Homework #7: QUESTIONS for TEXT Chapter 11 Facebook

November 7, 2010

Due: Tuesday, November 9 at 10:00am, 200 Deschutes

Answer the following questions. Be precise and succinct in your answers. Make two copies: Turn in one copy to Prof. Douglas at beginning of the class; keep the second one for discussion.

Chapter 11 involves using SNA with Facebook data.

1. Name a number of research questions that can be answered about individual Facebook accounts using SNA. Explain each question a bit and why it’s interesting.

   (a) Research Question 1

   (b) Research Question 2

   (c) Research Question 3

2. Section 11.4 – 11.7 describes an analysis of an ego network for one of the authors of the text using a Facebook account. I want you to download, construct and analyze an ego network following the example in the book using NodeXL. Half of you have Facebook accounts already. Please use your own account for this. Others of you should either get an account, or find a friend who has one to analyze.

   The goal for this question is to produce a visualization resembling Figure 11.9. This visualization uses an ego network (without the ego plotted), a clustering algorithm that colors the vertices, a categorical shape labeling of vertices, and graph metrics such as betweenness and eigenvector centrality that are coded visually. The category chose is gender, but you could use anything that you want.

   Write several paragraphs describing what you found in your ego network. Begin with the research questions you want to answer. Describe briefly the processes you used including any filtering. Finally, describe your results in text and with appropriate figures.
3. Briefly discuss the use of visualization for human problem solving. Why is it important in an analysis such as SNA and Facebook? What are the difficulties you may encounter with choosing visual coding (with examples from your own experience with this homework)?

4. Using the text as a guide (Sections 11.2) and the following newspaper article, briefly discuss the attitude of Facebook toward privacy.