

Analysis of Social and Information Networks

Chapter 20 – The Small World Phenomenon

Social Distance with Reddit Links

- **Reddit links can be compared by the number of commentators they have in common:**
 - The more users two links have in common, the “closer” they are to each other in terms of content or relevancy
- **Distance defined:**
 - The number of shared unique comment authors between links

Distance Distribution

- **Log-log plot of histogram of distance and counts**

- Does not have p close to -1
- Not efficient

- **But:**

- Artificial measurement of distance
- Does not represent social interaction between people

