



Script generated by TTT

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Social Gaming / Social Computing SS 2015

PD Dr. Georg Groh



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Social Gaming / Social Computing SS 2015

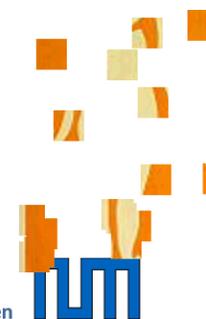
Working menu, target groups for Georg Groh



Social Gaming / Social Computing SS 2015

Working menu, target groups for Georg Groh

- ethnology (ethnic groups)
- ethnology & their role in live (artistic) societies
- ethnology, e.g. artists' groups (Bauhaus, Brücke, Die Brücke) with distinct philosophy, manifested in their work (artistic frame)





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= Tönnis (1887, 1937):

Small group research (see [4,5,6])

Working menu, target groups f

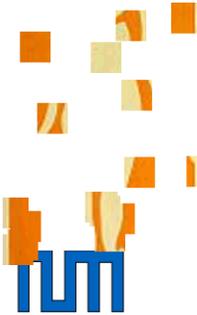
Georg Groh

llec

ethnology (ethnic group)

groups & their role in

realistic) with distinct philosophy, manifested in social frame)



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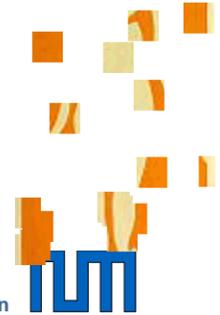
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groups & their role in

Homans (1950) [6]: "group is a nu, nhe communicate with or others than ov, Bauhaus, Brucke, realistic) with distinct philosophy, manifested in social frame) others, not at face."



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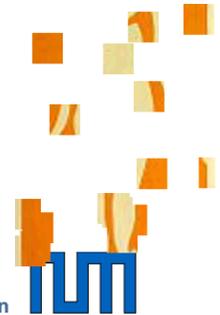
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Social groups: Social network computing SS 2015

ist: com noi, comm...
 - fivi, al ro... nu, group a, est
 tur, in, friet, groups f
 menu, g, (c n) political party

Georg Groh

ethnology (ethnic group)

Homans (1950) [6]: "A group is a nu, nhe
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Social Networks: clustering SS 2015

istoc: com poi acti re u... g... g... sbe... group

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ary... llexip (e.g. famup) ... via s... hände... group

eth... iv... network analysis)

("my group...")

& their... hers")

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= Tönnis (180, 13]:

work w.

Summary: ... [4, 15]

compactness: Mean average lengths are small and/or connectivity is high (communities (e.g. political party))

intra cluster coherence

eth. ... network analysis ... ("my group")

& their ... group members ...

Homage → "inter cluster coherence"

... are ... independent: Moon [12]. Each member ...

at least ... other members → distance between members



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$\text{list}_G(u, v) \leq N$ Exhaustive search: $O(|E| + |V|)$
 $\text{list}_G(u, v) \leq N$ Exhaustive search: $O(n^2)$
 $\text{list}_G(u, v) \leq N$ Exhaustive search: $O(|V|^2 2^M)$

Compute lexicographically smallest maximal 2-cliques: $\{1, 2, 3, 4, 5\}, \{2, 3, 4, 5, 6\}$
 clubs: $\{1, 2, 3, 4, 5\}, \{2, 3, 4, 5, 6\}$
 $\tau: \{2, 3, 4, 5, 6\}$

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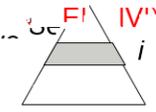
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..., n levels, leaves only / rel n

ch level: vertex v_i

Search for maximal cliques in $G[v_1, v_2, \dots, v_i]$



level i+1: determine children of node U at level i: two cases:

- 1) v_{i+1} adjacent to all nodes $J \subseteq N(v_i)$
 - $\rightarrow U \cup \{v_{i+1}\}$ is maximal clique in $G[v_1, v_2, \dots, v_{i+1}]$
- 2) \exists vertex in U not adjacent to v_{i+1} ($U \cap N(v_{i+1}) \neq U$)
 - $\rightarrow U$ itself is a maximal clique in $G[v_1, v_2, \dots, v_i]$

Homier: if v_{i+1} is adjacent to all vertices in U , then $U \cup \{v_{i+1}\}$ is a maximal clique. Otherwise, U is a maximal clique.

compute lexicographically smallest maximal clique

& the remaining vertices are sorted; list all maximal cliques

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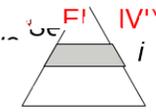
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Algorithm: find all maximal cliques in G

Level i : determine children of node U at level i : two cases:

- v_{i+1} adjacent to all nodes in U
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 - with v_{i+1} is only child of U
- \exists vertex in U not adjacent to v_{i+1}
 - U itself is a maximal clique in $G[v_1, v_2, \dots, v_{i+1}]$
 - \rightarrow if $(U - N(v_{i+1})) \cup \{v_{i+1}\}$ is maximal, it is also a maximal clique in $G[v_1, v_2, \dots, v_{i+1}]$
 - & the children are sorted, Test v_{i+1} on vertices in $U - N(v_{i+1})$ in order of decreasing degree
 - Homter: possible nodes in $U - N(v_{i+1})$ will be visited in lexigraphically order
 - can pay attention to search is over

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Algorithm: find all maximal cliques in G

Level $i+1$: children of node U at level i : two cases:

Parent(U, i): first node U at level i

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ins .C. S

If U_1 ... is to ...

- **LS-sets** (Luccio-Sami-Sets, Formalized Paradigm „Intra-cluster Coherence, inter-cluster & coherence“: An LS-set is a „network region“ level [2] internal ties are more significant than external ties (small cliques are closed under exclusion (Example: cycle C_3), efficient U-sets are generally not ...)

→ If an N-Plex has ... its ...

	Yes	No
Yes	Yes	No
No	No	Yes

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→ If an N-Plex I ... interesting properties ... no trival overlaps ... $u_1 \cap u_2 \neq \emptyset \rightarrow u_1 \subseteq u_2$ or $u_2 \subseteq u_1$; min degree ... LS-sets is at least half number of nodes ... may be good candidates ...

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