

Exploration macroscopique du graphe social de Twitter

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Comment se propage
l'information ?

Quels sont les mécanismes
de l'influence ?

Amis



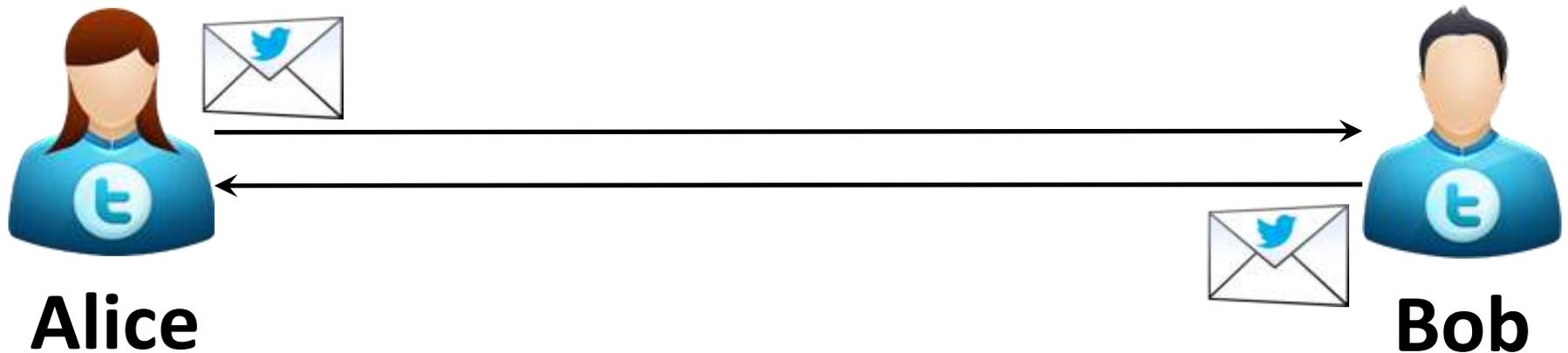


Producteur

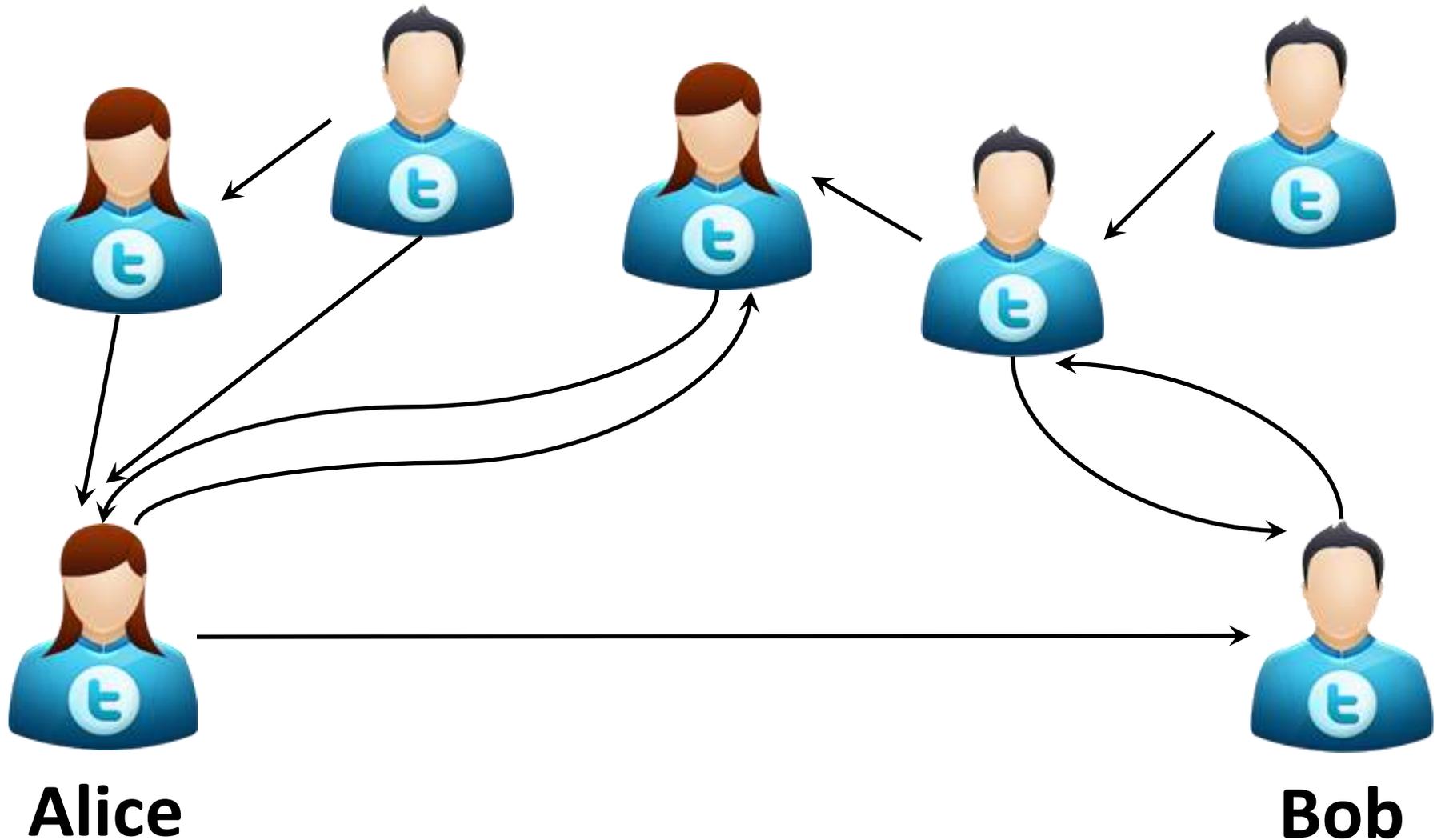
TFI consommateurs

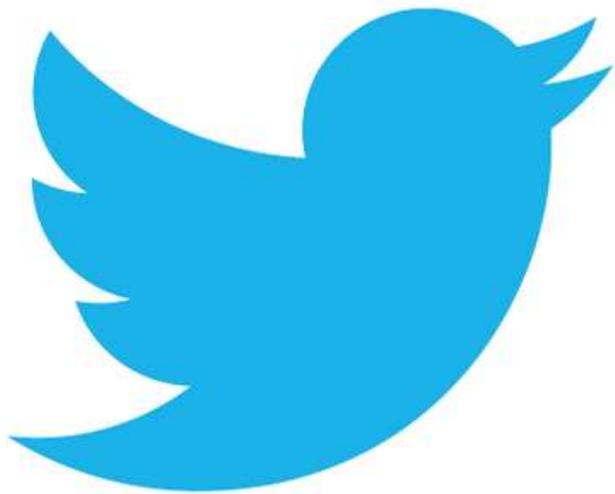
Relation de suivi dans Twitter

Bob suit Alice
Alice suit Bob



Graphe social de Twitter





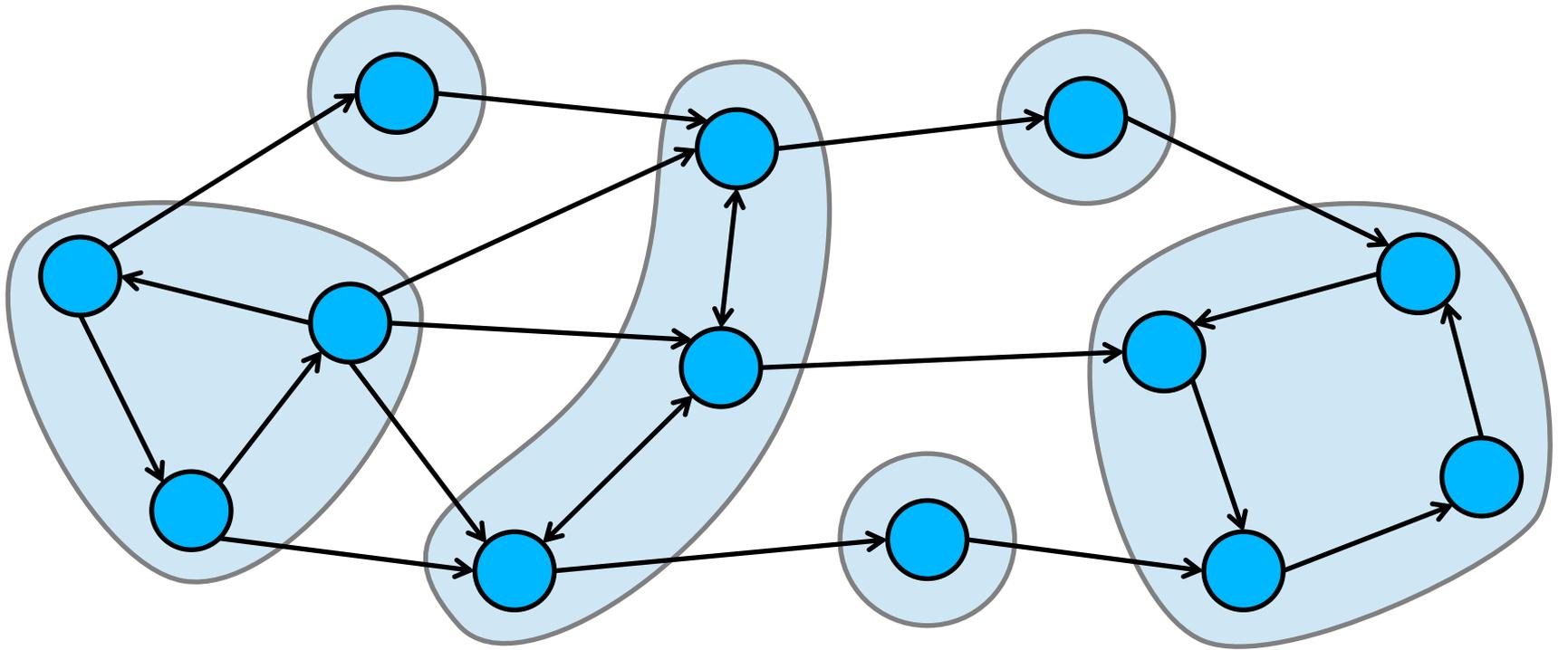
+500 millions de nœuds
+24 milliards d'arcs

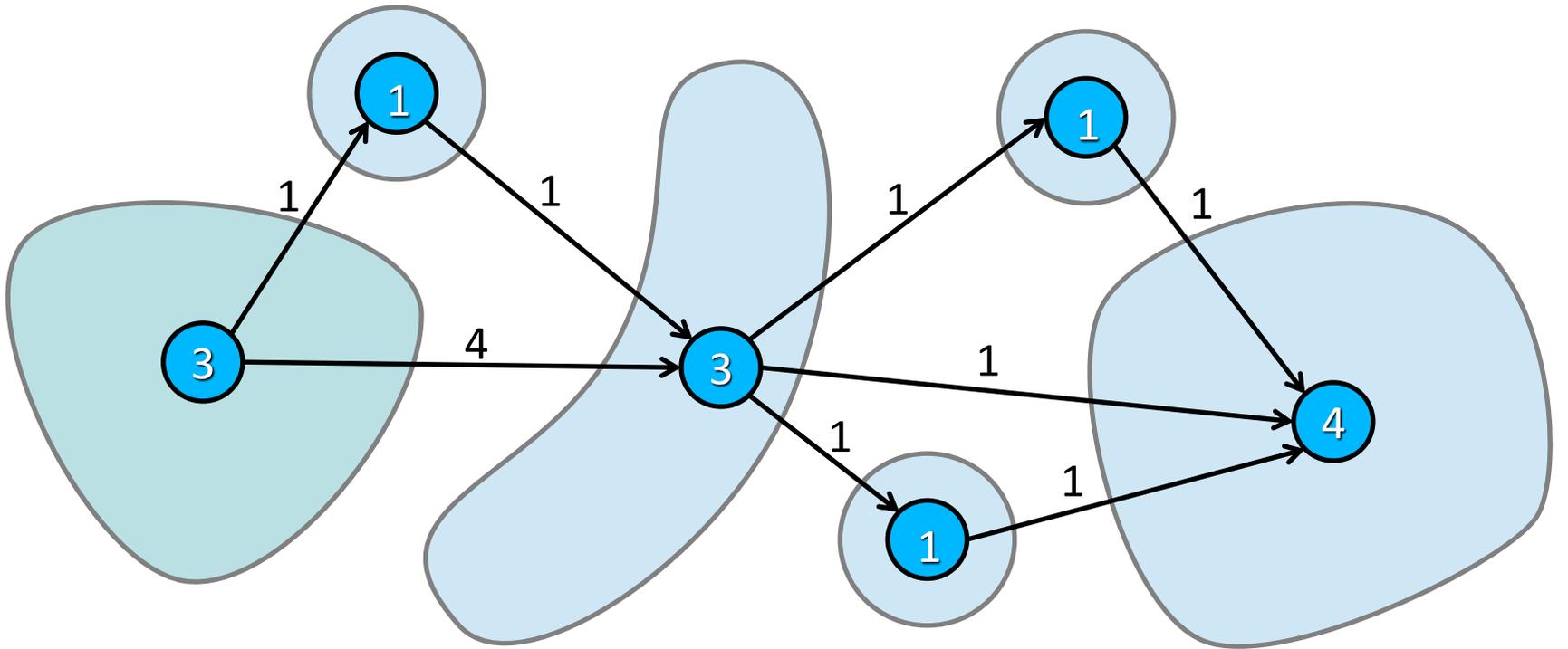
Challenges

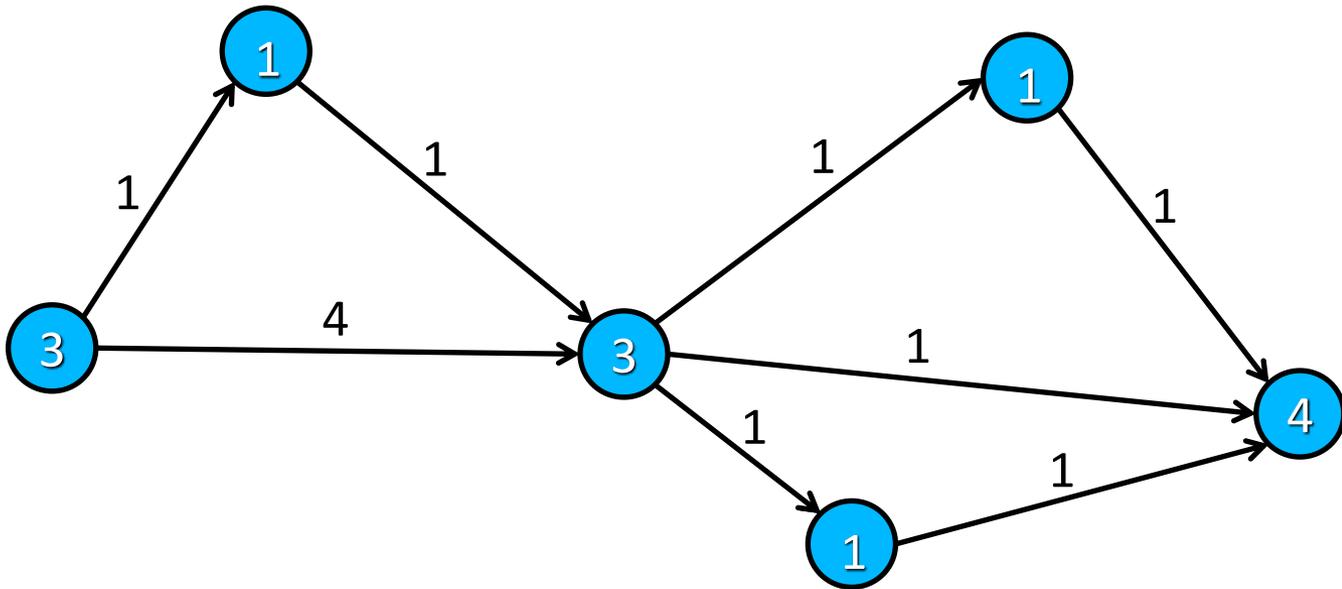
1. Collecter le graphe
2. Décomposer le graphe
3. Donner un sens physique à la décomposition

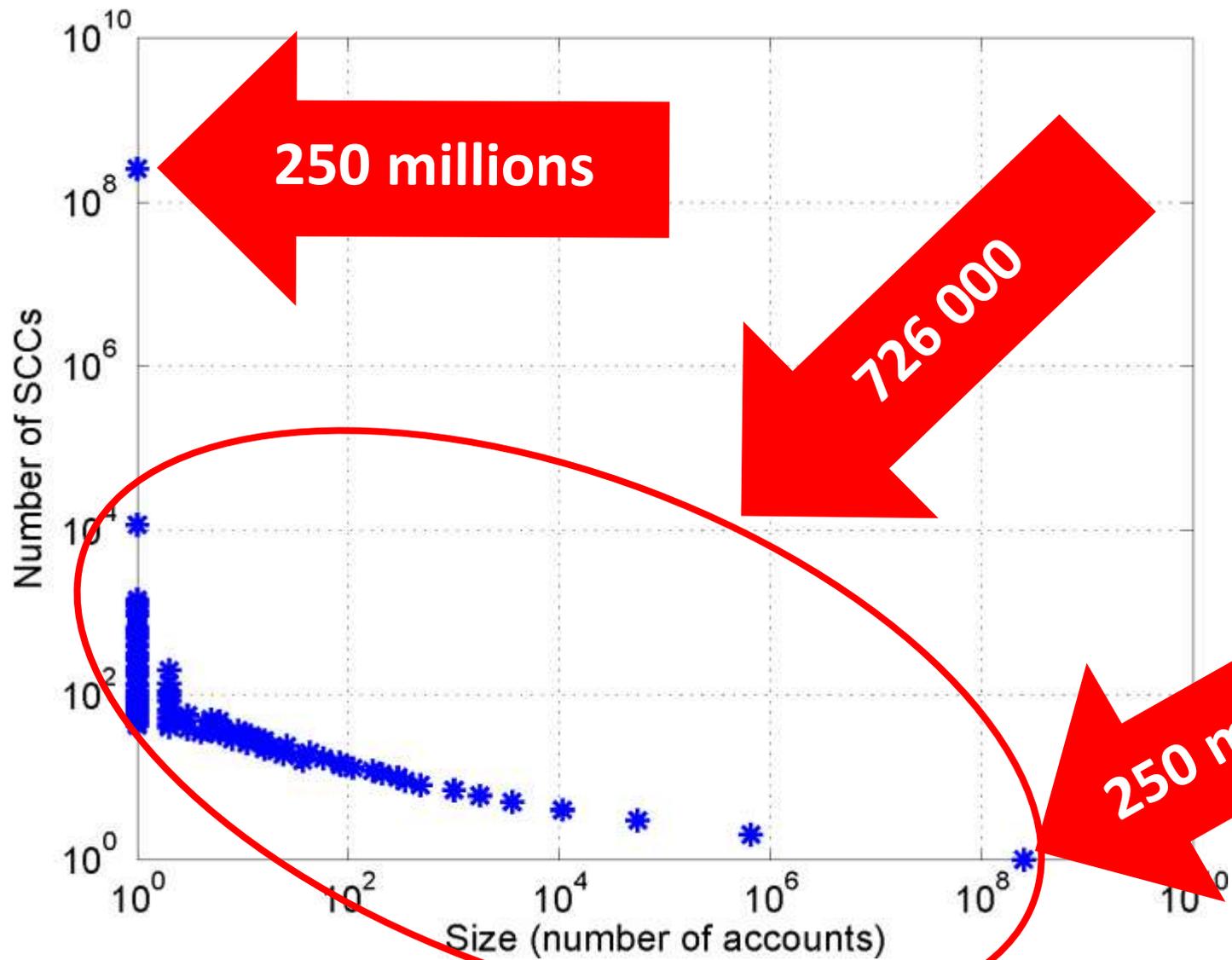
Comment est contrainte la diffusion d'information ?

Identifier les autoroutes



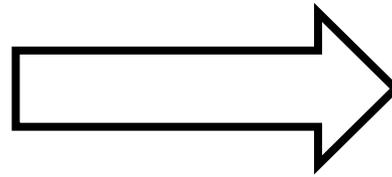




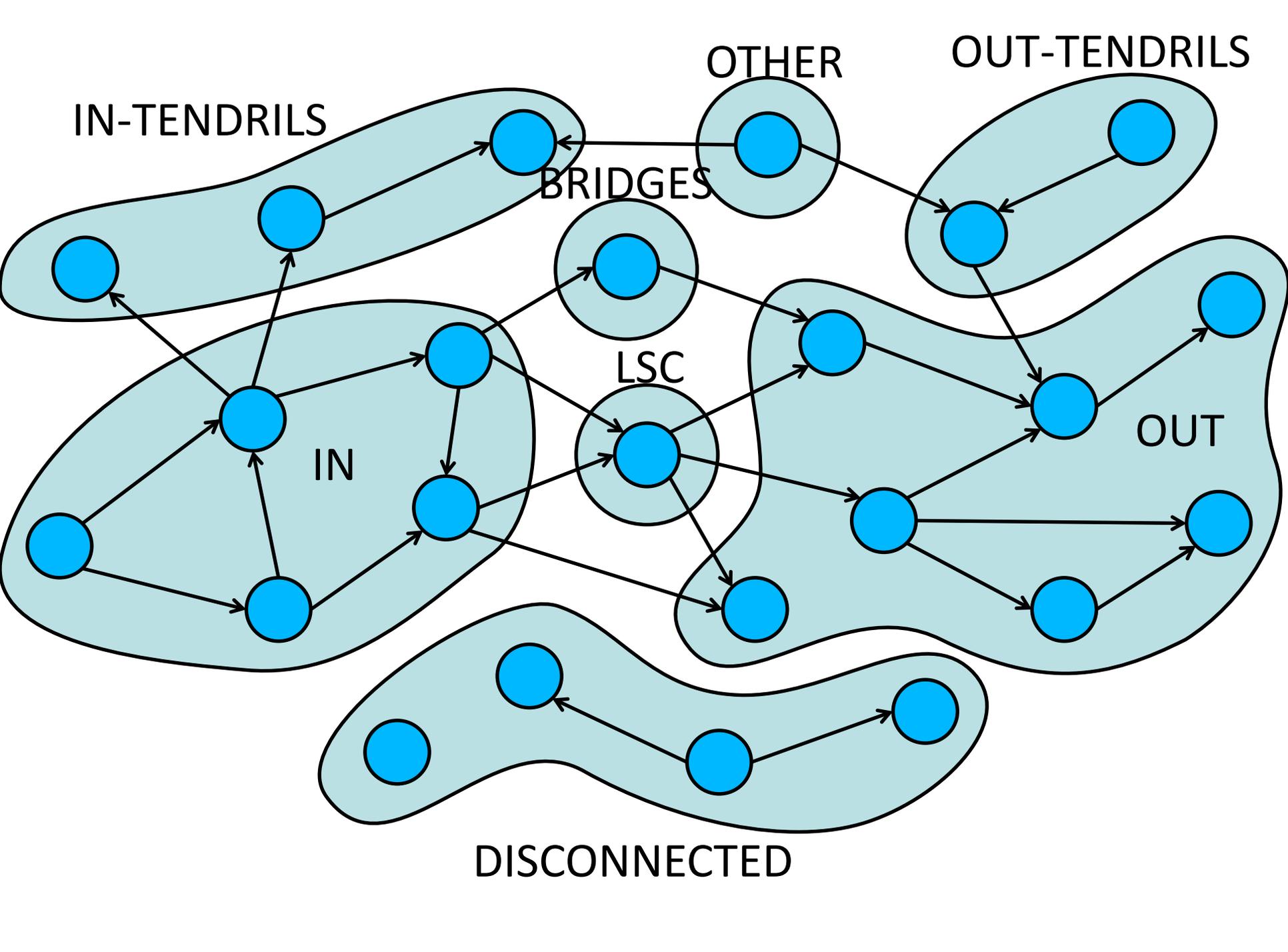


Macrostructure du graphe social de Twitter

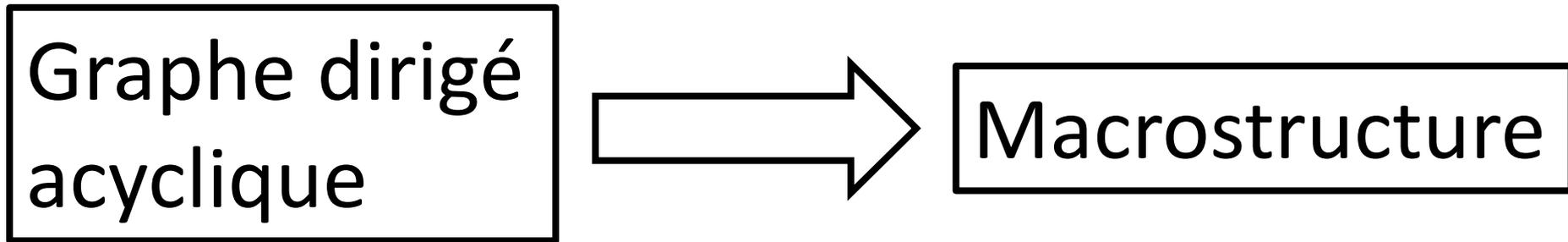
Décomposition
en **SCC**



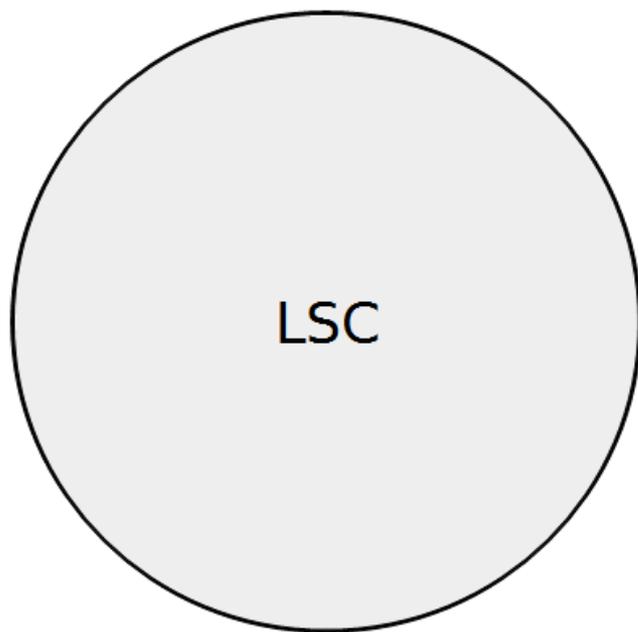
Graphe
dirigé
acyclique



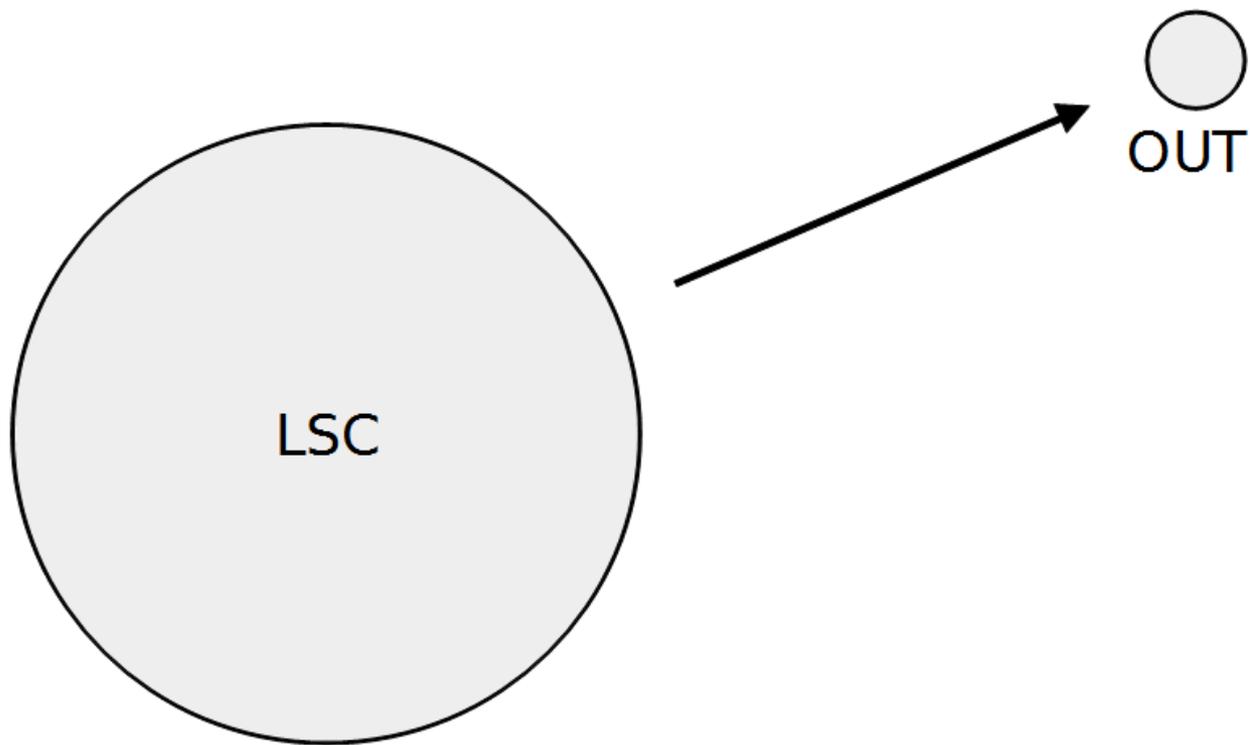
Macrostructure du graphe social de Twitter

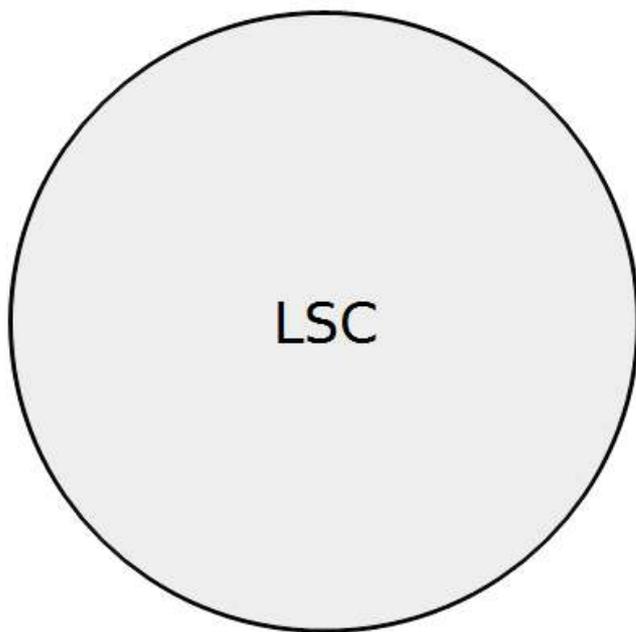
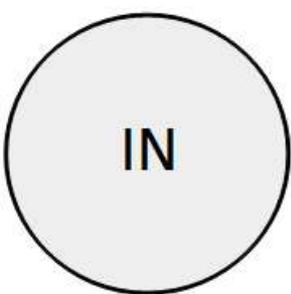


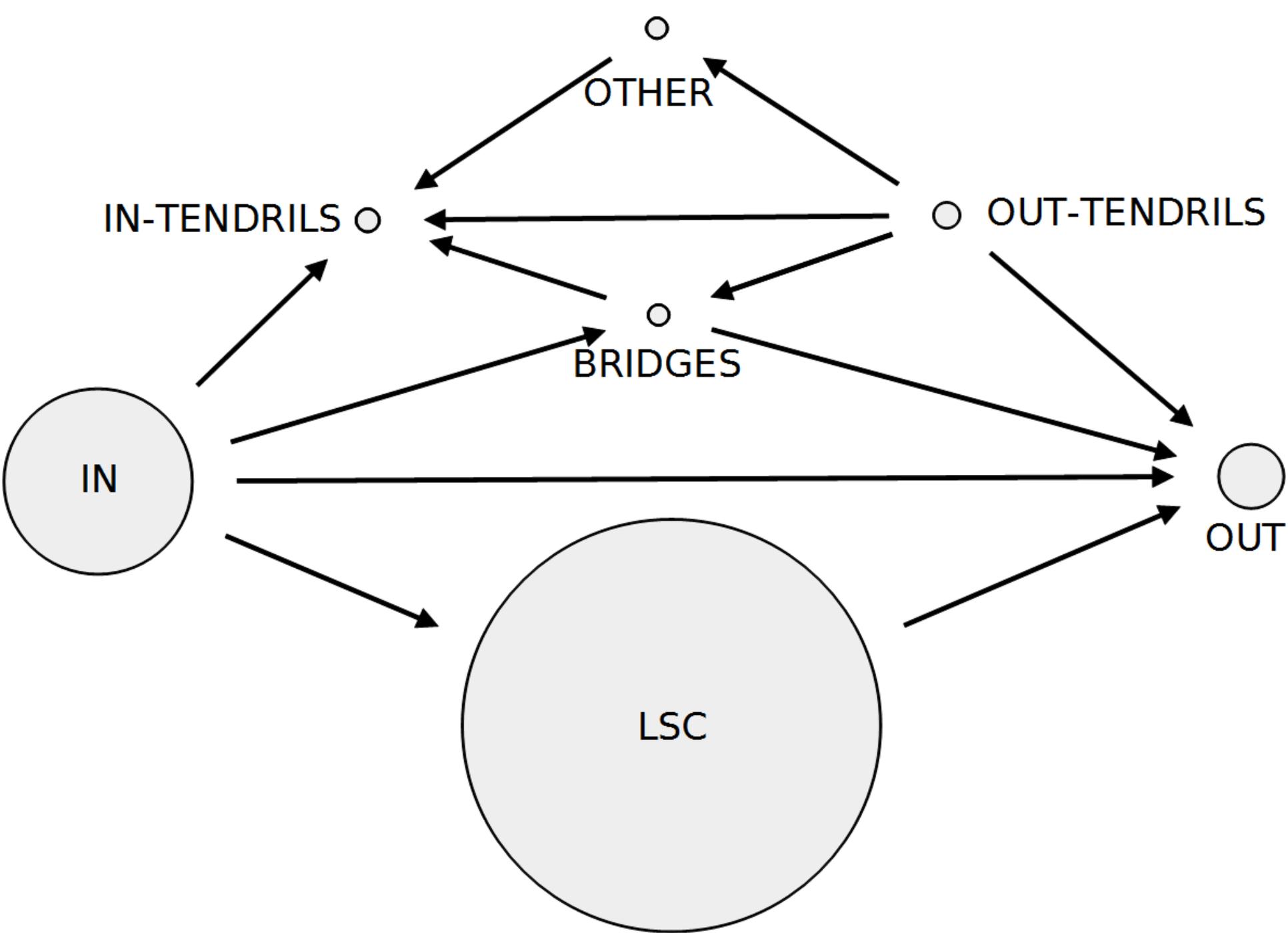
Quel sens physique à la
décomposition ?

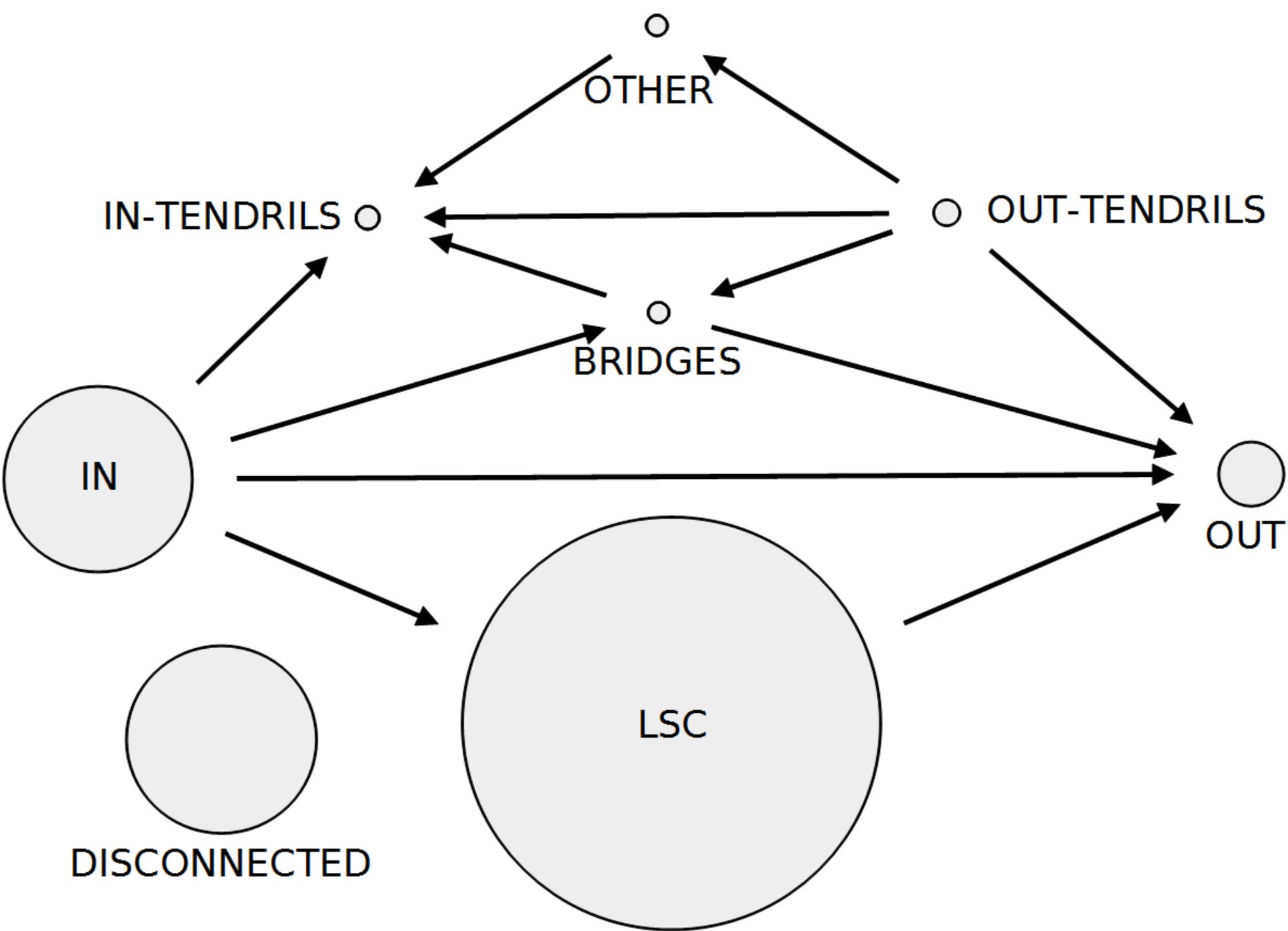


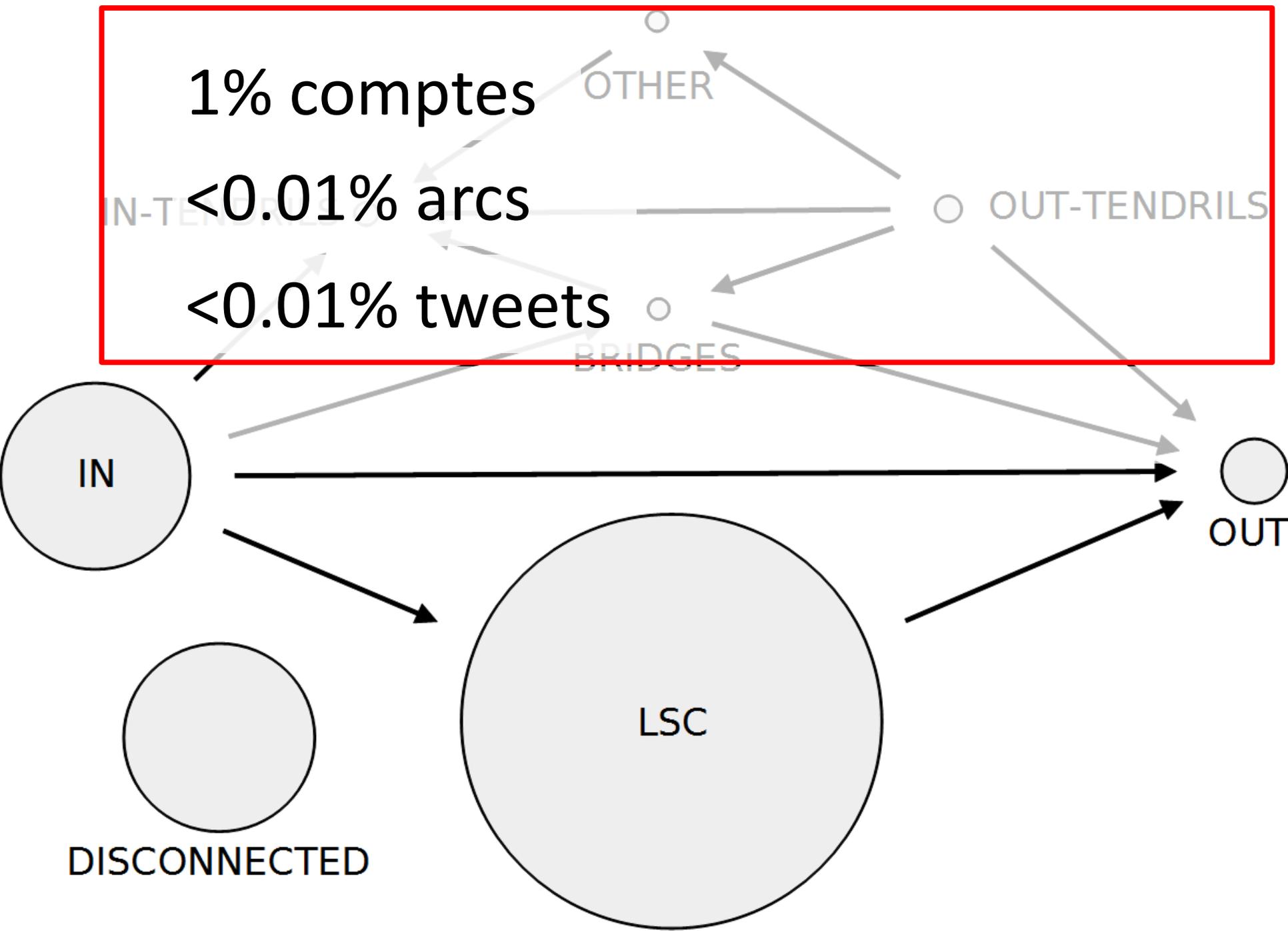
LSC



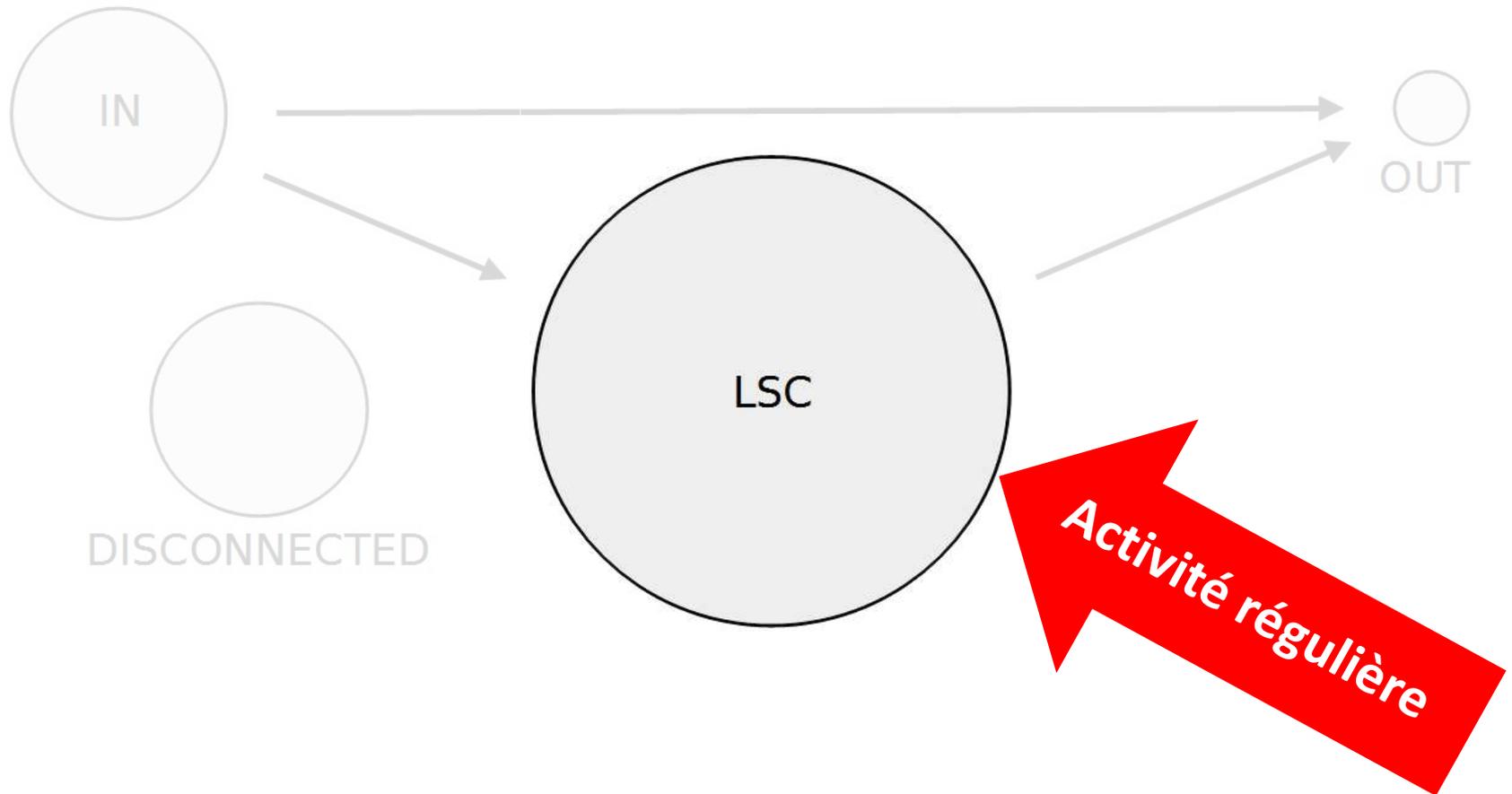




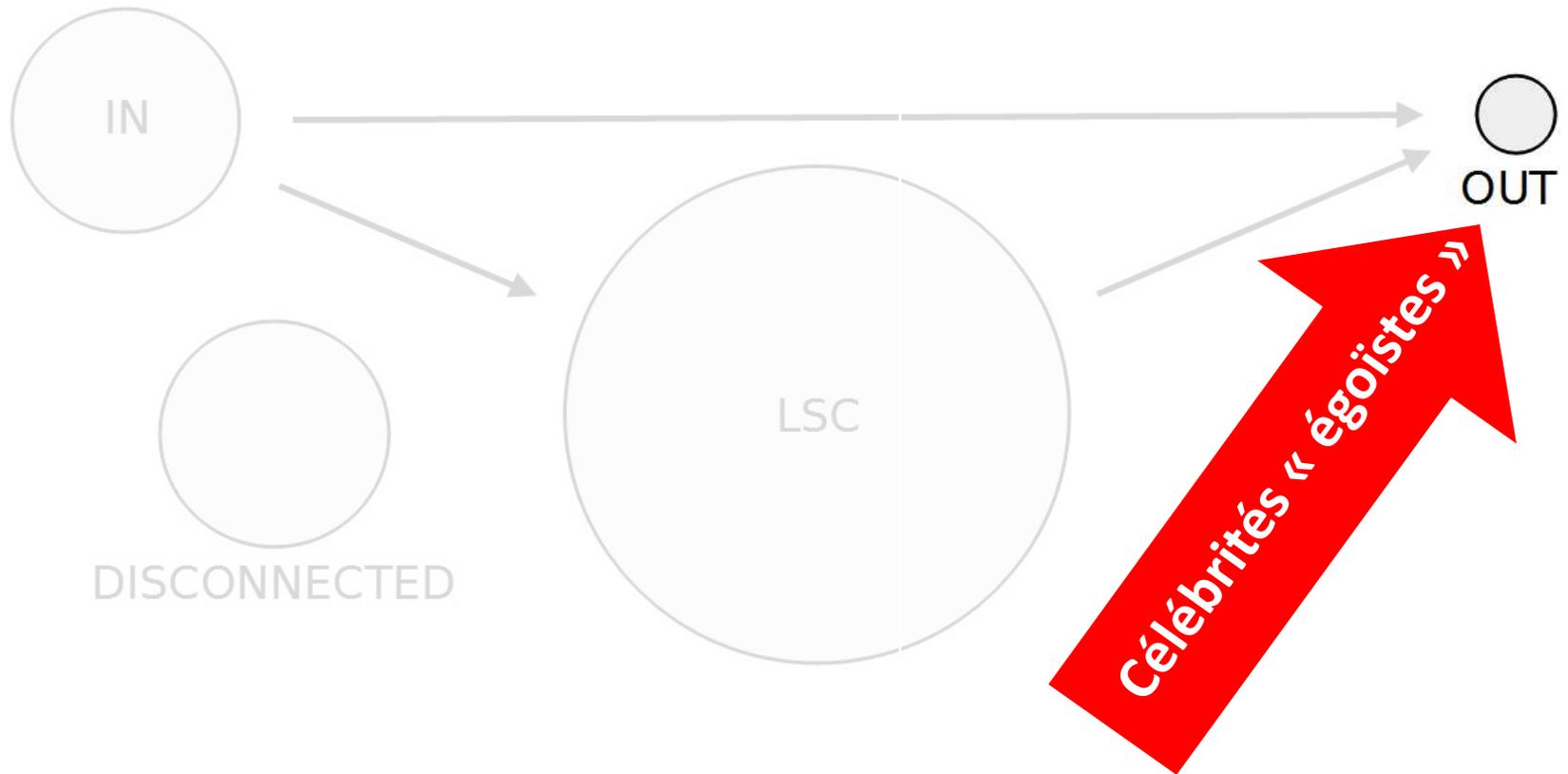




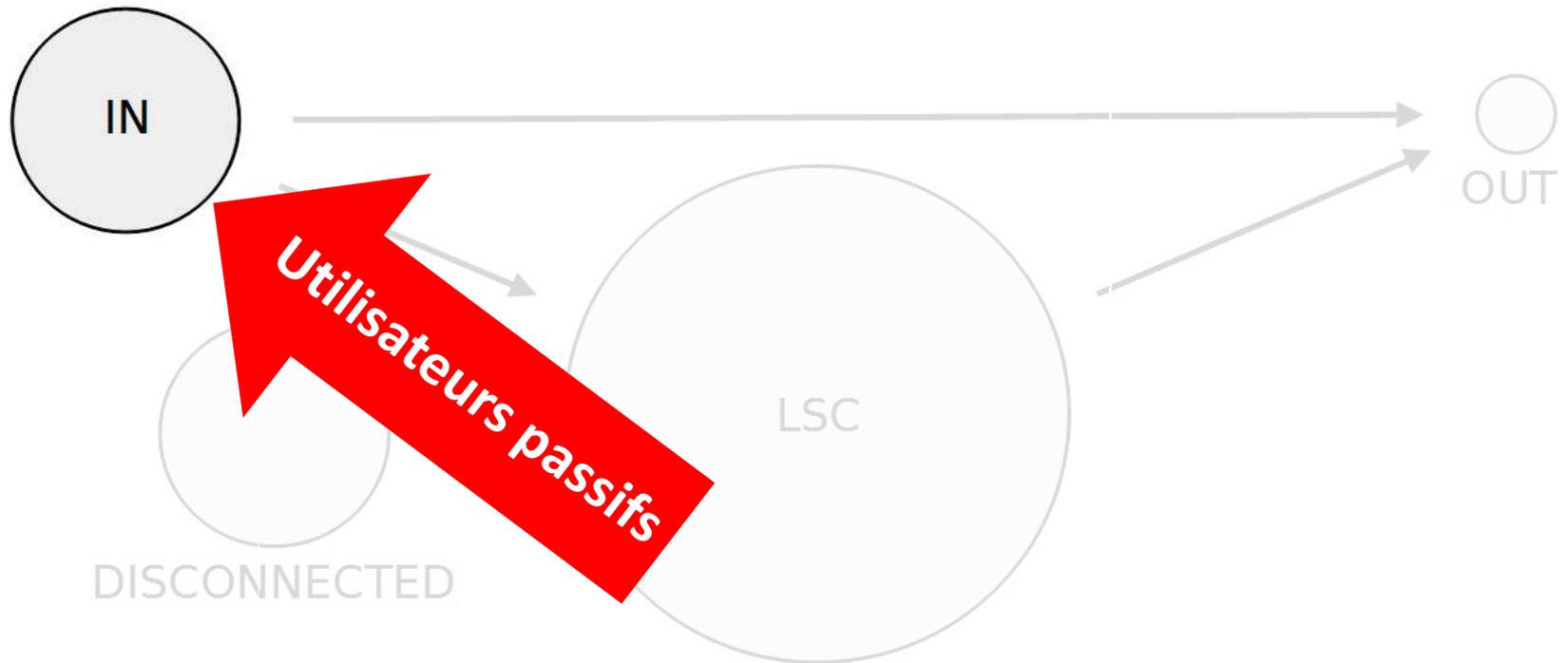
98% des tweets
98% des arcs
50% des comptes



1,5% des tweets
5,3% des comptes
0% d'arc sortant



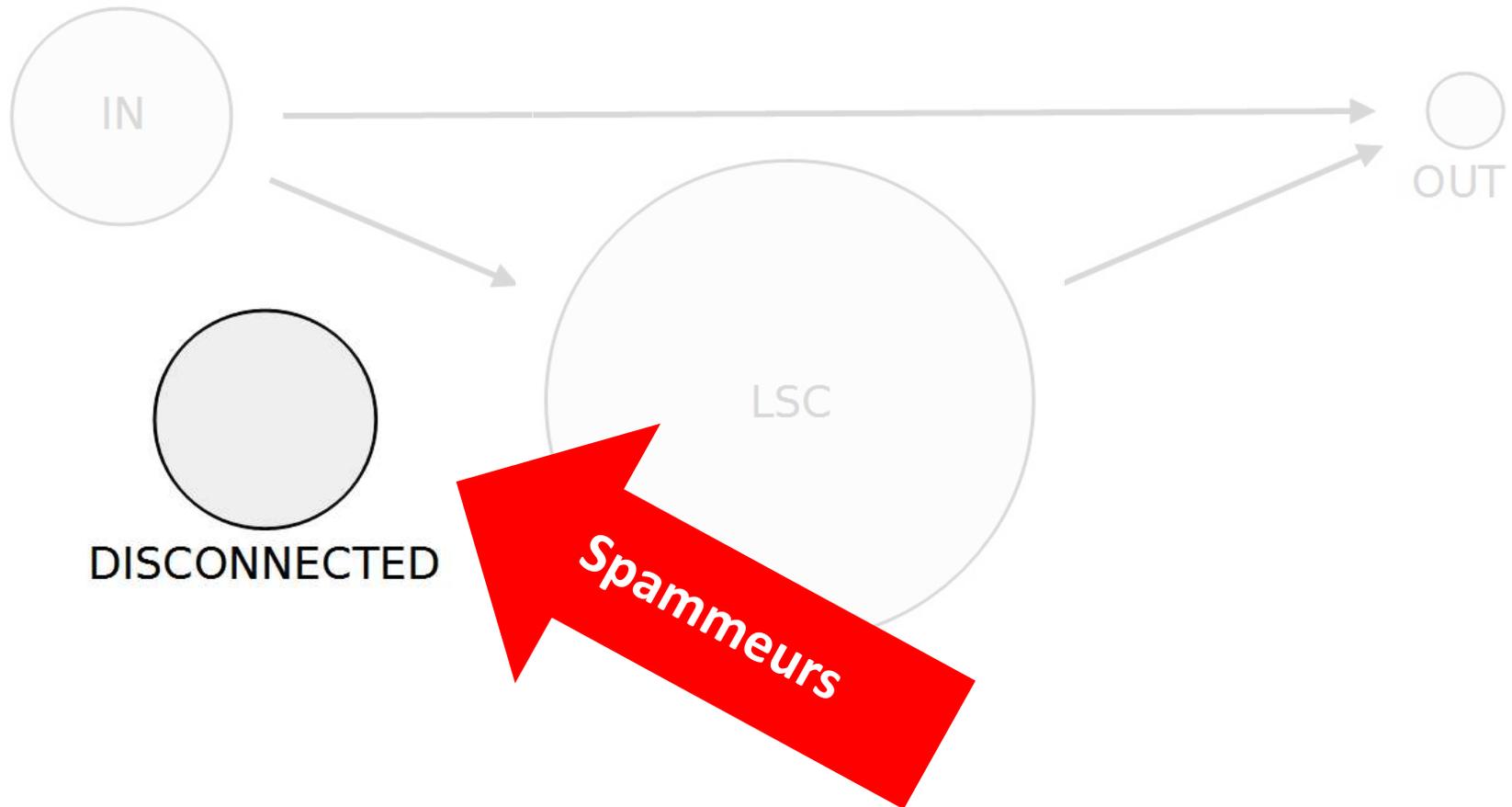
21,4% des comptes
0,25% des tweets



21,6% des comptes

99% aucun arc

80% aucun tweet



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