

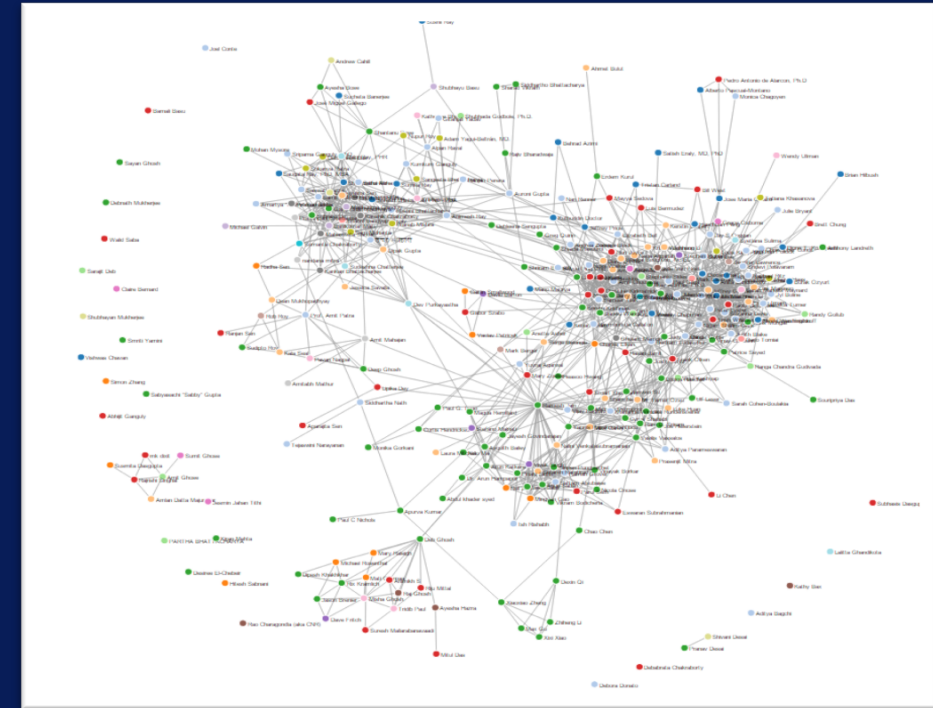
Why Graphs?

Example 2: Biology



Human Information Network Analytics

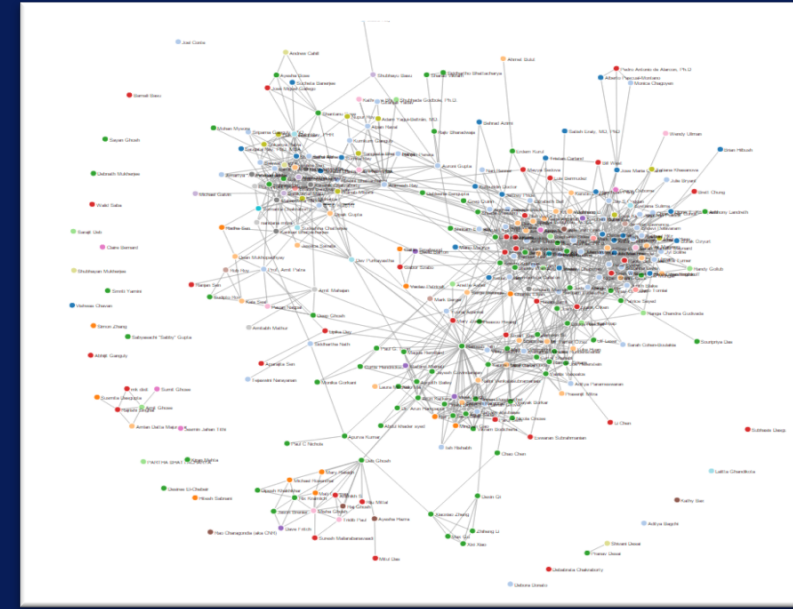
- **Combining**
 - Professional information (e.g., LinkedIn)
 - Personal information made public (e.g., FB, Google Plus)
 - Calendar information
 - Contact/Relationship information
 - Public co-activities with other people
 - Organized by time and events
 - Annotated with events



Why Graphs?

Example 4: Human Information Network Analytics

- **Behavioral information**
 - Financial and business transactions
 - Performance in activities
 - Fitness habits
 - Location information



Why Graphs?

- **Match making problems**
 - Job-candidate pairing
- **Topical influencer analysis**
 - Who would have maximal reach for task X?
- **Situation detection, assessment**
 - Threat detection

