

Abstract: Visualization of Hierarchy Relationship among Users for Analyzing Social Networks

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Abstract

Social network service (sns) has become a hot issue on online communication which helps users to make social relationships. Analysis information about user activities of sns is expected to be a useful source for other services such as commercial activity. Most of the previous works of social network analysis depend on node graph and adjacency matrix in connection with an aspect of social network topology. However, the representing node and matrix are difficult to understand a relationship between sns users, because the user's interaction is presented by a complicated node graph. In order to overcome this limitation, this paper proposes a new visualization method to represent hierarchy relationship of sns users for analysis of social network. The proposed method uses fuzzy relational product to construct dynamic hierarchy relationship which can intuitively understand user's interaction. Besides, it can focus on personal relation on sns which is modeled using user activities of twitter (i.e., microblogging) by visualizing relationship among users.

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