Social network analysis
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Analysis

• What is the network?
  – What are the nodes?
  – What are the connections?

• Is the network directed?
• Is the network weighed?

• Data sources
• Data formats

• Network metrics
Data

1. Questionnaire / interviews
2. Archives
3. Twitter
4. Blogs
5. Facebook
6. Semantic Network – edited material, blogs, discussion forums etc.
Questionnaire / interviews
"Low carb" diet
Blogs
49% has a friend among the active users.
Semantic network analysis