

Module 3: Visualization Lab

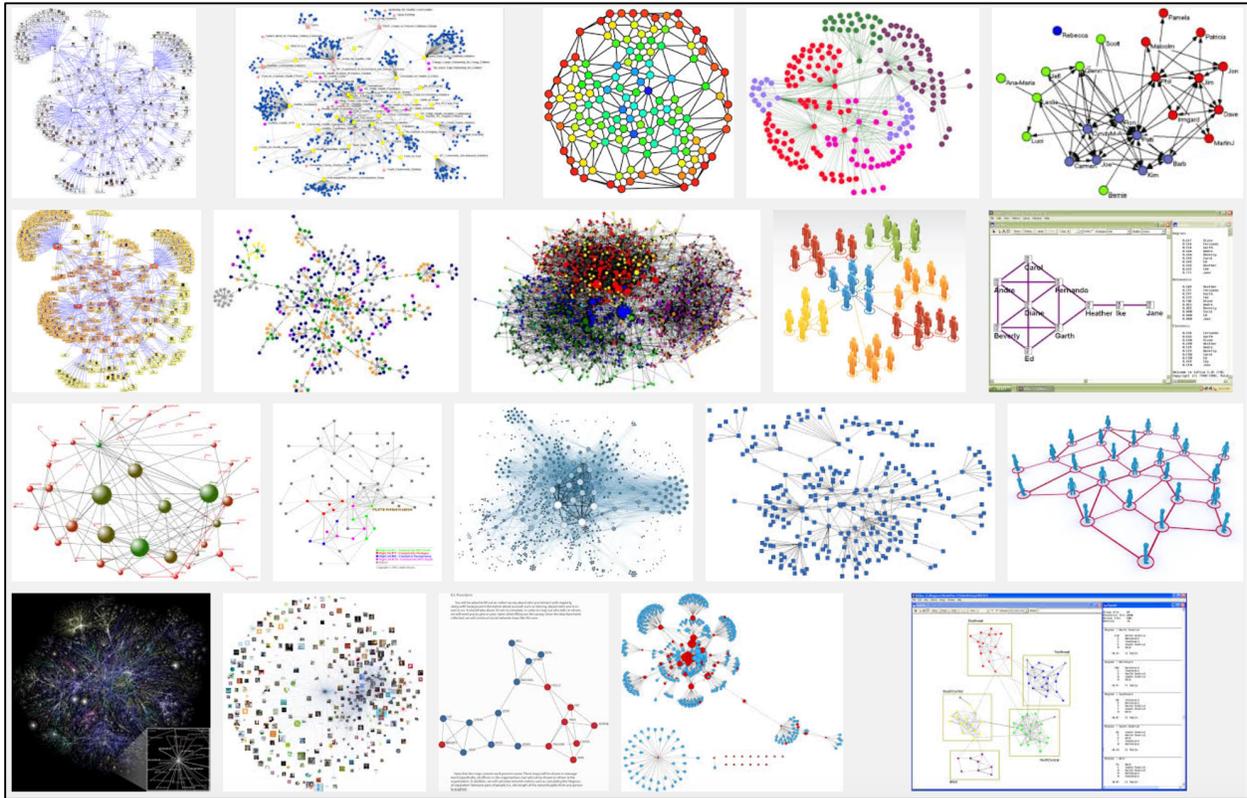
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Goals for Module 3: Visualization Lab

~ Participants will review some visualization examples of social networks that are not software dependent.

Google Images of Network Visualization

The visualization of social networks can be really powerful and sometimes really beautiful. To see some of the variety and design that goes into some social networks open your web browser to Google Images (https://www.google.com/imghp?gws_rd=ssl) and search “social network analysis.” Likely your results will be different than those in the screenshot example below, but scrolling through the pages on Google Images reveals some of the variation and technique behind visualizing social networks.



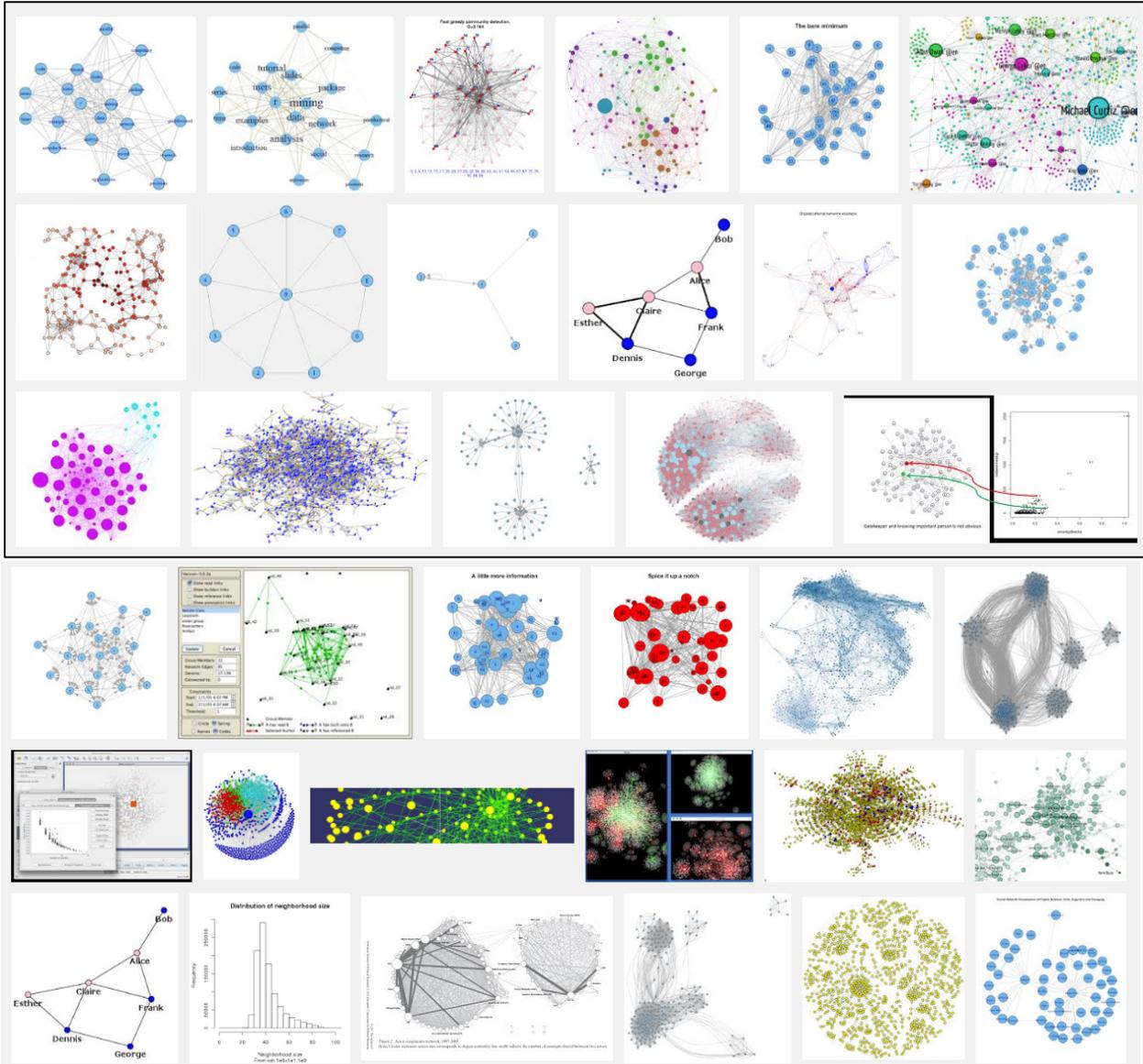
Do you like certain visualizations more than others?

What are some of the differences that you notice across visualizations?

What visualizations are less pleasing to your eye and why?

What do you think was customized to create the visualization given what you know about social network data?

For those of you on the RStudio track of this SNA training, conduct an additional Google Images search for “igraph social network analysis” to see some of the visualization possibilities within the igraph library. Your results might be different than the results in the screenshot below.



Which images appear to use the default settings in igraph?
 Which images required advanced customizations in igraph?
 Do any of the examples from your igraph search look like networks you could model in RStudio?

Social Network Visualization in Action

Below is a link to a 30 second YouTube video on Professor Jeff Hemsley use of social network analysis software igraph in RStudio to produce random dynamic ties:

<https://www.youtube.com/watch?v=6QZg1hOA8t0>

We won't be making anything this advanced in RStudio, but when set to generic music, visualization looks like it can be quite fun.

Review of Module 3: Visualization Lab

This short lab explored existing social network visualization. Hopefully, you are ready to start creating your own network visualizations. Participants in the RStudio track should proceed to the Module 3: Visualization RStudio Lab.