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CS 491: Social Networks: Lab 1

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**Network Basics**

[Mapping Twitter Topic Networks: From Polarized Crowds to Community Clusters](http://www.visualcomplexity.com/vc/project_details.cfm?id=960&index=960&domain=)

1. The nodes in this project represent users on Twitter that used the platform to communicate about political topics, denoted by use of certain keywords. The edges between users represent replying to another user, mentioning another user, or following another user, depending on the color of the edge.
2. The graph is unweighted and directed. The follow/reply/mention edges are simply binary. Following/replying/mentioning another user is a one-way activity, so the edges are directed. If two users are both replying to each other, for example, two edges are used to denote a loop. The presence or absence of loops for certain topics is a network trait that the authors analyze.

[Visualizing Reddit Discussions](http://www.visualcomplexity.com/vc/project_details.cfm?id=803&index=803&domain=)

1. The nodes in this project represent posts in a discussion thread on Reddit; the project provides a tool that lets you select the thread to analyze. The edges between posts represent what post the post is replying to; other than the original post of the thread, all posts in Reddit discussion threads must be in reply to some other post.
2. The graph is unweighted and directed. The size of a node depends on the length of the post, but the reply relationship is a binary one that either exists or doesn’t. The graph can be interpreted as being directed, since replying on Reddit is a one-way relationship or activity; I can reply to another user without that user approving or even being aware of my comment.

**Social Networks**

* Amazon: Users can post reviews of products for others to read. Users can post wishlists of products they desire. Users can create a profile page linking to their reviews. Users with products to sell, such as authors, can create personal pages showcasing their products; other users can then follow these pages to be notified of updates.
* BlogCatalog: Users can create personal profiles and run their own blogs through BlogCatalog. Other users can then follow and support these blogs. Users can discuss blog posts. Users can ‘favorite’ blog content, with popular content being promoted to other users.
* Del.icio.us: (I should note this site has apparently been discontinued and I never used it when it was operational, so I can only offer a reconstruction of services it offered as described by other sources.) Users could create and share their collections of bookmarked web pages. Users could tag their bookmarks, and users could search for new bookmarks via those tags. Users could also create, share, and collaborate on collections of links called stacks.
* Flickr: Users can share their photos and videos. Users can tag photos and videos with phrases that make them easier to categorize and find and organize photos and video into albums. Users can create a profile page containing their videos and photos. Users can form contacts with other users.
* Last.fm: A profile page is generated for each used based on their music listening habits, and users can comment on each other's profiles. Users can see the extent to which Last.fm deems their taste in music to be compatible on this page. Music recommendations made by Last.fm are based on not only the user’s own music browsing history but the history of users with similar taste.
* LinkedIn: Users can create and update their profile pages, which can link to the user’s CV or portfolio. Users can create connections with other users, which can then be used in a number of ways: users can find and bookmark jobs recommended within their network of contacts, employers can list jobs for their contacts, users in contact can communicate in a variety of ways, including via video, blog post, or private chat, and so on.
* Meetup: Users can enter their city and interests in order to create a meetup or search for meetups happening in their area. Users can also tag their interests and use the tags to search for relevant meetups.
* Pandora: Users can create profile pages and comment on the profile pages of others. Users can enter friend relationships, which allows a user to see the music the friend is listening to, talking about, or rating. Users can create stations based on songs, artists, or playlists, and share those stations via profile or with friends.
* Reddit: Users can create discussion threads, participate in existing discussion threads, and even create entire subreddits dedicated to the discussion of a particular topic. Users can then administer and moderate these subreddits. Users can upvote or downvote posts and threads they like or dislike, which can influence the order in which threads and posts are displayed to other users, and even whether they are displayed at all. Users can send private messages to each other and become friends; friends can see each other's recent posts.
* StumbleUpon: Users can create a list of favorite bookmarked webpages, tag their bookmarks, and create a user profile. Users can become friends with other users and create user groups, which then allow sharing of bookmarks. Users can ‘stumble’ on new bookmarks which are related to content or tags they have liked in the past, or content which has been popular among friends or in related groups.
* Vimeo: Users can upload video content. Users can maintain a channel containing their videos; other users can then follow those channels to receive updates about new content being posted. Users can like videos, post comments on videos, and share or embed videos via other social networks.
* Yelp: Users can post reviews of businesses such as restaurants. Businesses can update the Yelp page created for their business with useful information such as hours of operation or menu. Yelp has also experimented with allowing users and businesses to interact via a question/answer format. Users can upvote reviews, with well-liked reviews being displayed more prominently. Yelp also allows businesses to provide services like making reservations or ordering delivery directly through the platform.