

# **Real Social Networks**

## The SocioPatterns Sensing Platform



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# Real Social Networks

## The SocioPatterns Sensing Platform

Toward a more social world... or not?



# Real Social Networks

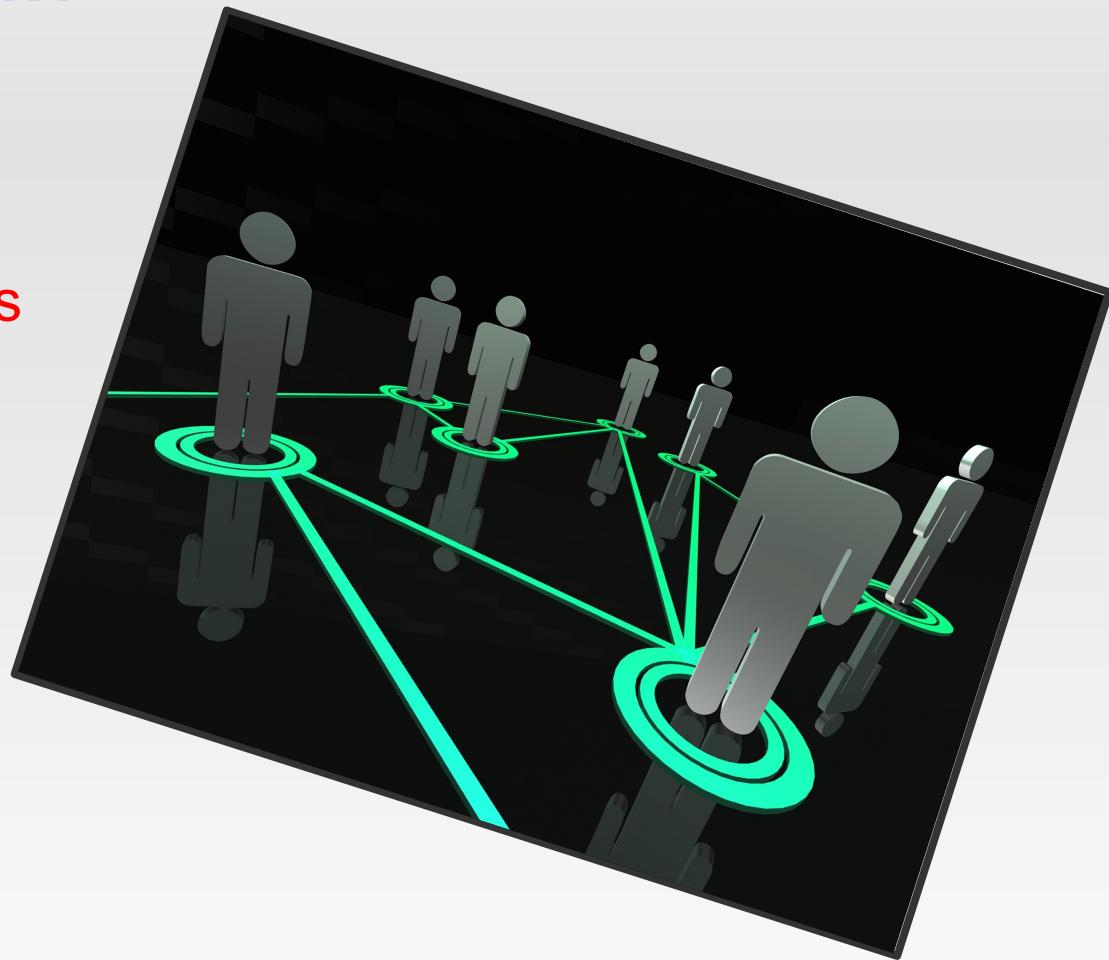
## The SocioPatterns Sensing Platform

### What is a Social Network?

A lot of definitions...

1. a network of social interactions and personal relationships.
2. a dedicated website or other application which enables users to communicate with each other by posting information, messages, images, etc..

([oxforddictionaries.com/](http://oxforddictionaries.com/))



# Real Social Networks

## The SocioPatterns Sensing Platform

### Virtual Social Networks

- Facebook → **Most popular social network**
- Twitter → **Microblogging**
- LinkedIn → **Everything about work**
- Google+ → **Most promising**
- Instagram → **Mobile**
- Flickr → **Photos and Graphics**
- DeviantART → **Photos and Graphics**

# Real Social Networks

## The SocioPatterns Sensing Platform

### Virtual Social Networks

- Facebook
- Twitter
- LinkedIn
- Google+
- Instagram
- Flickr
- DeviantART

**Analysis and Statistics  
thanks to their API**



# Real Social Networks

## The SocioPatterns Sensing Platform

### Real Social Networks

???

# Real Social Networks

## The SocioPatterns Sensing Platform

### Real Social Networks

???

- Gathering places: café, theaters, ...
- University
- Public spaces
- Companies



# Real Social Networks

## The SocioPatterns Sensing Platform

### Real Social Networks

???

- Gathering places: café, theaters, ...
- University
- Public spaces
- Companies

**But... What about analysis?**

# Real Social Networks

## The SocioPatterns Sensing Platform

### Social Networks as networks of contacts

Representation

A definition of Social Graph

A social graph is the network of connections and relationships between people.

**Social Graphs:**  
The pattern of social relationships between people

Person

Direct Relationship

Social Link

Indirect Relationship

$G = (V, E)$

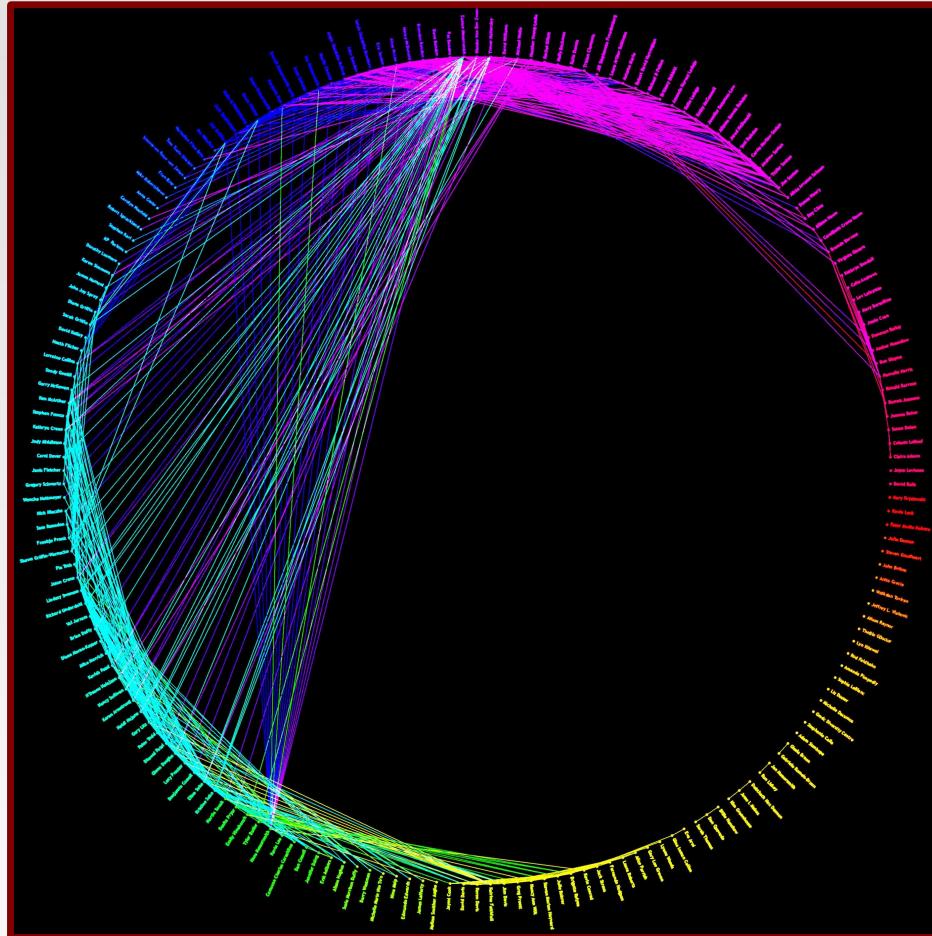
edge  $\in E$

node  $\in V$

# Real Social Networks

## The SocioPatterns Sensing Platform

### Real and Virtual Social Graphs



#### Real Social Graph

- Person-to-Person interactions:  
when an individual A physically  
meets another individual B.  
  
A particular technology must be used  
to record and measure them.

#### Virtual Social Graph

- Virtual interactions:
  - A tag in Facebook
  - A re-tweet in Twitter
  - ....

Easy tracking by API

# Real Social Networks

## The SocioPatterns Sensing Platform

### Real vs Virtual: state of the art

#### Virtual interactions

- Projects to collect and analyse data (by APIs)
- Facebook applications (e.g., games)
- Analysis of activities and friendships
- “Like button” to suggest targeted advertising

#### Real interactions

- Bluetooth interactions
- **SocioPatterns projects**

???

#### Live Social Semantics

LSS is an application that tracks and supports social networking between conference attendees.

#### Tracking of...

- virtual interactions (social networks)
- references of publications
- real-world F2F proximity

#### But limited ...

- time was too short
- narrow field of interest
- real vs virtual ???

#### Results

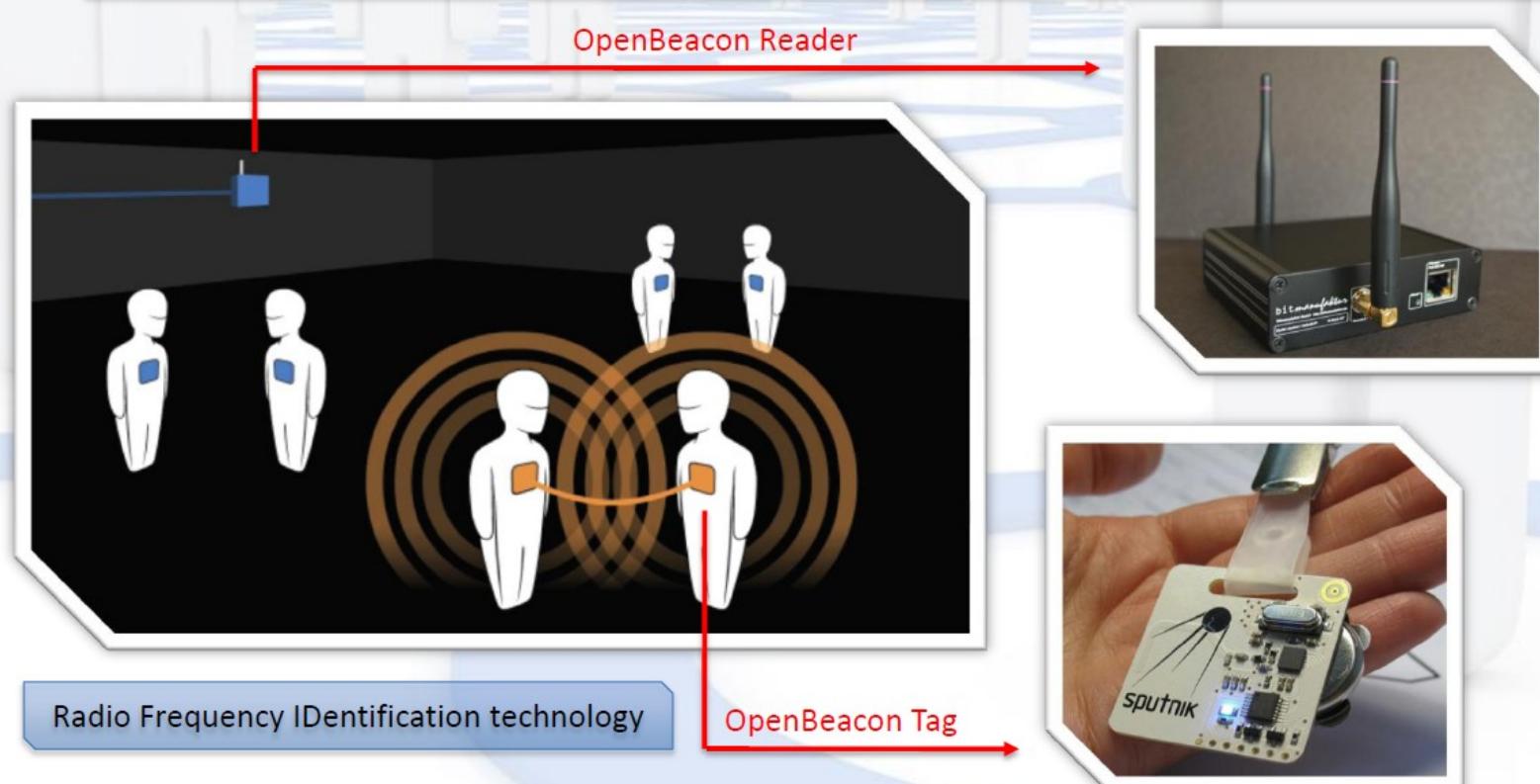
- Similar behaviours among conferences
- More interaction for returning attendees
- Interaction time was very similar
- Mixing with similar seniority level

# Real Social Networks

## The SocioPatterns Sensing Platform

### SocioPatterns platform: the OpenBeacon project

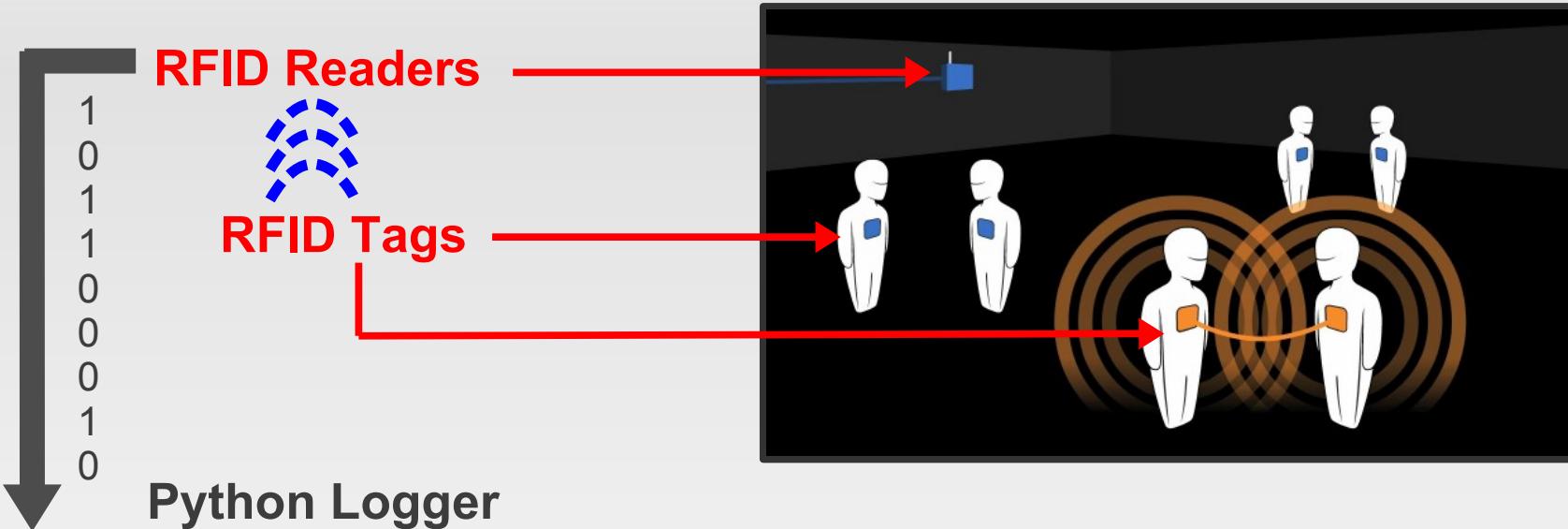
The SocioPatterns sensing platform employs wearable electronic badges to sense sustained face-to-face proximity among people.



# Real Social Networks

## The SocioPatterns Sensing Platform

### The full infrastructure



```
|.....  
.....  
C t=1360238945 ip=0x0000000c id=1195 boot_count=0 seq=0x00001bfb flags=0 [1197(2) #9]  
C t=1360238945 ip=0x00000015 id=1195 boot_count=0 seq=0x00001bfb flags=0 [1197(2) #9]  
S t=1360238945 ip=0x00000017 id=1031 boot_count=95 seq=0x00004313 strngth=3 flgs=0 last_seen=1251  
S t=1360238945 ip=0x00000017 id=1130 boot_count=95 seq=0x00004c8b strngth=3 flgs=2 last_seen=1118  
S t=1360238945 ip=0x00000010 id=1050 boot_count=95 seq=0x00003a1f strngth=3 flgs=0 last_seen=1235  
C t=1360238945 ip=0x0000000c id=1241 boot_count=0 seq=0x00004dbb flags=0 [1013(1) #5] [1212(1) #5]  
S t=1360238945 ip=0x0000000c id=1166 boot_count=95 seq=0x00004323 strngth=3 flgs=0 last_seen=1013  
S t=1360238945 ip=0x00000017 id=1193 boot_count=95 seq=0x00001f03 strngth=3 flgs=0 last_seen=1108  
S t=1360238945 ip=0x00000010 id=1249 boot_count=95 seq=0x00004223 strngth=3 flgs=0 last_seen=1108  
S t=1360238945 ip=0x0000000c id=1108 boot_count=95 seq=0x000040bf strngth=3 flgs=0 last_seen=1193  
C t=1360238945 ip=0x0000000c id=1197 boot_count=0 seq=0x0000380f flags=0 [1195(1) #5]  
C t=1360238945 ip=0x00000015 id=1197 boot_count=0 seq=0x0000380f flags=0 [1195(1) #5]  
.....  
.....
```

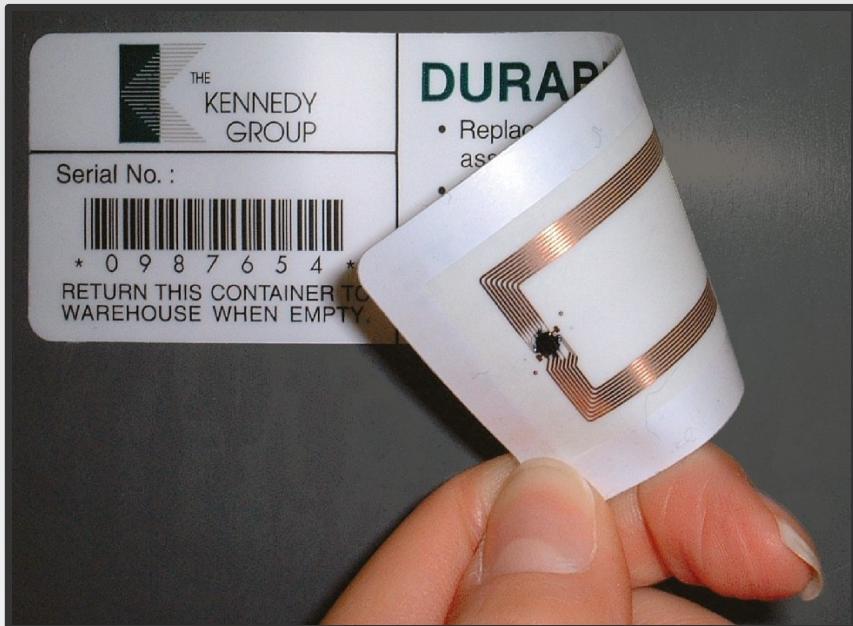
Log Parser

Adjacency Lists  
Adjacency Matrix  
GEXF format  
JSON format  
DNF format

# Real Social Networks

## The SocioPatterns Sensing Platform

### Pieces of information on RFID...



#### RFID frequency bands

- 120 – 150 kHz (LF): passive tags [range = 10 cm]
- 13.56 MHz (HF): passive tags [range = 1 m]
- ...
- 2450 – 5800 MHz: active tags [range = 1-5 m]

#### Radio-Frequency IDentification

Electromagnetic fields to transfer data from a tag to a reader and vice versa.

**Main purpose:** identification and tracking

**Types:** passive, semi-active, active

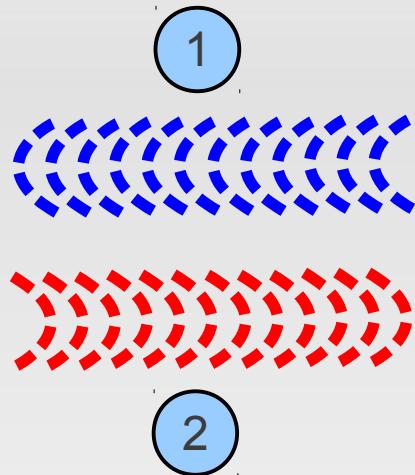
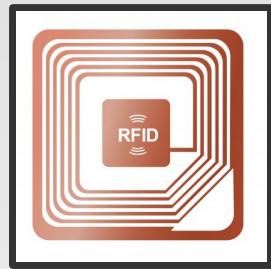


# Real Social Networks

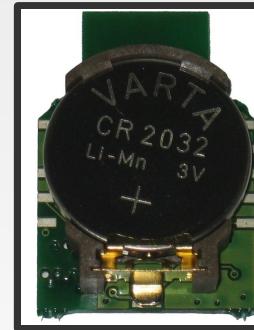
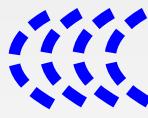
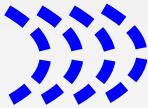
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### RFID: how it works

Passive



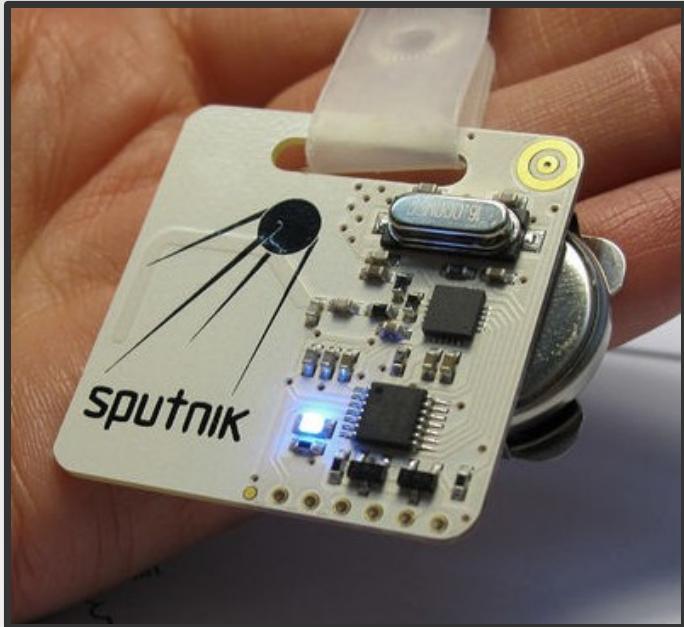
Active



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## The SocioPatterns Sensing Platform

Two types of OpenBeacon tags...



**OpenBeacon Tag**

- PIC16F688 microcontroller
- nRF24L01 2.4GHz transceiver



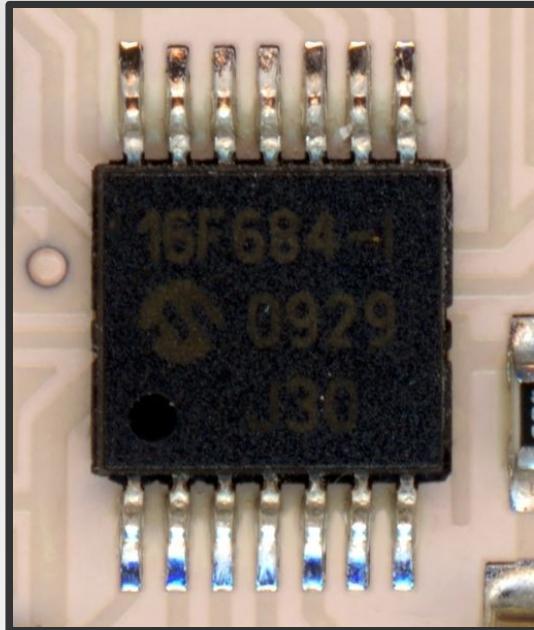
**OpenBeacon USB 2**

- LPC1343 ARM Cortex-M3 CPU
- nRF24L01 2.4GHz transceiver
- Bluetooth SPP
- 4MByte external flash memory

# Real Social Networks

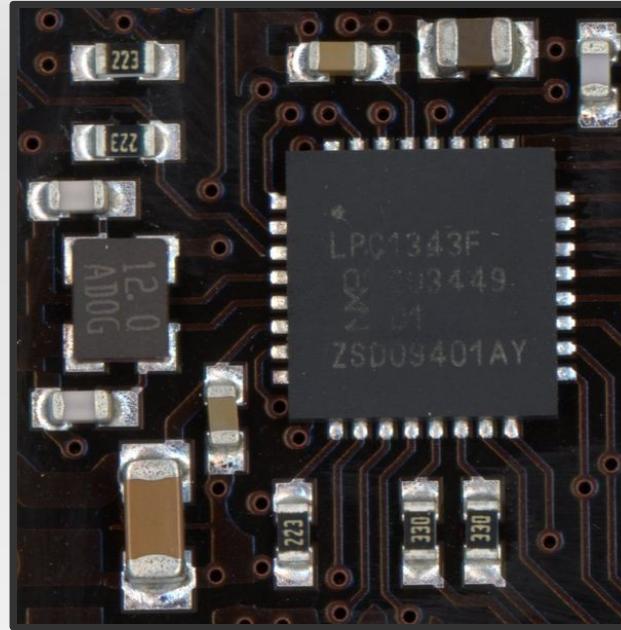
## The SocioPatterns Sensing Platform

Two types of OpenBeacon tags...



**OpenBeacon Tag**

- PIC16F688 microcontroller:
- FREQ: 8 MHz to 31 KHz
- FLASH: 7 KB
- SRAM: 256 bytes



**OpenBeacon USB 2**

- LPC1343 ARM Cortex-M3 CPU:
- FREQ: up to 72 MHz
- FLASH: 32 KB
- SRAM: 8 KB

# Real Social Networks

## The SocioPatterns Sensing Platform

### OpenBeacon Tag programming

#### What we need...

- PIC16F684 datasheet: <http://bit.ly/Zm3dsM>
- nRF24L01 datasheet: <http://bit.ly/Z8SqyJ>
- A GNU/Linux distribution (not required, but recommended) and a text editor
- MPLAB X Integrated Development Environment (IDE): <http://bit.ly/xpKQZY> [optional]
- HI-TECH C compiler for PIC10/12/16 MCUs: <http://bit.ly/9cE47E>
- PICkit 2 Command Line Interface (source): <http://bit.ly/2ZGKdP>
- PICkit 2 Development Programmer/Debugger

# Real Social Networks

## The SocioPatterns Sensing Platform

### OpenBeacon Tag programming

**Let's begin to configure everything... A mini-tutorial for Ubuntu users!**

(I recommended to have a GNU/Linux distribution, do you remember?)

- Unzip the **HI-TECH C programmer** file and run the installer bin file:

```
$ unzip picc-9.83-linux.zip  
$ chmod 755 picc-9.83-linux.run  
$ sudo ./picc-9.83-linux.run
```

- Scroll down the license and enter "y" to accept it.

- Click on the "Enter" button to confirm the default installation path. **[do not change]**

- When the installer asks for the license type, append "demo" to the word "HCPICP-".

- Open the ~/.bashrc file and append the following "export" line:

```
export PATH=$PATH:/usr/hitech/picc/9.83/bin
```

# Real Social Networks

## The SocioPatterns Sensing Platform

### OpenBeacon Tag programming

- Extract the **pk2cmdv1.20LinuxMacSource.tar.gz** file and compile the source:

```
$ tar xzvf pk2cmdv1.20LinuxMacSource.tar.gz  
$ make  
$ sudo make install  
$ sudo install *.dat /usr/local/bin
```

- Connect the programmer and check if it's being detected by running:

```
$ lsusb -d 04d8
```

- Create a text file as shown below:

```
$ sudo gedit /etc/udev/rules.d/pickit.rules
```

- and past the following udev rule so as to automatically detect the programmer:

```
SYSFS{idVendor}=="04d8", SYSFS{idProduct}=="0033", MODE="0666"
```

- Disconnect and reconnect the programmer

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## The SocioPatterns Sensing Platform

### OpenBeacon Tag programming

#### A simple typical application

```
while (1) {

    // packet building
    pkt.hdr.proto = RFBPROTO_BEACONTRACKER;
    pkt.tracker.strength = strength;
    pkt.tracker.powerup_count = htons (code_block);
    pkt.tracker.reserved = 0;
    pkt.tracker.seq = htonl (seq);
    pkt.tracker.oid_last_seen = htons(oid_last_seen);

    // add CRC to packet
    crc = crc16 (pkt.byte, sizeof (pkt.tracker) - sizeof (pkt.tracker.crc));
    pkt.tracker.crc = htons (crc);

    // adjust transmit strength
    nRFCMD_RegReadWrite (NRF_REG_RF_SETUP | WRITE_REG, NRF_RFOPTIONS | (strength << 1));

// CONT...
```

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## The SocioPatterns Sensing Platform

### OpenBeacon Tag programming

#### A simple typical application

```
// ...CONT

// encrypt the data
protocol_encode ();

// transmit data to nRF24L01 chip
nRFCMD_RegWrite (WR_TX_PLOAD | WRITE_REG, (unsigned char *) &pkt, sizeof (pkt));

// send data away
nRFCMD_Execute ();

// update code_block so on next power up
// the seq will be higher or equal
crc = (unsigned short) (seq >> 16);
if (crc >= code_block) {
    store_incremented_codeblock ();
}

// finally increase sequence number
seq++;
}
```

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## The SocioPatterns Sensing Platform

### OpenBeacon Tag programming

#### Build files

- Relevant parts of the **Makefile**

```
COMPILER_PATH=/usr/hitech/picc/9.83/bin/ ← Change if you have a  
PK2=/usr/local/bin/pk2cmd ← different version of the  
CC=$(COMPILER_PATH)picc HI-TECH C compiler  
  
MODE=std  
CHIP=16F688  
PROGNAME=openbeacontag  
  
MAIN=main.c → source files  
SRCS=$(MAIN) timer.c nRF_CMD.c  
  
...  
  
$(PROGNAME).hex: obj/$(PROGNAME).hex → Script to generate  
php ./create_counted_firmware.php multiple firmwares
```

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## The SocioPatterns Sensing Platform

### OpenBeacon Tag programming

#### Build files

- Relevant parts of the **counted firmwares** script:

```
$startid = 1000;           → First and last tag ID
$stopid = 1500;

for($i = $startid; $i <= $stopid; $i++) {
    // Default TEA encryption key of the tag
    $tea_key = array( 0x00112233, 0x44556677, 0x8899AABB, 0xCCDDEEFF );
    ...

    // Read HEX file from file
    patch_hexread(INPUT_FILE);

    // apply patch first time
    patch_apply($patches,TRUE);

    //echo "\n\nOpenBeacon tag ID set to '$patch_list[_oid]'\n\n";
    patch_hexwrite(OUTPUT_FILE.$i);
}
```

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### OpenBeacon Tag programming

#### Compiling process and tag programming

- Go into the application root folder:

```
$ cd /<path_application>
```

- Create an "images" folder:

```
$ mkdir images
```

- Compile the application:

```
$ make clean
```

```
$ make
```

- Go into the "images" folder:

```
$ cd images
```

- Connect the PicKit 2 programmer and attach a tag identified by ID XXXX.

- Program the tag XXXX by running the following command:

```
$ pk2cmd -PPIC16F688 -M -Fopenbeacontag.hex_XXXX
```

In this folder the compiling process will copy a firmware for each tag.

# Real Social Networks

## The SocioPatterns Sensing Platform

### OpenBeacon Tag programming

#### Troubleshooting

- If during the compilation process you get the following error:

```
(923) unknown suboption "std"  
make: *** [obj/main.p1] Error 1  
  
- then you can try to reactivate the HI-TECH C license:  
$ sudo /usr/hitech/picc/9.83/bin/Reactivate-PICC-PRO-9.83
```

# Real Social Networks

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### OpenBeacon USB 2 programming

#### What we need...

- LPC1343 ARM Cortex-M3 datasheet: <http://bit.ly/WybVWj>
- nRF24L01 datasheet: <http://bit.ly/Z8SqyJ>
- A GNU/Linux distribution (not required, but recommended) and a text editor
- LPCXpresso (IDE): <http://bit.ly/7GoX8G> [optional]
- arm-2011.03-42-arm-none-eabi-i686-pc-linux-gnu.tar.bz2: <http://bit.ly/YmrK2>
- Git software
- A micro-usb cable

# Real Social Networks

## The SocioPatterns Sensing Platform

### OpenBeacon USB 2 programming

**Let's begin to configure everything... A mini-tutorial for Ubuntu users!**

(I recommended to have a GNU/Linux distribution, do you remember?)

- Extract the **ARM library file** and copy the whole folder into your favourite path:

```
$ tar xjvf arm-2011.03-42-arm-none-eabi-i686-pc-linux-gnu.tar.bz2  
$ cp -r arm-2011.03 $HOME/Programs/
```

- Open the `~/.bashrc` file and append the following "export" line:

```
export PATH=$HOME/Programs/arm-2011.03/bin:$PATH
```

- Install other required software:

```
$ sudo apt-get install git  
$ sudo apt-get install autoconf libusb-dev libtool libreadline-dev
```

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### OpenBeacon USB 2 programming

- Clone the git repository:

```
$ git clone https://github.com/ccattuto/openbeacon.git  
$ cd openbeacon  
  
$ git remote show origin  
  
$ git checkout -t origin/reengineering_timeline  
  
$ git branch (check if "reengineering_timeline" is selected)
```

- Change **CROSS=arm-cortexm3-eabi-** to **CROSS=arm-none-eabi-**:

```
$ cd firmware/lpc13xx  
  
$ gedit core/Makefile.rules
```

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## The SocioPatterns Sensing Platform

### OpenBeacon USB 2 programming

- Build the lpc-flash program:

```
$ cd lpc-flash  
$ libtoolize --force  
$ aclocal  
$ autoheader  
$ automake --force-missing --add-missing  
$ autoconf  
$ git log . > ChangeLog  
$ autoreconf --install  
$ ./configure  
$ make  
$ sudo make install
```

# Real Social Networks

## The SocioPatterns Sensing Platform

### OpenBeacon USB 2 programming

#### Build files

- Relevant parts of the **Makefile**

```
TARGET=openbeacon-usb2  
ARCH=LPC13  
CPU=$(ARCH)43
```

...

```
APP_SRC= \  
    src/main.c \  
    src/pmu.c \  
    src/nRF_CMD.c \  
    src/nRF_API.c \  
    src/storage.c \  
    src/customIO.c \  
    src/bluetooth.c \  
    src/3d_acceleration.c
```

...

```
include ../core/Makefile.rules
```

Everything about the architecture,  
application's name and CPU.

source files

# Real Social Networks

## The SocioPatterns Sensing Platform

### OpenBeacon USB 2 programming

#### Compiling process and tag programming

- Go into the application root folder:

```
$ cd /<path_application>
```

- Compile the application:

```
$ make clean && make
```

- Connect the tag to the PC by using a micro-usb cable

- Press and hold the reset button; then press the right button

- Wait about 3 seconds

- Release the reset button and then the right button

- Copy the firmware:

```
$ lpc-flash openbeacon-usb2.bin /media/CRP\ DISABLD/firmware.bin
```

- Press the reset button and disconnect the tag

# Real Social Networks

## The SocioPatterns Sensing Platform

### OpenBeacon Ethernet PoE II programming

#### Compiling process and reader programming

- Go into the application root folder:

```
$ cd /<path_application>
```

- Compile the application:

```
$ make clean && make
```

- Connect the reader to the PC by using a mini-usb cable

- This command should show the device port that was created:

```
$ ls /dev/ttyACM?
```

- To flash the reader, you have two options:

- 1) press the Flash button inside the reader for some seconds until the reader goes off
- 2) reboot the reader in the firmware mode by using the minicom tool (recommended)

- Run the following command to flash the reader, then disconnect it:

```
$ sudo make flash
```

# Real Social Networks

## The SocioPatterns Sensing Platform

### OpenBeacon Ethernet PoE II configuration

#### Network configuration and other stuff

- Connect the reader to the PC
- Run minicom and configure it to receive data from the reader:

```
$ minicom -s
```

- Exit and save the configuration. Run again minicom:

```
$ minicom
```

```
'h' - show help  
'a' - set reader address ('a10.254.0.100' for 10.254.0.100)  
'c' - show configuration  
'g' - set gateway ip  
'm' - netmask config ('m255.255.0.0')  
't' - set target server ip ('t1.2.3.4')  
's' - store configuration
```

# Real Social Networks

## The SocioPatterns Sensing Platform

### A MAC protocol to record F2F interactions



RX: receiving mode, TX: transmitting mode, S: sleeping mode

- Specifically:



RX: receiving mode, S: sleeping mode, TG: TX to tags, AP: TX to readers

$t(TG)$  = around 0.2 ms

$t(AP)$  = around 0.2 ms

$t(RX)$  =  $150 + \text{rand}(0,100)$  ms

$t(S)$  =  $50 + \text{rand}(0,41)$  ms

# Real Social Networks

## The SocioPatterns Sensing Platform

### Python Logger

- It receives packets from readers and it stores each message in a log file.

Timestamp	Reader ID	Source Tag	Seq number	TX power
...				
S t=1360238164	ip=0x0000000c	id=1128	boot_count=7	seq=0x00001133 strngth=3 flgs=0 last_seen=1007
S t=1360238164	ip=0x0000000b	id=1134	boot_count=2	seq=0x0004000b strngth=3 flgs=0 last_seen=0
S t=1360238164	ip=0x00000017	id=1234	boot_count=95	seq=0x0000144f strngth=3 flgs=0 last_seen=1166
C t=1360238164	ip=0x0000000c	id=1007	boot_count=0	seq=0x00001003 flags=0 [1279(2) #9]
C t=1360238164	ip=0x0000000b	id=1007	boot_count=0	seq=0x00001003 flags=0 [1279(2) #9]
C t=1360238164	ip=0x00000023	id=1237	boot_count=0	seq=0x0000184b flags=0 [1125(2) #9]
C t=1360238164	ip=0x0000000c	id=1237	boot_count=0	seq=0x0000184b flags=0 [1125(2) #9]
S t=1360238164	ip=0x0000000b	id=1032	boot_count=15	seq=0x00000c7b strngth=3 flgs=0 last_seen=1261
S t=1360238164	ip=0x0000000c	id=1125	boot_count=31	seq=0x000210ef strngth=3 flgs=0 last_seen=1237
C t=1360238164	ip=0x0000000c	id=1279	boot_count=0	seq=0x0000141f flags=0 [1033(2) #9]
S t=1360238164	ip=0x00000017	id=1020	boot_count=95	seq=0x00012353 strngth=3 flgs=0 last_seen=1123
S t=1360238164	ip=0x00000017	id=1190	boot_count=95	seq=0x00000a83 strngth=3 flgs=0 last_seen=1123
S t=1360238164	ip=0x00000015	id=1244	boot_count=2	seq=0x00011fa7 strngth=3 flgs=0 last_seen=0
...				

**contact** → **Target Tag**

# Real Social Networks

## The SocioPatterns Sensing Platform

### Python Logger

```
def datagramReceived(self, payload, (ip, port)):  
    tstamp = int(time.time())  
  
(e_crc, e_proto, e_interface, e_reader_id, e_size, e_sequence,  
e_timestamp) = struct.unpack('!HBBHHLL', payload[:16])  
  
    inner_payload = payload[16:]  
  
  
if DECODE:  
    decrypted_data = xxtea.decode(inner_payload)  
else:  
    decrypted_data = inner_payload  
  
  
proto = struct.unpack("!B", decrypted_data[0])[0]  
id_tag = struct.unpack("!H", decrypted_data[1:3])[0]  
  
# CONT
```

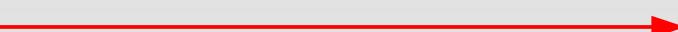
### Message struct (tag application)

```
typedef struct  
{  
    u_int8_t proto; //1byte  
    u_int16_t oid; //2byte  
    u_int8_t flags; //1byte  
} TBeaconHeader;  
  
typedef struct  
{  
    TBeaconHeader hdr; //4byte  
    u_int8_t strength; //1byte  
    u_int16_t oid_last_seen; //2byte  
    u_int16_t powerup_count; //2byte  
    u_int8_t reserved; //1byte  
    u_int32_t seq; //4byte  
    u_int16_t crc; //2byte  
} TBeaconTracker;  
  
typedef struct  
{  
    TBeaconHeader hdr; //4byte  
    u_int16_t oid_prox[PROX_MAX]; //8byte  
    u_int16_t short_seq; //2byte  
    u_int16_t crc; //2byte  
} TBeaconProx;
```

# Real Social Networks

## The SocioPatterns Sensing Platform

### Python Logger

```
# CONT
    if proto == Sighting.protocol:  sighting packet
        (proto, id, flags, strength, id_last_seen, ts_tag, battery,
         seq, crc) = struct.unpack("!BHBBHHBLH", decrypted_data)
        if crc != xxtea.crc16(decrypted_data[:14]):
            log.msg('Rejecting packet from %s on CRC' % e_reader_id)
            return

        sighting = Sighting(tstamp, e_reader_id, id, seq, strength,
                             flags, last_seen=id_last_seen, boot_count=ts_tag)
        self.process_sighting(sighting)

    elif proto == Contact.protocol:  contact packet
        (proto, id, flags, seen1, seen2, seen3, seen4, seq,
         crc) = struct.unpack("!BHBHHHHHH", decrypted_data)
        if crc != xxtea.crc16(decrypted_data[:14]):
            log.msg('Rejecting packet from %s on CRC' % e_reader_id)
            return

        seen_id = []
        seen_pwr = []
        seen_cnt = []

        for id2 in [seen1, seen2, seen3, seen4]:
            if not id2:
                break
```

# Real Social Networks

## The SocioPatterns Sensing Platform

### Python Logger

```
seen_id.append(id2 & 0xFFFF)
seen_pwr.append(id2 >> 14)
seen_cnt.append((id2 >> 12) & 0x03)

contact = Contact(tstamp, e_reader_id, id, seq, seen_id, seen_pwr, seen_cnt, flags=flags)
self.process_contact(contact)
```

```
else:  
    Return
```

```
...
```

because...

### C Code – Tag Application

```
pkt.prox.oid_prox[j] = (j < seen_count) ? (htons (
    (oid_seen[j]) |
    (oid_seen_count[j] << PROX_TAG_ID_BITS) |
    (oid_seen_pwr[j] << (PROX_TAG_ID_BITS+PROX_TAG_COUNT_BITS))
)) : 0;
```

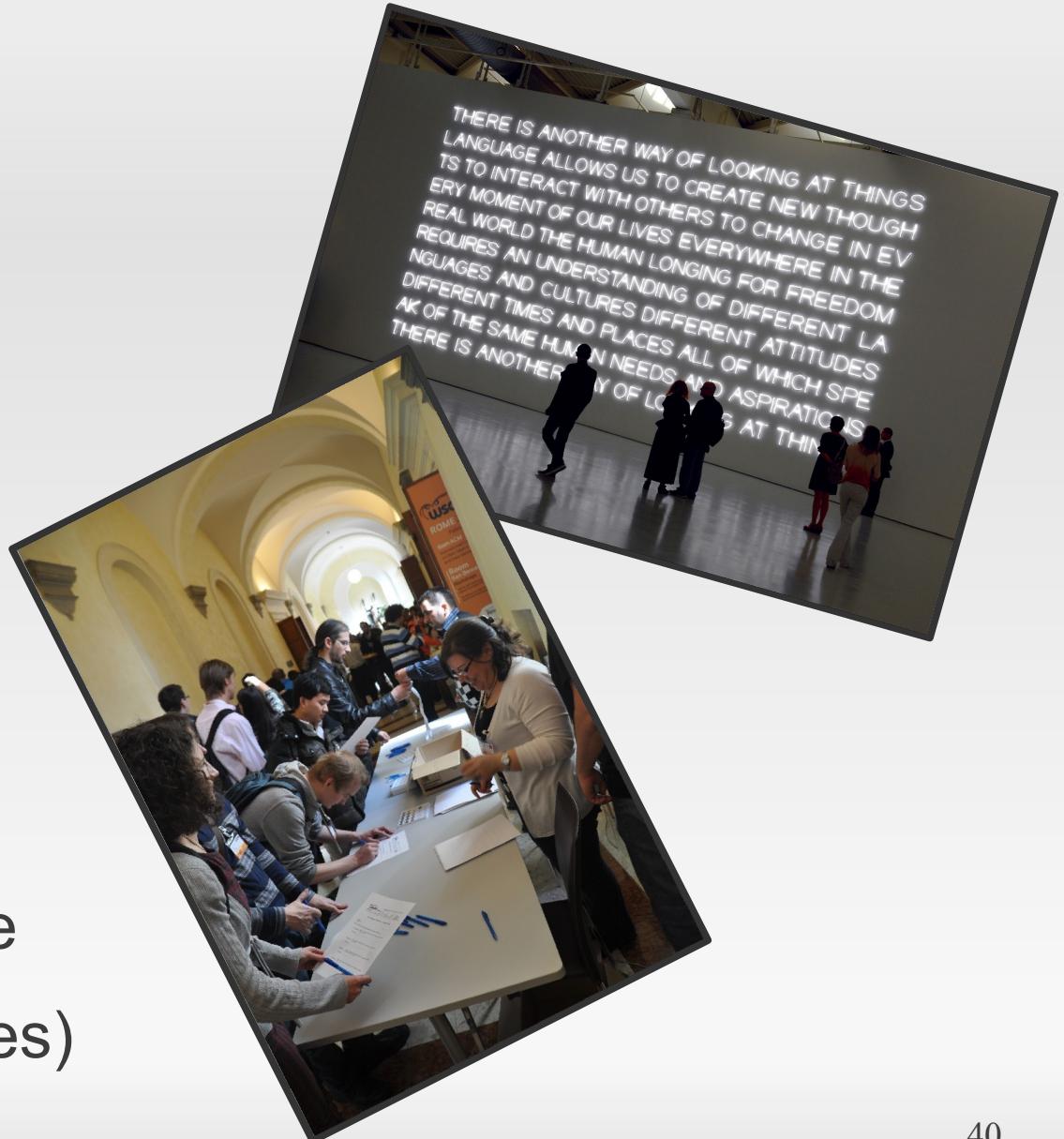
```
PROX_TAG_ID_BITS = 12  
PROX_TAG_COUNT_BITS = 2
```

# Real Social Networks

## The SocioPatterns Sensing Platform

### Testbeds

- DIAG  
(5 days, ~ 120 students)
- MACRO Museum  
(2.5 hours, ~ 120 visitors)
- WSDM 2013 Conference  
(2.5 hours, ~ 100 attendees)



# Real Social Networks

## The SocioPatterns Sensing Platform

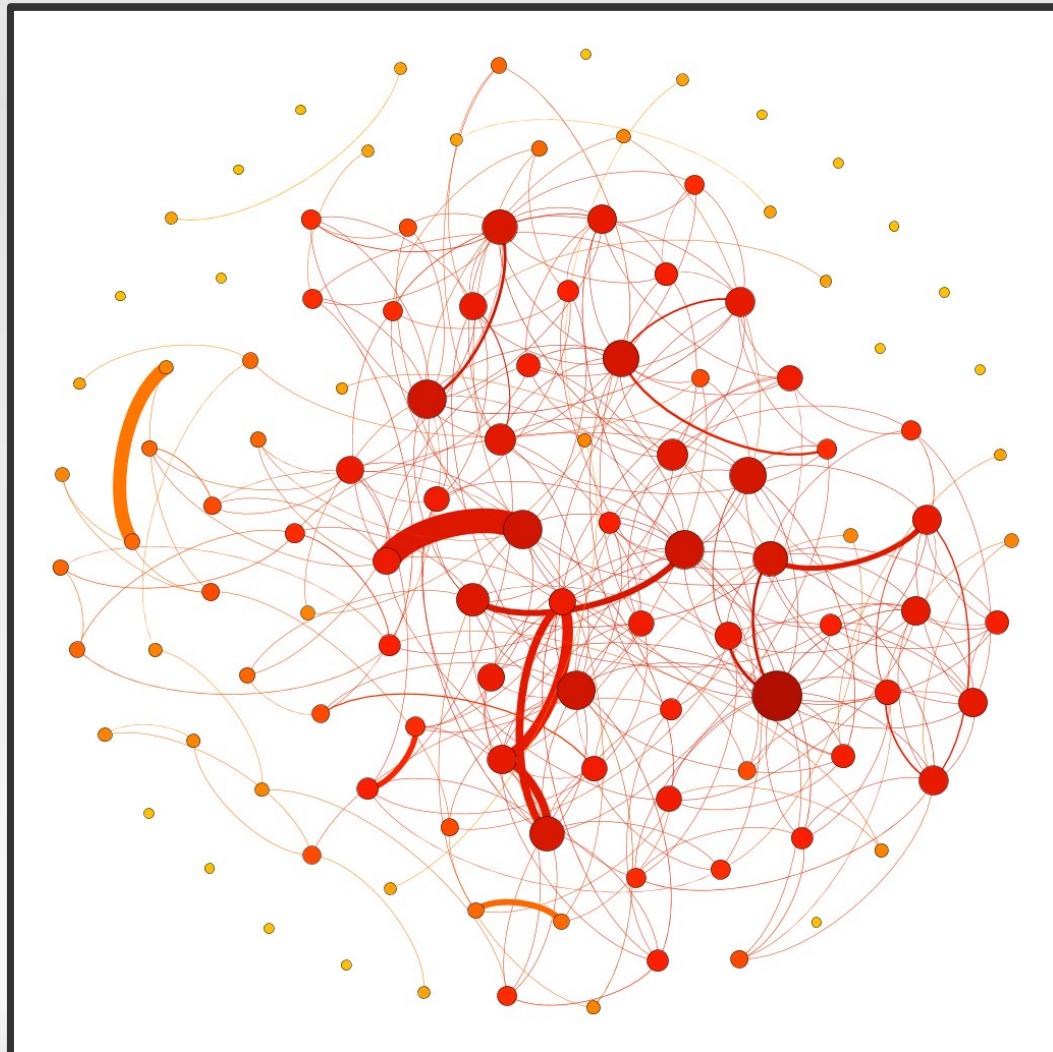
### DIAG Experiment

- In 2011 we tracked in a completely anonymous way the movement of people at the ground floor of our department DIAG.
- The information we recorded for each person participating to the experiment were the following:
  - Age
  - Sex (male/female)
  - Student type
  - Course of study
  - Academic year
- At the end of the experiment we collected about 250MB of data logs; then we parsed the collected data to analyse the relationships among people:
  - Analyse the occupation of common spaces (rooms, library, corridors)
  - Analyse relationships between users

# Real Social Networks

## The SocioPatterns Sensing Platform

### DIAG Experiment



#### Aggregated Social Graph

Average Degree: 5.103

Network Diameter: 7

Modularity: 0.837

Number of Communities: 31

Connected Components: 20

Avg Path Length: 3.152

**Live Demo:** <http://bit.ly/WAUsv7>

**Information:** <http://bit.ly/GQKKJz>

# Real Social Networks

## The SocioPatterns Sensing Platform

### MACRO Experiment

- After the deployment of our DIAG experiment at the Computer Engineering Department "Antonio Ruberti", we carried out a similar deployment at the MACRO museum during the NEON exhibition opening, the 20th of June 2012.
- The information we recorded for each visitor participating to the experiment were the following:
  - Age
  - Sex (male/female)
  - Education Level
  - Professional Area
  - Nationality (Italy or not)
  - Group (with other people or not)



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# Real Social Networks

## The SocioPatterns Sensing Platform

### MACRO Experiment

- At the end of the experiment we collected about 10MB of data logs; then we parsed the collected data to analyse the relationships among people and also among visitors and artworks:
  - Analyse how long visitors look at artworks according to them profiles.
  - Analyse relationships among visitors and artworks.
  - Analyse what kind of artworks most visitors prefer.
  - Analyse social interactions among visitors.
  - Total analysis of the success of the inauguration.

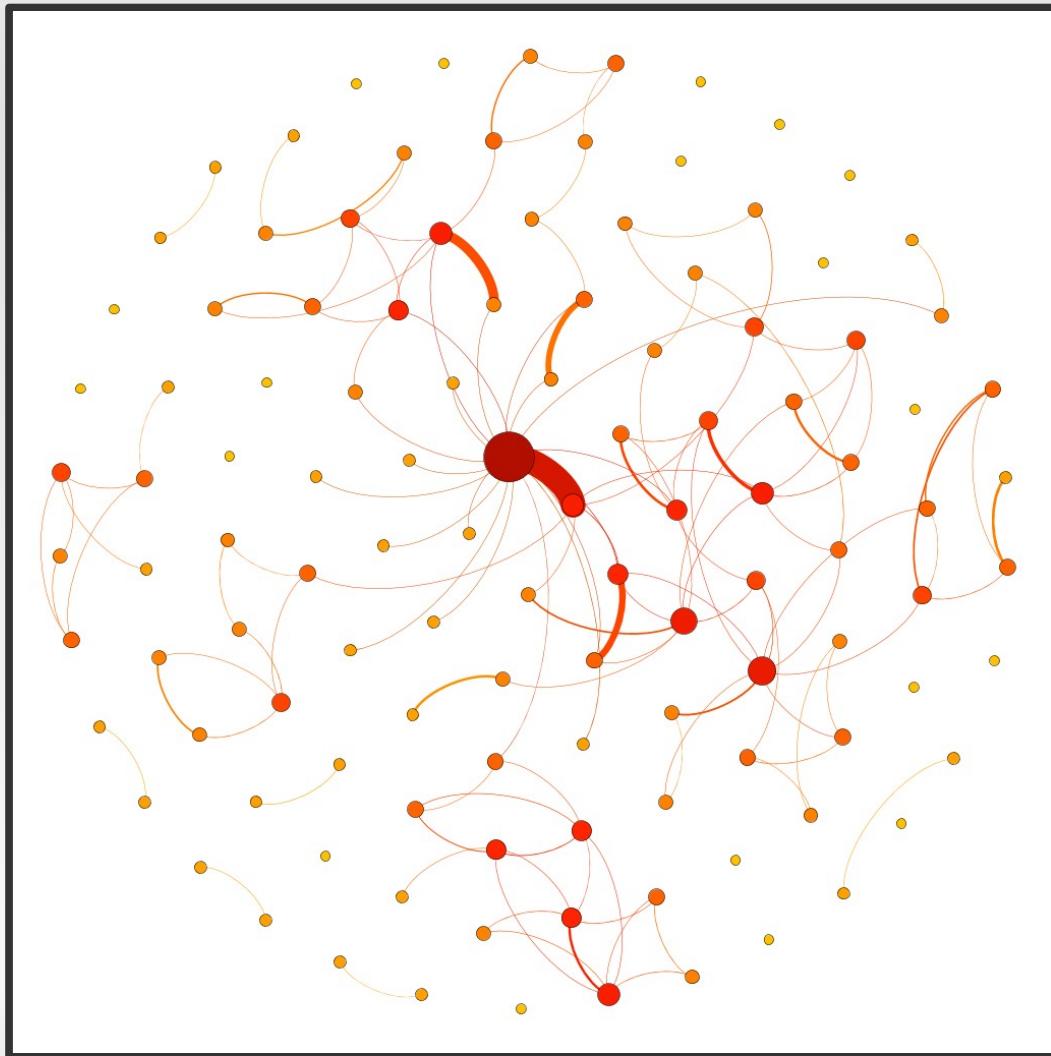
In addition, we strictly collaborated with the artist Miltos Manetas so as to realize its artwork: <http://300visitors.com/>.



# Real Social Networks

## The SocioPatterns Sensing Platform

### MACRO Experiment



#### Aggregated Social Graph

Average Degree: 2.316

Network Diameter: 10

Modularity: 0.836

Number of Communities: 45

Connected Components: 27

Avg Path Length: 4.221

**Live Demo:** <http://bit.ly/YQo5s9>

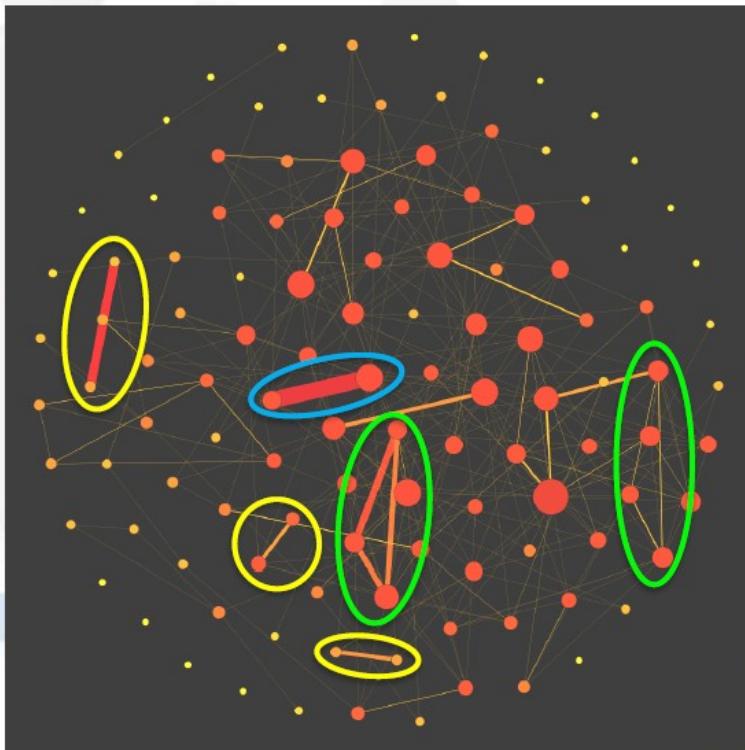
**Information:** <http://bit.ly/MpWXfH>

# Real Social Networks

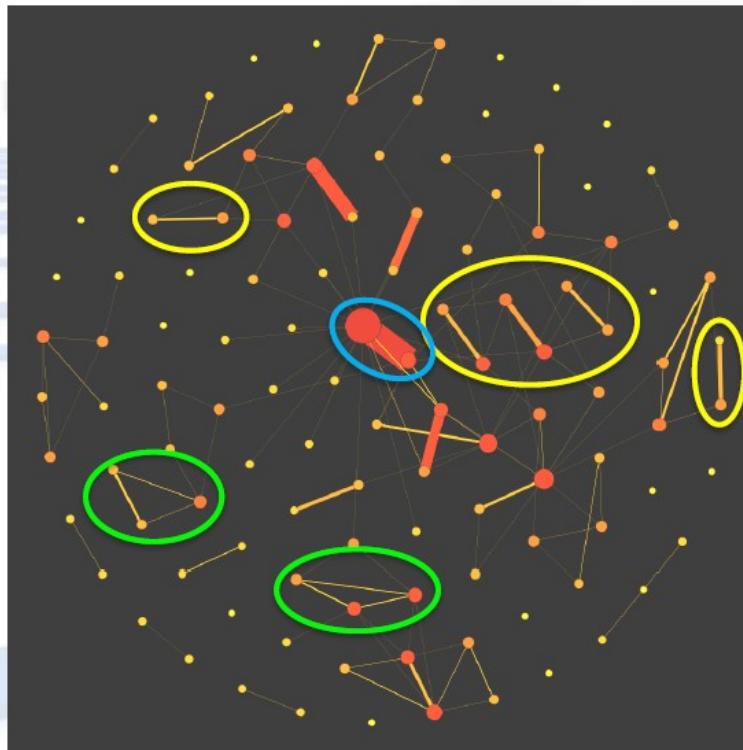
## The SocioPatterns Sensing Platform

### Brief analysis about our networks

- DIIAG experiment



- MACRO experiment



Similarity in terms of grouping: triangles and couples

# Real Social Networks

## The SocioPatterns Sensing Platform

### WSDM Experiment

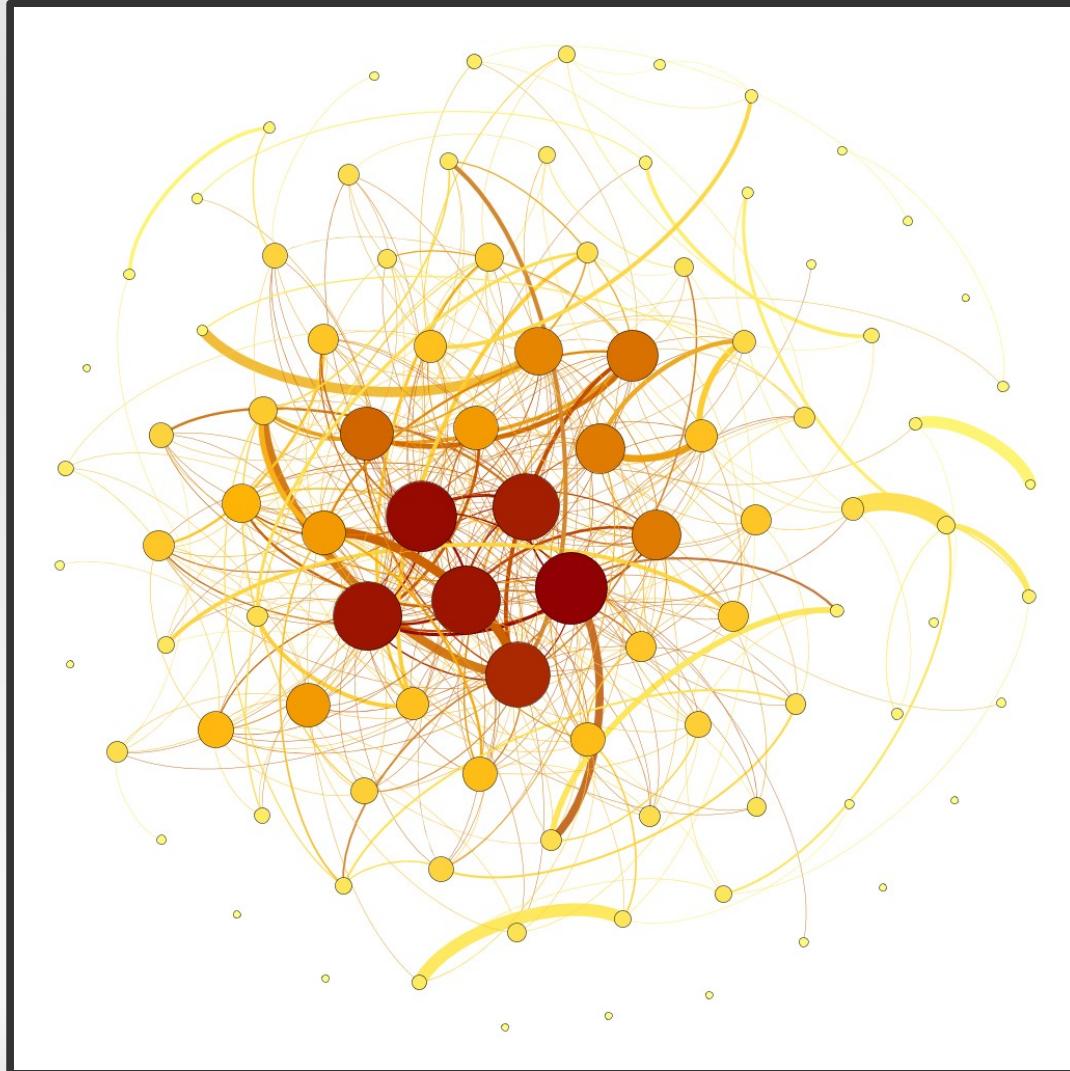
- The third experiment we realized, was deployed over the course of the WSDM 2013 conference in February 2013. Before starting the experiment, we gave about 100 attendees four questions to be answered. Participants had to answer all questions avoiding to talk to others. Afterwards, we started the social experiment and, in the end, attendees had to answer again the same questions.
- The questions were:
  - What was the total value in euro of all the coins thrown at the Trevi fountain in 2011?
  - What is the total length (in meters) of the corridor of the Auditorium Antonianum?
  - What is the average number of journal papers among the WSDM 2013 participants according to DBLP?
  - What was the number of Internet users in New Zealand by the end of 2011?

**- GOAL: do attendees improve their answers after talking with others?**

# Real Social Networks

## The SocioPatterns Sensing Platform

### WSDM Experiment



### Aggregated Social Graph

Average Degree: 8.362

Network Diameter: 6

Modularity: 0.636

Number of Communities: 21

Connected Components: 11

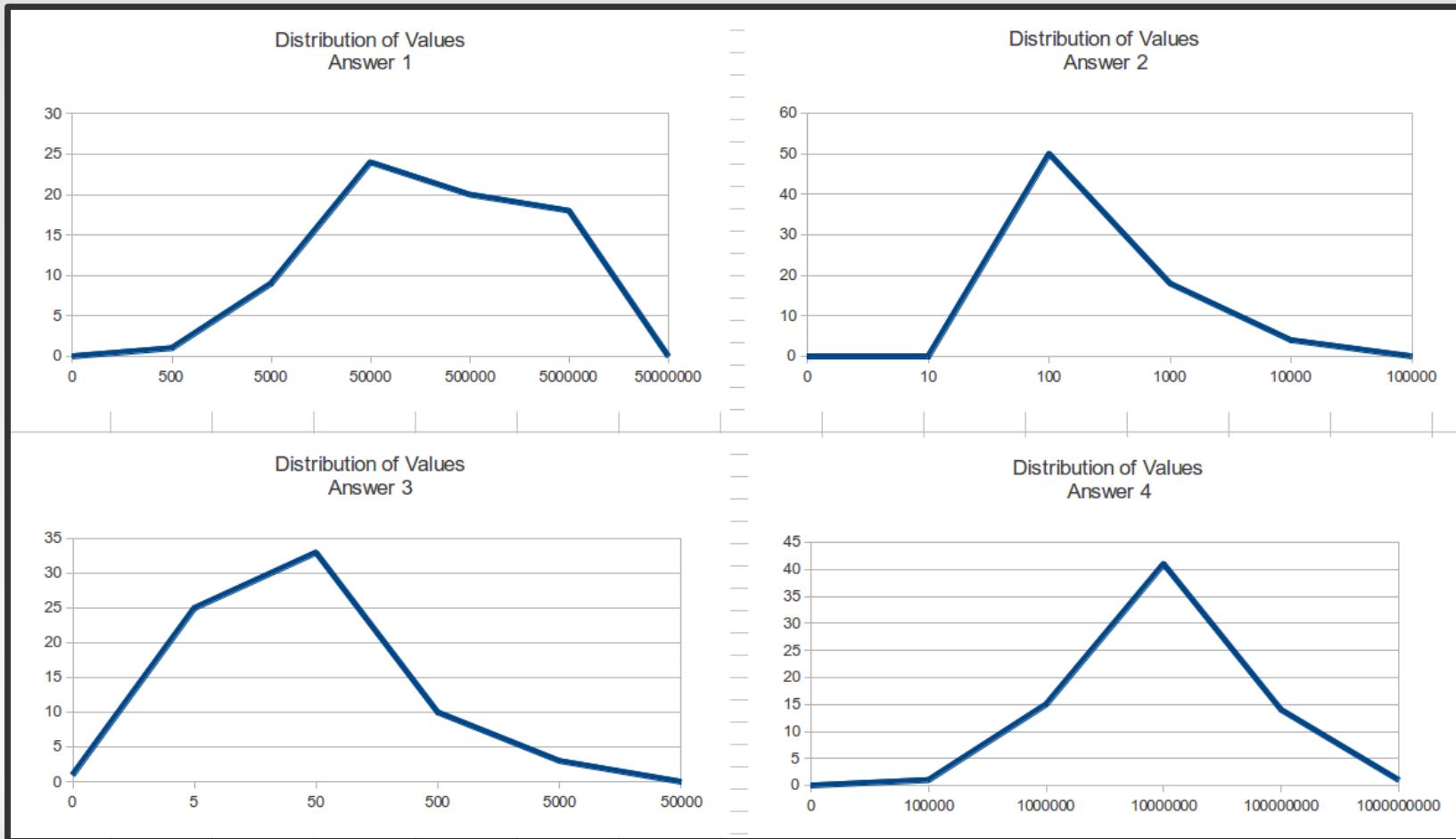
Avg Path Length: 2.561

# Real Social Networks

## The SocioPatterns Sensing Platform

### WSDM Experiment

Distribution of values before the social experiment

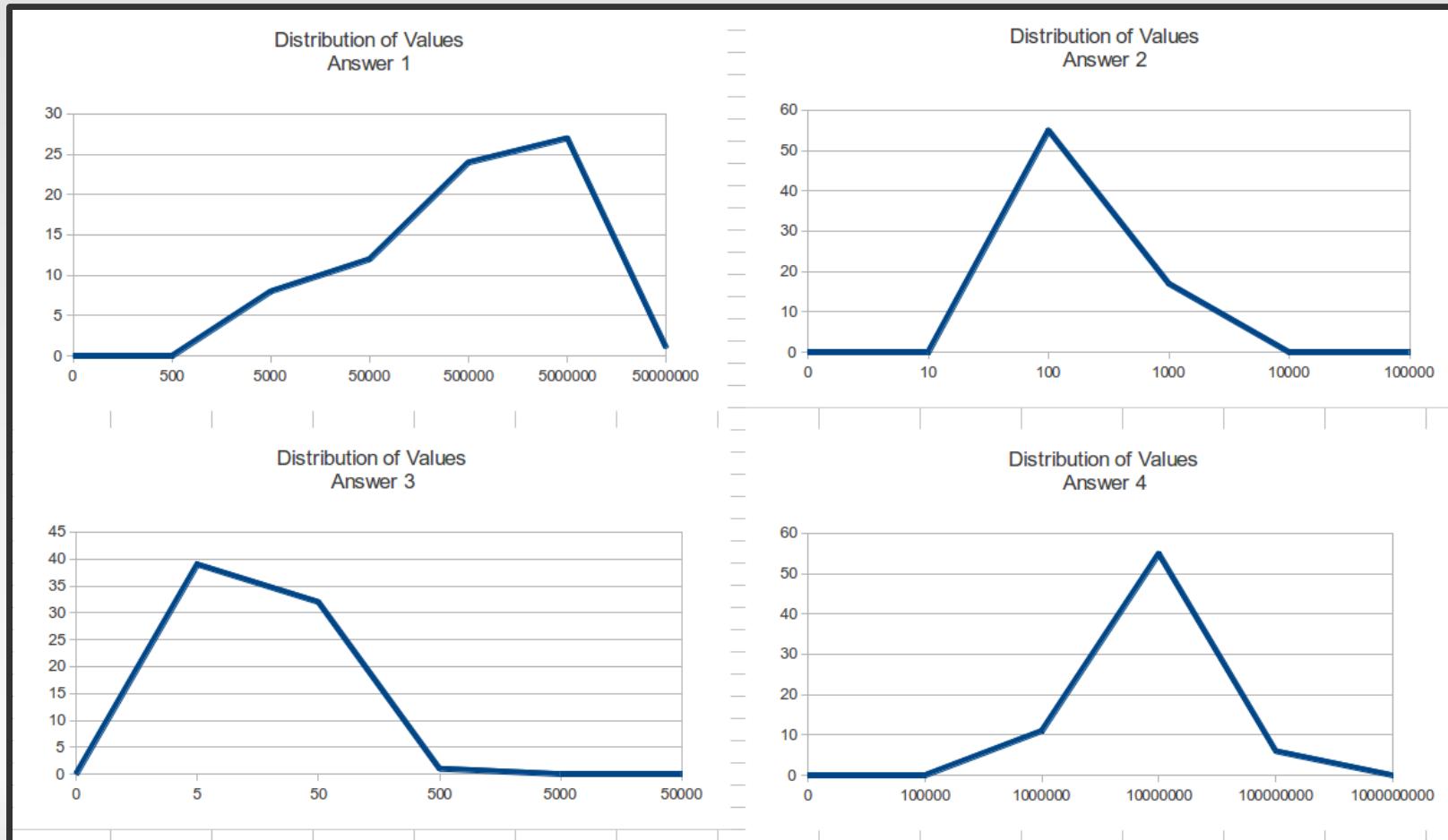


# Real Social Networks

## The SocioPatterns Sensing Platform

### WSDM Experiment

Distribution of values after the social experiment



# Real Social Networks

## The SocioPatterns Sensing Platform

### Project proposals

- Modify the reader and tag firmwares in order to work with 32-byte packets
- Implement the Bluetooth communication on OpenBeacon USB 2 devices
- Design an Android application to allow communication between smartphones and tags
- Modify the tag firmware to record contacts into the flash and to periodically send away
- Implement the sleeping mode on the OpenBeacon USB 2 devices
- Modify the reader firmware in order to transmit packets to tags