personalization

social network

**network**

**node**

**Social Graph**

**hub**

**isolate**

**symmetrical relationship**

**asymmetrical relationship**

Throughout Mitch’s life, he has endured many challenges. When he was born his father passed away. He was an only child. Without a father figure, he could not become the man he needed to be. So, his mother quickly remarried. From a young age, Mitch would come to love his step father as if he was his true father. Although the nature of his asymmetrical relationship with his step father was that of a true father son bond, he could not help but feel internally detached. Mitch’s real father had a daughter from a previous relationship. She was just a few years older than Mitch and that made all the difference. Even though they had a symmetrical relationship via their real father, the connection just was not that of Mitch and his step dad. When Mitch was around twelve years old, his mother and step dad had a child together. Although he and his half-sister were mature about the new member of the family, they started to realize just how diverse their family had become. They took it upon themselves to create a family tree. The whole process took about a month to fabricate. The information they discovered enhanced their understanding of how unique their family had become. They showed their new discoveries with their parents. They could not believe how intricate it was. The tree revealed a network of connections between the parents and the rest of their families. The two kids had deconstructed a Social Graph of their family lineages with such detail that it uncovered a whole spectrum of previously unknown family history. Top and center of the page was the hub where Mitch and his sister had triangulated the most common relationships. Each person in the tree was an individual node that branched out from the hub. Through the extensive research that their kids had done, the parents were not only able to see their direct connections, but their extended families as well. After looking through the tree, the parents decided to do some researching of their own. Mitch’s mother was able to get in contact with an isolate member of her family that was still alive and where able to meet for the very first time. She was able to broaden the tree and revealed an even larger social network their family would meet and become friends with. If it were not because of the unique personalization of the family Mitch was born into, he would have never been able to resolve his internal issue that he was experiencing as a kid.