Chapter 10 involves using SNA with Twitter data.

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

(a) Research Question 1

What’s the most important person in my twitter social network?

I use twitter mostly follow my friends’ recent status, some of my friends is based on the recommendation or from same taste of interest, I want to find out whether there is a person have most influence on my twitter network.

(b) Research Question 2

What’s the most productive person in my twitter social network?

Sometimes I find myself immersed in the redundant twitters; I want to filter some reduplicate messages.

(c) Research Question 3

What are the characteristics of a friend-oriented twitter network looks like?

Section 10.5.1 describes an analysis of an ego network for one of the authors of the text using the Twitter account “vlad43210”. I want you to download, construct
and analyze an ego network following the example in the book using NodeXL.

Half of you have Twitter 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. Last Resort: Use the example in the book which is what I did.

(Warning: there are 985 records downloaded and it 7 several hourly downloads to get all the data.) You should whitelist your accounts to avoid this problem!

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.

I import my twitter data from following and followed relationship.

The original network of myself:
We can tell from this figure, there are many triadic closures which mean my connections are pretty friendship-only oriented, we share a reciprocal relationship. (Question 3)

Then I use the Fruchterman-Reingold set the parameters to this:
Then I got a social map of 5 clusters, but actually it’s only one cluster, they’re both my friends and we share some common interest.

The biggest blue disk is a critical writer; his Betweenness Centrality is 42.067 which is 91% higher than 2nd one. This value means he is the most important bridge person in my social network. When we move our eyes to the Eigenvector Centrality, he also ranked 2nd place has a value of 0.049, only a 3% behind 1st place. Combine both Eigenvector Centrality and Betweenness Centrality data; I can safely conclude that he is the most valuable bond in my social network and also a productive activist.( Question 1&2)
3. Section 10.5.2 describes an analysis of search using “Black Friday”. Following the case study in the text, download and analyze this topic with the networks for mentions, replies-to and follows, etc. Write several paragraphs describing what you found. Are they similar to the analysis of the text? Again, be clear about what questions you are answering with your analysis.

I followed the lead in the textbook. But what I got is much more different:

I managed to use another computer and ID, but the results looks like pretty identical.

From this graph, I can only draw the conclusion that black Friday event is twitted by individuals without significant and obvious connections.
4. Discuss what a “conversation” is in Twitter versus real-life. Relate it to the following concepts:

(a) @replies and @mentions

In real-life when we talk about reply to someone, we specifically have a private conversation like phone call, or send a e-mail to discuss it. The conversation may rise to a high level of confidential.

And the mention tag is like shout somebody out with their names, which are also can be seen by all his followers. Especially the one who has been mentioned despite his relationship with the author?

In twitter, the reply message can be seen by the followers of who have both ties with you and your replier. One cannot control the information flow and maintain the confidentiality. When we mention someone in the conversation, there must have an initial acknowledgment of who is mentioned above, it may be friends or colleagues. But the trick is the person who has been mentioned may not know this specific conversation.
(b) Hashtags

The hashtags in real world is like a memo note or file cabinet. You classify the information and materials into different file folders to remind you these would be useful in future.

In twitter world the hashtag is an extension of tags methods which are widely used by other social media to collect and manage the information of a topic, or one characteristic of them. Unlike the file cabinet in real world which purpose and shareholder is limited. The hashtag in twitter is among the entire Internet. Anyone can search and receive a given topic by hashtag, and put his comments or ideas to it contributing the whole community.

(c) Retweeting

Retweeting in real world is like cite other's works or quotes in your paper. Not that academic, more in a causal way. Like "I agree what Mark said..." sometime it's mean a praise to the original author.

In twitter world, the principle has little changed, but the influence and frequency are increased rapidly. Unlike academic topic which has small radioactive radius and specific potential audience. The retweeting from a famous and important user would have a great influence and impact to the whole society. Such as news about quake or war, the speed of transmit is accelerate by those critical users.

(d) Twitter friend and follower

The twitter friend is more like a contact list of your classmates or colleagues. You feel familiar with most of its name, but you never make use of it. And the follower is more like a fan of yours, or a distance relative. They do not directly communicate with you, but still care about what's on your mind and what's happening around you.

(e) Gossip

The gossip in real world most of the time is spread by a group of people interested in collecting information about others, and sharing that information. So it’s like a small group of people who deliberately devote their energy and time to follow a lead or trend.

On the twitter world, everyone have a potential to gossip others cause the anonymous of online ID, the technology make the gossip transmit much faster and out of control, without regulation, some line might be crossed, privacy will become a big issue.