

Sun.
2
9

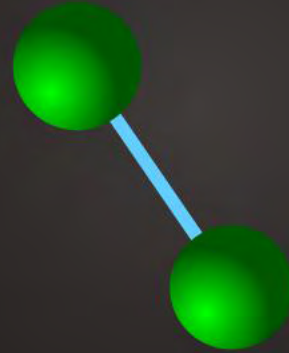
Block Area

Who Are Your Friends?

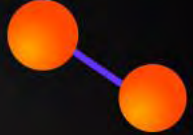
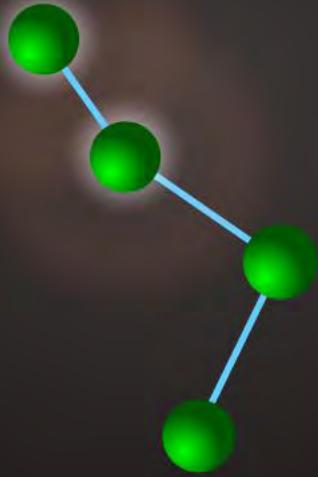
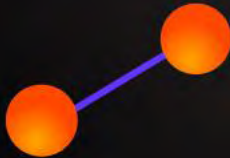
Who do you discuss **Important Matters** with?

Who do you spend your **Free Time** with?

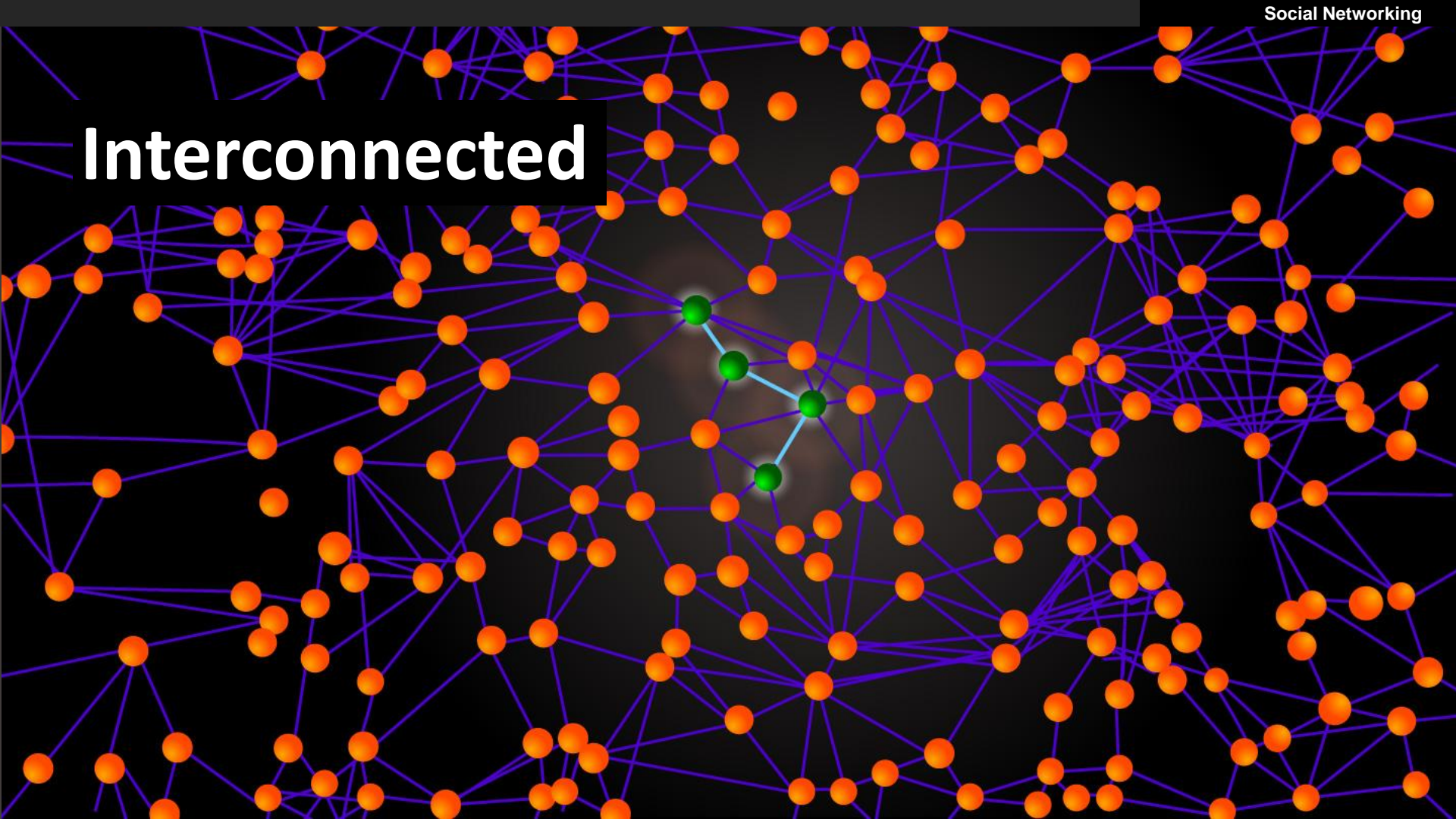
One Pair



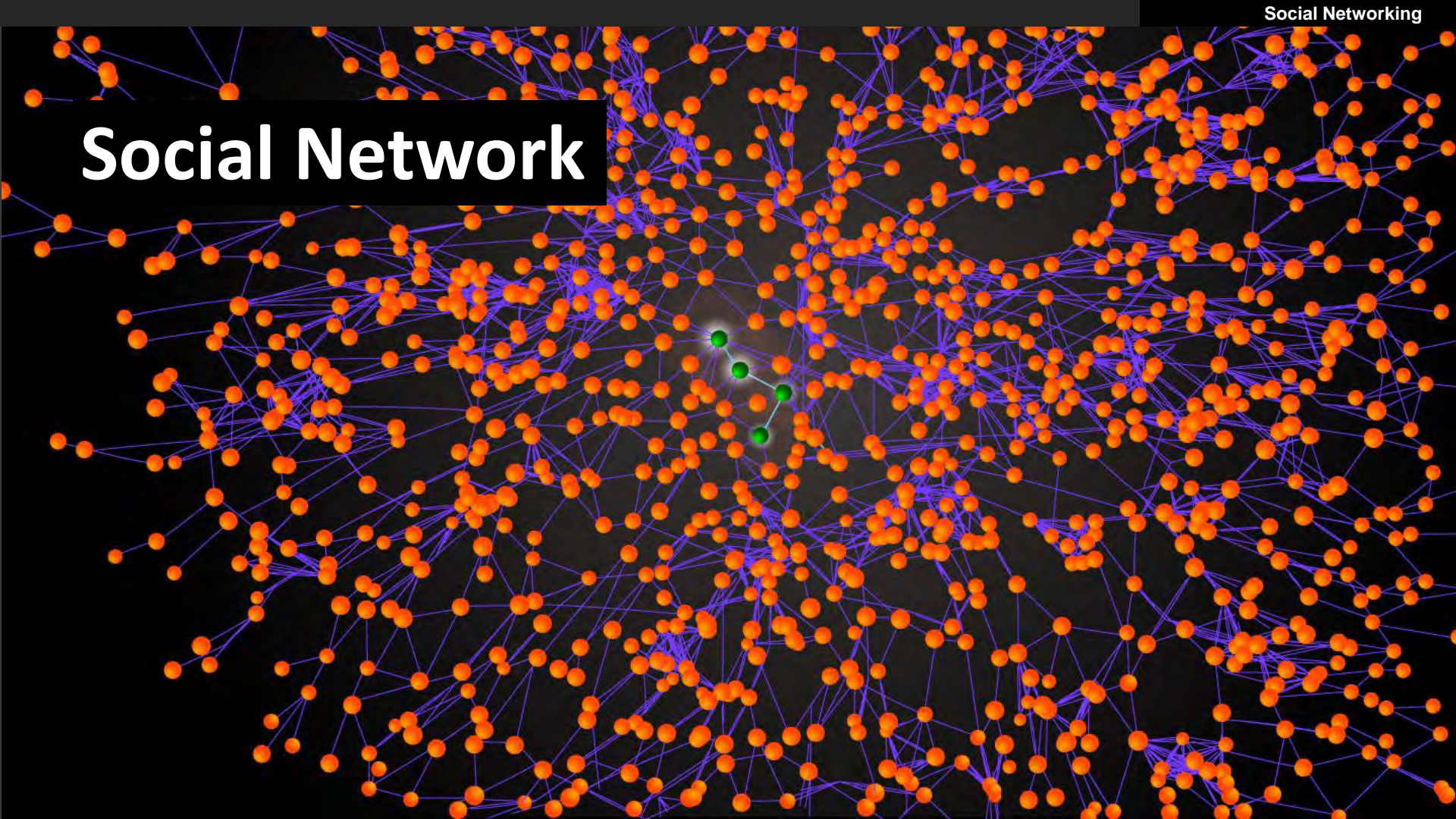
Many Pairs



Interconnected



Social Network



The Framingham Heart Study

Original Cohort
1948
N = 5,209

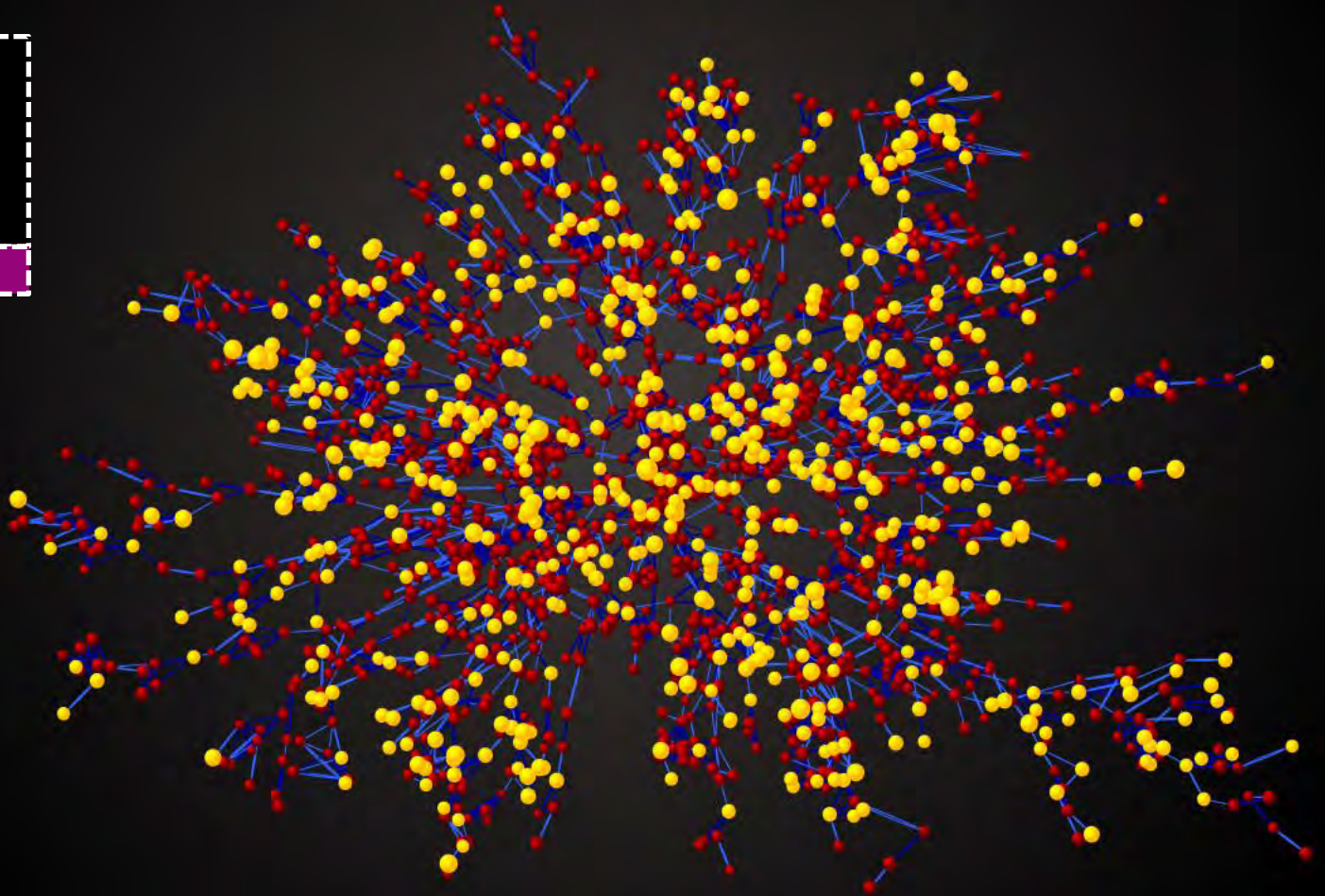
Offspring Cohort
1971
N = 5,124

Gen 3 Cohort
2002
N ~ 4,000



Obesity Clusters

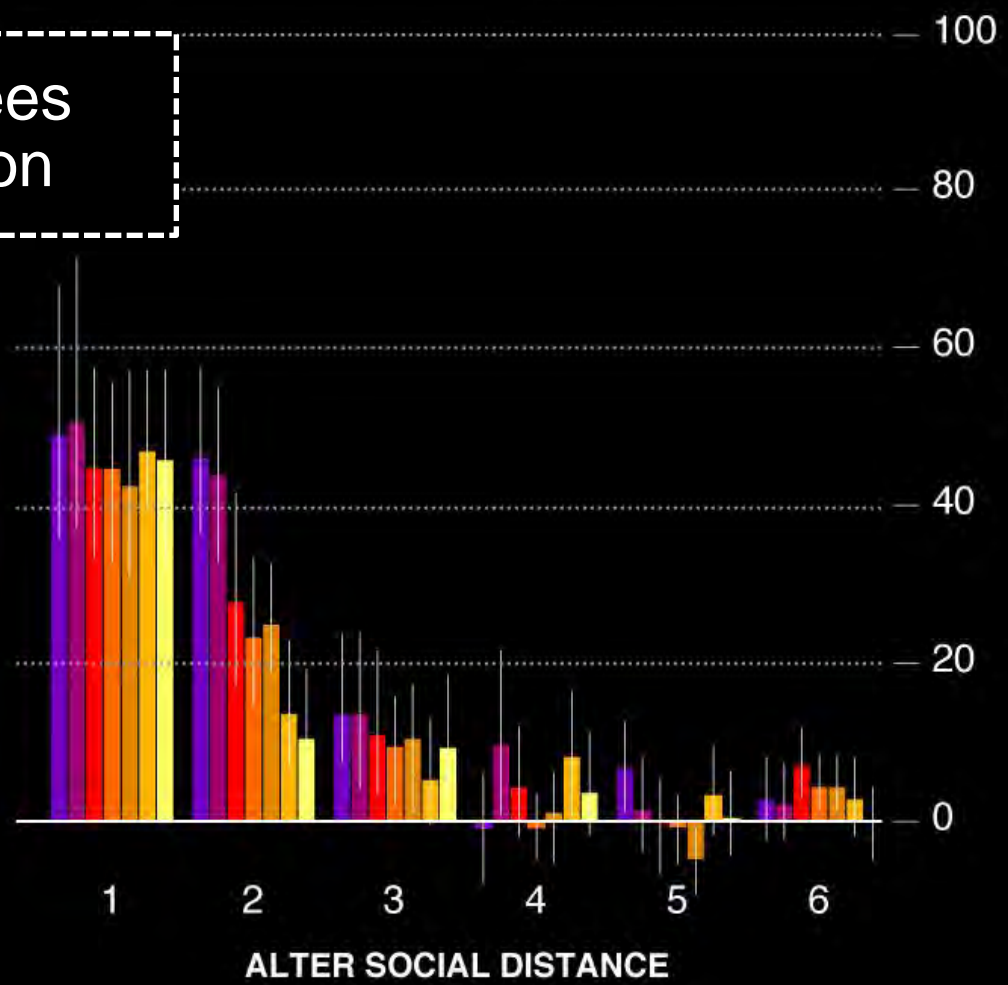
FHS NETWORK



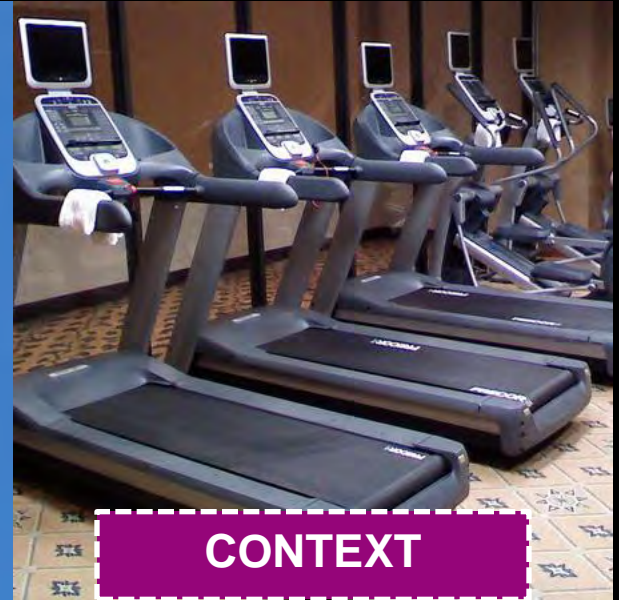
Three Degrees Of Association

FHS NETWORK

- Wave 1
- Wave 2
- Wave 3
- Wave 4
- Wave 5
- Wave 6
- Wave 7

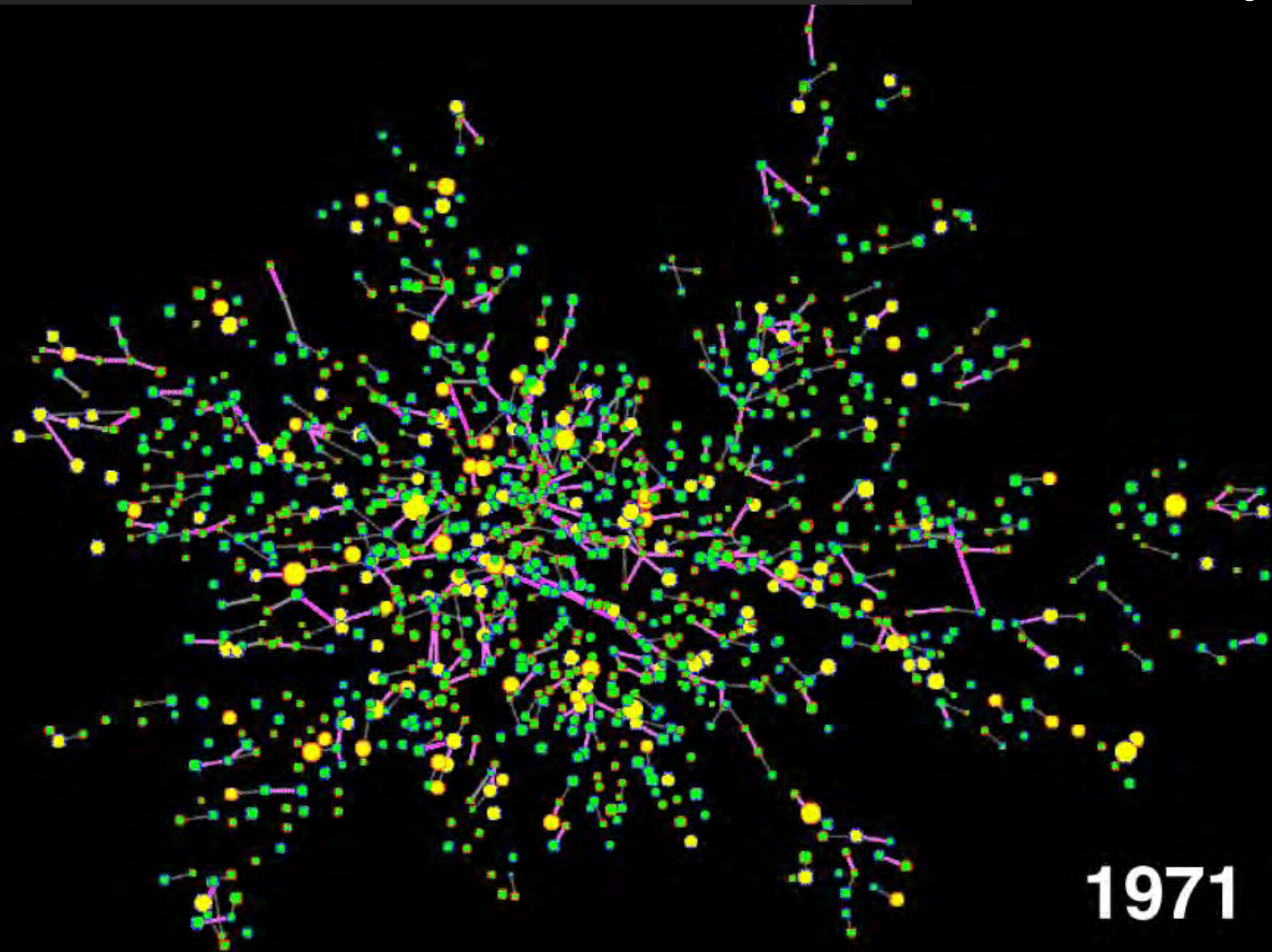


Causes of Similarity and Clustering



The Spread Of Obesity

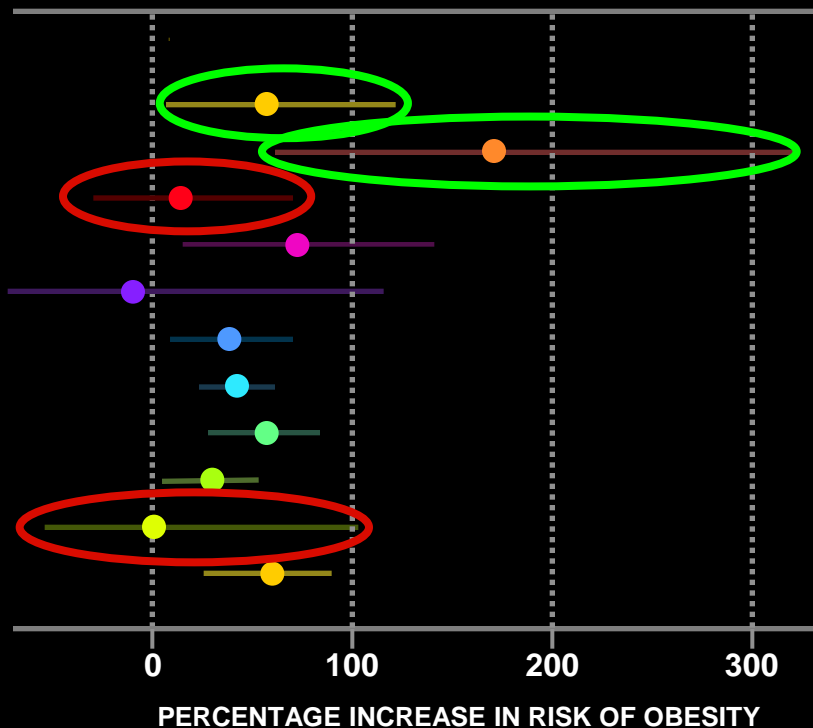
FROM 1971 TO 2003



Spread of Obesity

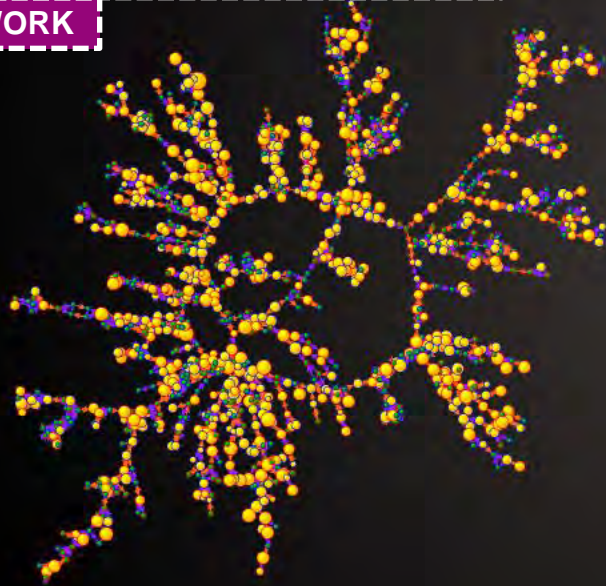
SOCIAL CONTACT

Ego-Perceived Friend
 Mutual Friend
 Alter-Perceived Friend
 Same Sex Friend
 Opposite Sex Friend
 Spouse
 Sibling
 Same Sex Sibling
 Opposite Sex Sibling
 Immediate Neighbor
 Small Workplace Co-worker

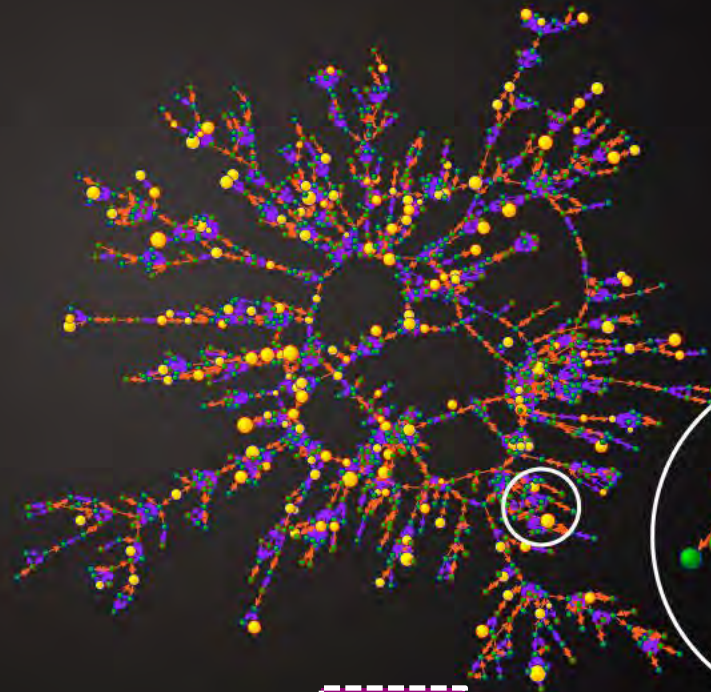


Smoking Clusters

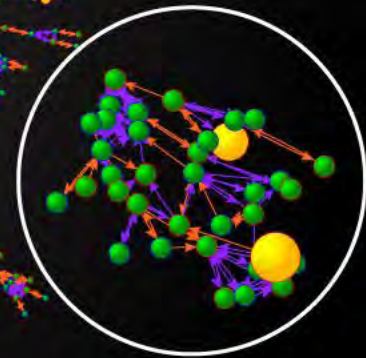
FHS NETWORK



1971

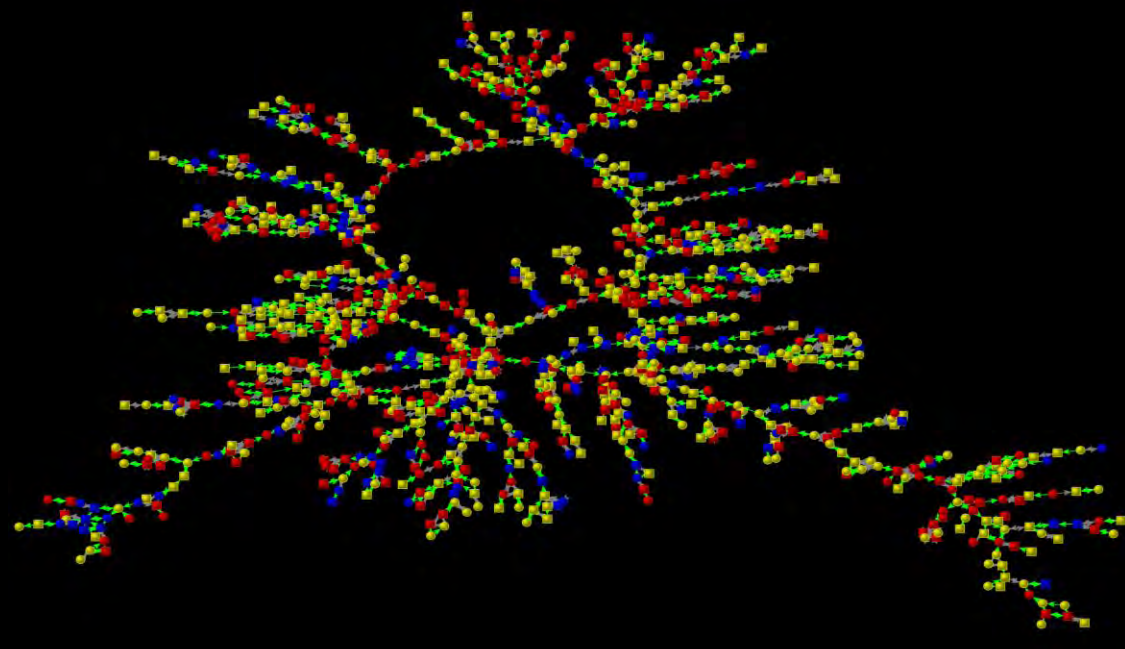


2001

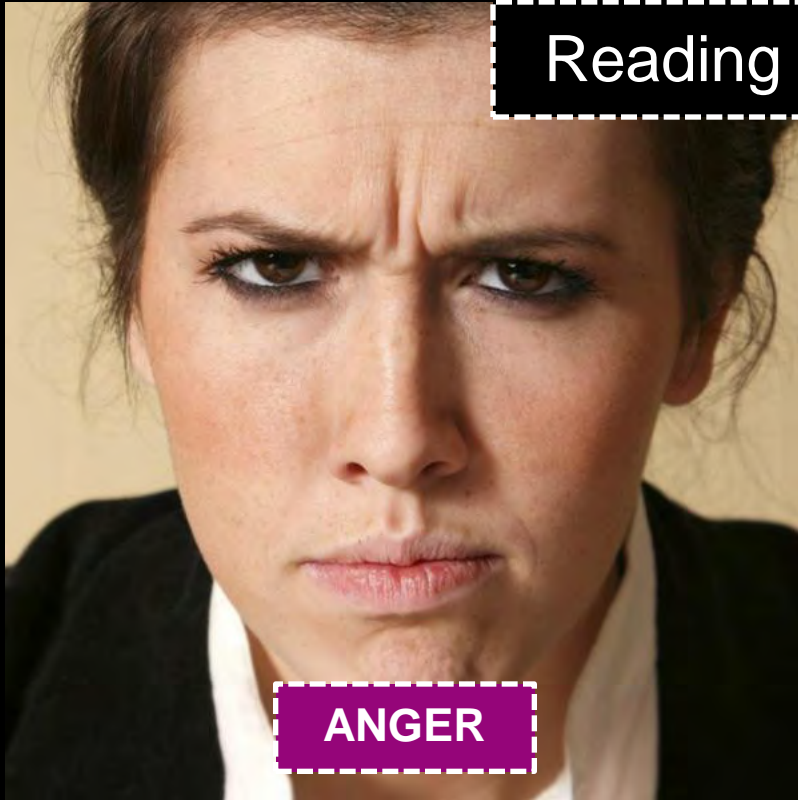


Drinking Clusters

FHS NETWORK



Reading Emotions



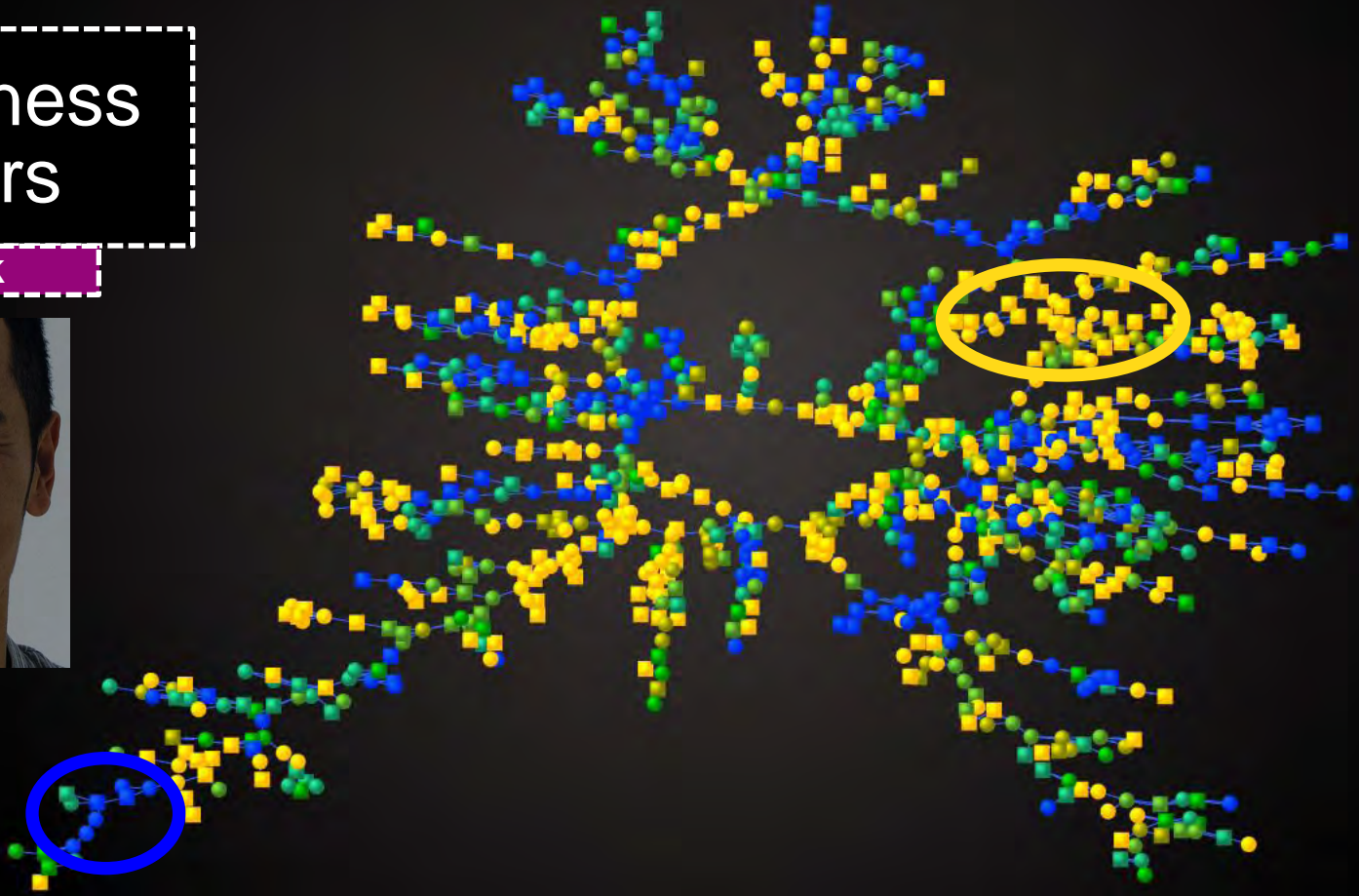
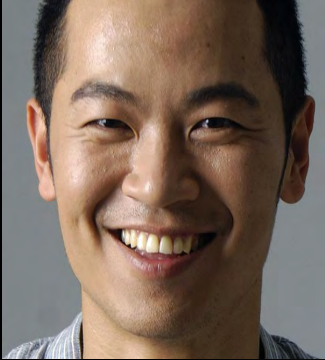
ANGER



HAPPINESS

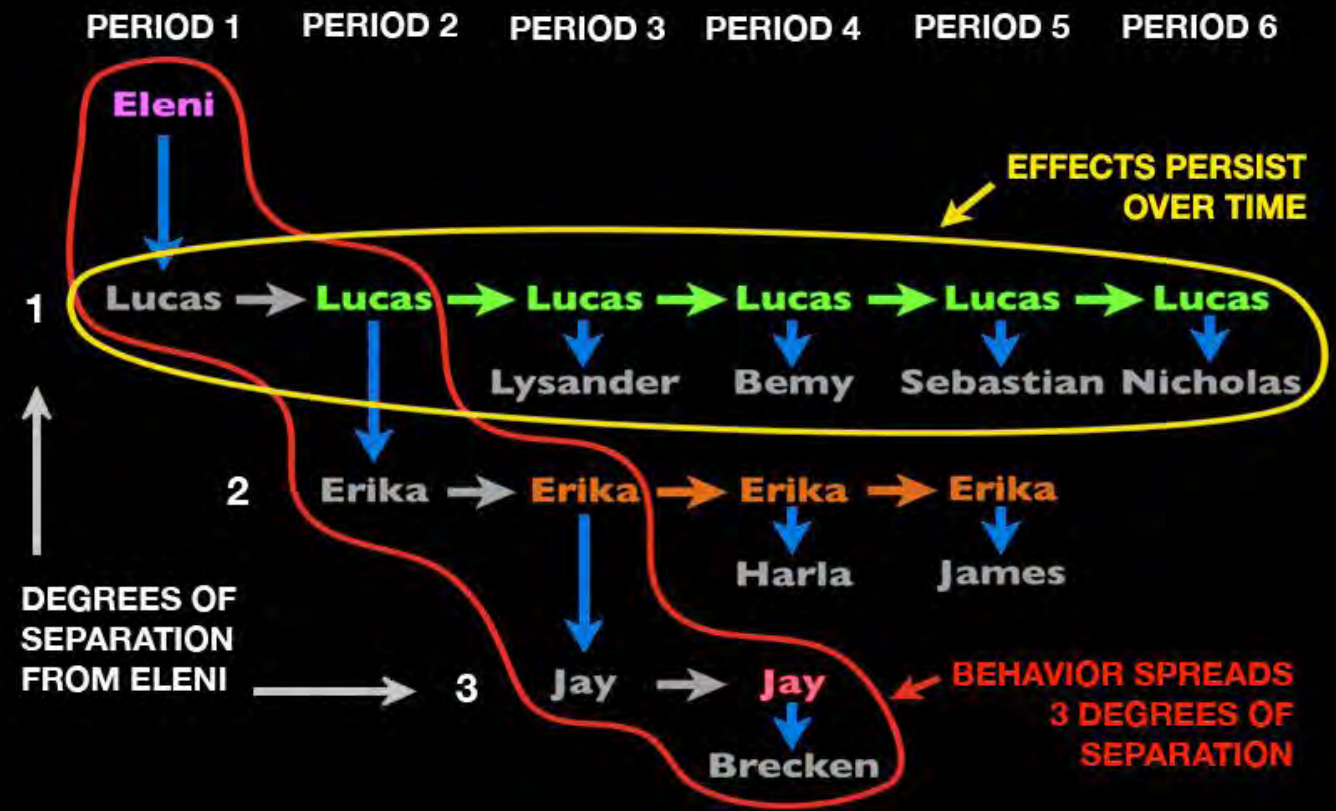
Happiness Clusters

FHS NETWORK

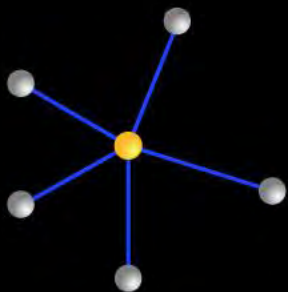


Generosity Cascades

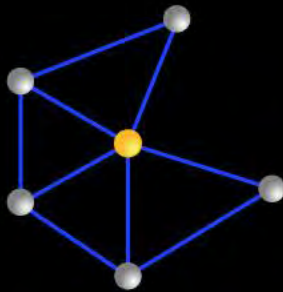
EXPERIMENTAL NETWORK



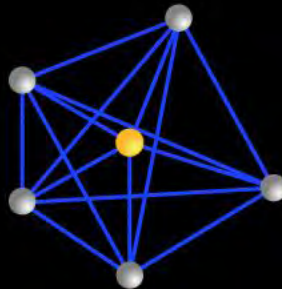
Broadway Musicals!



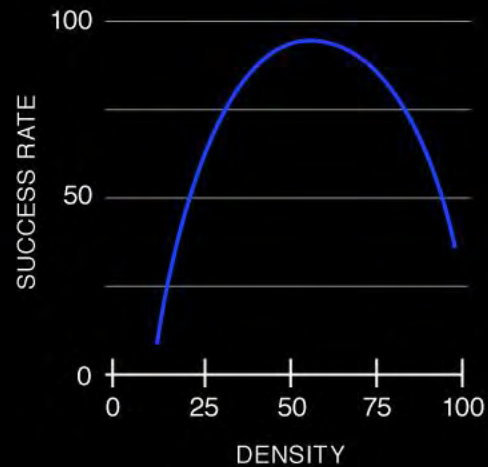
$0/10 = 0\%$



$4/10 = 40\%$



$10/10 = 100\%$



How Do We Take Our Natural Social Networks Online?

The screenshot displays the TouchGraph Facebook Browser interface. The window title is "TouchGraph Facebook Browser". The interface is divided into several sections:

- Top Navigation:** Includes tabs for "Profiles", "Photos", and "Networks". On the right, there are options for "Top", "40 Friends", "People with Max 2 Photos", "Networks", "Advanced", and "Restart".
- Left Panel:**
 - A large photo of a group of people at a social event. Labels identify individuals: Simon F, Julie N. Xiao, Jennifer L., Jennifer S., Nitasha S., and Olga Sv.
 - Below the photo, it says "Photos of Olga Sv (115)" and "with Nitasha S (5)".
 - A grid of six smaller photos showing various social scenes.
- Right Panel:**
 - A social network visualization showing nodes (people) connected by lines. Nodes are color-coded by location: green for Columbia, NYU, and Cornell; blue for New York, NY; and yellow for Binghamton.
 - Individual nodes are labeled with names and profile pictures, such as Ansh Lavasia, Taly, Artem, Michael An, Eugene, and many others.
 - At the bottom right, it says "powered by TouchGraph".
- Bottom Left:** A "Done!" button.



Alyssa Milano



Home Profile Find People Settings Help Sign out

www.alyssa.com



Websites you may enjoy:
<http://alyssa.com>
<http://alyssa.mlblogs.com>
<http://www.fandalia.com>



Alyssa_Milano

Follow

Lists



Followed by @wigsonlinestore, @SummerAnneRoss, @PreChannel, and 4 others

That's a wrap. Seeps not wakes.
Xo.

★ Connected: The Surprising Power of Our Social Networks & How They Shape Our Lives <http://is.gd/f8nP8> /via @brainpicker

11:50 AM Sep 14th via TweetDeck

Bill Plaschke's ...'s public stand <http://lat.ms/aO2Oea> /via @LATimesSports #dodgers about 9 hours ago via Twittelator

AlyssaDotCom Extra! Extra! Exciting #SundaysAtTiffanys casting news <http://is.gd/feiNV>

about 10 hours ago via Twittelator

Retweeted by Alyssa_Milano and 27 others

Working. Should be wrapped by now but there are military helicopter exercises overhead. Can't shoot until it stops

Verified Account

Name Alyssa Milano

Location Los Angeles

Web <http://Alyssa.com>

Bio @, ♥, and BASEBALL.

This is my official page. I tweet a lot. Consider yourself forewarned.

776 follow **1,058,725** followers 536

Tweets 11,745

Favorites

Lists

@Alyssa_Milano/followanyday

@Alyssa_Milano/i-love-animals

@Alyssa_Milano/makes-me-laugh

@Alyssa_Milano/twitter-related

@Alyssa_Milano/technology

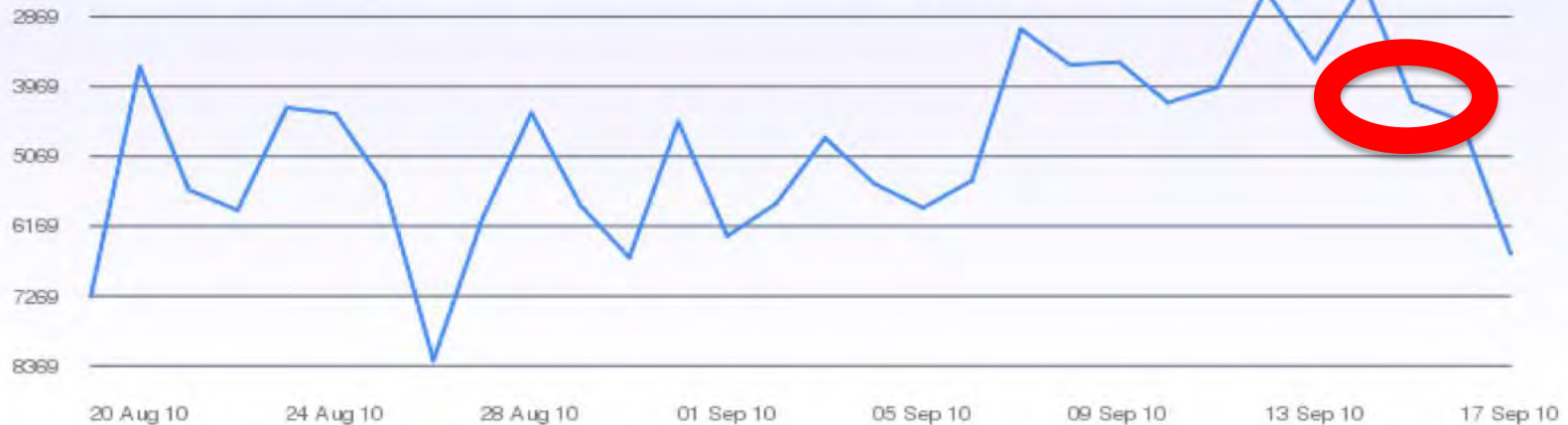


Online Networks

NO EFFECT!



Connected: The Surprising Power of Our Social Networks and How They Shape Our Lives



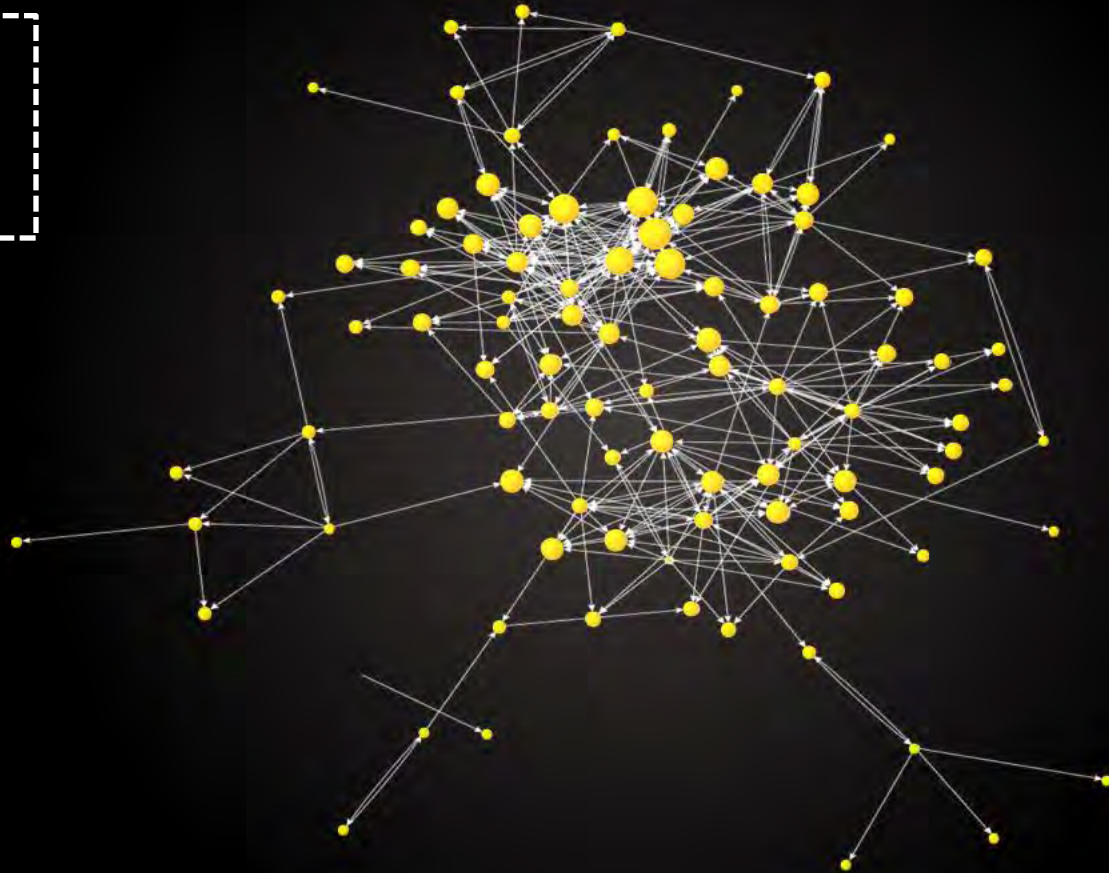
Date range

Data source

Apply

Online Networks

REAL FRIENDS



Online Networks

REAL FRIENDS
PLUS FACEBOOK

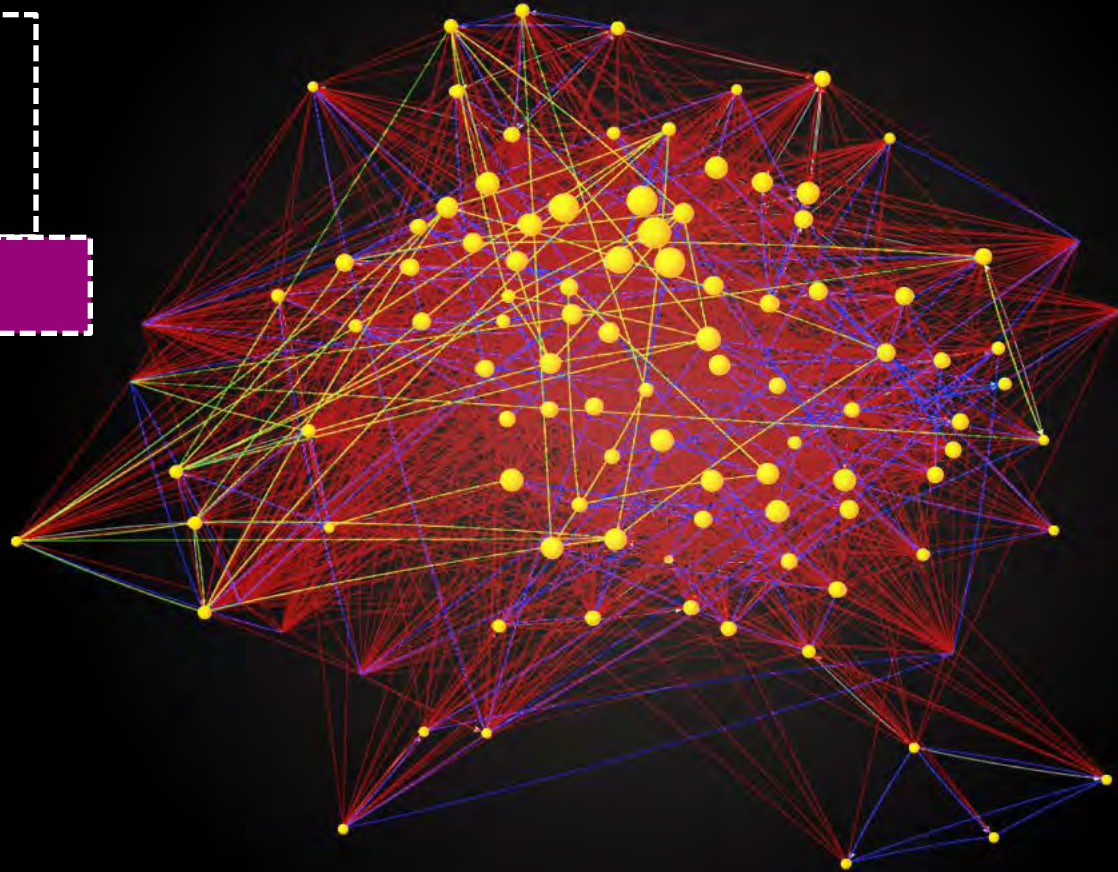


Photo Tagging

FACEBOOK

facebook 1 4 Search Home Profile Account

Who's in These Photos?

The photos you uploaded were grouped automatically so you can quickly label and notify friends in these pictures. (Friends can always untag themselves.)



 Jason J. Jones   Yunkyu Sohn 

[Skip Tagging Friends](#) [Save Tags](#)

Facebook © 2011 - English (US) [About](#) - [Advertising](#) - [Developers](#) - [Careers](#) - [Privacy](#) - [Terms](#) - [Help](#)



 Tag Photo

Research, I swear
By Jaime Settle · 1 of 1

Tag This Photo
Share
Download Photo
Make Profile Picture

In this photo: James H. Fowler (photos | remove tag), Chris Fariss (photos | remove tag), Robert Bond (photos | remove tag), Yunkyu Sohn (photos | remove tag), Jason J. Jones (photos | remove tag)

Add a caption
3 minutes ago · Like · Comment

 Write a comment...

Palantir is Hiring
palantir.com



We're on an exciting mission to create the future of analysis. If you're brilliant, We're hiring. Bring your dog too!

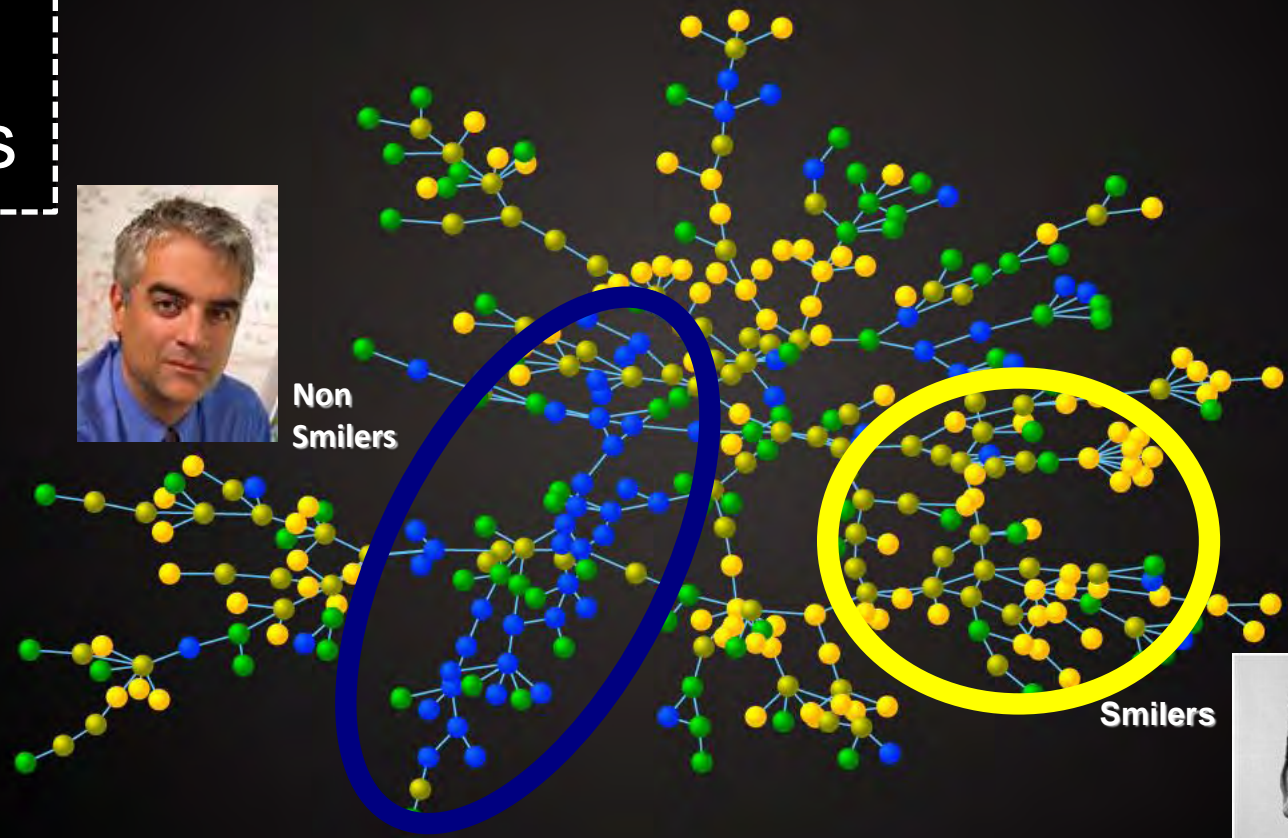
  

Smiling Clusters

FACEBOOK NETWORK



Non Smilers

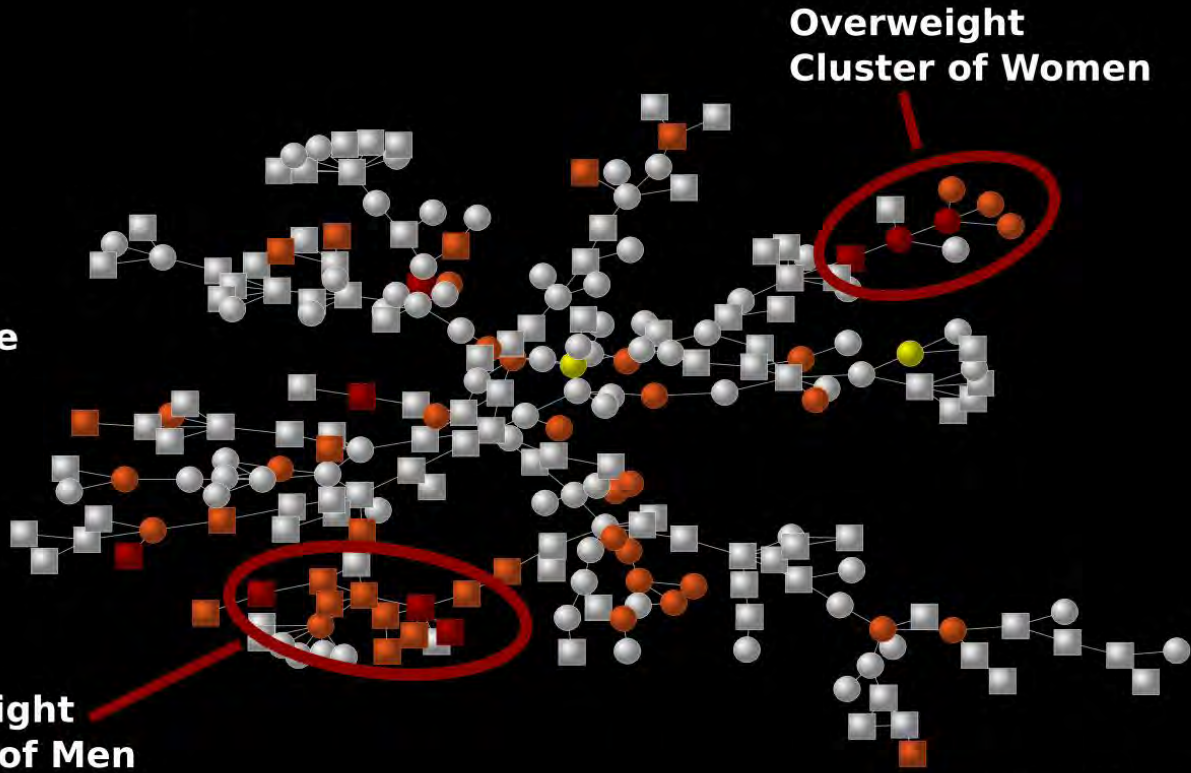


Smilers

Obesity Clusters

FACEBOOK NETWORK

■ Male
● Female



Viral Voting

FACEBOOK
NETWORK

facebook

Today is Election Day

What's this? • close



Find your polling place on the U.S. Politics Page and click the "I Voted" button to tell your friends you voted.

I Voted

01155376

People on Facebook Voted



f Jaime Settle, Jason Jones, and 18 other friends have voted.

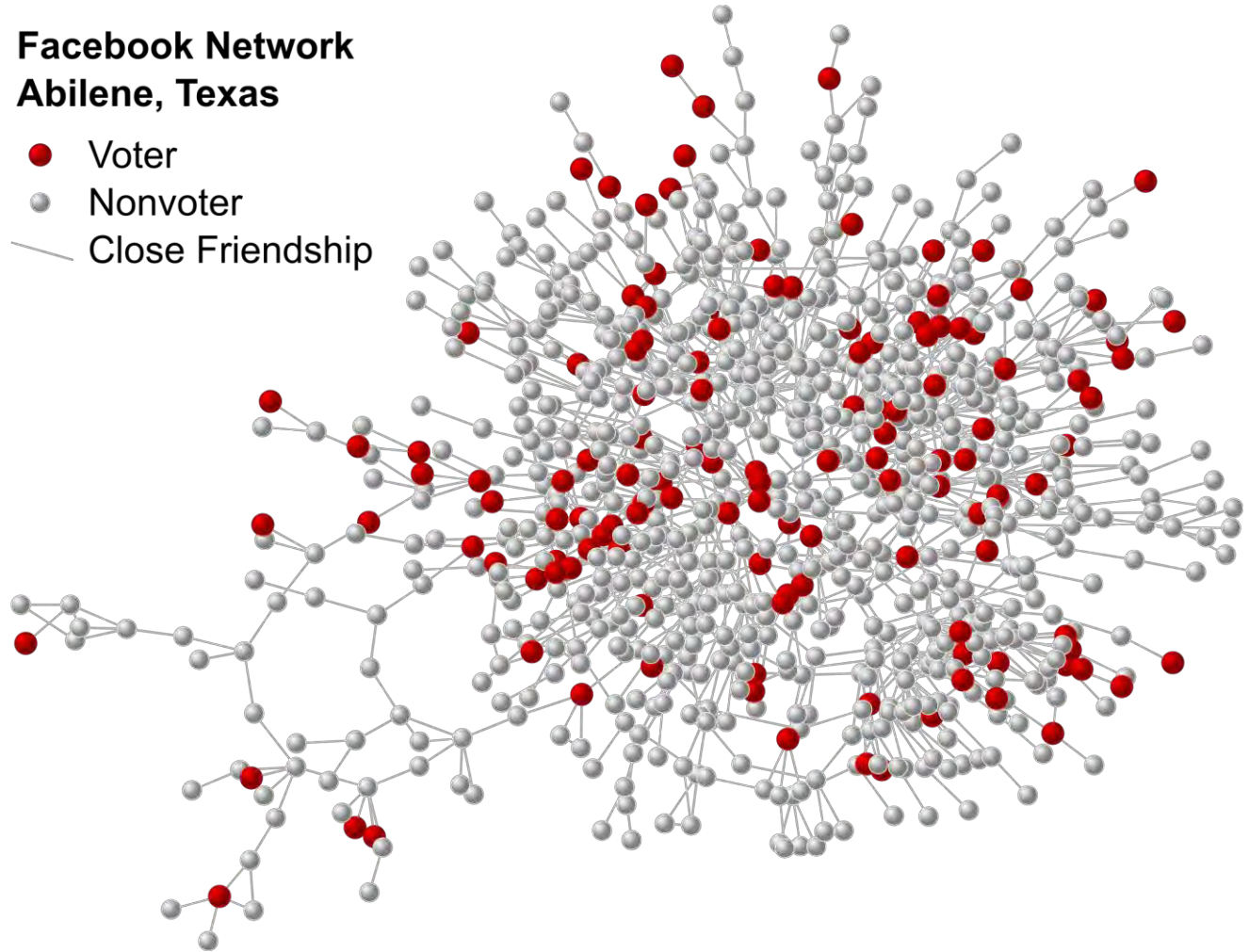
Viral Voting

FACEBOOK
NETWORK

facebook

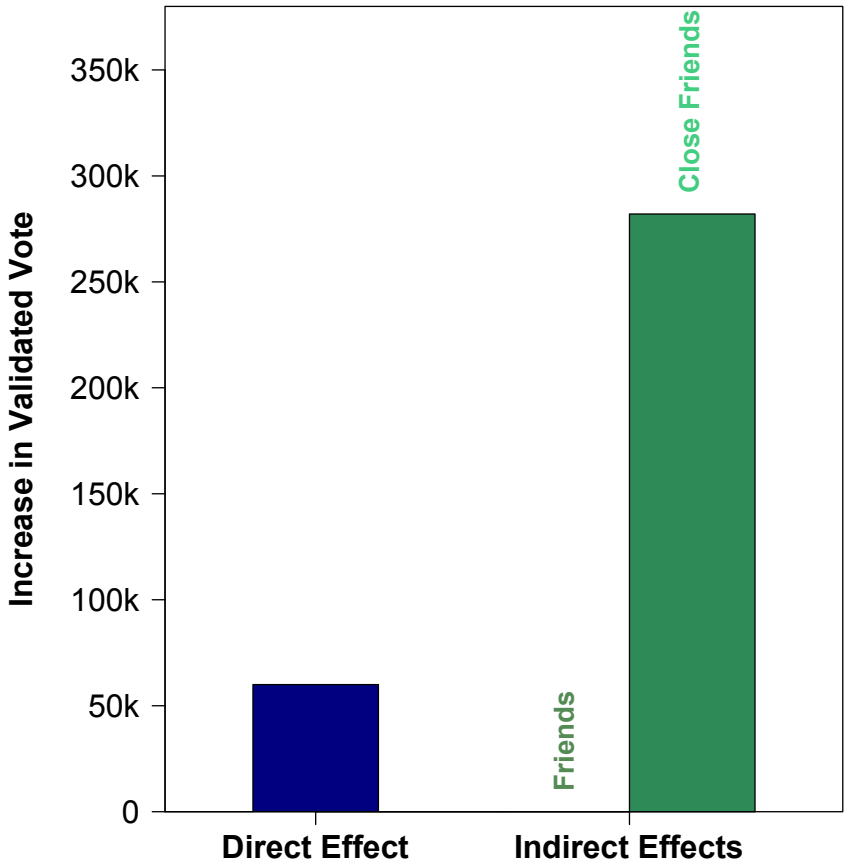
Facebook Network Abilene, Texas

- Voter
- Nonvoter
- Close Friendship



Viral Voting




FACEBOOK NETWORK



apps.facebook.com/tritonschedule5

Share your JCSD course schedule with your friends on Facebook!



-  **Coordinate schedules***
-  **Ask friends for advice*
on classes or professors***
-  **Find friends who may*
have old textbooks***

The screenshot shows the Facebook app interface for 'Triton Schedule'. At the top, there's a search bar and the app name. Below that are tabs for 'My Schedule', 'All Courses', and 'All Friends'. The main content area displays 'Winter 2013' with a table of courses and friends enrolled.

Course Title	Friends Enrolled
CSE 292 - Faculty Research Seminar	
CSE 221 - Operating Systems	
CSE 298 - Independent Study	
CSE 160 - Intro to Parallel Computing	

Below the table, it shows 'Fall 2012'.

Why do this?

- **Service Improvement**
- **Observational Studies**
- **Targeted Interventions**
- **Alumni Development**

- **Better Social Outcomes → Better Educational Outcomes**



FEATURES

APPS

FACEBOOK

GET STARTED

Welcome!

Login with Facebook

Join now, or learn more below.



FEATURES FOR BETTER HEALTH

COMPLETE CHALLENGES, SET GOALS, AND TRACK BEHAVIORS

A web based toolkit to help track and manage every aspect of your journey to a healthier you. We'll help by suggesting challenges and allowing you track behaviors and set goals along the way.





HOME | DAILY CHALLENGE | PRODUCTS | BLOG | ABOUT | JOBS 4 | CONTACT US

There are many **small actions** you can take to make a positive change to your well-being.

Click on the **?** in the city to discover just a few of them. **Okay**



**Based on
Sound
Research
and Science**

learn how >



**Fun
Elements
Boost
Engagement**

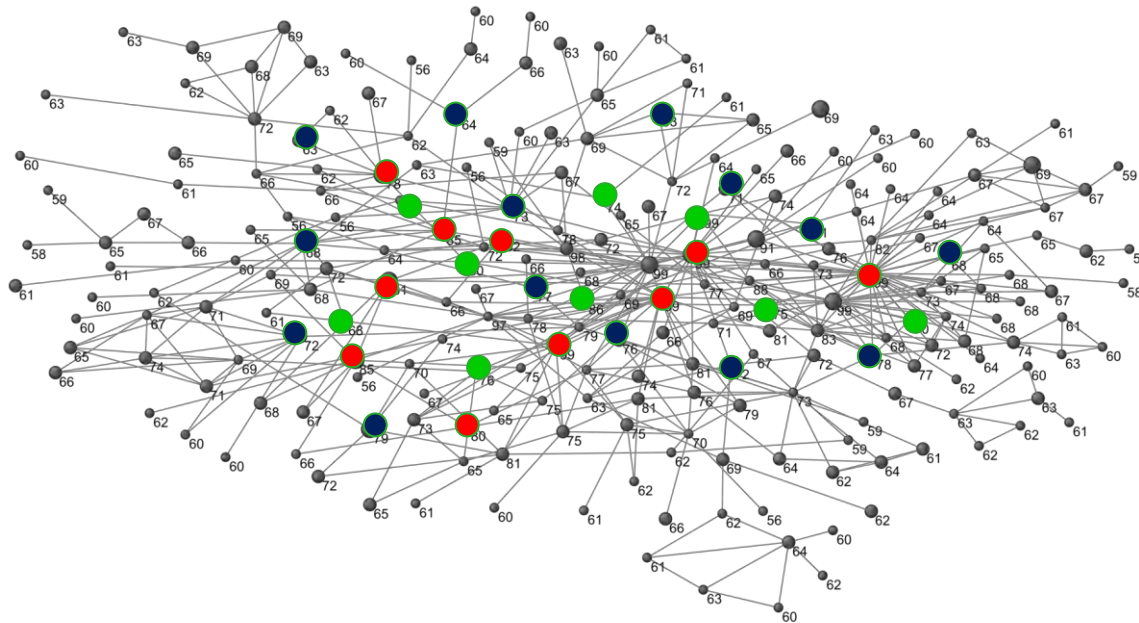
learn how >






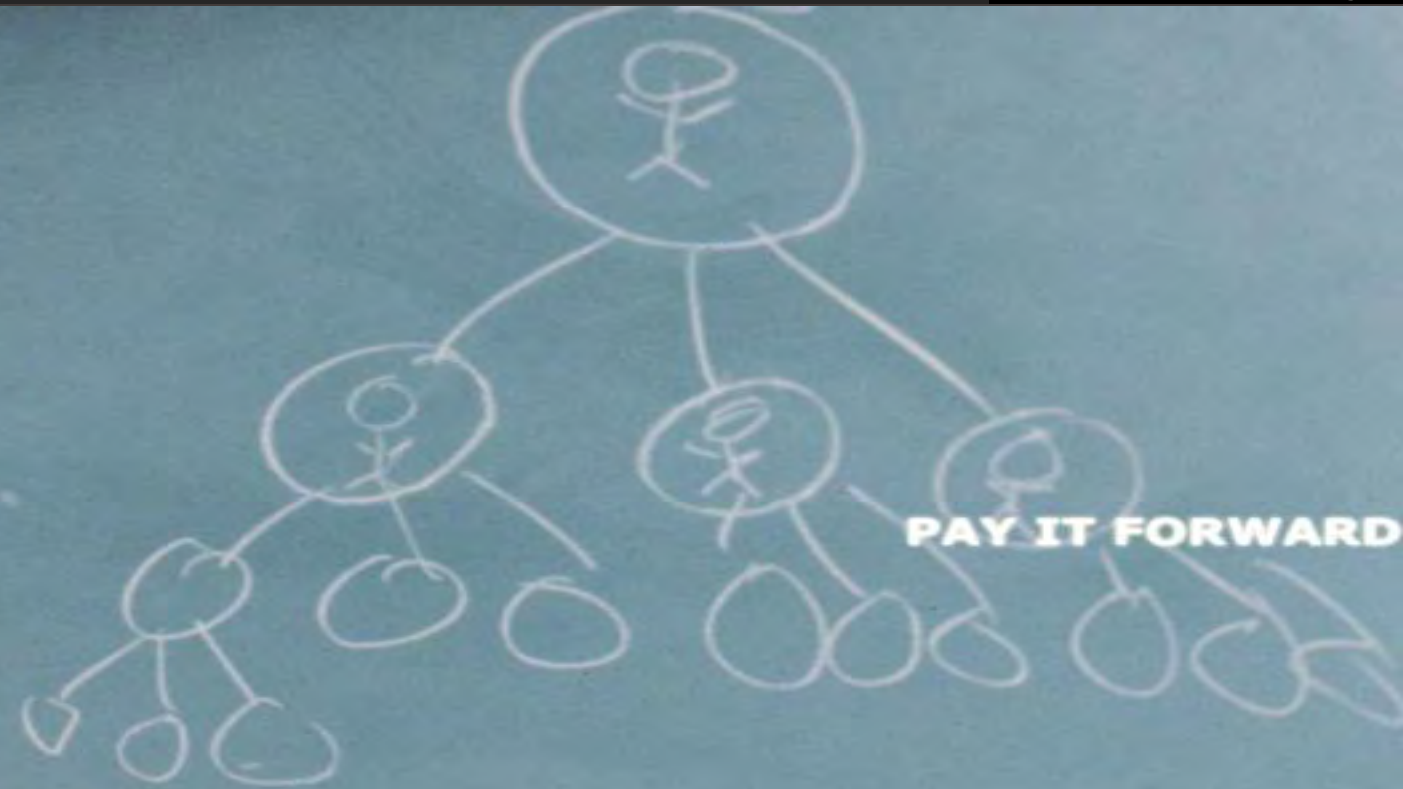
**Social
Connections
Make a
Difference**

learn how >

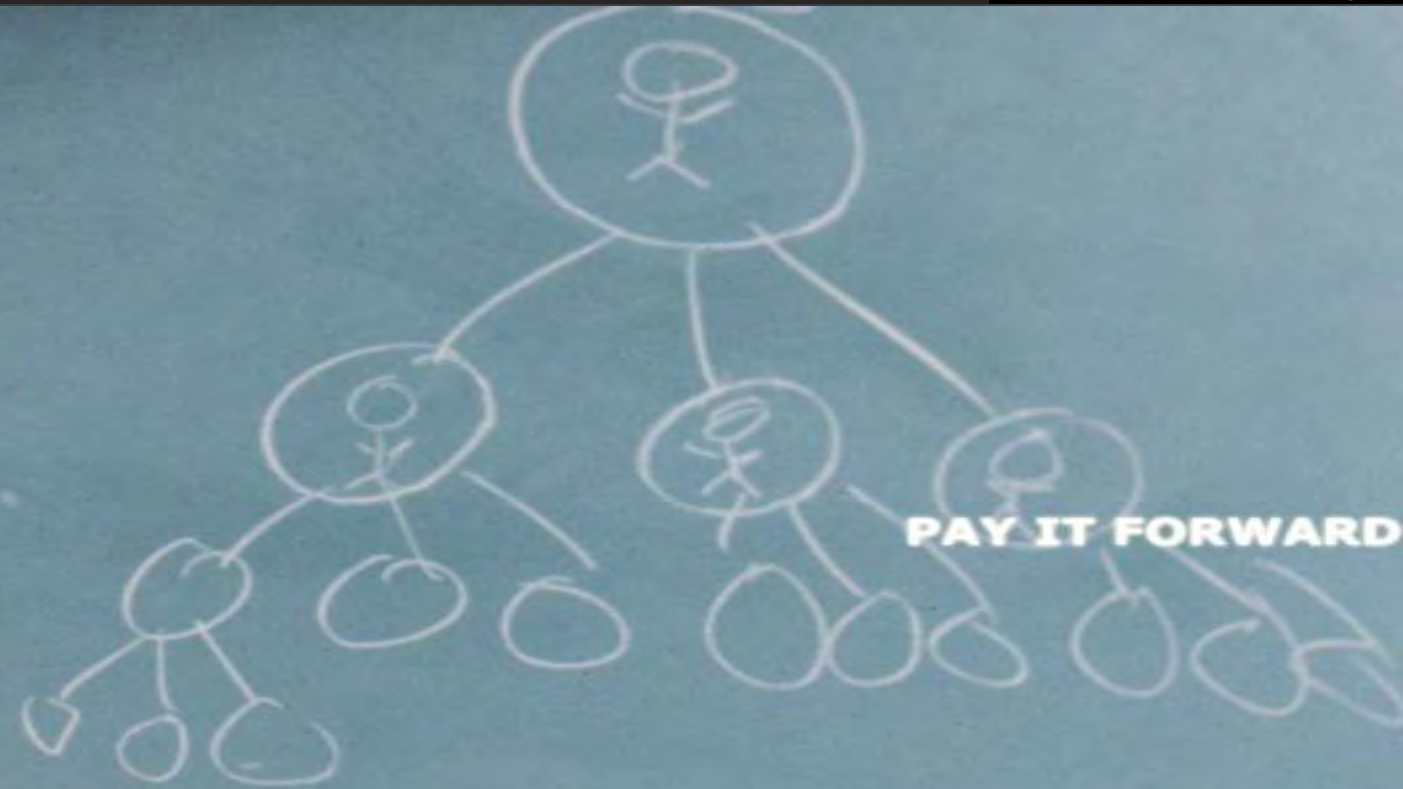
Express Scripts



-  **Initially targeted** High influence & high receptiveness
-  **Second wave** More receptive
-  **Third wave** Increasing acceptance



PAY IT FORWARD



PAY IT FORWARD

Realize Your Own Network Power

