

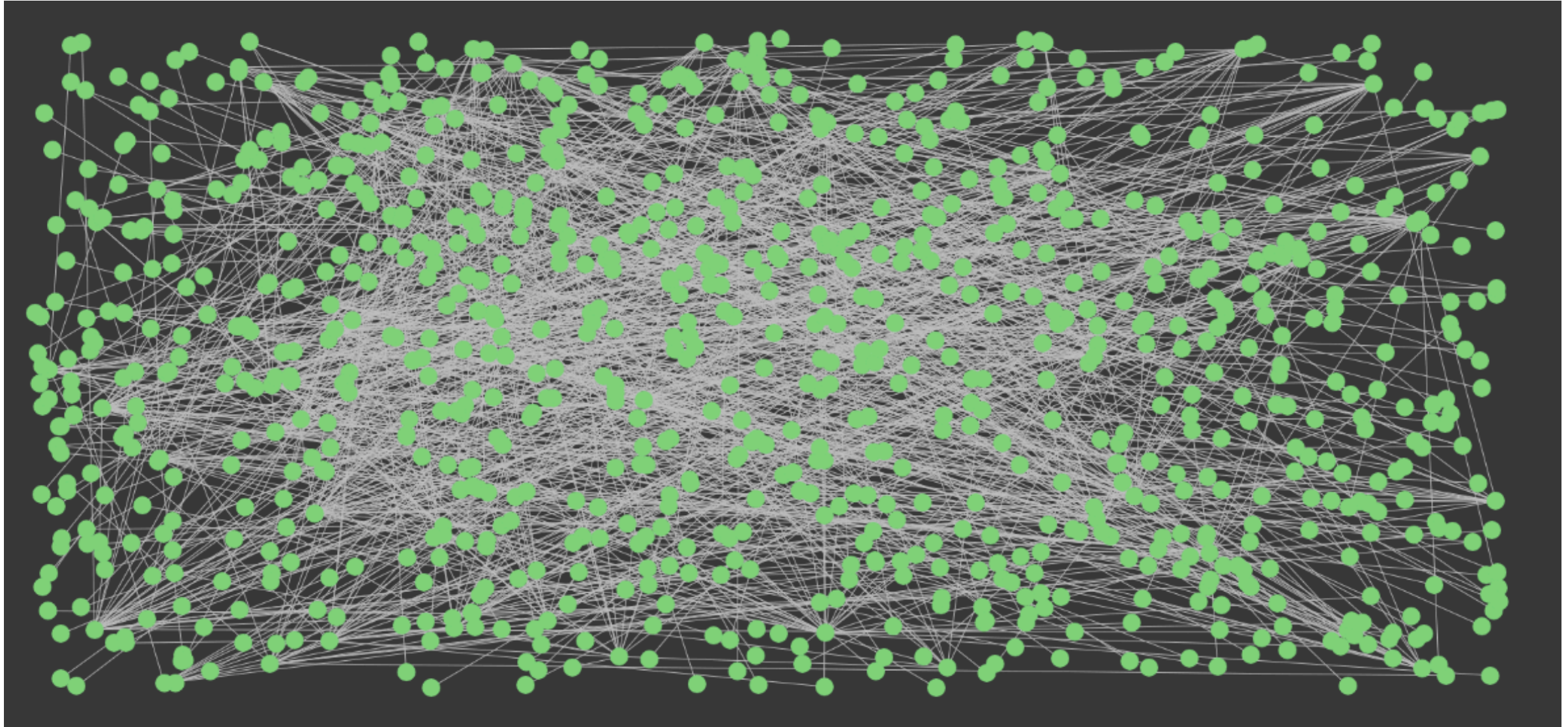
Good/Bad Visualization

With Facebook data

Background Information

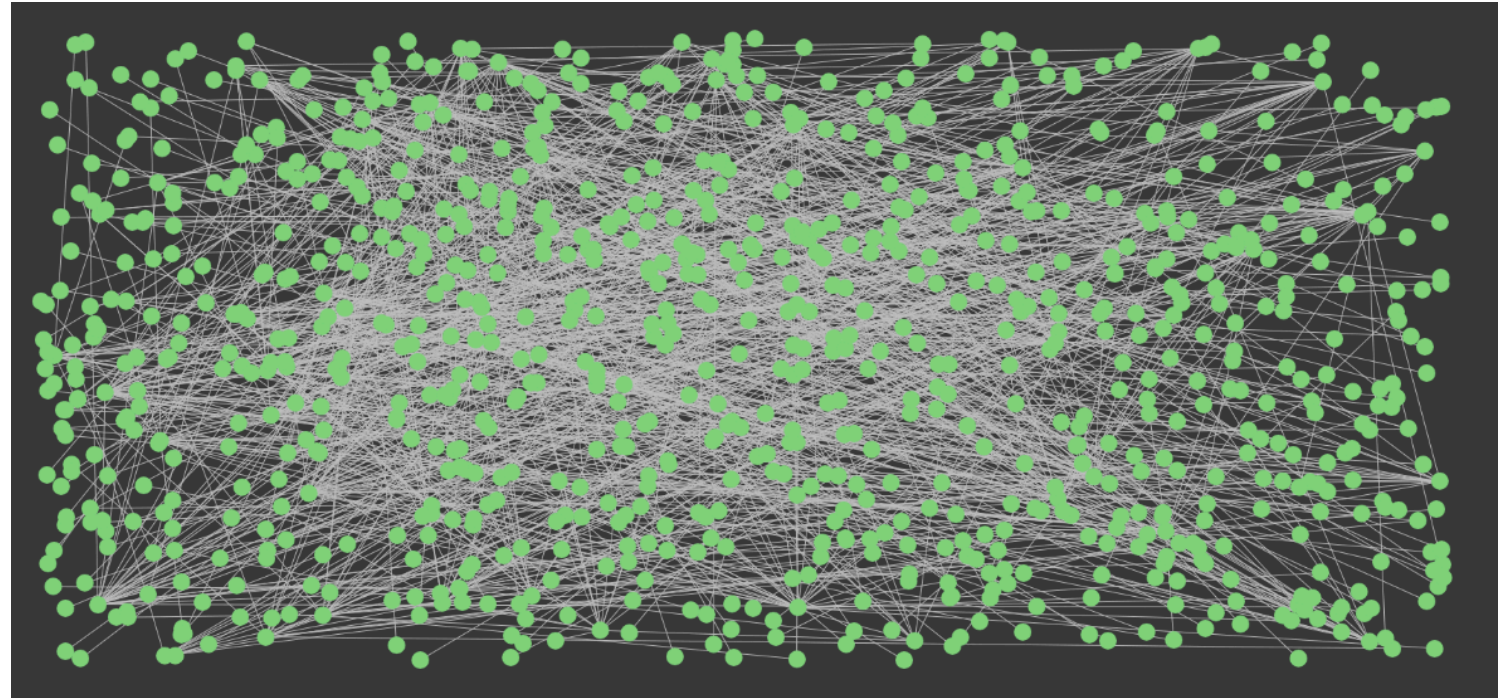
- Used the Facebook Graph API to query for public pages using the word 'Apple'. Using the first three top results, query for posts of the pages and comments/likes on those pages.
- Display data using Socrates Web.

Original Visualization

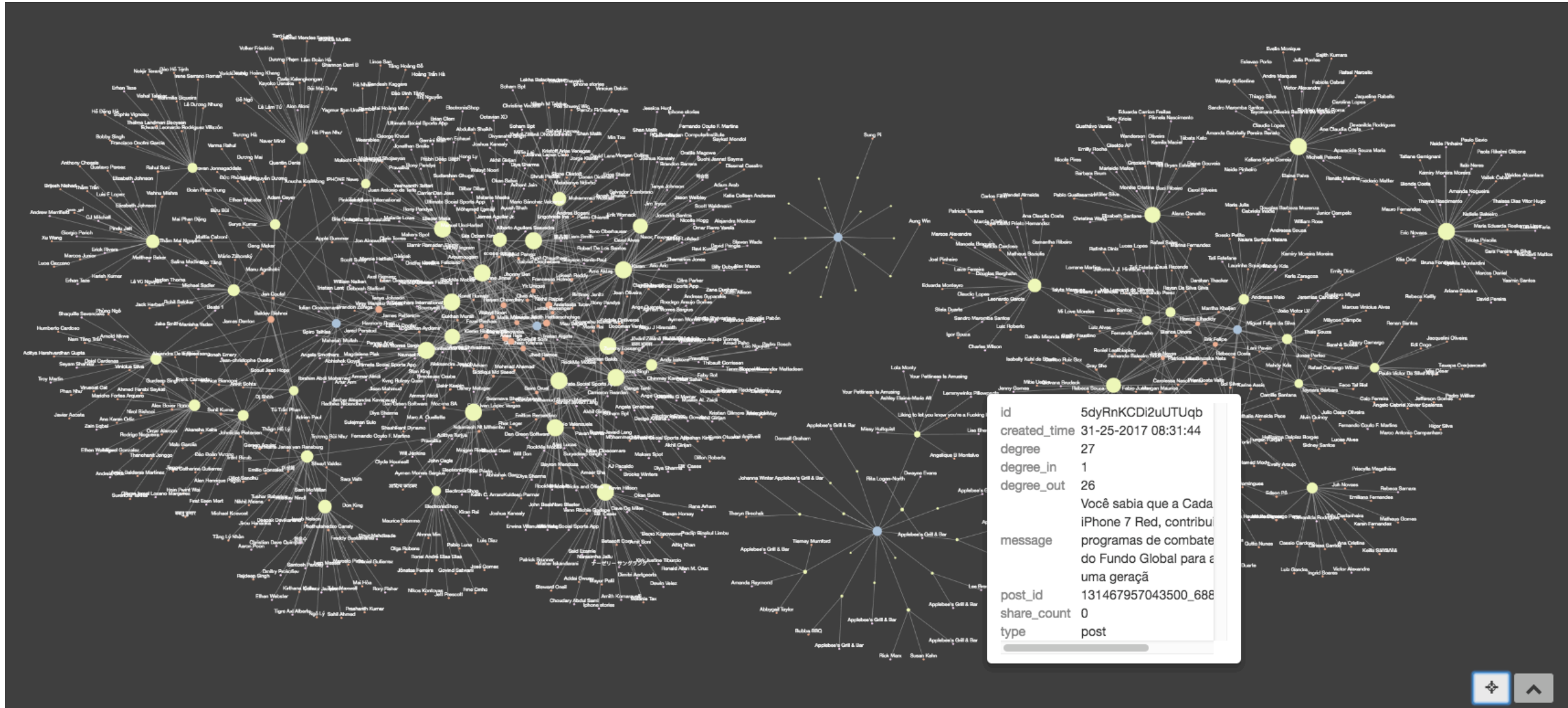


Bad Visualization

- No structure
- Unable to tell which nodes connect with which
- No information about what the nodes and edges mean
- All nodes are one color
- Unable to tell how long the lines are



After Styling



Good Visualization

- Used clustering to cluster the data in groups that they interact with.
- Used degree centrality to size the nodes
 - Bigger nodes = bigger degree
- Tooltip with box shows ordinal information such as post message, degree score, type, etc.
- Uses colors to show type of node
 - Yellow – Post
 - Blue – Page
 - Orange – Comment
- Attempted to maximize angles without lengthening the lines too much
- Attempted to minimize line crossing without increasing the angles or the length of the lines

