Clustered Facebook Friend Network

How to emphasize your findings
Andrew J. Roback
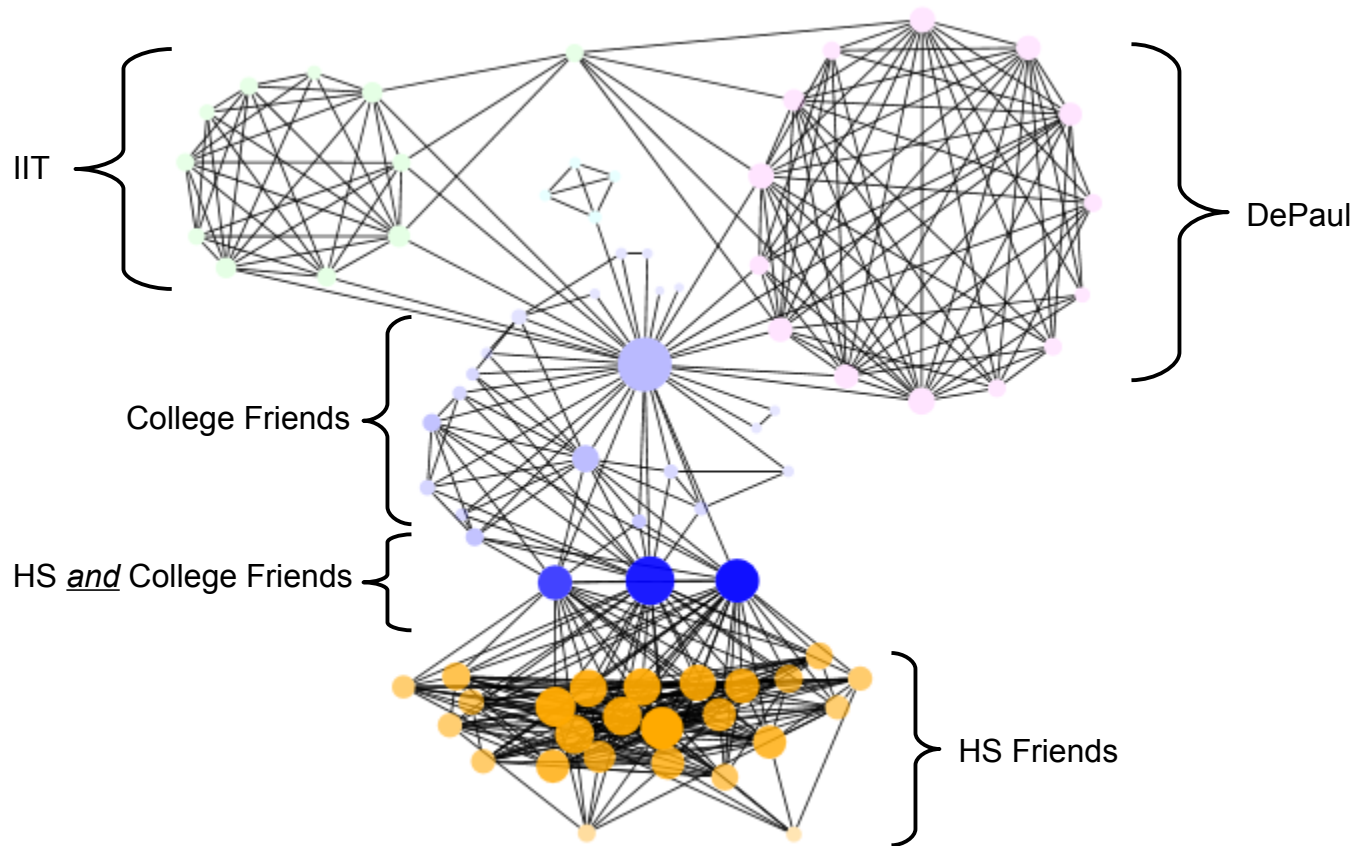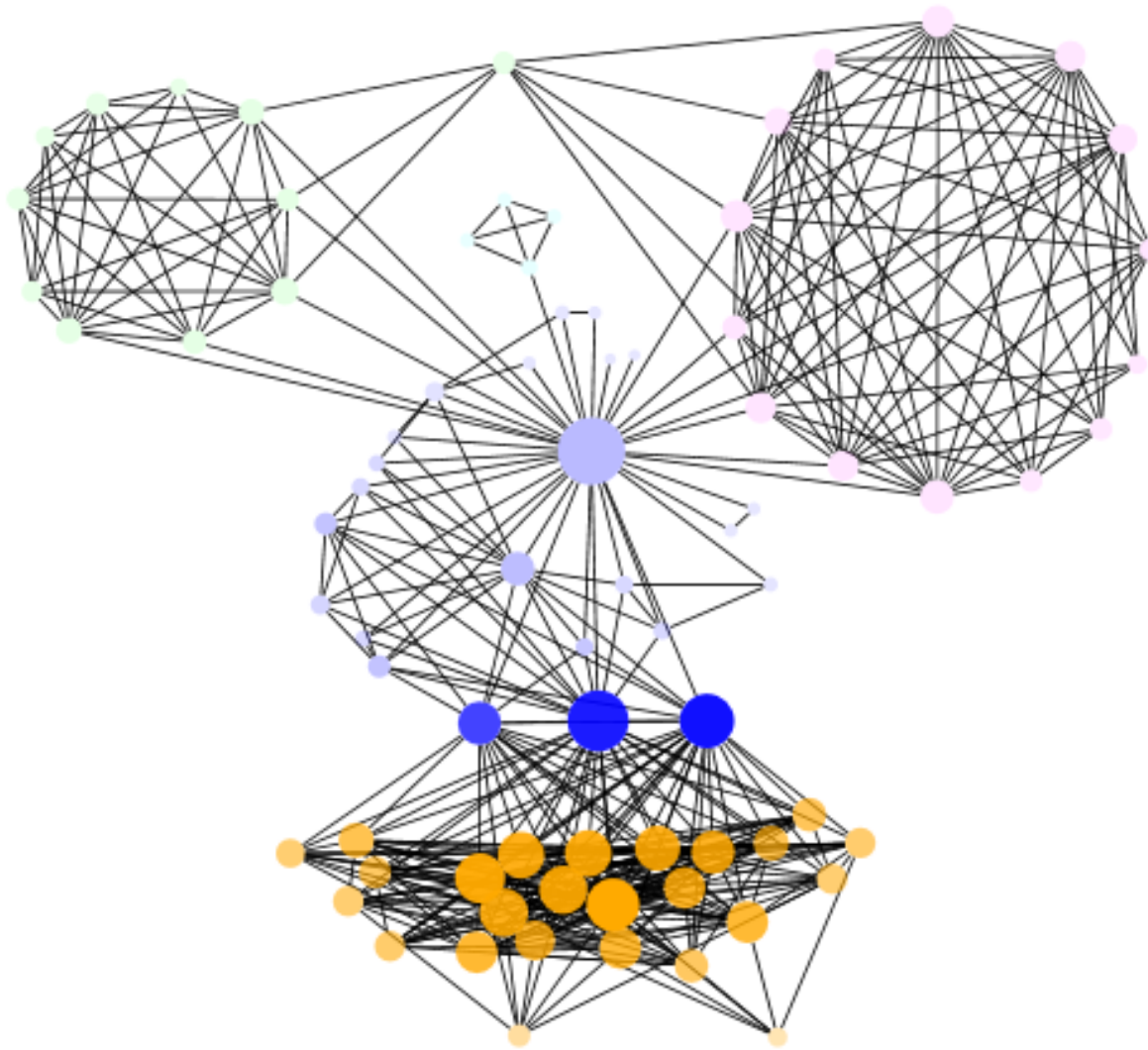

Created with NodeXL (http://nodexl.codeplex.com)

Node size: Degree centrality

Node opacity: Eigenvector centrality

Node size: **Degree centrality**

Node opacity: **Eigenvector centrality**

High degree but low
Eigenvector

Dense and well connected

Created with NodeXL (http://nodexl.codeplex.com)
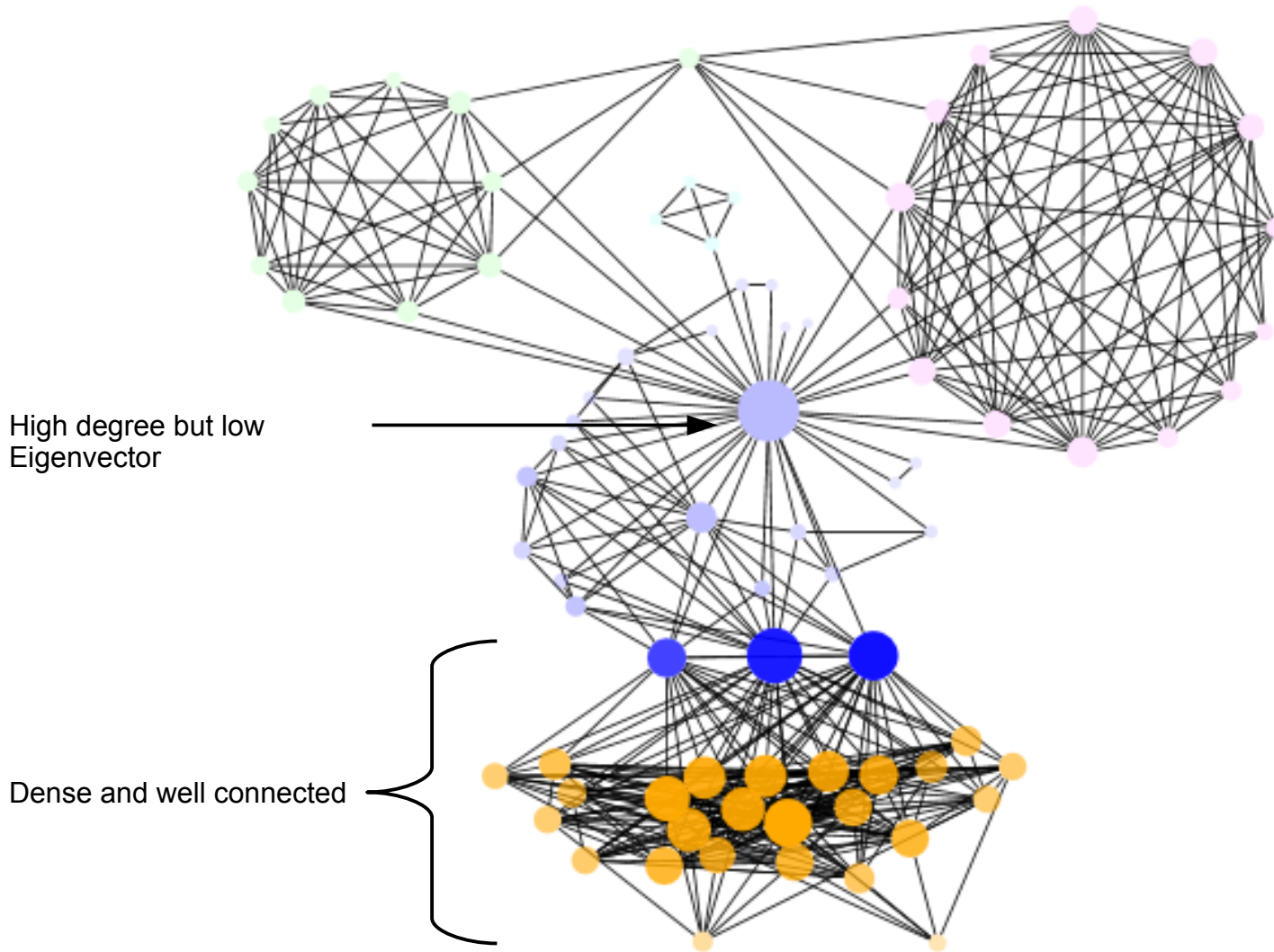
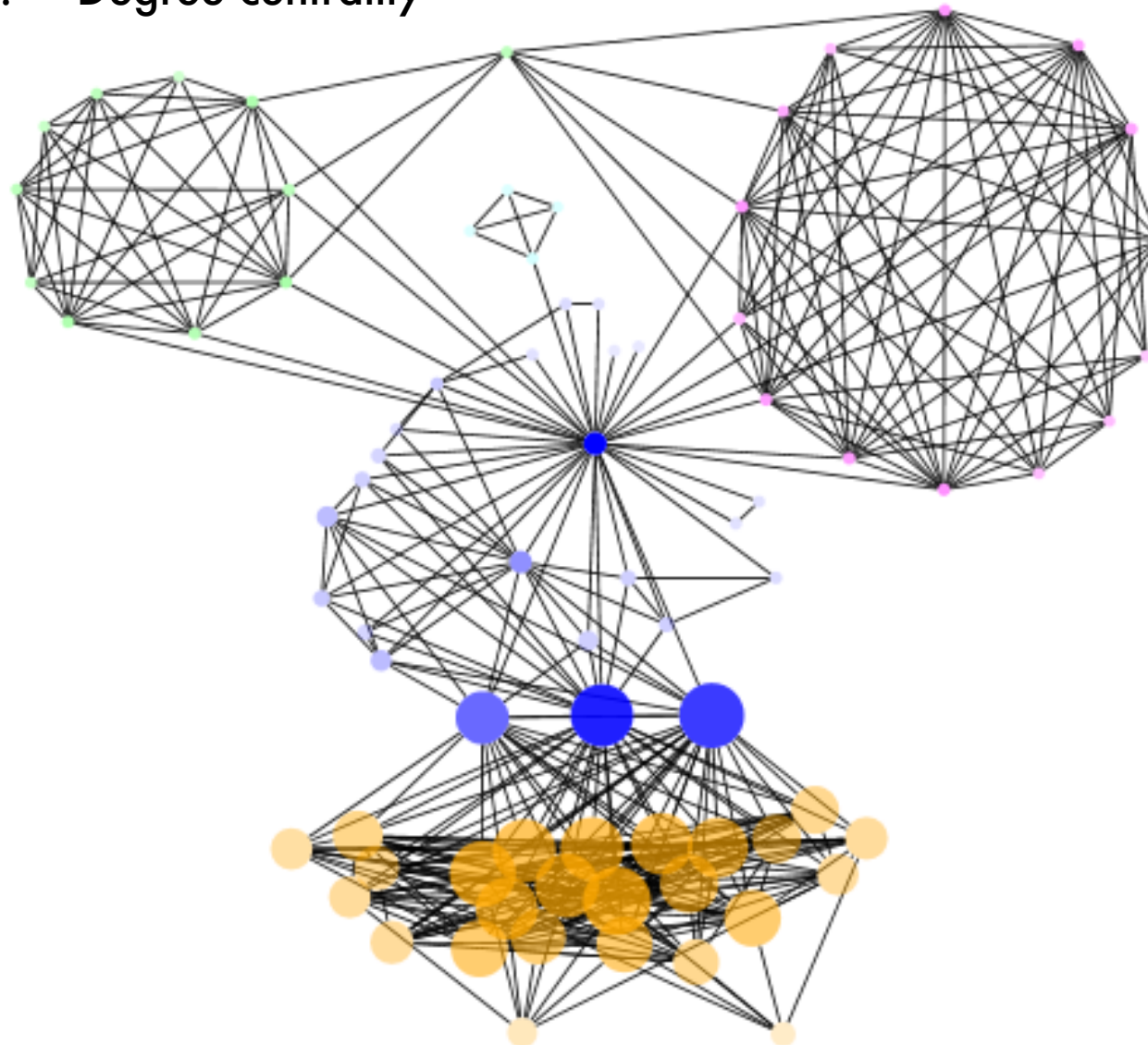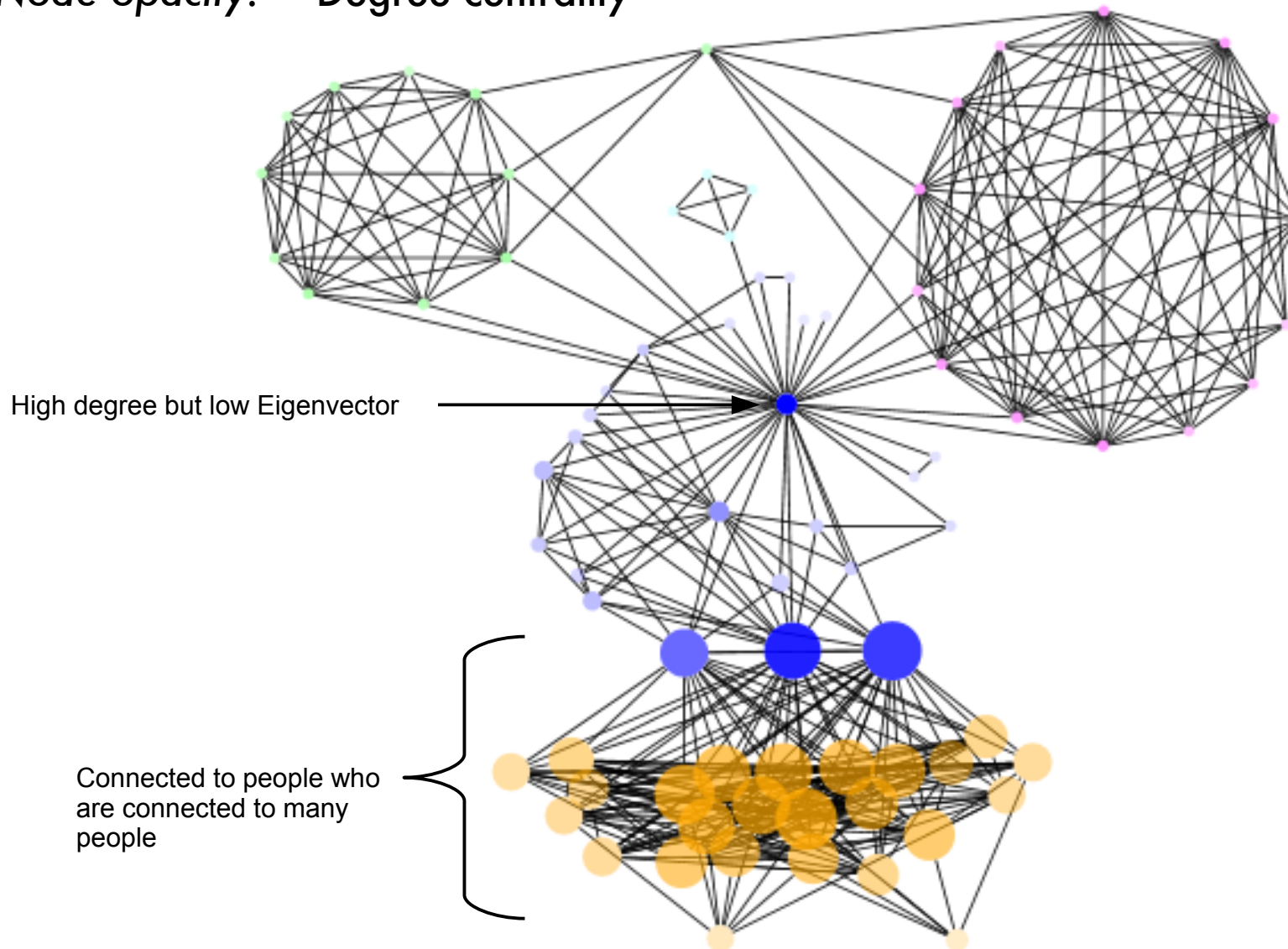Clustered Facebook Friend Network
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Node size: Eigenvector centrality

Node opacity: Degree centrality

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Node size: Eigenvector centrality

Node opacity: Degree centrality

High degree but low Eigenvector →

Connected to people who are connected to many people

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Node size: Betweeness centrality

Node opacity: Degree centrality

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Node size: **Betweeness centrality**

Node opacity: **Degree centrality**

High degree *and* betweeness

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