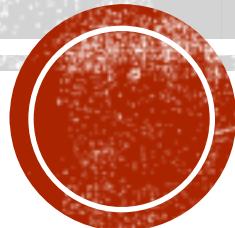


# **DATA SCIENCE IN A NETWORKED ERA**

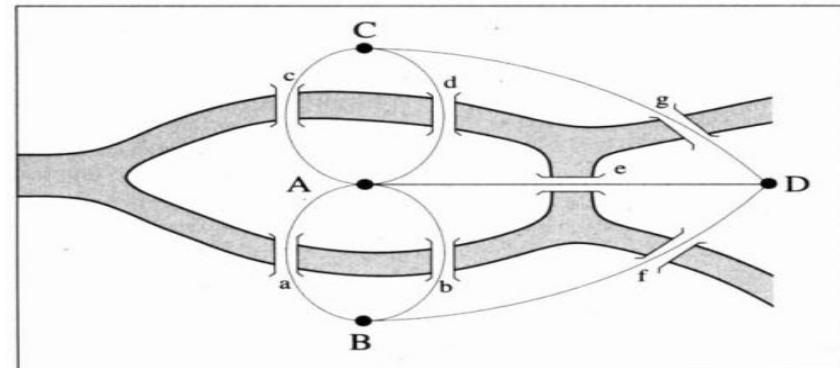
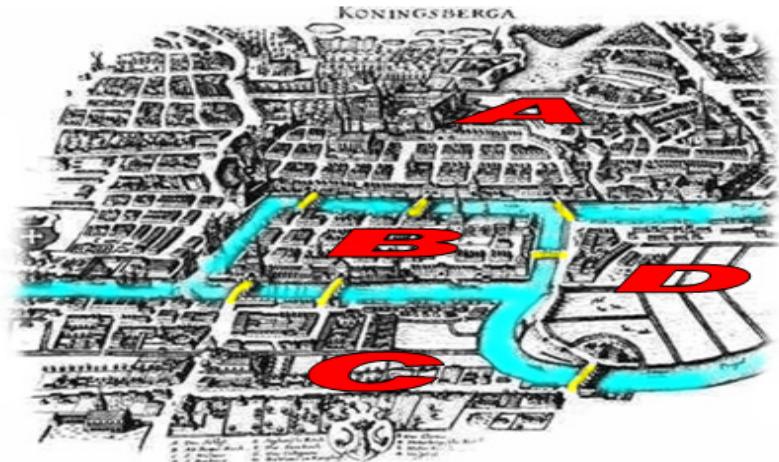
Noemi Derzsy



# GRAPH THEORY

- Leonhard Euler: Seven bridges of Königsberg (1735)

**The problem:** find a path to walk over the 7 bridges in Königsberg  
(each bridge can be passed only once!)



- Conditions:
1. the number of bridges touching the islands must be even
  2. none or two nodes of odd degree



Depends on the nodes' degree (number of edges one node has)



NO solution!

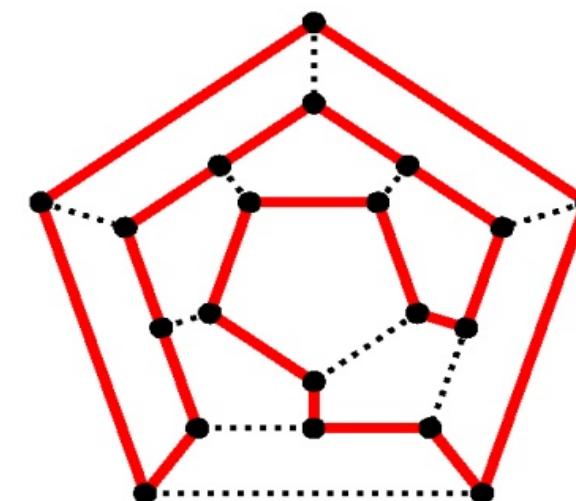
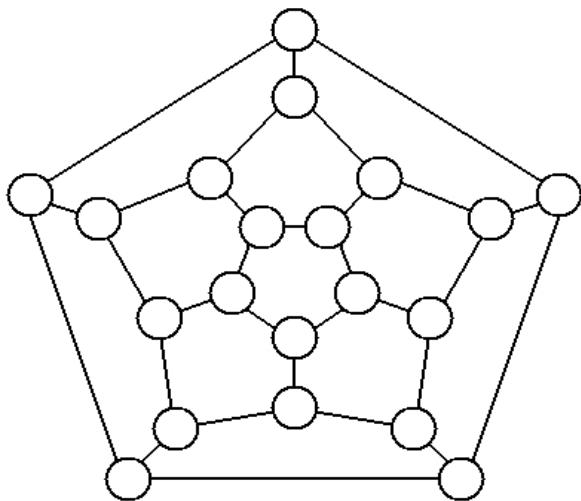
The theorem in the Königsberg bridges problem is the first graph theorem. The most important information: the number of edges and the nodes that are connected. This observation founded the development of mathematical topology.



# GRAPH THEORY

William Rowen Hamilton: Icosian game (1856)

The problem: walk over the entire dodecahedron, in a cycle, touching each node only once having the ending node in the starting one



The solution: is a path with twenty edges

Hamiltonian path

The Icosian game defined a very important research topic in graph theory: finding a route in a graph that walks over the system in the most optimal way (passing through each node only once).



# NETWORKS

- A graph is an abstract representation of a set of objects connected by links  $G = \{P, E\}$ .

**networks = large graphs**

- *Complex systems* can be studied through their *underlying network structure*: nodes (elements), links (interaction)
- The way we assign the nodes and links, defines the problem and questions we can study

## Basic structural properties

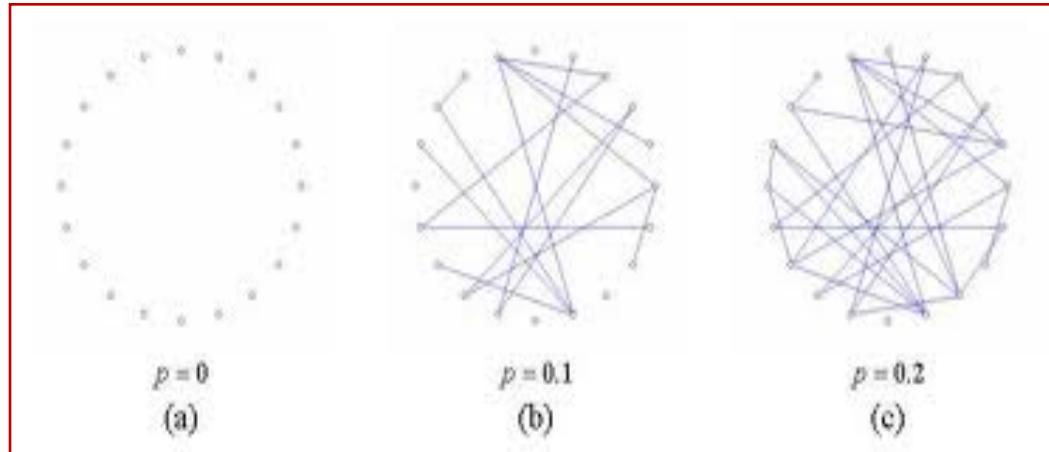
- **Degree distribution  $P(k)$ :** the probability that a randomly selected node in the network has  $k$  connections
- **Clustering coefficient:** 
$$C = \frac{3 \times \text{triangles}}{\text{triples}}$$
- **Average path length:** the average of the smallest distance between two randomly selected nodes
- **Diameter:** the maximal distance between two elements in a graph
- **Centrality:** the importance of a node relying on its position, the level of contribution an agent has in a network

*And much more....*



# RANDOM (ERDOS-RENYI) NETWORKS

Model proposed by  
P. Erdős and A. Rényi



- Degree distribution: Poisson distribution
- Small clustering coefficient
- High average path length

## Problems of the model

- Studies showed that real complex systems: do not have Poisson distribution!
- Several clusters were observed in real complex systems that are not reproduced by this model
- Presence of hubs in real complex systems

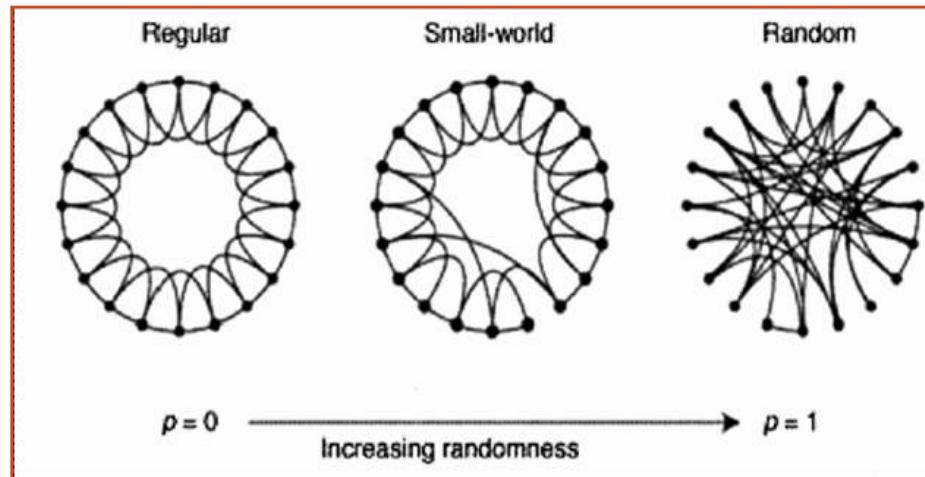


A DIFFERENT MODEL IS NEEDED!



# SMALL-WORLD (WATTS-STROGATZ) NETWORKS

Model proposed by  
D.J. Watts and S.H. Strogatz



- Degree distribution: exponential
- High clustering coefficient
- Small average path length

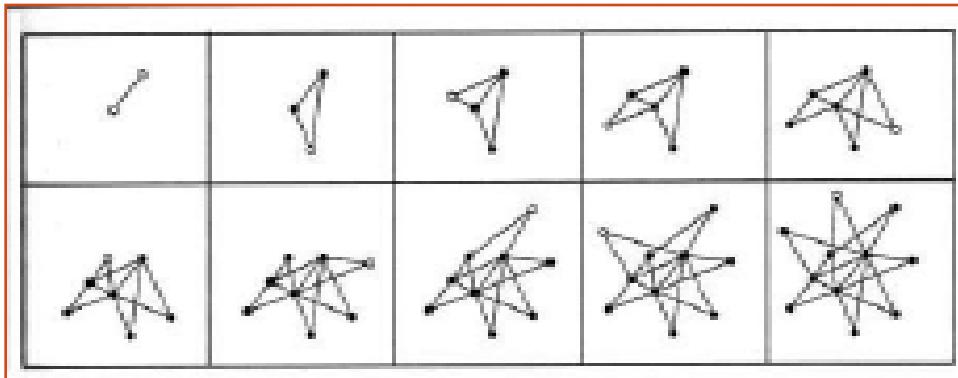
## Problems solved

- ✓ Studies showed that real complex systems: do not have Poisson distribution!
- ✓ Several clusters were observed in real complex systems that are not reproduced by this model
- ❑ Presence of hubs in real complex systems → **The model can't reproduce it!**



# SCALE-FREE (BARABASI-ALBERT) NETWORKS

Model proposed by  
A.-L. Barabasi and R. Albert



- Degree distribution: Poisson distribution
- Small clustering coefficient
- High average path length

## Problems solved

- ✓ Studies showed that real complex systems: do not have Poisson distribution!
- ✓ Several clusters were observed in real complex systems that are not reproduced by this model
- ✓ Presence of hubs in real complex systems

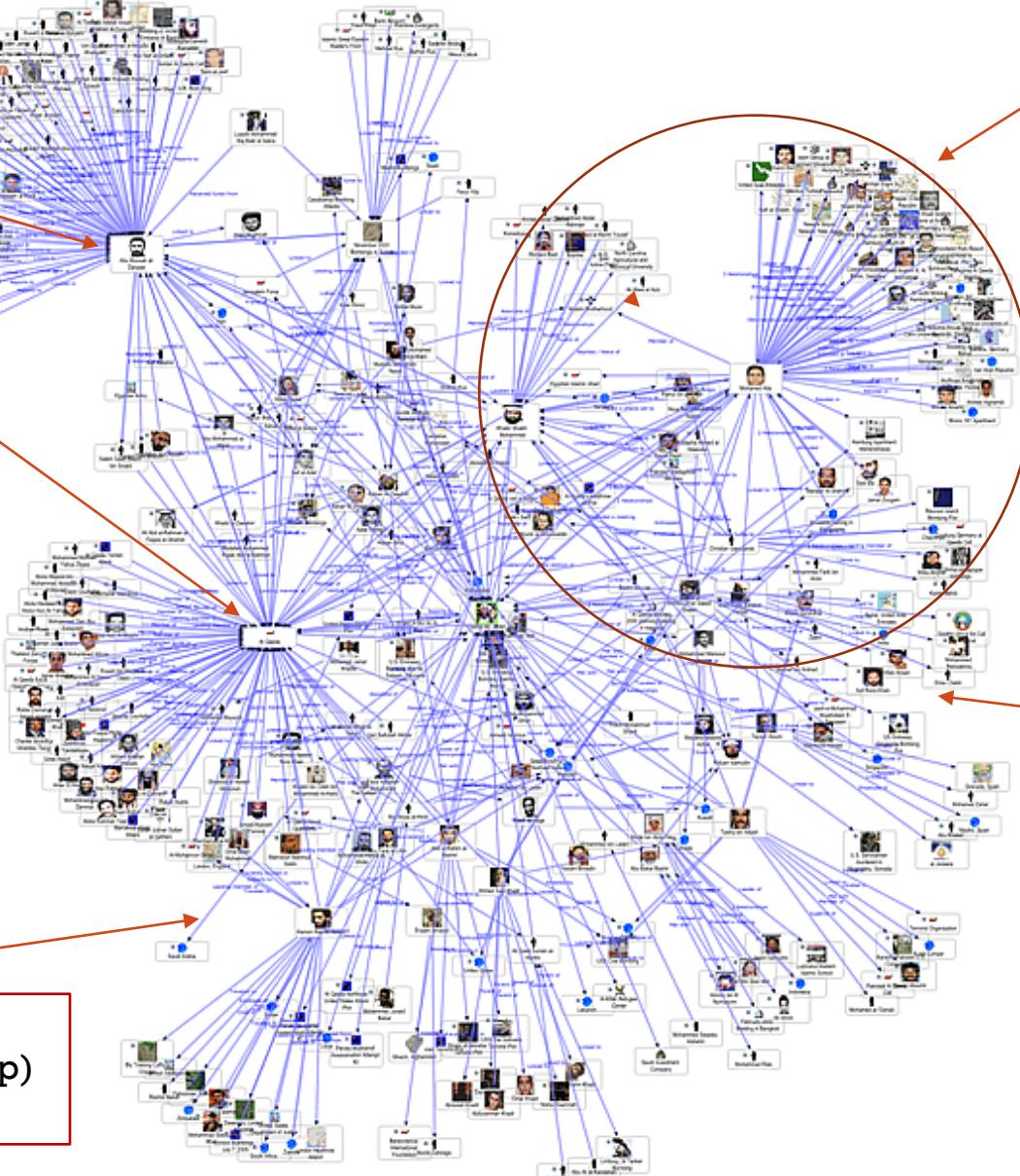


**preferential attachment** (the model's key ingredient)



# Social Media Friendship Network

**Hub:** a node that has significantly more connections than the average



**Cluster:** densely connected community

**Link direction:**

- undirected (Facebook friendship)
- directed (Twitter following)

**Link weight:**

- unweighted, single connection (either friend or not)
- weighted, multiple connections (number of exchanged e-mails)

## SOCIAL NETWORKS

- Friendship
  - Facebook
  - Twitter
  - LinkedIn
  - Instagram
- Collaboration
  - Actors
  - Scientists
  - Co-authorship
  - Student scholarships
  - Employer network
- Criminal organizations
  - Terrorist groups
  - Organized crime
- Sexual relationships
- Matching problem
- Medieval societies

## BIOLOGICAL NETWORKS

- Epidemics
- Brain neural network
- Protein interaction
- Species network
- Medicine/treatment
- Cancer research

## FINANCIAL NETWORKS

- Trade market
- Financial transactions
- Lender/borrower system
- Business relationships

## INFRASTRUCTURE NETWORKS

- Power grid systems
- Computer networks
- World Wide Web (WWW)
- Road traffic
- Airline traffic

## COMMUNICATION NETWORKS

- Mobile communication
- E-mail communication

## OTHER APPLICATIONS

- Politics
  - Elections: opinion influencing
  - Foreign relations
- Ecology
  - Food chain
  - species
- Environment
- Literature
  - Word relationships
  - Genre networks
  - Novel character network
- News relationships
- Or any other complex system, where you can define a relationship (link) between elements...

# DISEASE OUTBREAK, EPIDEMICS

**Data:** airline traffic, census data, transportation data

**Goal:** model and predict the spread of epidemics

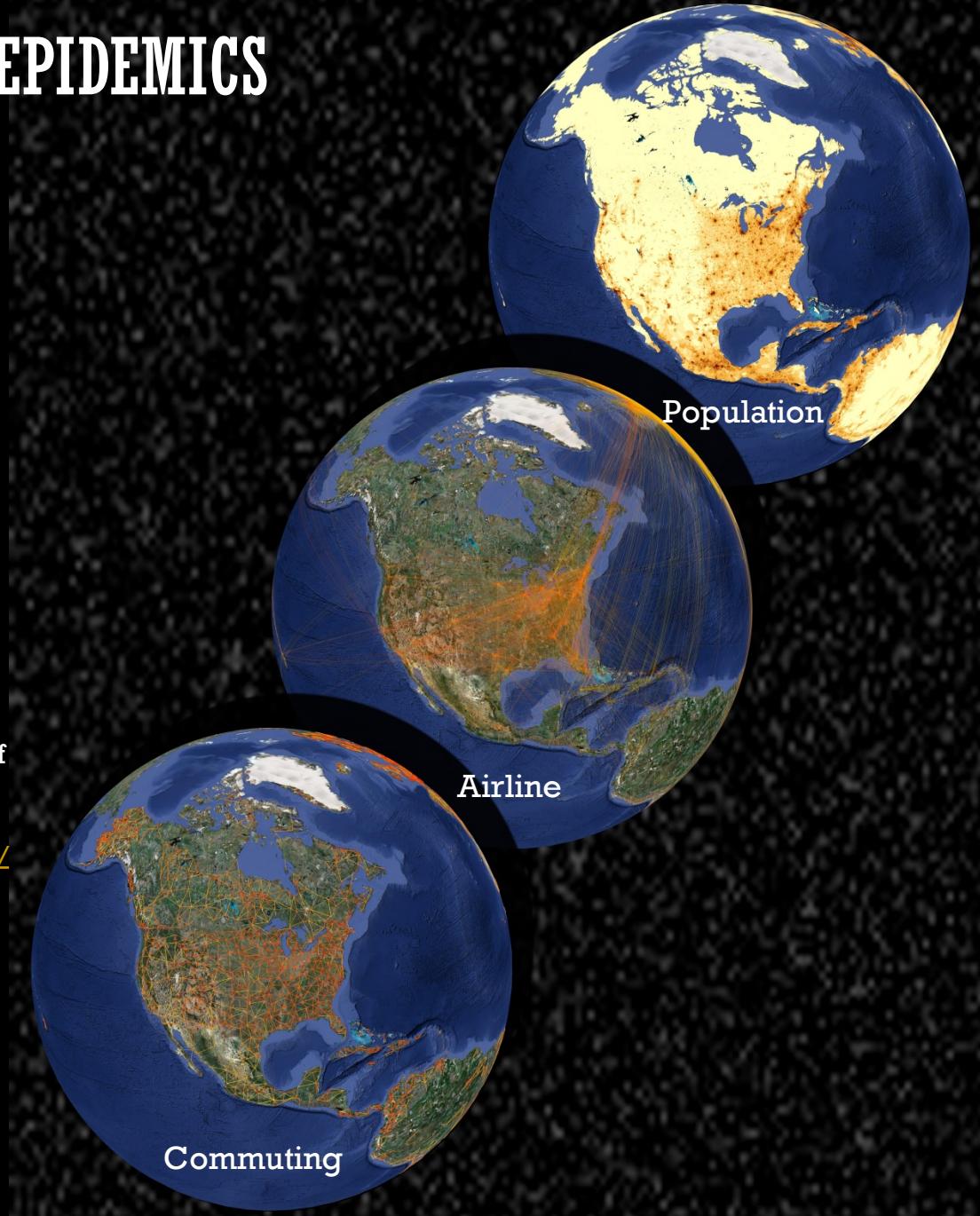


**Real-time  
forecasting of  
epidemic  
spreading at the  
global scale**

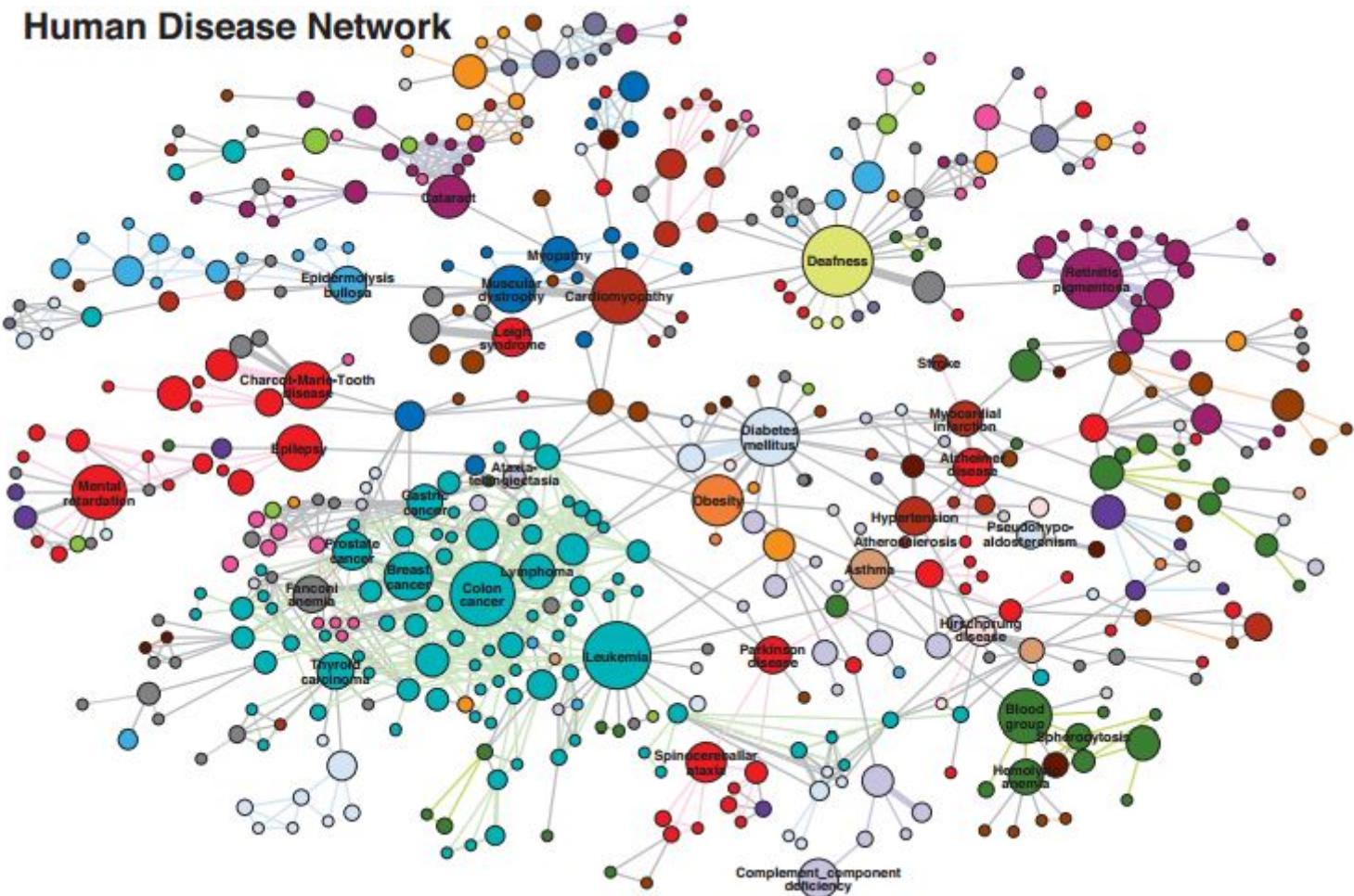
**GLEaMViz**  
Software system for the simulation of  
infectious diseases on a global  
scale.

The blue network represents short-range commuting flows by car, train and other means of transportation and [transport infrastructures. Yellow-to-red lines denote airline flows for a few selected cities; red corresponds to greater traffic intensity. Population density is identified on the grey/white colour scale, with white corresponding to areas of higher density. All features in this map were obtained from real data.](http://www.gleamviz.org/simulator/)

by Bruno Gonçalves and Alessandro Vespignani

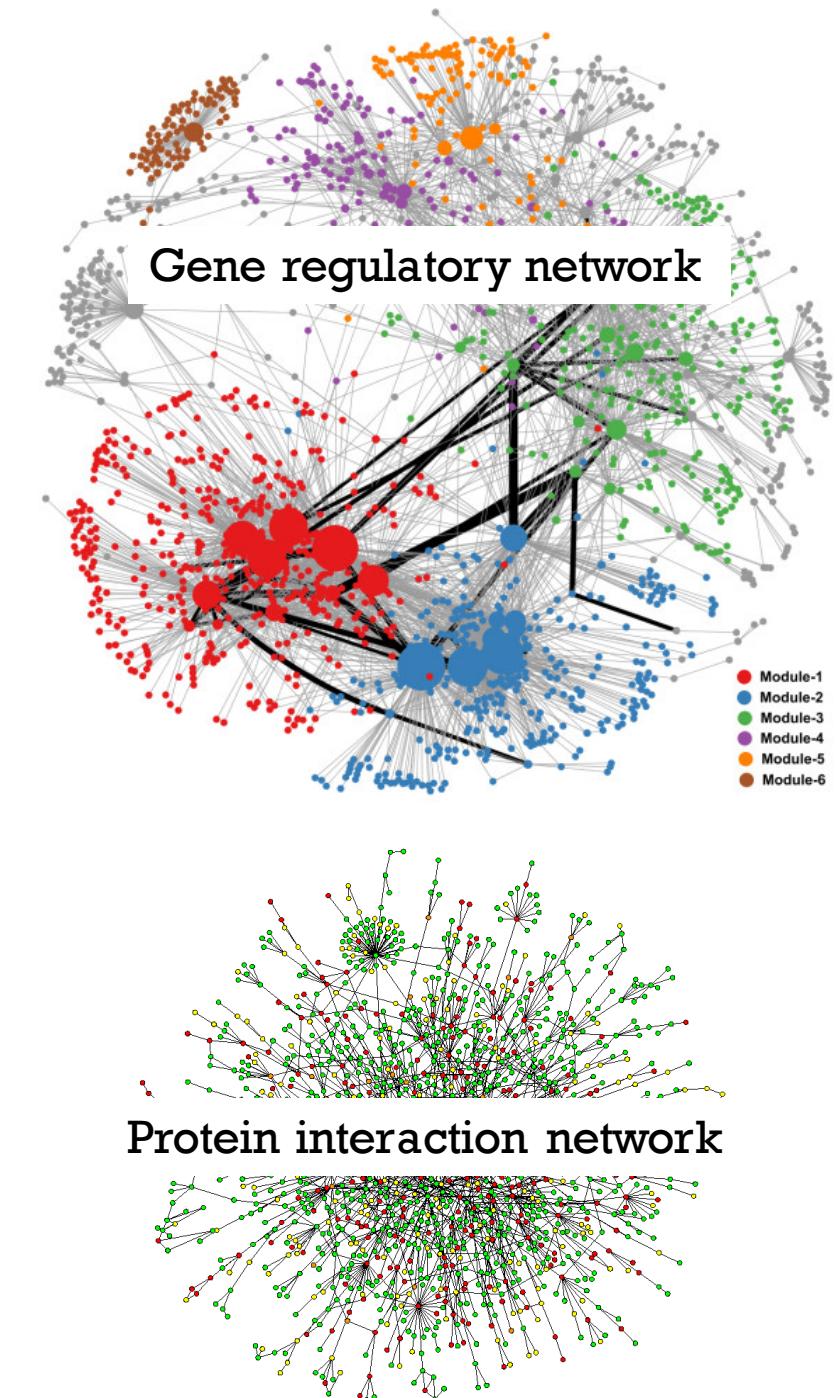


# BIOLOGICAL NETWORKS



## The human disease network

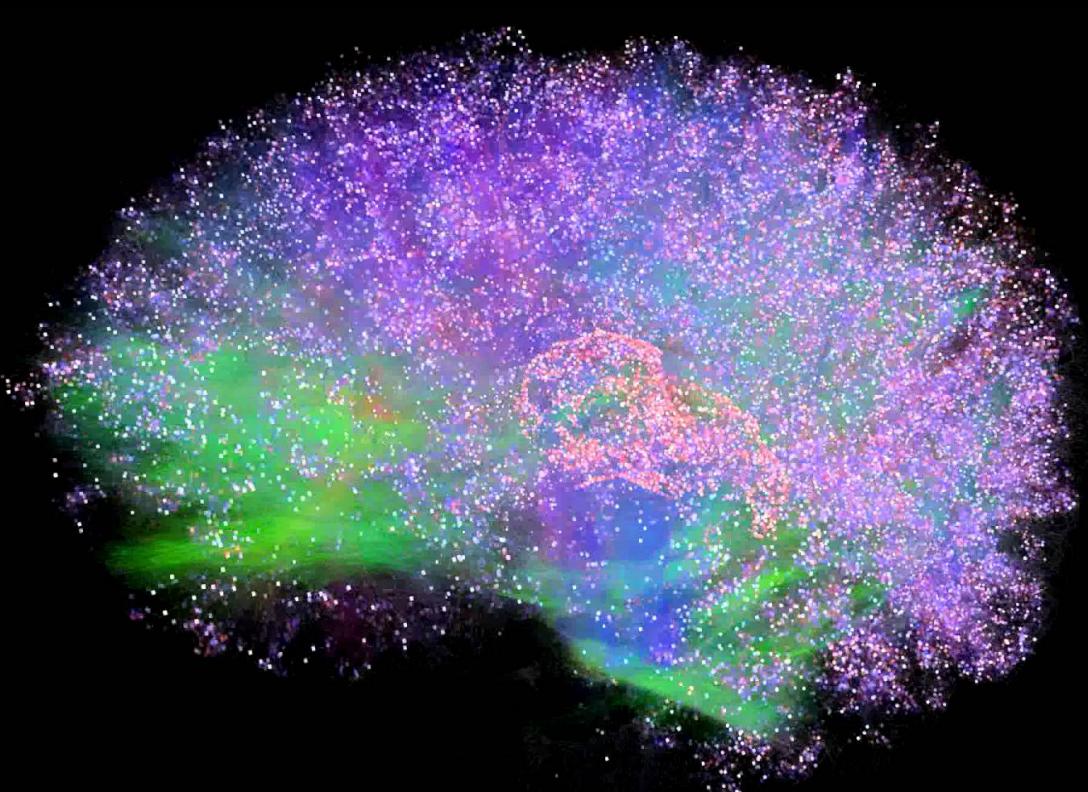
Kwang-Il Goh, Michael E. Cusick, David Valle, Barton Childs, Marc Vidal, and Albert-László Barabási  
PNAS 2007



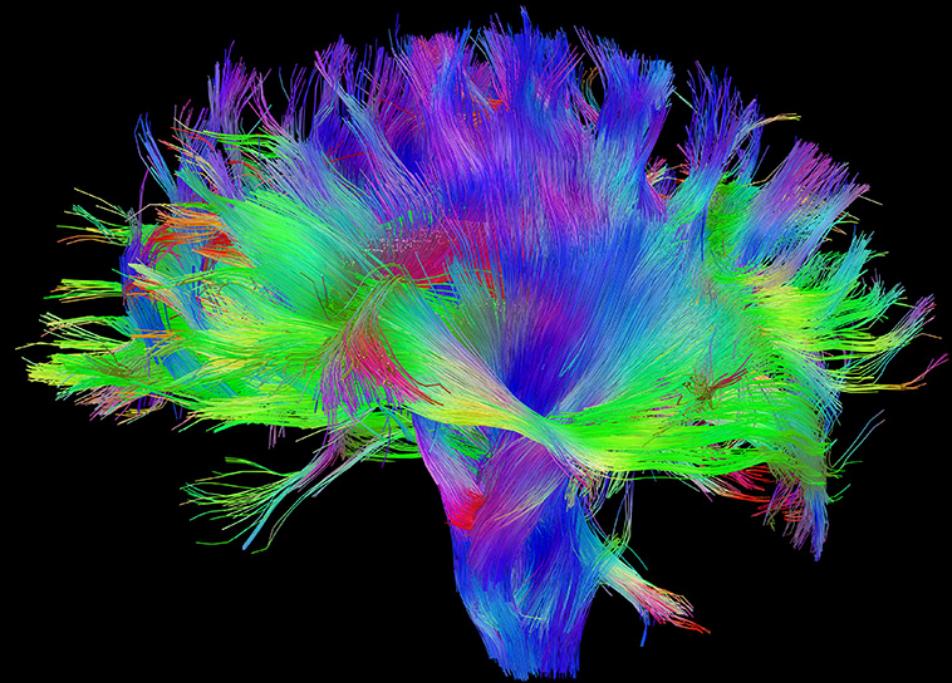
# BRAIN NETWORKS

**Data:** brain fMRI

**Goal:** study brain structure and function, diseases (Alzheimer, dementia, etc.)



Simulated Thalamocortical Brain Network 6 - 3D View, 3 Million Neurons, 476M Synapses



A "connectome," or map of neural pathways and wires, of a human brain (Credit: Human Connectome Project)

# POWERGRID NETWORK

**Data:** UCTE (Union of the Coordination of the Transmission of Electricity) European powergrid data

**Goal:** study cascading failures and mitigation strategies

**A cascading failure is a failure in a system of interconnected parts in which the failure of a part can trigger the failure of successive parts.**

Important vulnerability of networked systems.

Can occur in:

- Biological systems
- Infrastructure networks
- Financial systems
- Power grids:
  - one element fails
  - shifts its load to its neighboring elements; those elements are then pushed beyond their capacity
  - some become overloaded and fail
  - their loads are shifted onto their neighbors



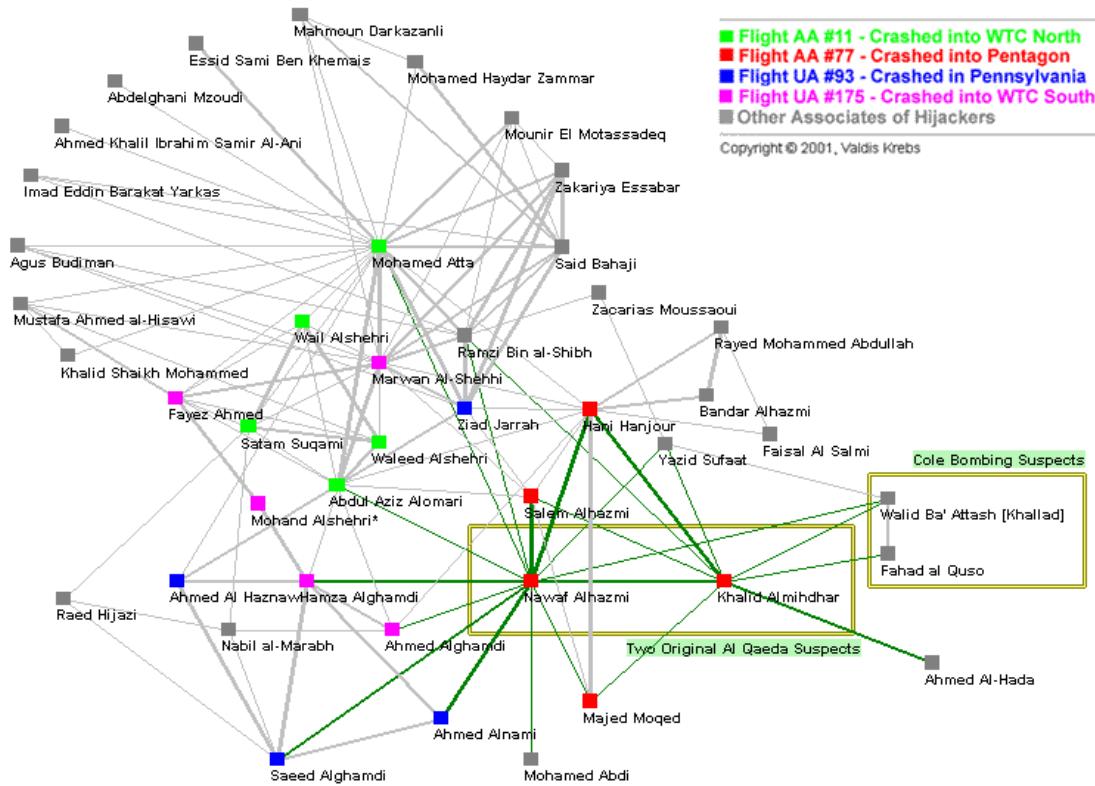
Power blackout in New York City (2012)

**Blackout simulation in the European powergrid**

Cascading Failures in Spatially-Embedded Random Networks  
A. Asztalos, S. Sreenivasan, B. K. Szymanski, G. Korniss  
PLoS ONE 9(1): e84563 (2014)

# TERRORISM, ORGANIZED CRIME NETWORKS

## 9/11 Terrorist Group



- All 19 hijackers were within 2 steps of the two original suspects uncovered in 2000
- Social network metrics reveal Mohammed Atta emerging as the local leader

Uncloaking Terrorist Networks, Valdis Krebs

<http://firstmonday.org/ojs/index.php/fm/article/view/941/863>  
<http://www.orgnet.com/prevent.html>



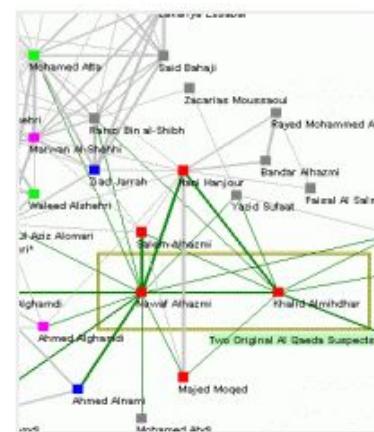
Home

## How The NSA Uses Social Network Analysis To Map Terrorist Networks

2013 JUNE 12

by Greg Satell

tags: Duncan Watts, Network Theory, Privacy, Social Network Analysis, Social Networks



Ever since [The Guardian reported](#) that the National Security Agency (NSA) has been collecting the phone record metadata of millions of Americans, the cable talk circuit has been ablaze with pundits demanding answers to what should be obvious questions.

Who knew about the program to collect data? (Apparently, [all three branches of government](#)). Who else has been supplying data? (Just about everybody, [according to the Washington Post](#)). What is metadata? (It's data about data).

<http://www.digitonto.com/2013/how-the-nsa-uses-social-network-analysis-to-map-terrorist-networks/>

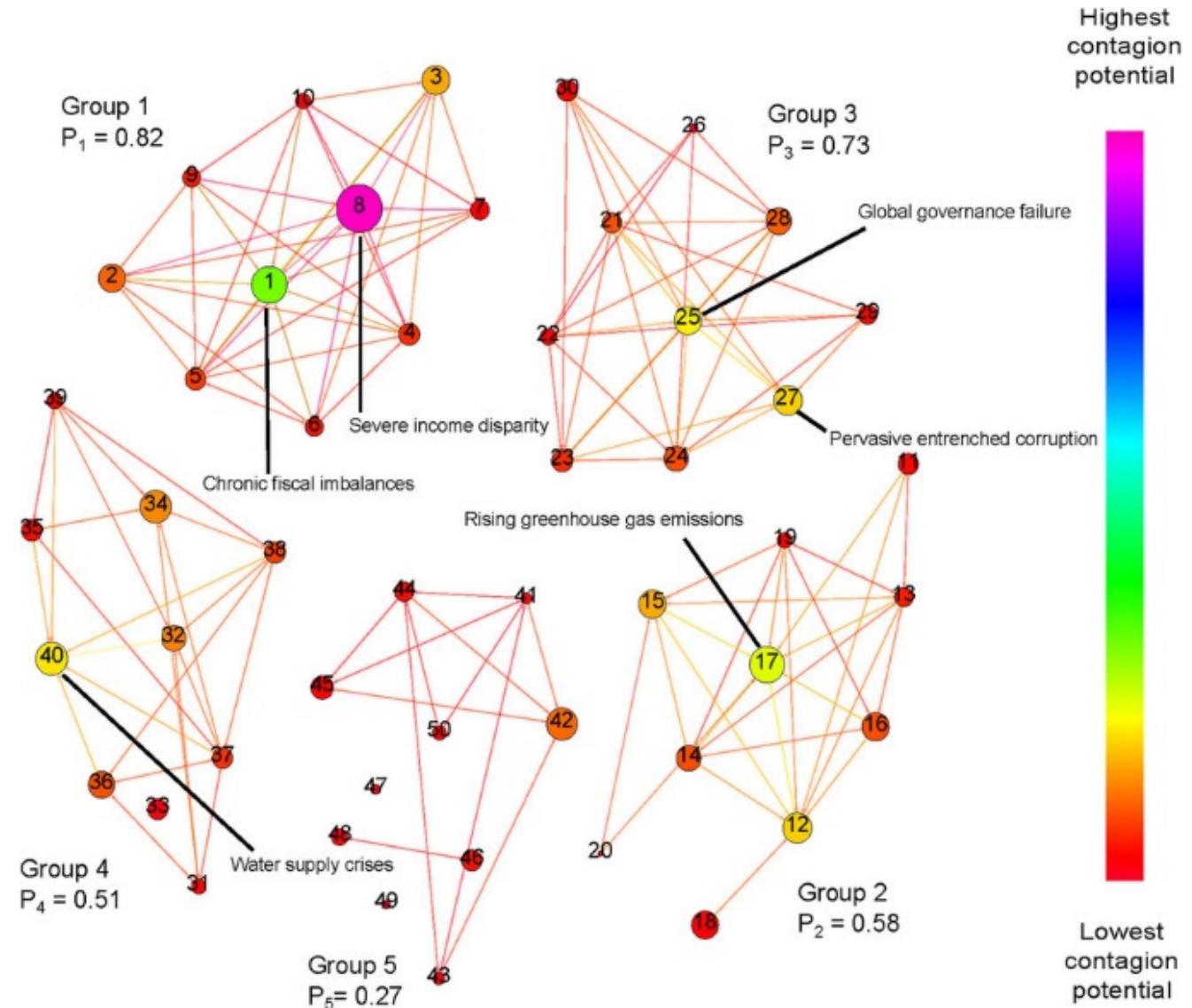


# GLOBAL RISK NETWORK

Risks threatening modern societies form an intricately interconnected network that often underlies crisis situations.

**Goal:** study how risk materializations in distinct domains influence each other.

**Data:** WEF Report on Global Risks



Each node is sized proportionally to its internal failure probability while node color corresponds to its total contagion potential. The number of edges in each group shows the intra-group connectivity. The nodes with the highest congestion potential are identified by name.

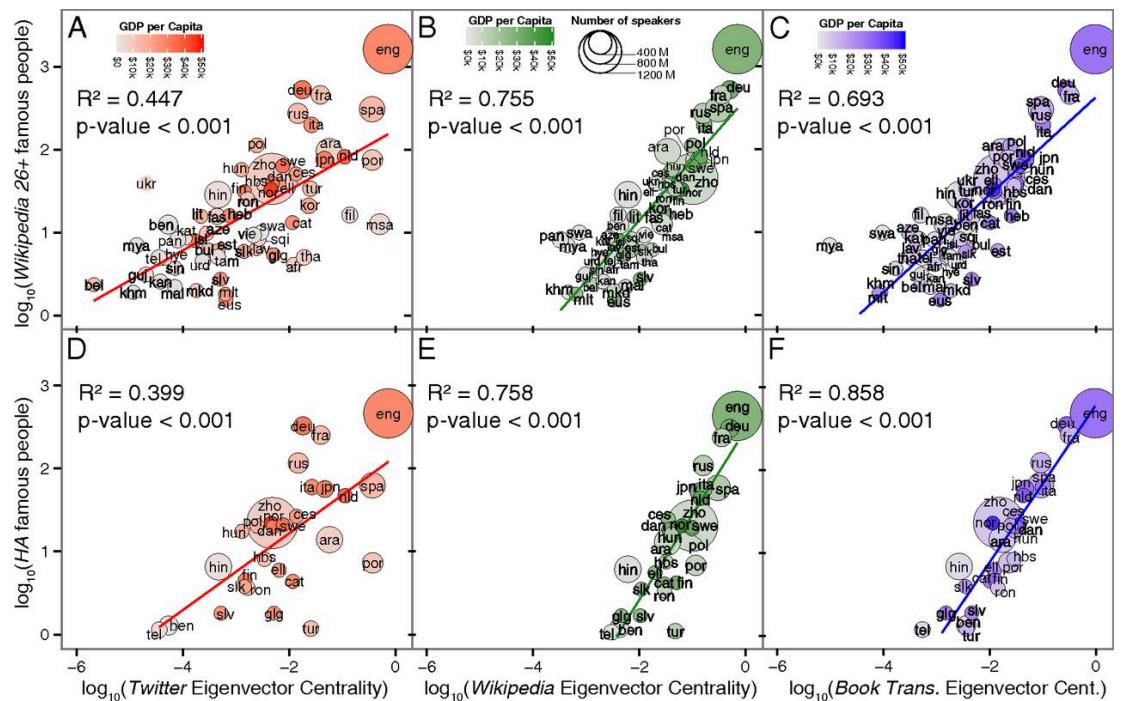


# GLOBAL LANGUAGE NETWORK (GLN)

**Data:** Twitter, Wikipedia, UNESCO book translations

**Goal:** study the importance of languages and their impact

The position of a language in the GLN and the global impact of its speakers



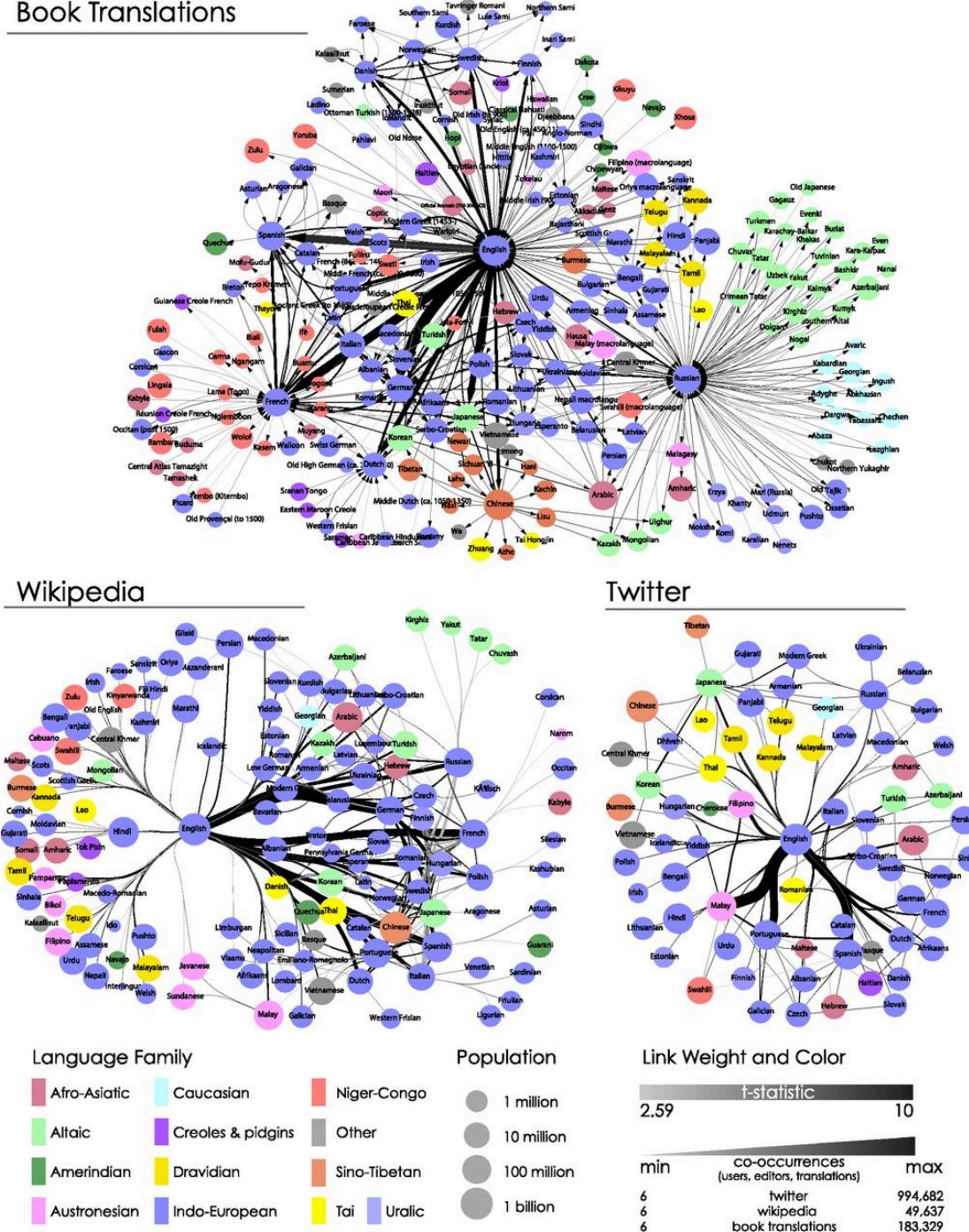
**The position of a language in the GLN contributes to the visibility of its speakers and the global popularity of the cultural content they produce.**

Links that speak: The global language network and its association with global fame.

S. Ronen, B. Gonçalves, K. Z. Hu, A. Vespiagnani, S. Pinker, and C. A. Hidalgo

PNAS 2014;111:E5616-E5622

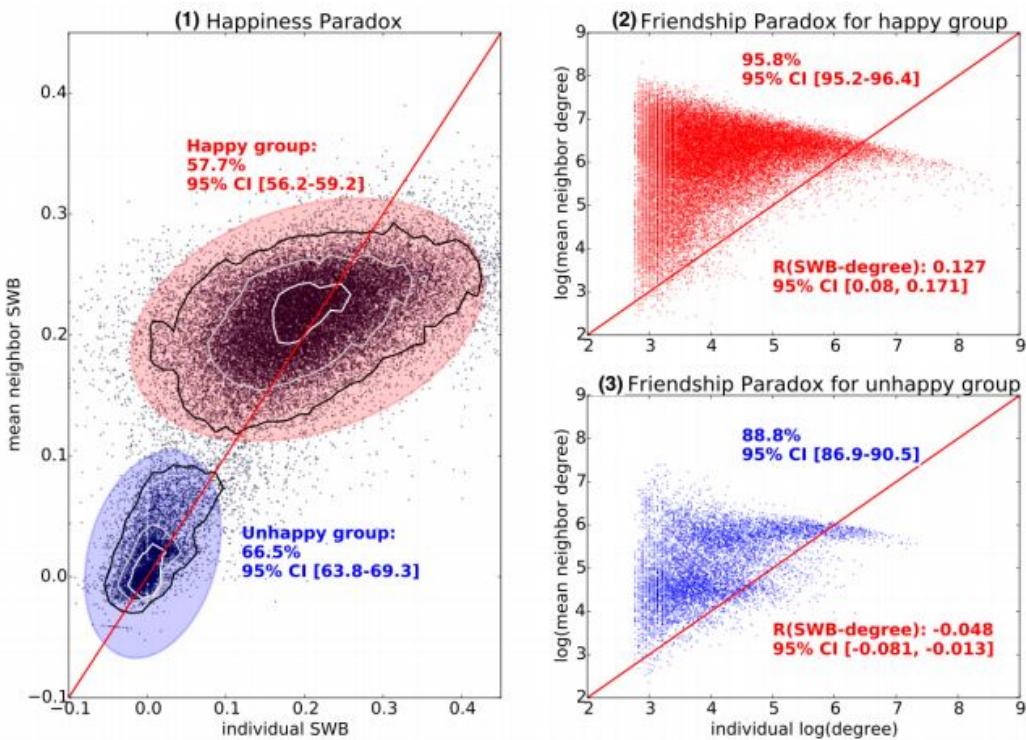
## Book Translations



# FRIENDSHIP NETWORKS

Data: Twitter

Goal: study the Happiness Paradox (most individuals in social networks experience a so-called Friendship Paradox: they are less popular than their friends on average)



Popular individuals are indeed happier and a majority of individuals experience a significant Happiness paradox.

The happiness paradox: your friends are happier than you

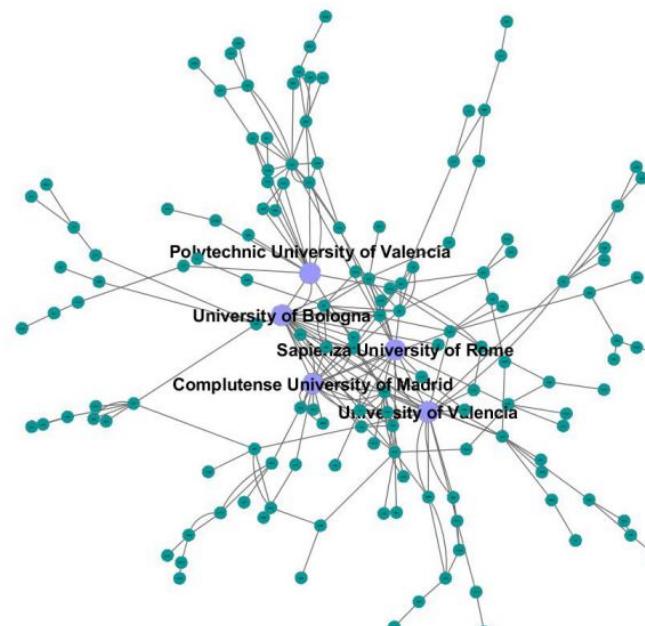
J. Bollen, B. Gonçalves, I. van de Leemput, G. Ruan

[arXiv: 1602.02665](https://arxiv.org/abs/1602.02665)

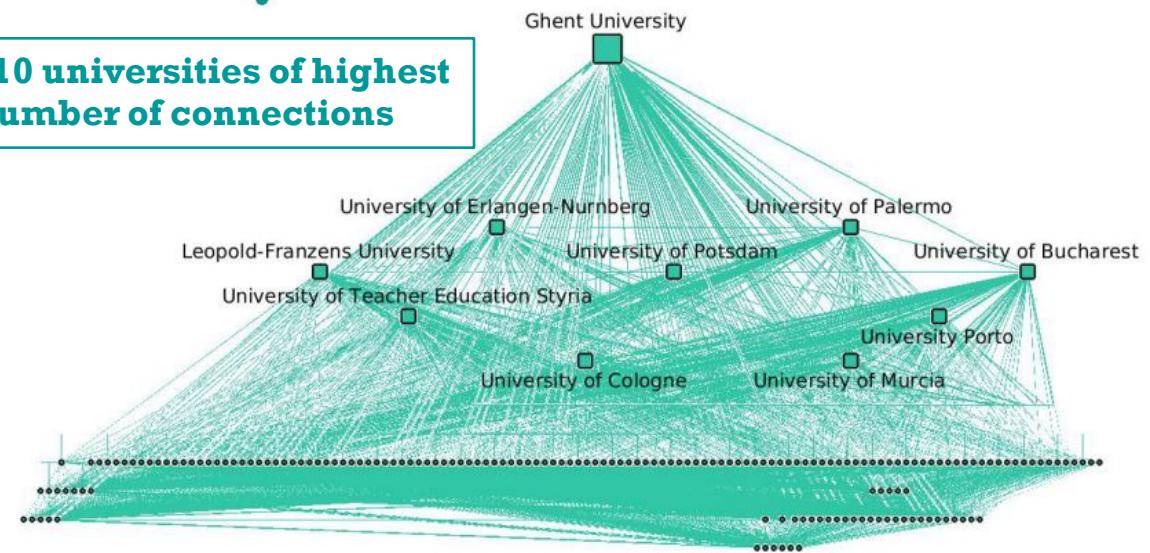
# COLLABORATION NETWORKS

Data: European Erasmus scholarships

Goal: study the academic collaborations among universities through student mobility



Top 10 universities of highest number of connections



Topology of the Erasmus student mobility network

A. Derzsi, N. Derzsy, E. Kaptalan and Z. Neda

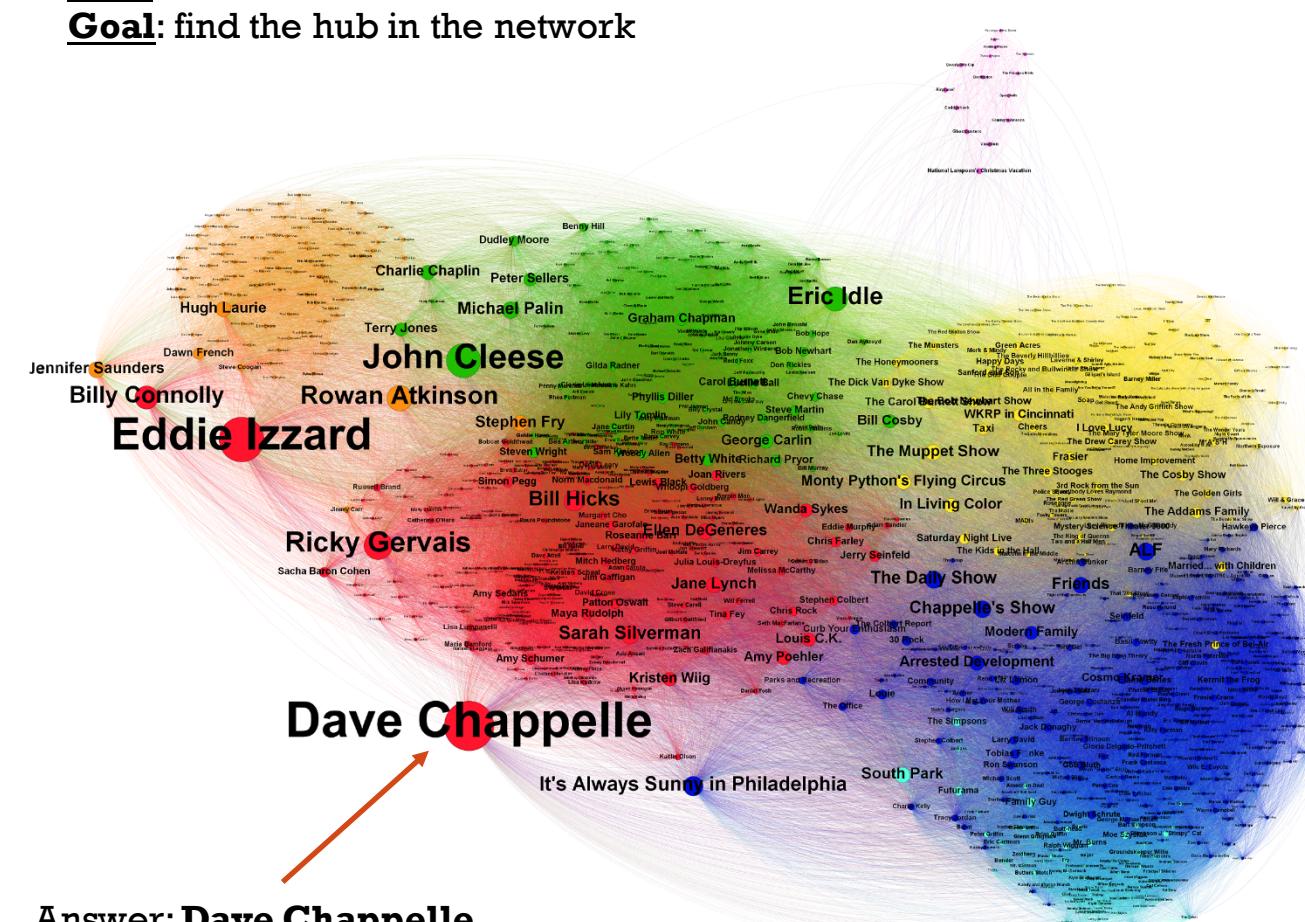
Physica A. 2011;390(13):2601–2610

# OTHER SOCIAL NETWORKS

## A Ranker World of Comedy Opinion Graph: Who Connects the Funny Universe?

Data: Twitter

Goal: find the hub in the network



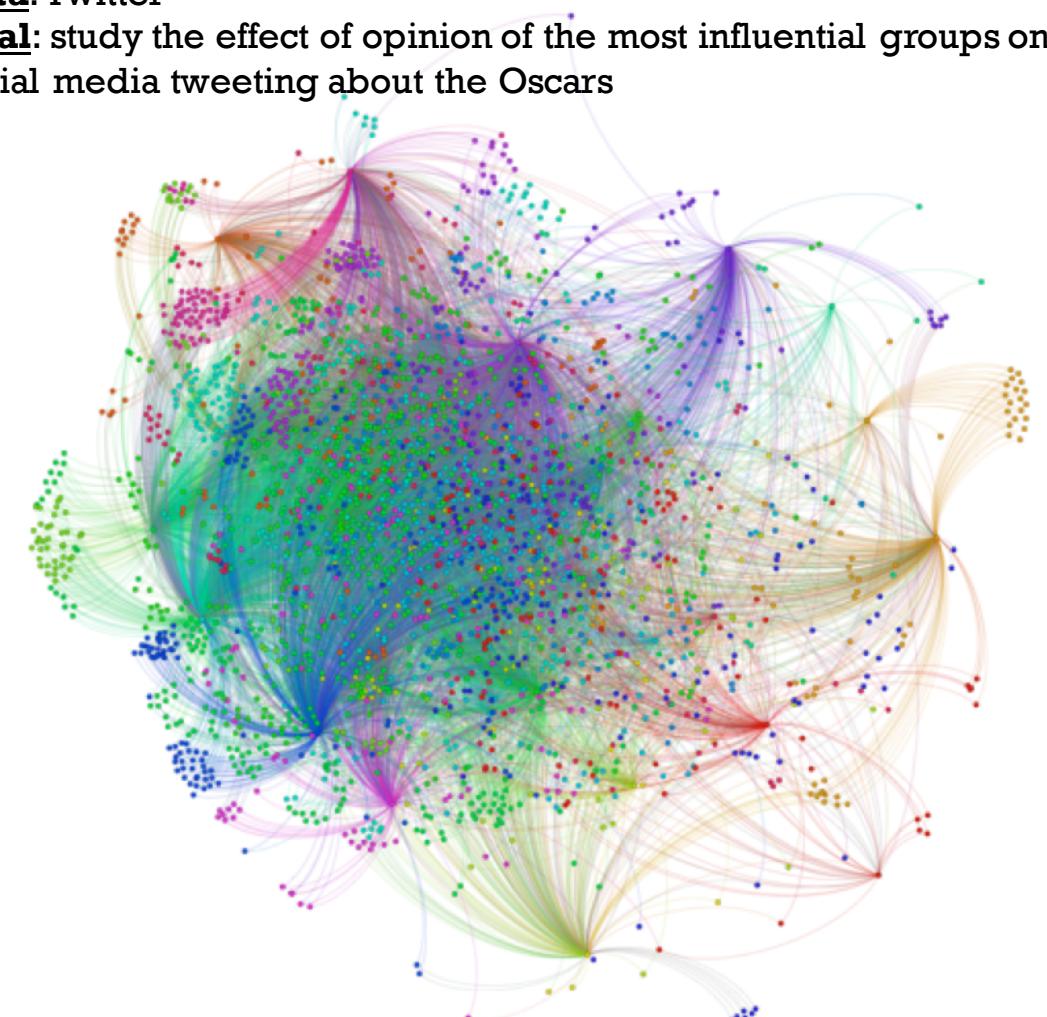
Answer: **Dave Chappelle**

<http://blog.ranker.com/a-ranker-opinion-graph-of-the-domains-of-the-world-of-comedy/#.WD9mePkrLIU>

## Oscar Award Race - Hollywood Celebrity Network

Data: Twitter

Goal: study the effect of opinion of the most influential groups on social media tweeting about the Oscars



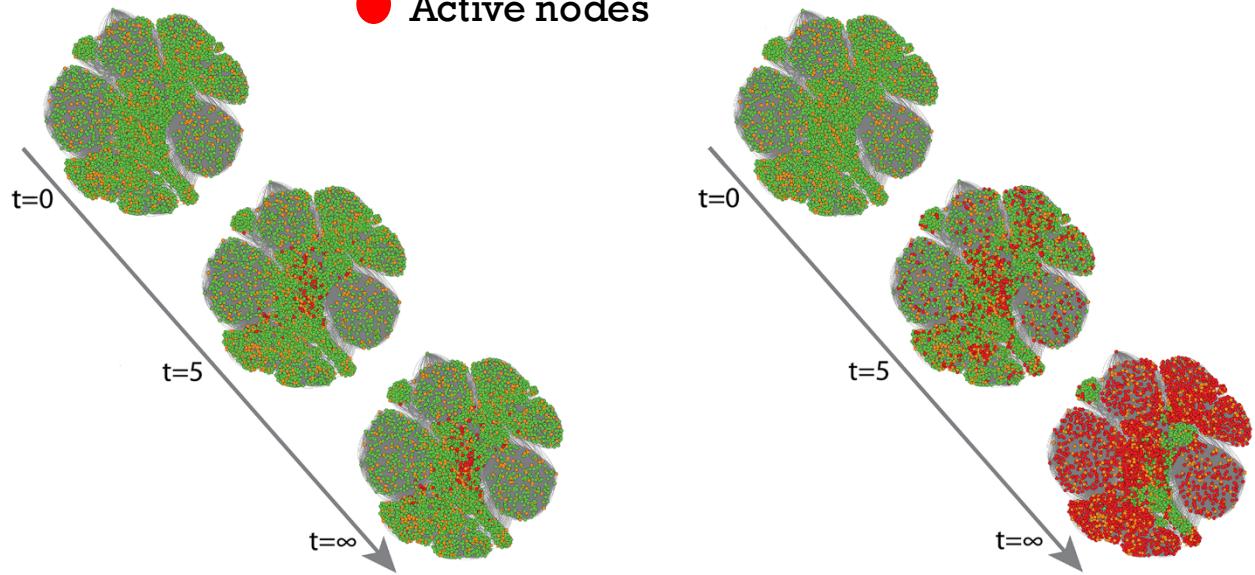
<http://echeloninsights.tumblr.com/post/111791840768/what-data-can-tell-us-about-the-oscar-race-and>

# OPINION INFLUENCING AND POLITICS IN SOCIAL NETWORKS

Data: Facebook

Goal: study the spread of opinions on social networks

- Inactive nodes
- Initiators
- Active nodes



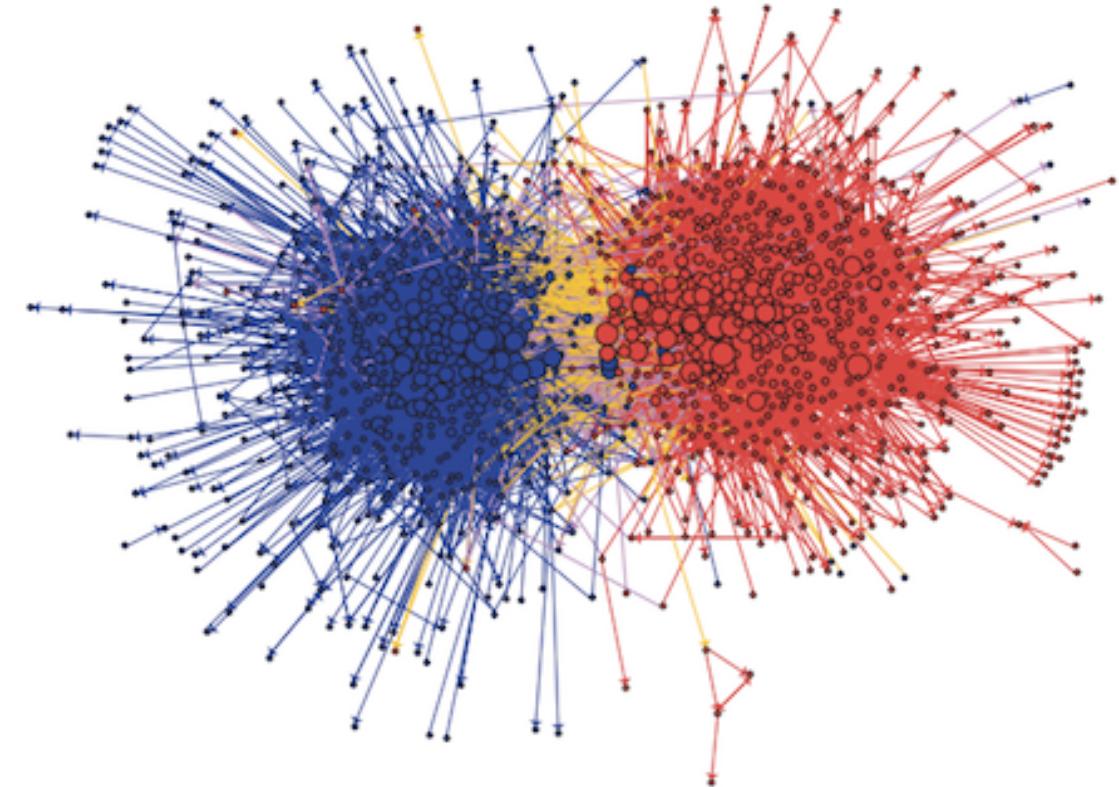
**Can be used for product marketing, politics, etc.**

**The Impact of Heterogeneous Thresholds on Social Contagion with Multiple Initiators**

P. D. Karampourniotis, S. Sreenivasan, B. K. Szymanski, G. Korniss

PLoS ONE 10(11): e0143020 (2015)

**Online communication between left-wing (blue) and right-wing (red) political blogs**



"They are almost entirely divided into two separate networks: an echo chamber of like-minded individuals."

*Image by Lada Adamic & Natalie Glance*

# THEORETICAL RESEARCH ON NETWORKS

**A few of the multitude of topics studied on networks...**

- Network controlling, monitoring, influencing
- Network resilience against random failures or attacks
- Network dynamics
- Information flow on networks
- Opinion formation and influencing
- Cascading failures in networks
- Clustering analysis, community detection
- Multilayer networks

