any of those groups and possibly are lonely.