

Data Analysis

Management Information Systems

14



- 166137-01+02
- Management Information Systems
- Spring 2014
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- WONKWANG University

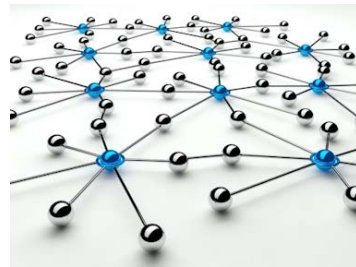
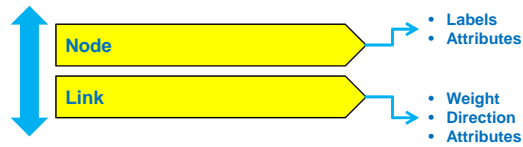
00. Contents

- 01. Data Analysis
- 02. Data Mining
- 03. Social Network Analysis

03. Social Network Analysis

- Network

Components of Network



<http://www.allthingsd.com>

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03. Social Network Analysis

- Social Network Analysis (SNA)
 - = Analyzing Social Network
 - Analysis of Node-Link (Person-Relation)
 - Ex. facebook, email, phone, ...
 - Visualization of Relation
 - Proposition of Measures for Characteristics of Network

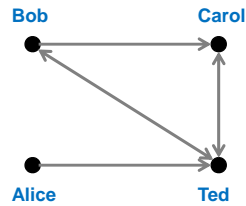


<http://www.thenextweb.com>

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03. Social Network Analysis

- Presentation of Social Network



An Example of Graphics Presentation

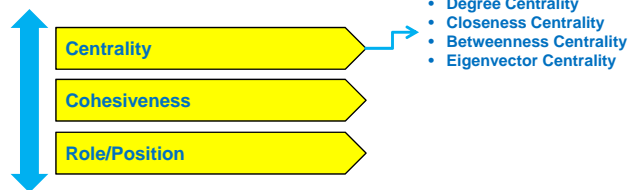
	Bob	Carol	Ted	Alice
Bob	-	1	1	0
Carol	0	-	1	0
Ted	1	1	-	0
Alice	0	0	1	-

An Example of Matrix Presentation

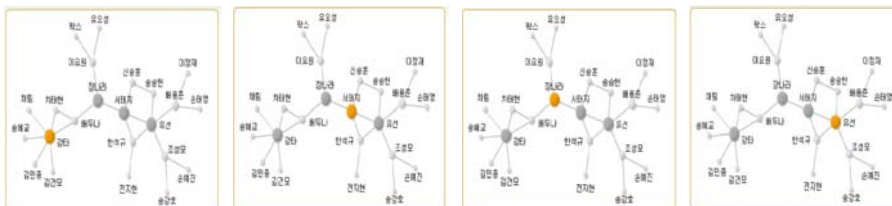
03. Social Network Analysis

- Measurements of Social Network Analysis

Measurements of SNA



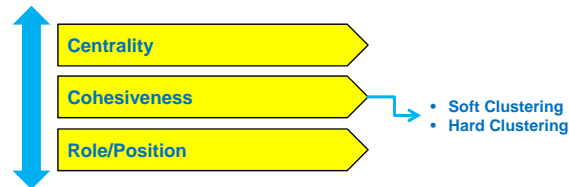
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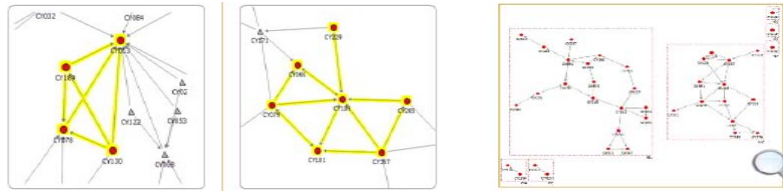
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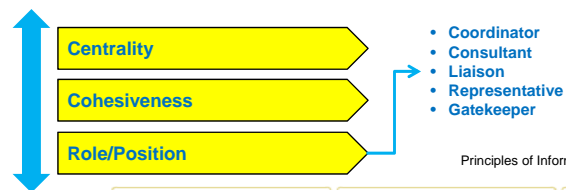
Principles of Information Systems, R.M. Stair and G.W. Reynolds



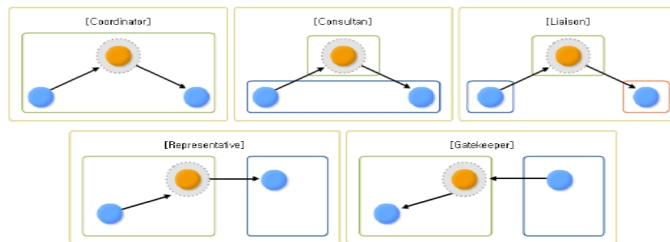
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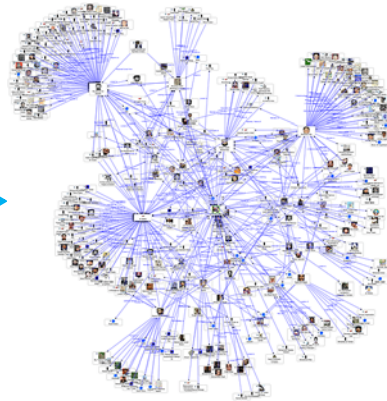
Principles of Information Systems, R.M. Stair and G.W. Reynolds



03. Social Network Analysis

- Practical Uses of Social Network Analysis

Practical Uses of SNA

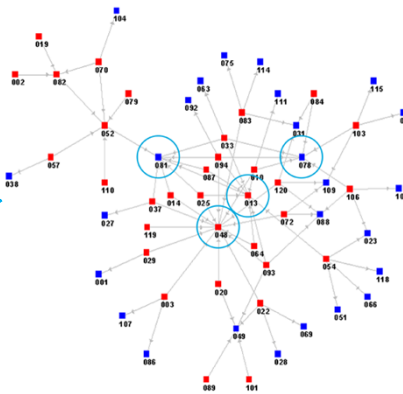


<http://www.thefutureorganization.com>

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Practical Uses of SNA

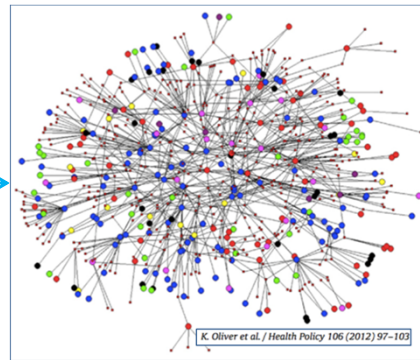


<http://www.sharedvisions.ca>

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Practical Uses of SNA

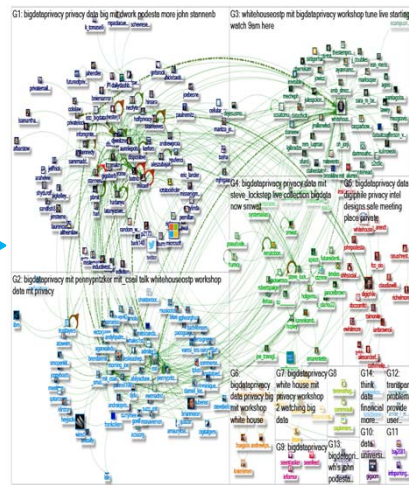
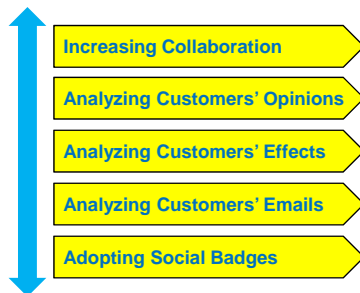


<http://www.eiui.ca>

03. Social Network Analysis

- Practical Uses of Social Network Analysis

Practical Uses of SNA



<http://www.connectedaction.net>

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Practical Uses of SNA

