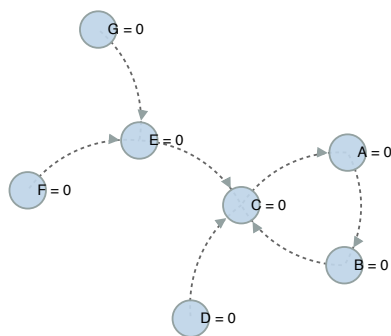


Traversal Algorithm

article		first link
A	→	B
B	→	C
C	→	A
D	→	C
E	→	C
F	→	E
G	→	E

original sample network

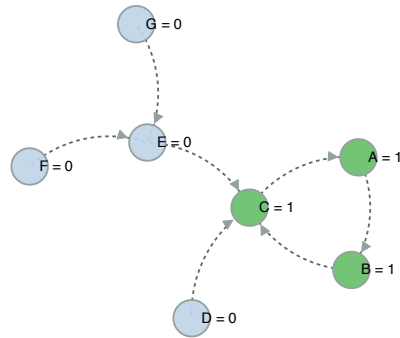


Traversal Visit Matrix

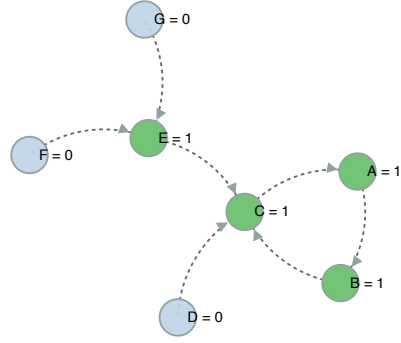
$$\begin{bmatrix} \vec{A}_{\text{visit}} \\ \vec{B}_{\text{visit}} \\ \vec{C}_{\text{visit}} \\ \vec{D}_{\text{visit}} \\ \vec{E}_{\text{visit}} \\ \vec{F}_{\text{visit}} \\ \vec{G}_{\text{visit}} \end{bmatrix} = \begin{bmatrix} 1 & 1 & 1 & 1 & 1 & 1 & 1 \\ 1 & 1 & 1 & 1 & 1 & 1 & 1 \\ 1 & 1 & 1 & 1 & 1 & 1 & 1 \\ 0 & 0 & 0 & 0 & 0 & 0 & 0 \\ 0 & 0 & 0 & 0 & 0 & 1 & 1 \\ 0 & 0 & 0 & 0 & 0 & 0 & 0 \\ 0 & 0 & 0 & 0 & 0 & 0 & 0 \end{bmatrix}$$

The number of **traversal visits** for article $A = \sum_{i=1}^{i=7} \vec{A}_{\text{visit}, i} = 7$
 (sum of entries in \vec{A}_{visit})

traversal visit path for article A



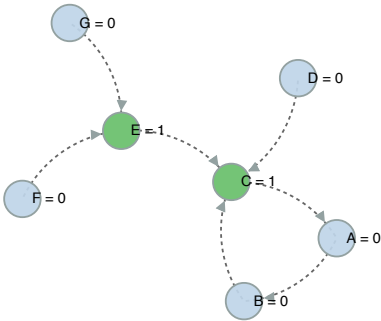
traversal visit path for article G



Traversal Funnel Matrix

$$\begin{bmatrix} \vec{A}_{\text{funnel}} \\ \vec{B}_{\text{funnel}} \\ \vec{C}_{\text{funnel}} \\ \vec{D}_{\text{funnel}} \\ \vec{E}_{\text{funnel}} \\ \vec{F}_{\text{funnel}} \\ \vec{G}_{\text{funnel}} \end{bmatrix} = \begin{bmatrix} 0 & 0 & 0 & 0 & 0 & 0 & 0 \\ 0 & 0 & 0 & 0 & 0 & 0 & 0 \\ 0 & 0 & 0 & 1 & 1 & 1 & 1 \\ 0 & 0 & 0 & 0 & 0 & 0 & 0 \\ 0 & 0 & 0 & 0 & 0 & 1 & 1 \\ 0 & 0 & 0 & 0 & 0 & 0 & 0 \\ 0 & 0 & 0 & 0 & 0 & 0 & 0 \end{bmatrix}$$

traversal funnel path for article G



The number of **traversal funnels** for article $E = \sum_{i=1}^{i=7} \vec{E}_{\text{funnel}, i} = 2$
(sum of entries in \vec{E}_{funnel})