

SOCIAL NETWORK ANALYSIS

GROUP 0-1-6

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SHOULD
I
GO?



NET-IE

Connecting students through leisure

LEISURE NETWORKING AMONG IE STUDENTS



DATA: HOW IT WAS DONE

SURVEY: 85 RESPONSES



62%

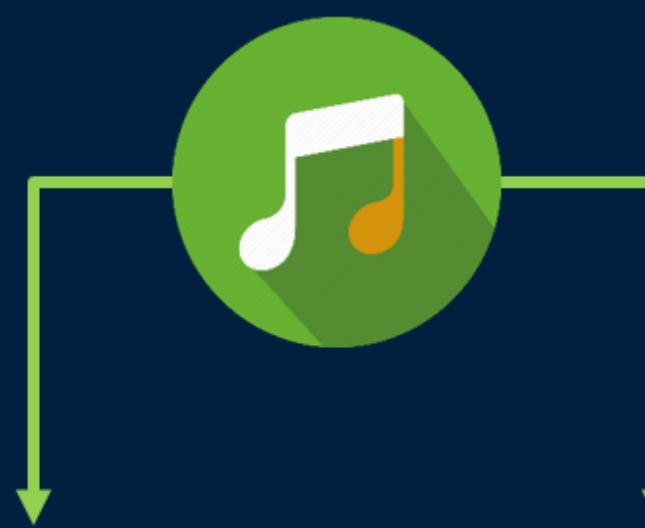


38%



ACROSS 5 REGIONS

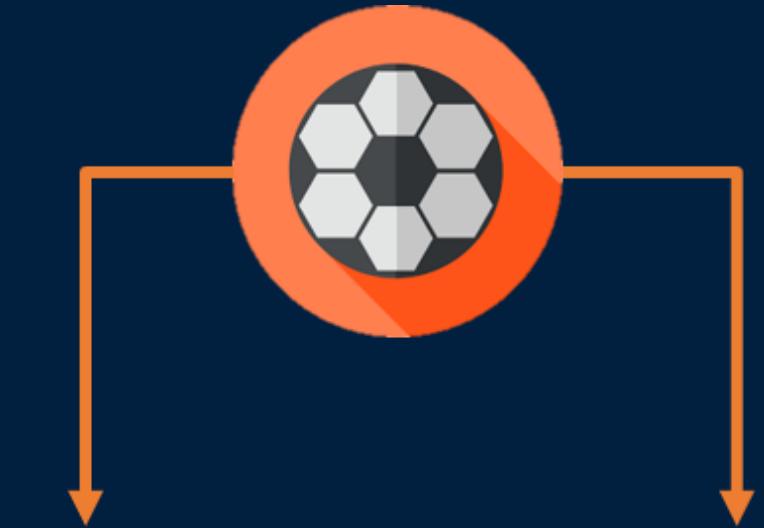
GRAPH: HOW IT WAS DONE



MUSIC
GENRE

+5

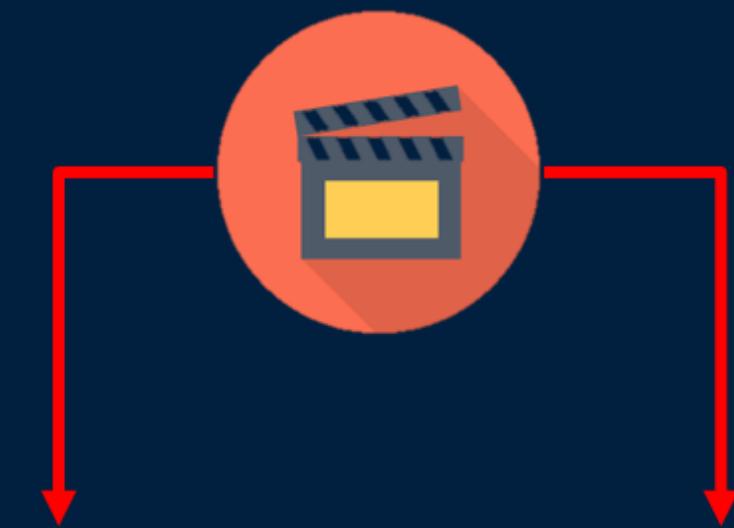
TOM: +10
CONS: +7



SPORTS
CATEGORY

+5

TOM: +10
CONS: +7



MOVIE
GENRE

+5

TOM: +10
CONS: +7

weights

NETWORK PROPERTIES



TRANSITIVITY



COMMUNITY DETECTION

MUSIC

MOVIES

SPORTS

Red: Rap It Up

Green: Hard-and-Heavy

Blue: Party Beast

Red: The Warriors

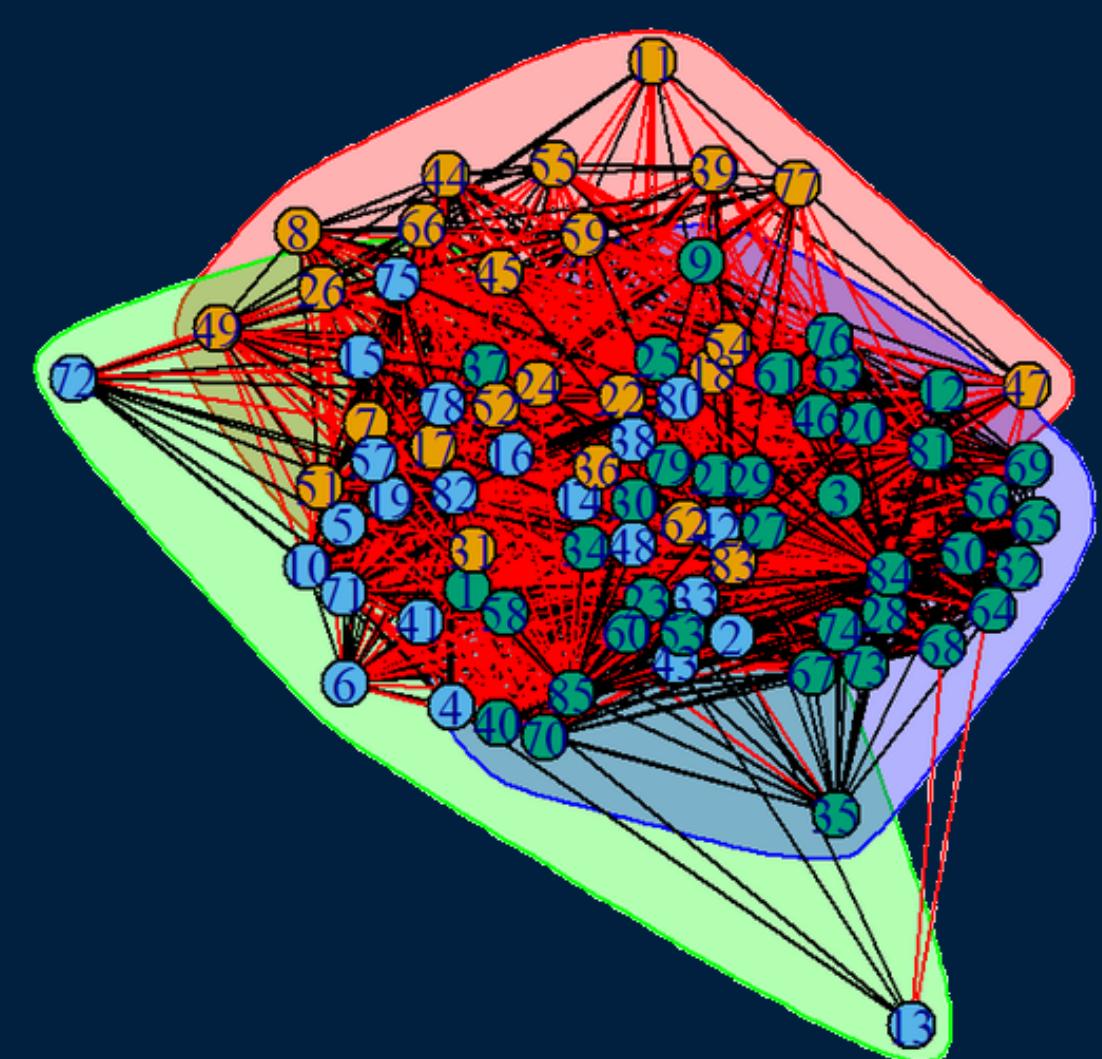
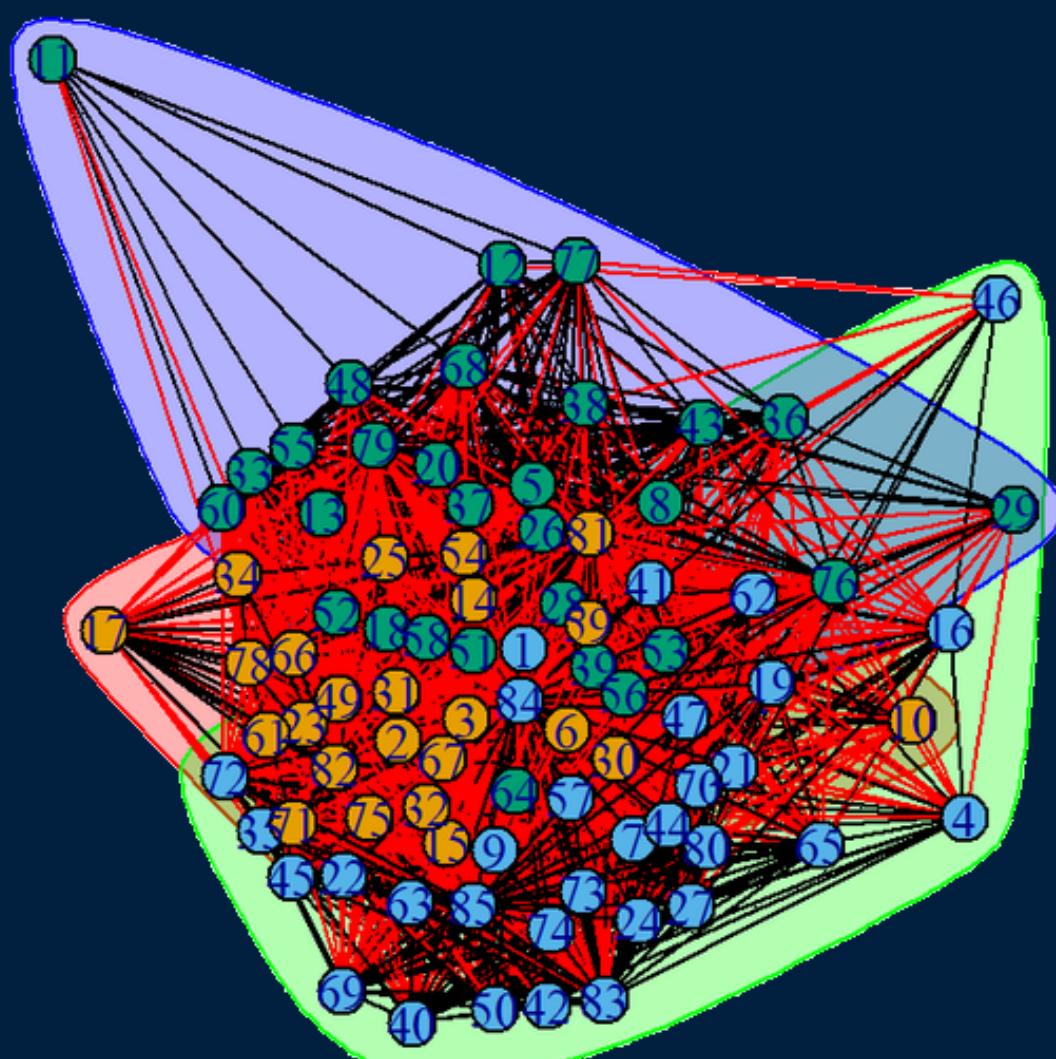
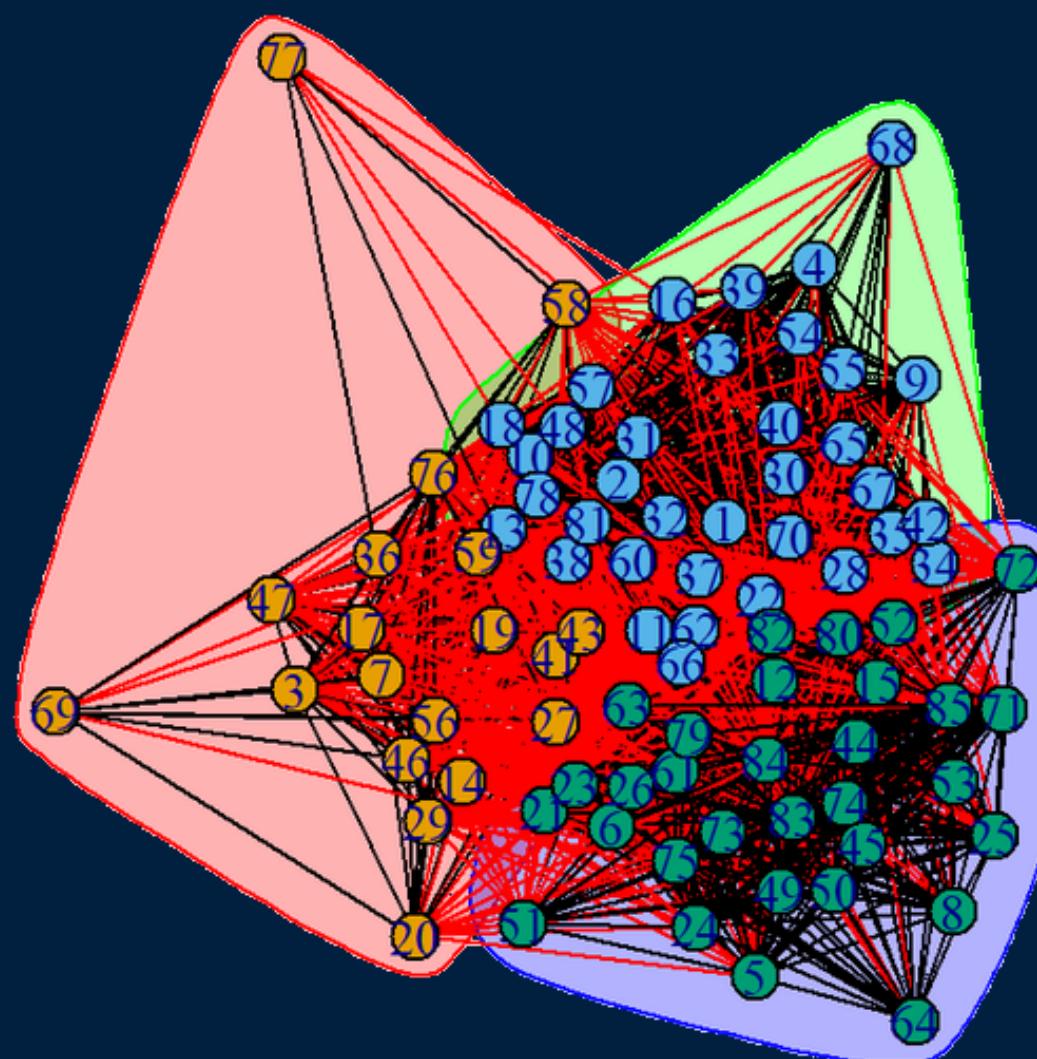
Green: The Fairy Land

Blue: The Shadow Man

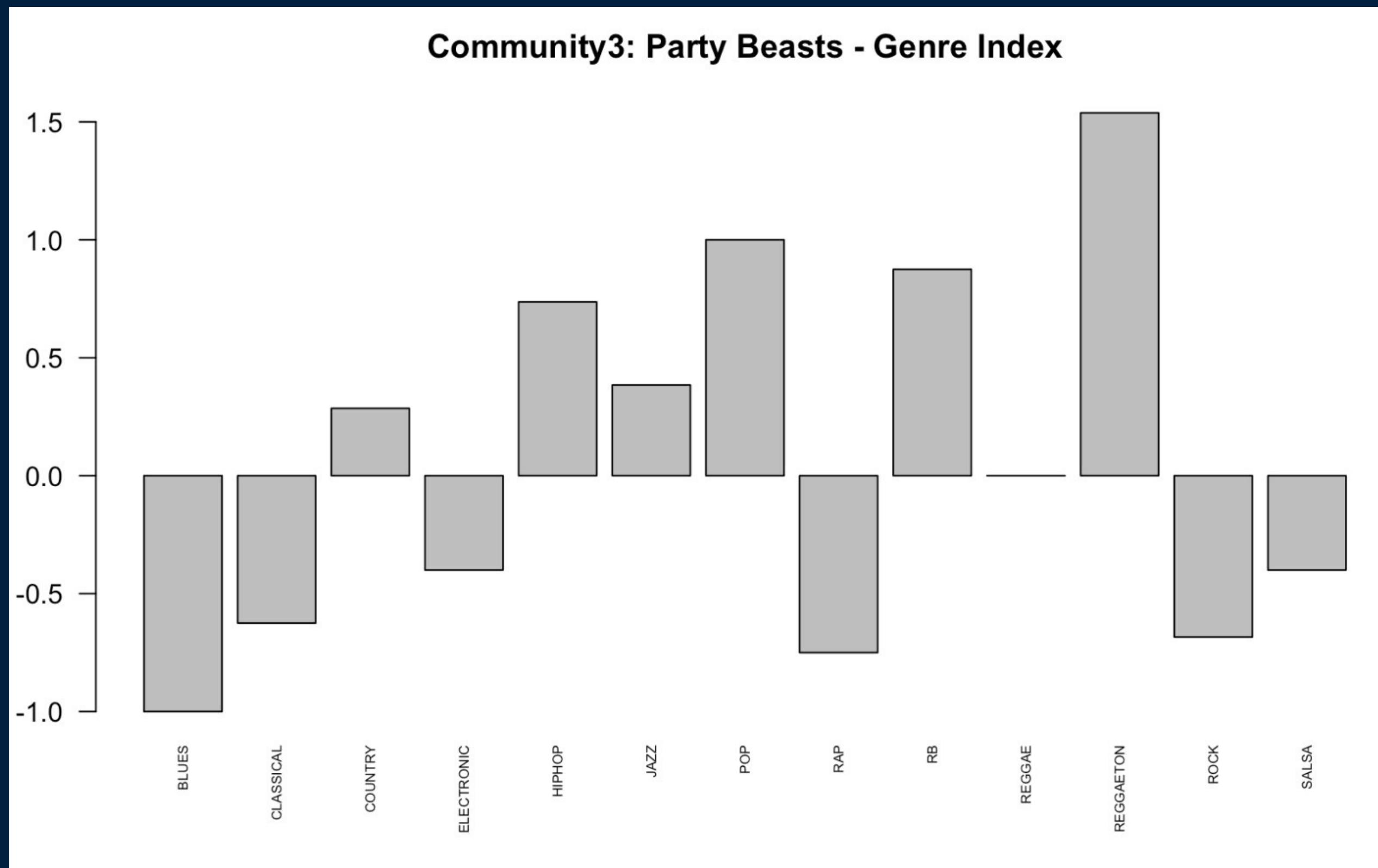
Red: The Blast

Green: The Water Crickets

Blue: Point Guard

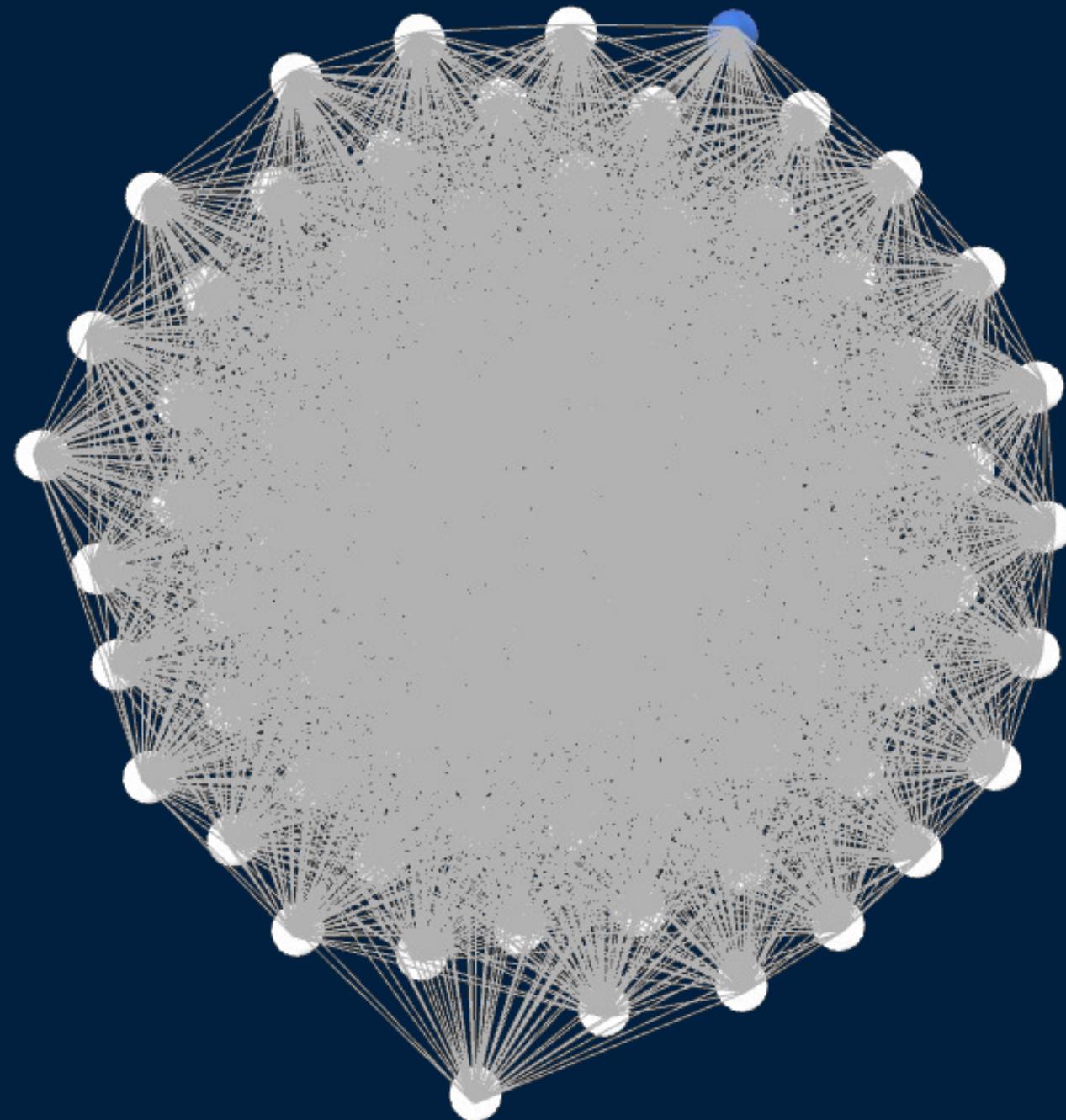


COMMUNITY DETECTION



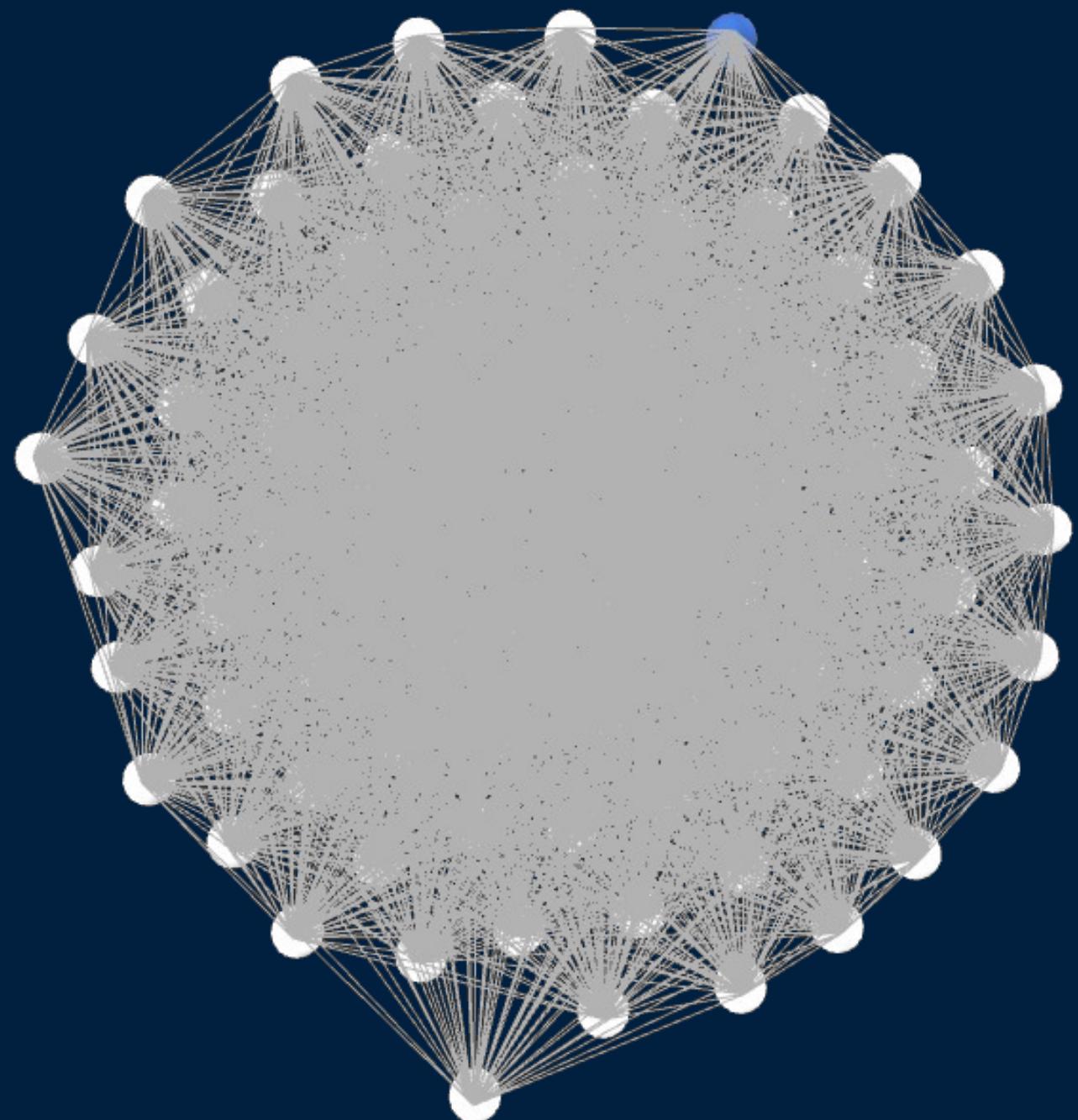
INFORMATION DIFFUSION

INITIAL STATE

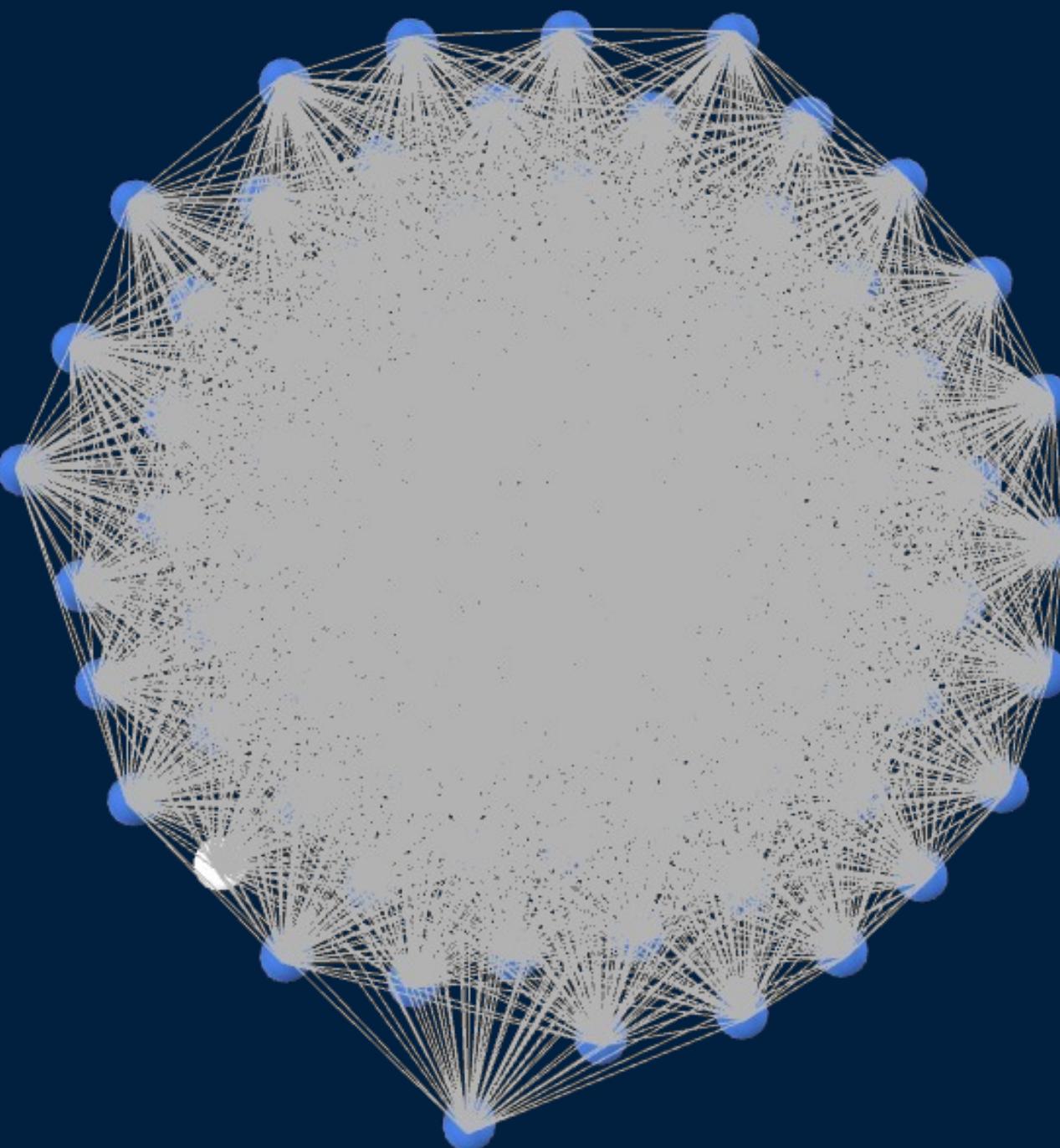


INFORMATION DIFFUSION

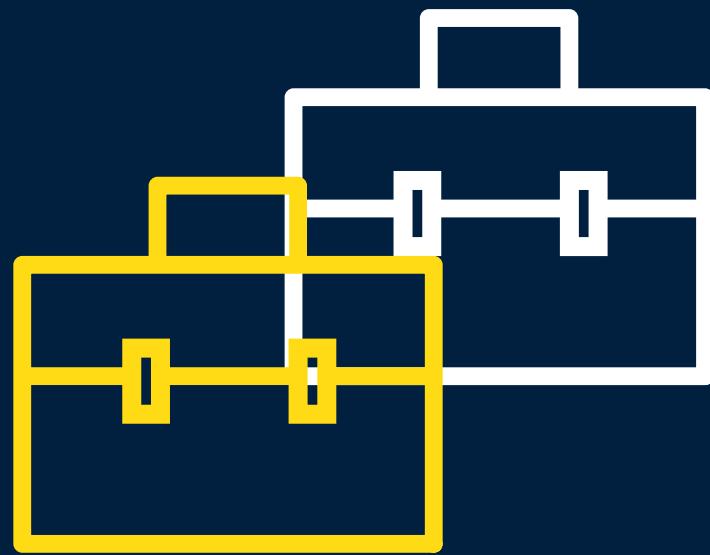
INITIAL STATE



FIRST ITERATION



BUSINESS CASE



Improve team building activities

- Companies can capture information about leisure preferences and use this for team building activities

Promote internal campaigns

- Information can be used to identify employees or departments with greatest influence



Networking opportunities can present themselves in two ways:

- Find a common interest with someone in particular
- Identify who has similar interests as you



NOW... LET'S HAVE SOME FUN!

MUSIC

What are you listening to? ;)

DEGREE CENTRALITY:

51

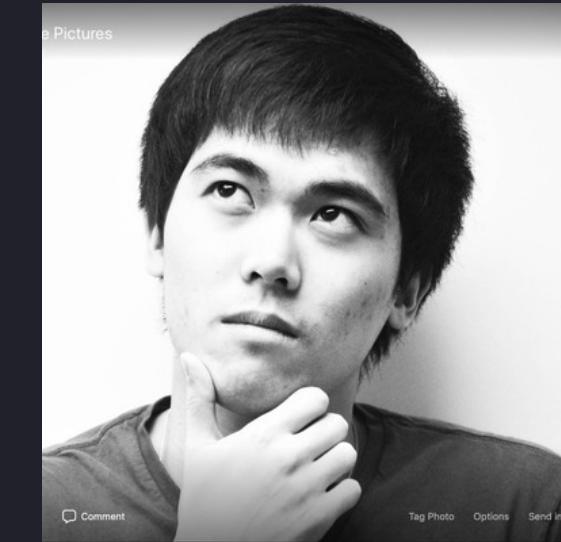
AVG. SHORTEST PATH: 1.4

DIAMETER:

3

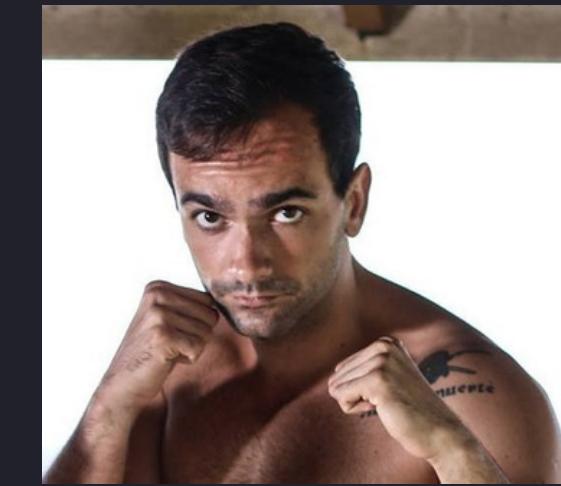


TOP 3 STUDENTS WITH HIGHEST DEGREE



ANDREW
MARTINEZ

71



JONATHAN
SERRANO

70



ALFREDO
POMBO

70



MOVIES

"Can I get some popcorn with that?"

DEGREE CENTRALITY: 60

AVG. PATH LENGTH: 1.3

DIAMETER: 3

TOP 3 STUDENTS WITH HIGHEST DEGREE



75

**STAVROS
TSEMTEMDEIDIS**

74

**PHILIPPE
EL HAGE**

74

**YEGNESH
SUNDAR**

SPORTS

The team that keeps on winning!



S

DEGREE CENTRALITY

51

AVG. PATH LENGTH

1.4

DIAMETER

3

TOP 3 STUDENTS WITH HIGHEST DEGREE



CAMILLE
COALLIER

73



ALVARO
R. VILLA

73



DUARTE
D. DE COSTA

72