Social Network Visualization
Features

1. Playful Interface
2. Visual Search
3. Identify community structures
4. Attribute Visualization

Photos of network members
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Vizster With Friendster

Insert high resolution pic here
Demo

1. Open Vizster
2. Explain dataset and how we got it
3. Open Mike's file
4. Center network
5. Playful Interface: drag around
   1. Drag random person to show playfulness
   2. Drag Sarah Lam around clockwise to new spot to show re-arrange
   3. Show zoom
6. Communities:
   1. Enable communities
   2. Smaller or bigger using slider (modifies threshold for merging nodes)
   3. Mike explains his communities
   4. Turn off community feature
7. Search:
   1. Family (Lam)
   2. The best guy (Schulman)
   3. John_Fletcher
8. X-ray mode for sexes:
   1. Back home only women use Facebook
   2. Computer science is mostly males
   3. RUF is mixed
7. Load up Sarah Press' social network to show how the tool fails
Newman’s Community Identification Algorithm

1. Place each node in its own community

2. Greedily merge communities
   - **Maximize** within community linkage
   - **Minimize** between community linkage

3. Community link nodes are given weaker springs
Community Example
Community Example

Navigators

IV

HS at UMD

KCM

Misc.

High School
Analysis

- Does not work well with highly interconnected communities
- Some smaller loosely connected groups end up being merged together
- Users overlook errors in the algorithm
Missing Features

• Annotate community names
• Collapse communities
• Nodes can exist in more than one group
• Select multiple nodes to move around
• Node size should be based on connectivity
Faulty Evaluation

- Ethnographic Study
- Large Party
  - People from Burning Man
- Informal Experiment in Lab
- 6 Participants: 5 males and 1 female
Faulty Evaluation

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- Informal Experiment in Lab
  - 6 Participants: 5 males and 1 female
- *Should have compared Vizster to Friendster*
Vizster Links

• Homepage: http://jheer.org/vizster/
• Download: http://sf.net/projects/prefuse/
• Facebook App: http://freearrow.com/fb/index.php
• Ruby Script: http://freearrow.com/fb/vizster_convert.zip