

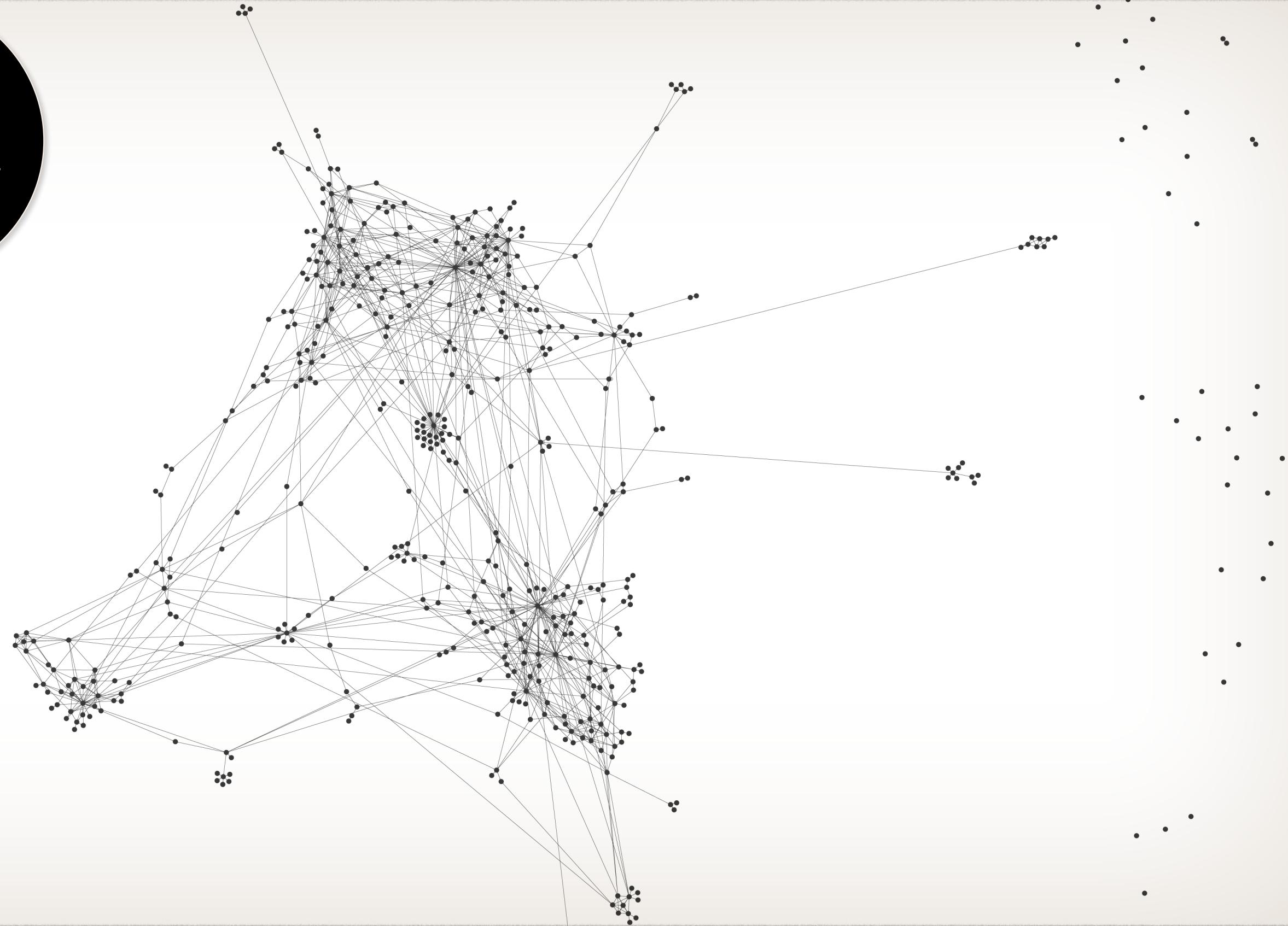
Visual Network Analysis

An empirical engagement with your network

Mathieu Jacomy
Aalborg University TANTLab

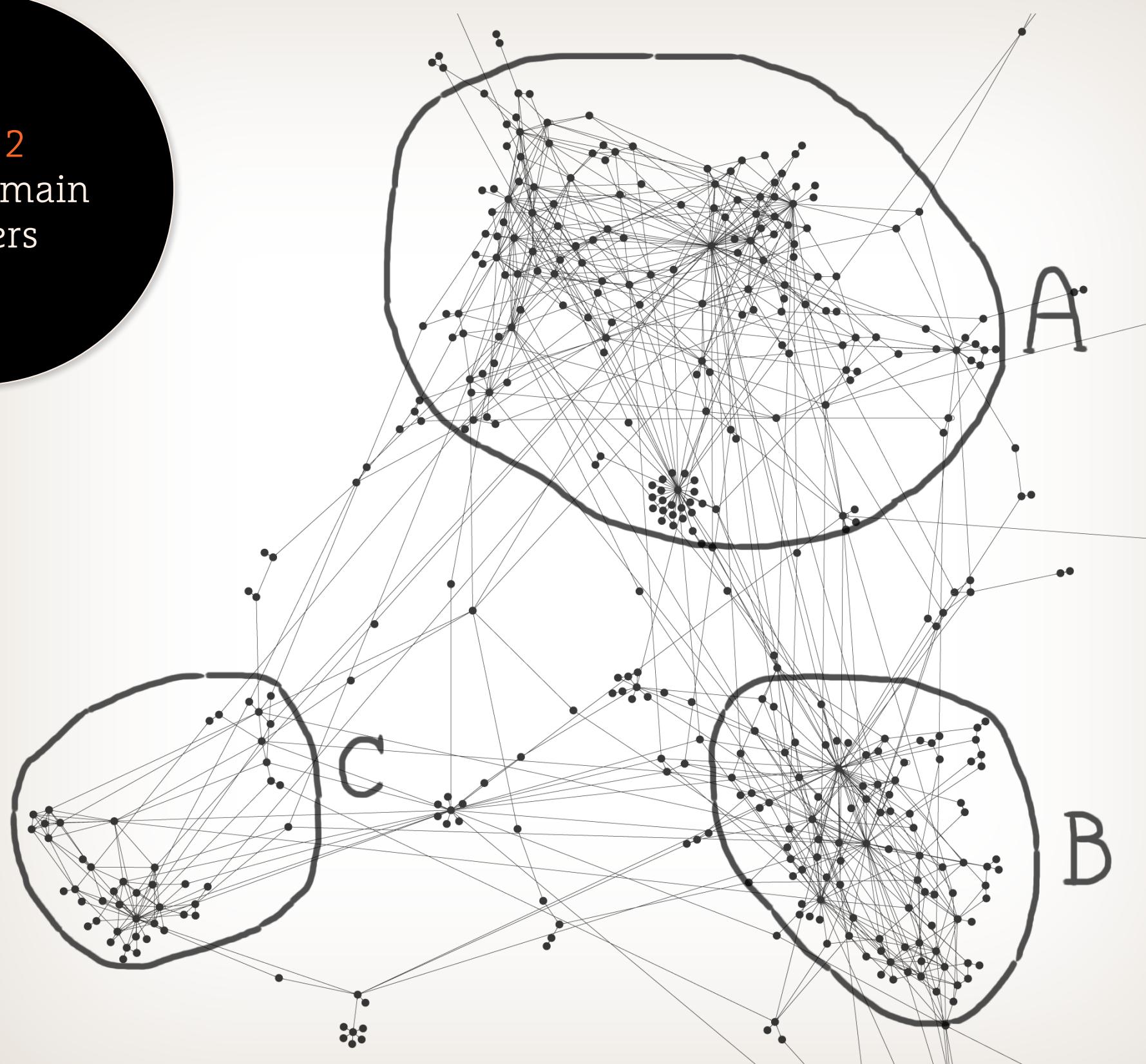
Visual Network Analysis

Step 1
Apply a layout



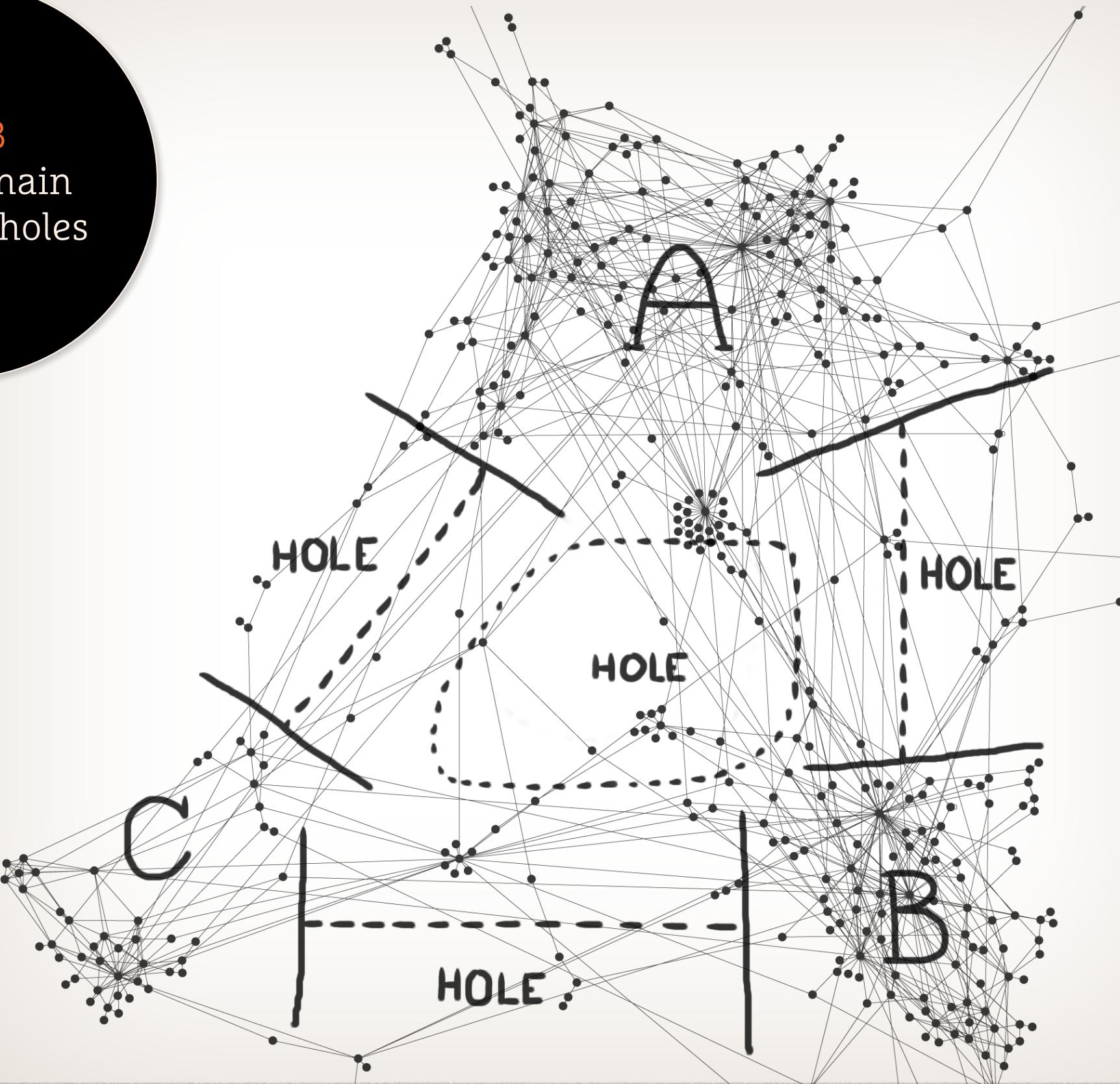
Visual Network Analysis

Step 2
Identify main clusters



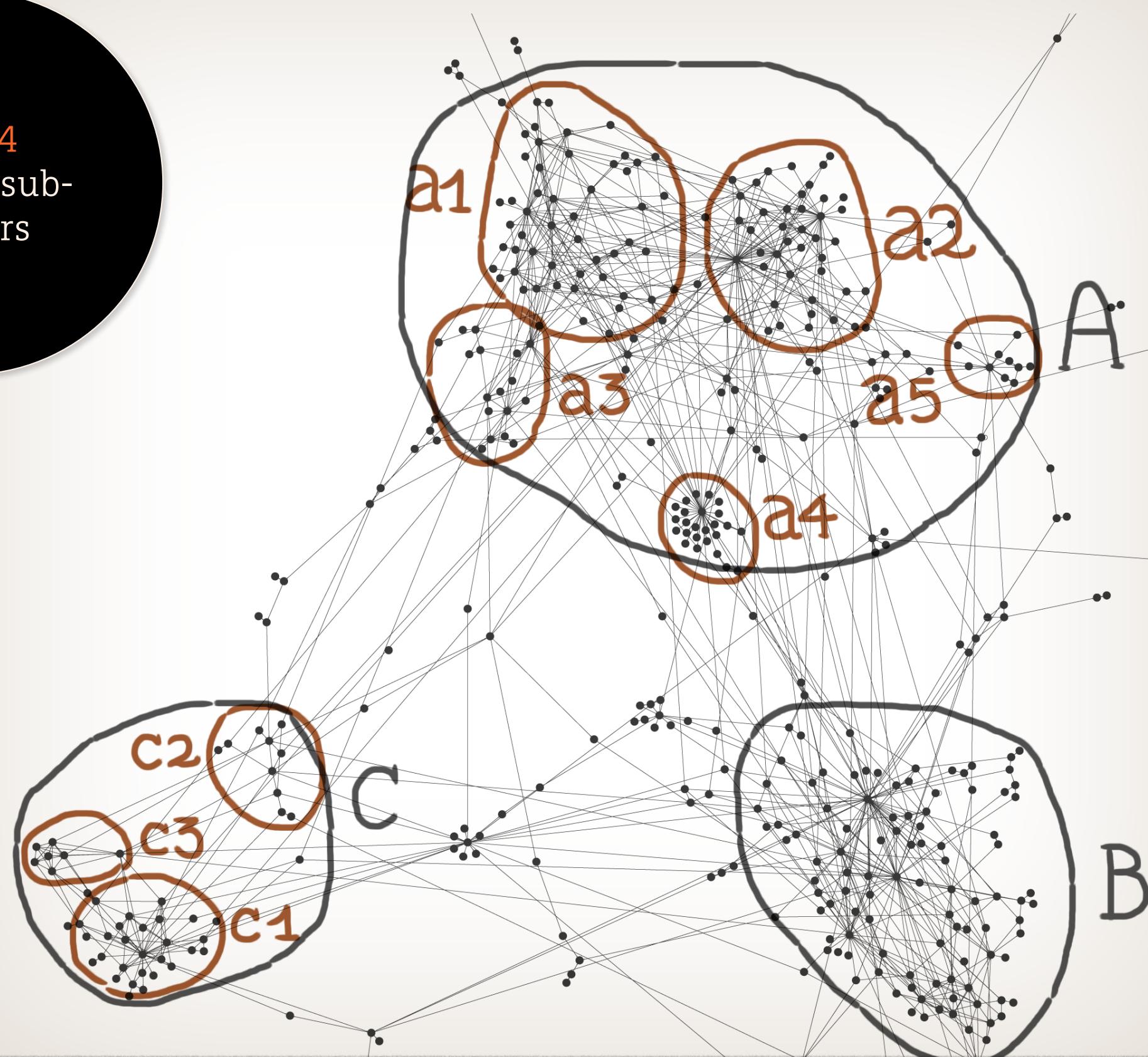
Visual Network Analysis

Step 3
Identify main structural holes



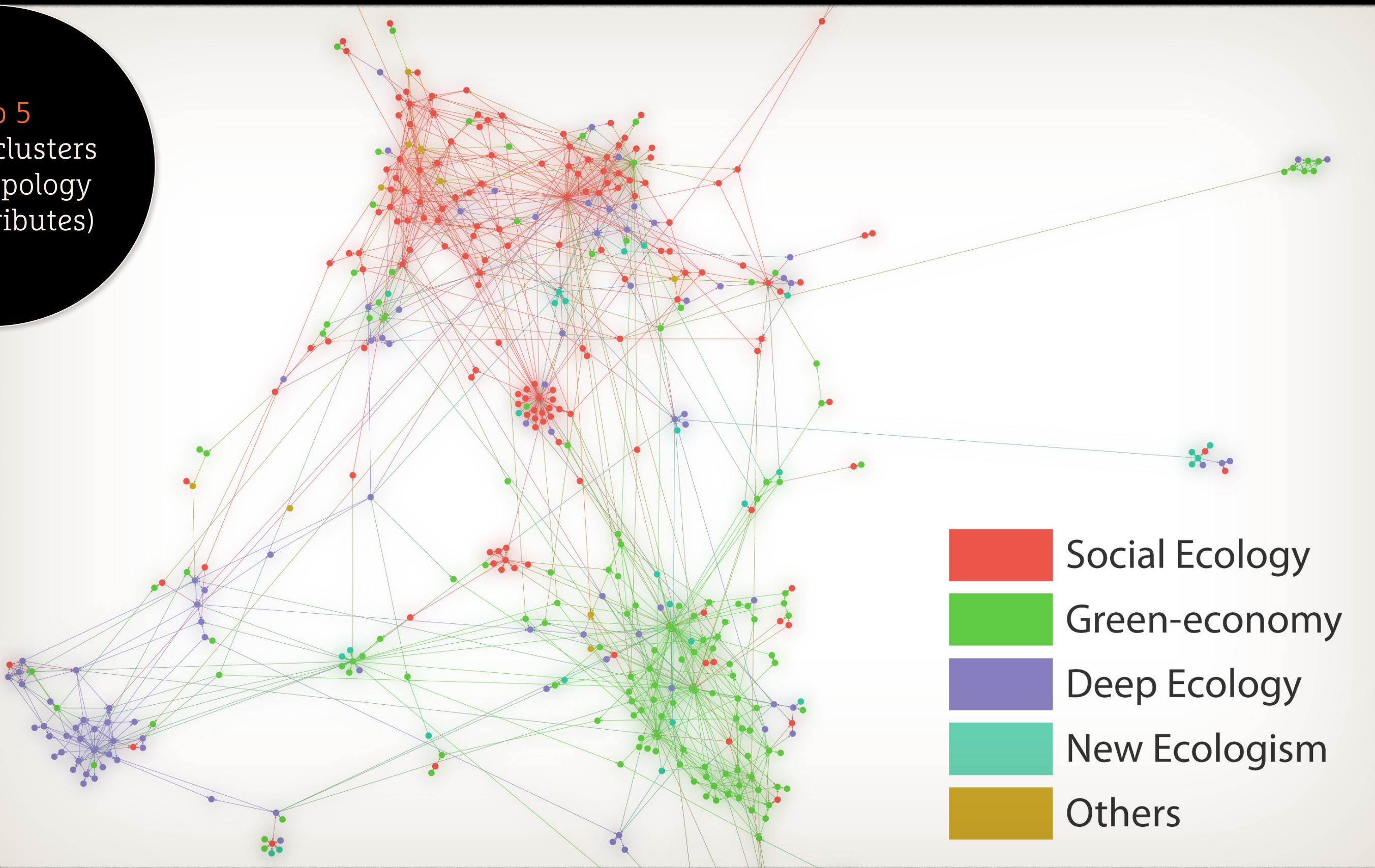
Visual Network Analysis

Step 4
Identify sub-clusters



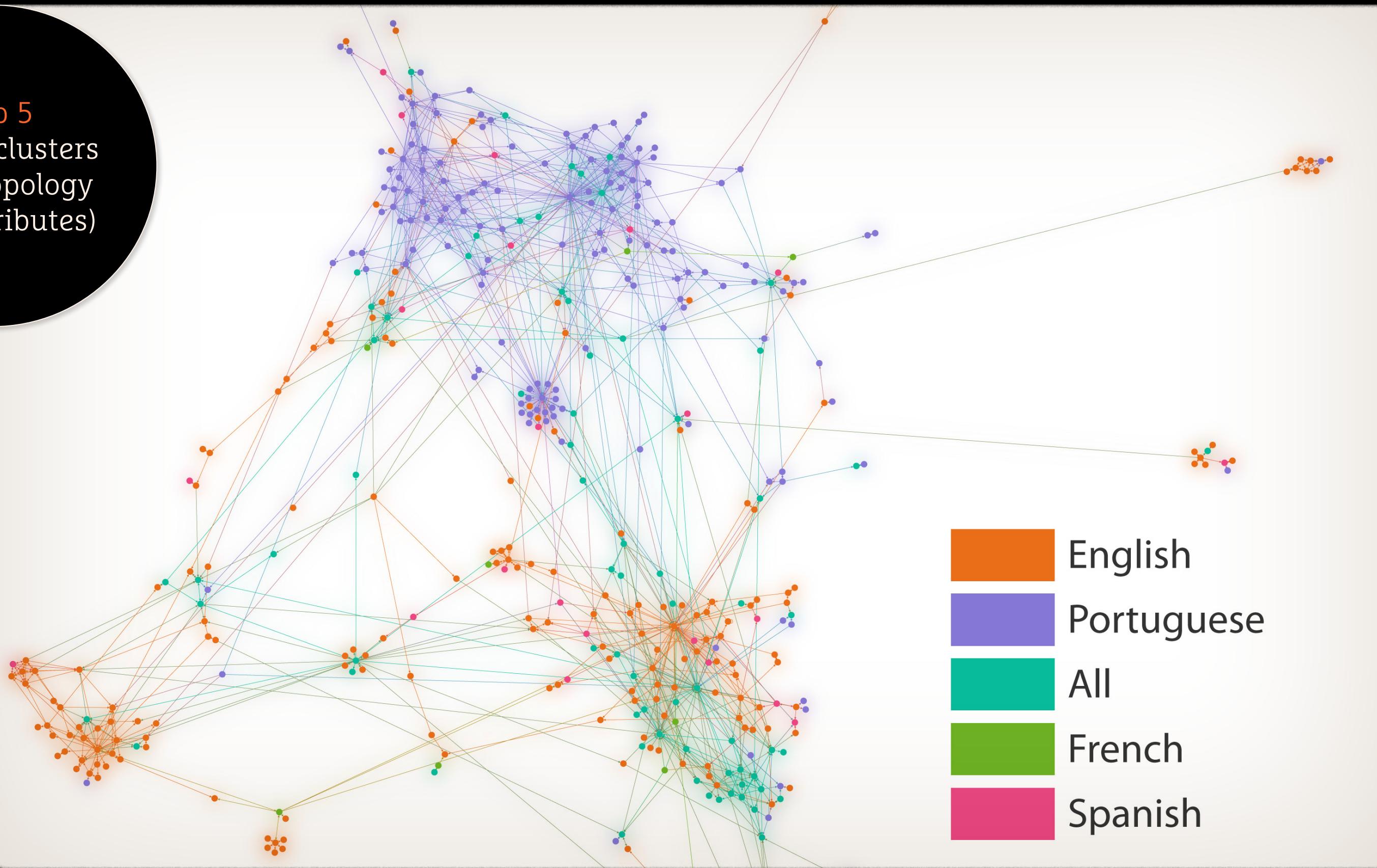
Visual Network Analysis

Step 5
Explain clusters
(cross topology with attributes)

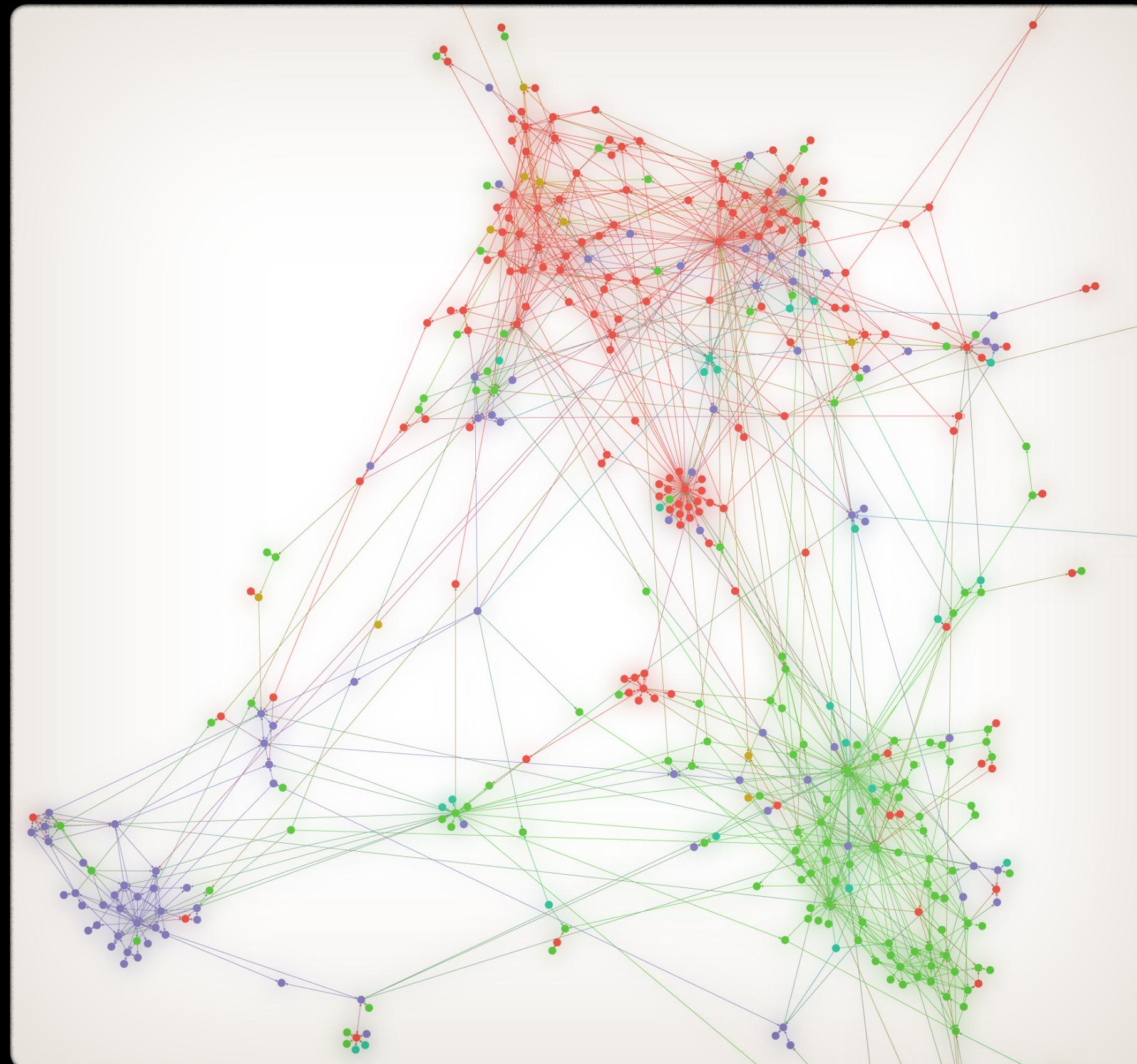


Visual Network Analysis

Step 5
Explain clusters
(cross topology with attributes)



Visual Network Analysis



Step 6

Look for nodes in special situations

- Most cited
- Most citing
- Central or peripheral
- Bridges
- Off-topic

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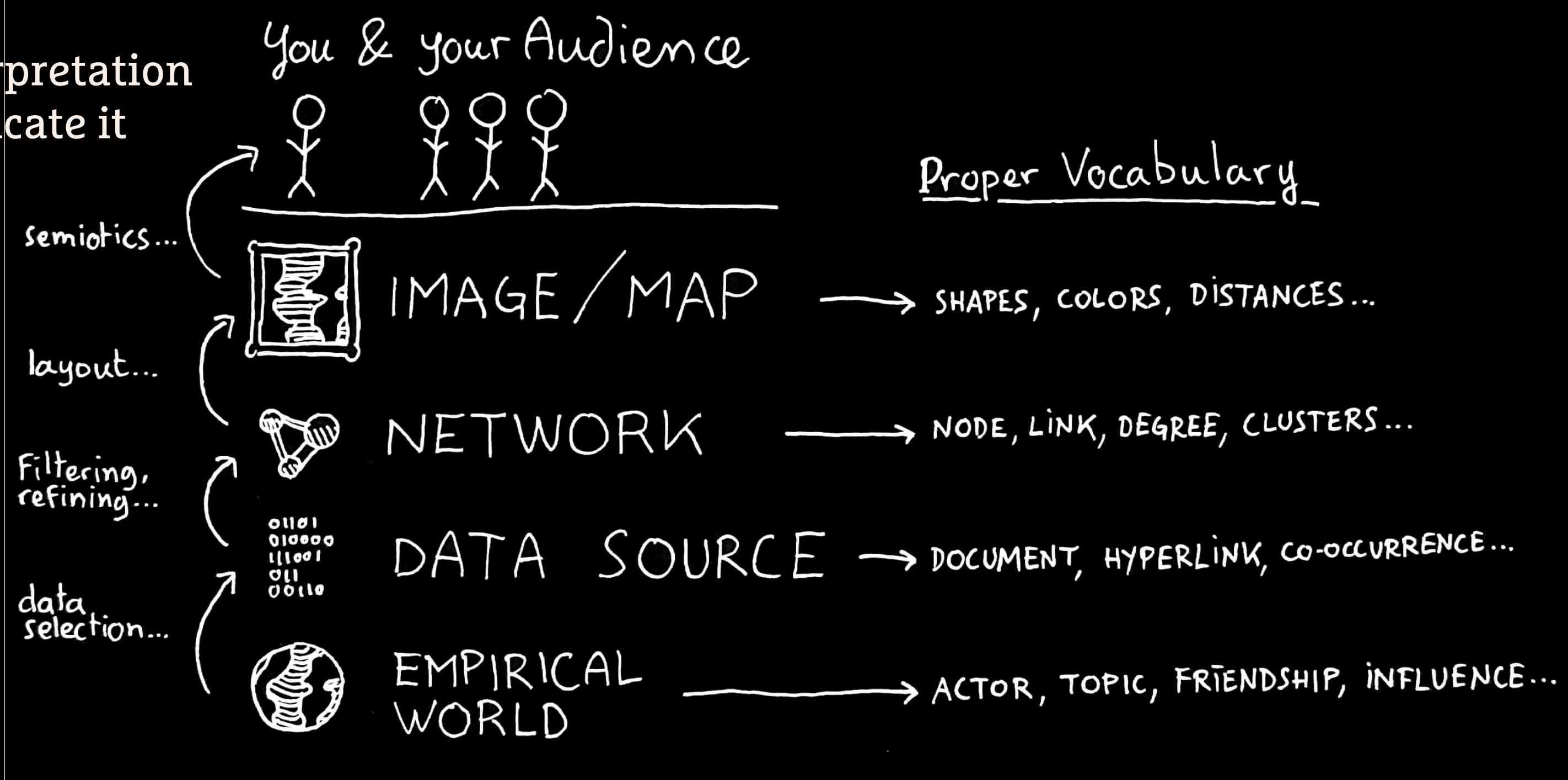
Visual Network Analysis

Step 1 to 6 are iterative

You may have to go back and forth

Final Step

Settle an interpretation
and communicate it



Thank you for your attention

*@jacomy
reticular.hypotheses.org
Mathieu.Jacomy@gmail.com*

