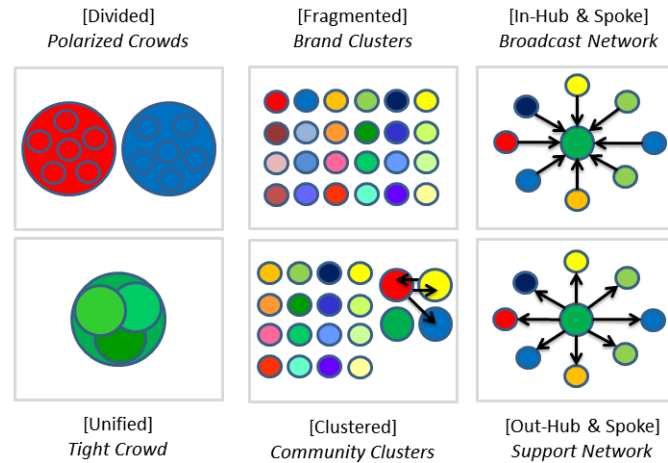


Examples of six kinds of Twitter social media networks



<http://www.pewinternet.org/2014/02/20/mapping-twitter-topic-networks-from-polarized-crowds-to-community-clusters>

FOR FURTHER INFORMATION, CONTACT:

Pew Research Center
1615 L St., N.W., Suite 700
Washington, D.C. 20036
202-419-4500

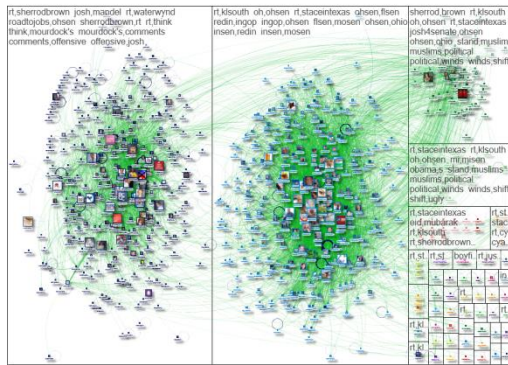
Marc A. Smith
Director, Social Media Research Foundation

Lee Rainie
Director, Pew Research Internet Project

Itai Himelboim
University of Georgia

Ben Shneiderman
University of Maryland

Polarized Crowd

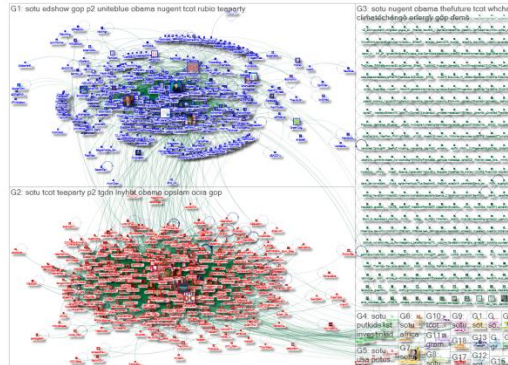


OhSen

Connections among users who tweeted “OhSen” during on October 26-27, 2012.

The #OhSen hashtag is used to discuss the Senate race in Ohio. One group is focused on Senate winner Democrat Sherrod Brown while the other is focused on the race but does not use the name Sherrod Brown in their tweets.

<http://www.nodexlgraphgallery.org/Pages/Graph.aspx?graphID=1568>

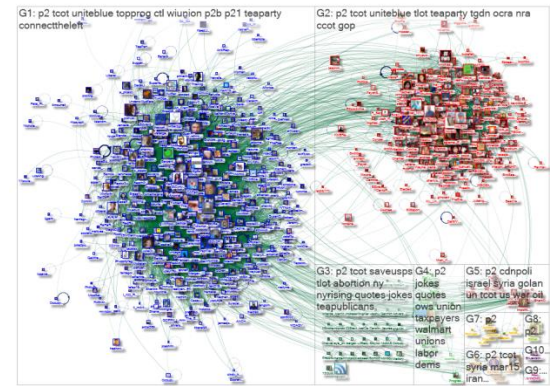


SOTU

Connections among users who tweeted “SOTU” on February 13, 2013.

The hashtag SOTU refers to the State of the Union presidential address. The graph shows a clear separation between the conservative and liberal clusters.

<https://nodexlgraphgallery.org/Pages/Graph.aspx?graphID=2822>



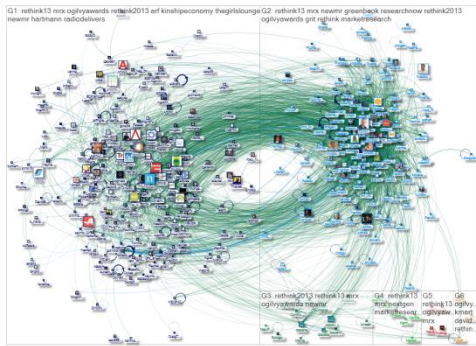
P2

Connections among users who tweeted “P2” on February 22, 2013.

This graph shows that when the liberal hashtag P2 (“Progressives 2.0”) is used, two distinct clusters emerged with limited interconnection. Within each group conservative and liberal users interact primarily with politically like-minded users.

<https://nodexlgraphgallery.org/Pages/Graph.aspx?graphID=3019>

Tight Crowd

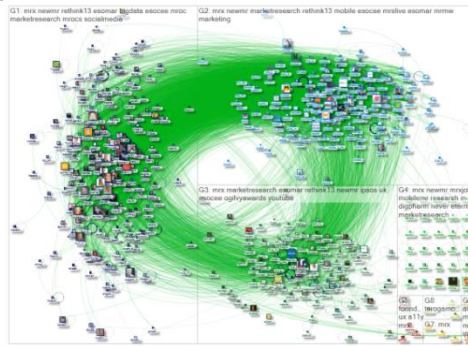


@the_ARF OR #ReThink13

Connections among users who tweeted “@the_ARF OR #ReThink13” on March 23, 2013.

The graph shows that users talking about the Advertising Research Foundation and its related hashtag #ReThink13 remained within a single group of interconnected users. The graph shows that while clusters were formed, they are highly interconnected.

<https://nodexlgraphgallery.org/Pages/Graph.aspx?graphID=3706>

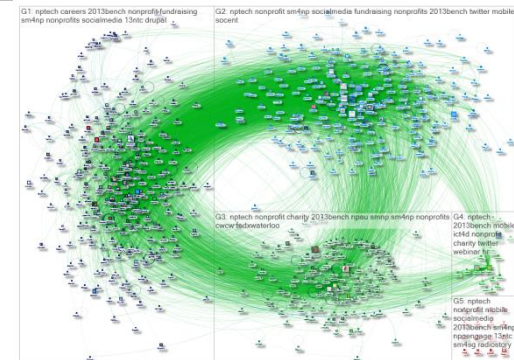


#mrx

Connections among users who tweeted “#mrx” on March 13, 2013.

Conversation about “market research exchange” or “#MRX” is a professional group which forms a single group of people who are highly interconnected.

<http://www.nodexlgraphgallery.org/Pages/Graph.aspx?graphID=3599>



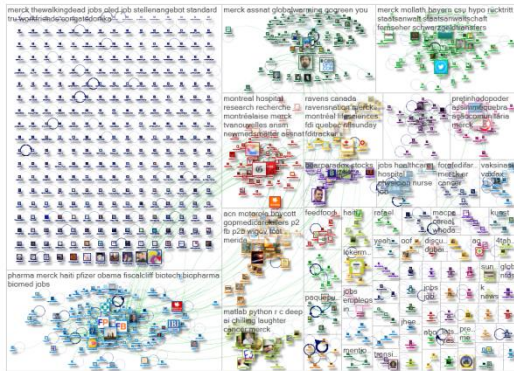
#nptech

Connections among users who tweeted “#nptech” between March 21-27, 2013.

Users tweeting about the Nonprofit Technology Network formed a highly interconnected population of users. While clusters exist, they are highly interconnected.

<http://www.nodexlgraphgallery.org/Pages/Graph.aspx?graphID=3819>

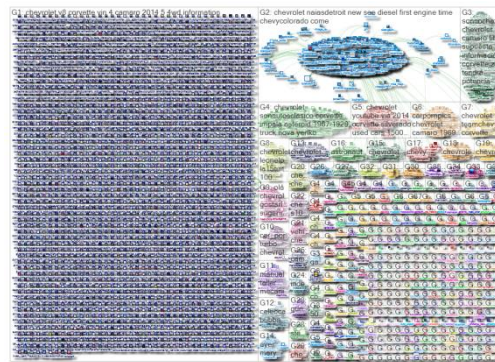
Brand Clusters



Merck

Connections among users who tweeted “Merck” between November 23-28, 2012.

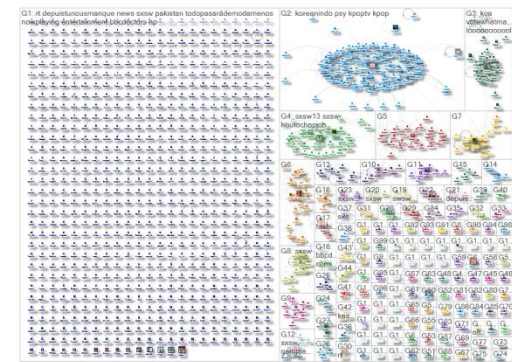
Users talking about the drug company Merck created a very sparse network. Many were disconnected, meaning that they do not interact with other who talked about the topic – the brand. The rest created many small clusters where a limited number of users interact with one another about the brand.
<http://www.nodexigraphgallery.org/Pages/Graph.aspx?graphID=1901>



Chevrolet

Connections among users who tweeted “Chevrolet” between January 16-22, 2014.

These users talked about Chevrolet, the auto maker. Many were disconnected; they did not interact with others who talked about the topic. The rest created many small clusters where a limited number of users interact with one another about the company. A large broadcast cluster is centered on the Brand account.
<http://www.nodexigraphgallery.org/Pages/Graph.aspx?graphID=15498>

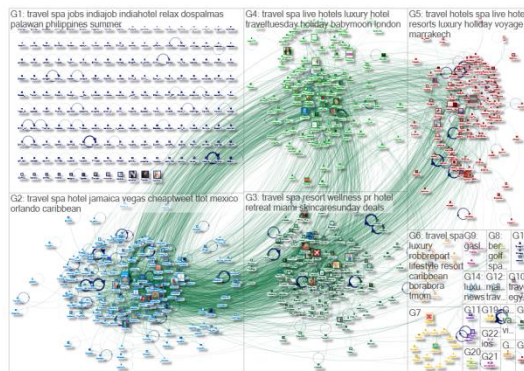


Gangnam style

Connections among users who tweeted “Gangnam Style” on March 14, 2013.

Users talking about the globally popular Korean song “Gangnam Style” created a very sparse network. Many were disconnected, meaning that they do not interact with other who talked about the topic. The rest created many small clusters where a limited number of users interact with one another about the song.
<http://www.nodexigraphgallery.org/Pages/Graph.aspx?graphID=3493>

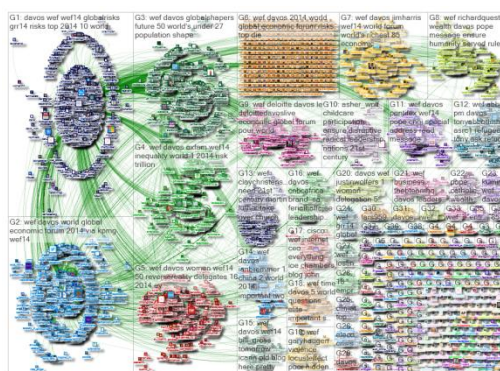
Community Clusters



Spa travel

Connections among users who tweeted “Spa Travel” between March 24-29, 2013.

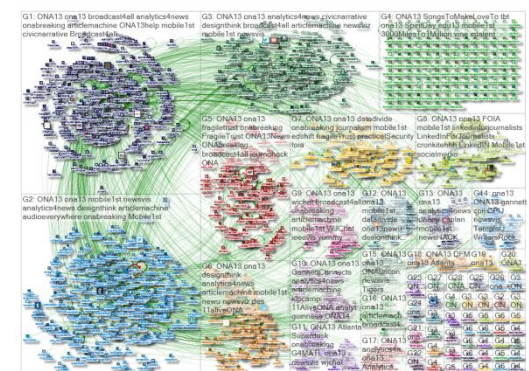
When users talk about “spa travel” they create a handful of medium-size clusters, groups of users who primarily interact with one another. Some users are isolated from the group, but they are a small fraction of the participants.
<http://nodexigraphgallery.org/Pages/Graph.aspx?graphID=3849>



#WEF

Connections among users who tweeted “#WEF” between January 16-23, 2014.

The network formed when users talk about the World Economic Forum (“#WEF”) features several clusters of users who are spokes from a hub, while a few interact with one another. Some users are isolated from the group, but they are a small fraction of the population.
<https://www.nodexigraphgallery.org/Pages/Graph.aspx?graphID=15499>

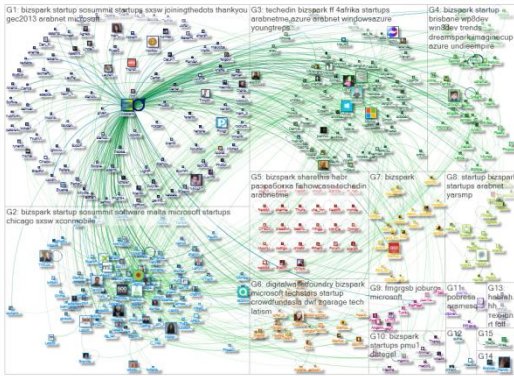


#ona13

Connections among users who tweeted “#ona13” on October 17, 2013.

Users talking about the Online News Association’s 2013 conference formed a handful of medium-size clusters composed of groups of users who primarily interact with one another. It is like people congregating at bazaar stalls. Some users are isolated from the group, but they are a small fraction of the population.
<http://www.nodexigraphgallery.org/Pages/Graph.aspx?graphID=9693>

Broadcast Network

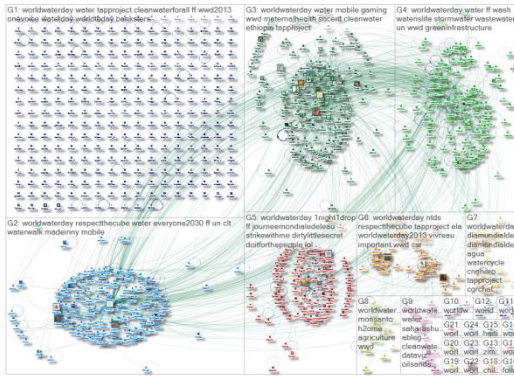


Bizspark

Connections among users who tweeted "Bizspark" between March 17-24, 2013.

The conversation about Microsoft's BizSpark, a business partnership program, is centered on the official @BizSpark Microsoft Twitter handle. This account is a hub at the center of a star-shaped cluster created when users repeat or reply to the hub account but have few interactions among one-another.

<http://www.nodexlgraphgallery.org/Pages/Graph.aspx?graphID=3739>

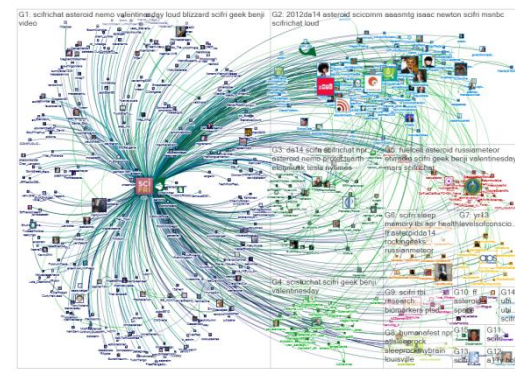


Worldwaterday

Connections among users who tweeted "Worldwaterday" on March 22, 2013.

The main cluster in the conversation around the UN's World Water Day activities is centered on its official Twitter account. Users also form more interconnected clusters, all feeding from the central hub.

<http://www.nodexlgraphgallery.org/Pages/Graph.aspx?graphID=3711>



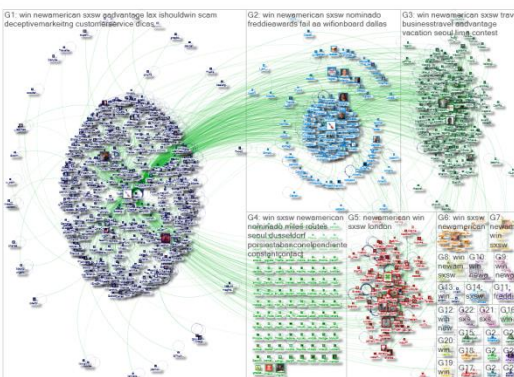
Scifri

Connections among users who tweeted "Scifri" between February 9-15, 2013.

The conversation created by users talking about NPR's Science Friday show is centered on the show's official Twitter user account. In the graph, it is shown as the user at the center of the star-shaped cluster on the left.

<http://www.nodexlgraphgallery.org/Pages/Graph.aspx?graphID=2892>

Support Network

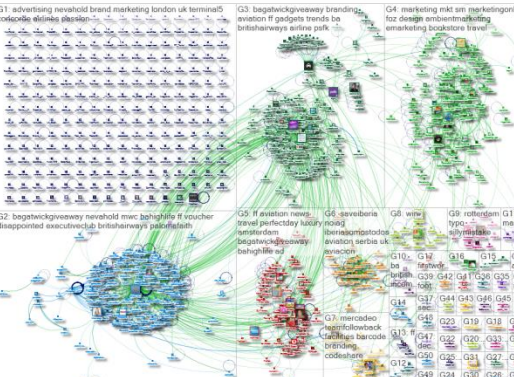


AAdvantage

Connections among users who tweeted "AAdvantage" between March 15-19, 2013.

The center of the Twitter activity related to the frequent flyer program of American Airlines is the airline's Twitter account. As it responds to concerns of other Twitter users, it initiates relationships with them, by mentioning or replying to them. The airline's own account can be found at the center of the star-shaped cluster on the left. Other, smaller and more interconnected clusters are formed, in which several users are connected to the airline's handle.

<http://www.nodexlgraphgallery.org/Pages/Graph.aspx?graphID=3670>

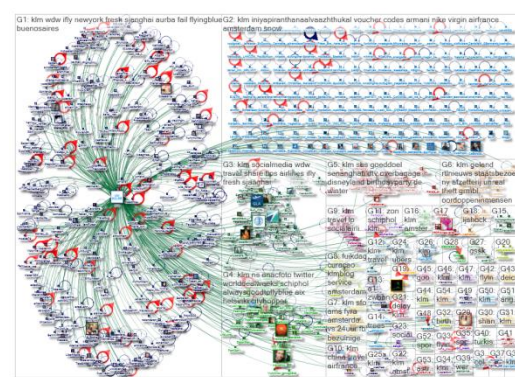


British Airways

Connections among users who tweeted "BritishAirways" between January 24-25, 2013.

The British Airways accounts can be found at the center of the main cluster on the left. As it responds to concerns of other Twitter users regarding the airline's products and services, it initiates relationships with them, by mentioning or replying to them. Other, smaller and more interconnected clusters are formed, in which several users are connected to the airline's handle.

<https://www.nodexlgraphgallery.org/Pages/Graph.aspx?graphID=2582>



@KLM OR #KLM

Connections among users who tweeted "@KLM OR #KLM" between January 23-26, 2013.

The conversation network of users who discuss the Dutch airline KLM is centered on the organization's @KLM Twitter handle (at the center of the left cluster). As it responds to concerns of other Twitter users regarding KLM services, it initiates relationships with them, by mentioning or replying to them. Most other users are either disconnected from the rest of the conversation or loosely connected to small groups of others.

<https://www.nodexlgraphgallery.org/Pages/Graph.aspx?graphID=5652>