

- These notes are based on:
 - Hansen, Shneiderman and Smith (2010): "Thread Networks: Mapping Message Boards and Email Lists," Chapter 9 in D. Hansen, B. Shneiderman and M. Smith (eds), *Analyzing Social Media Networks with NodeXL: Insights from a connected world*. Morgan-Kaufmann.

- **Newsgroups** - Repositories of emails set up for different topics, often hosted on Usenet.

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rec.pets.cats

Good idea to feed cats raw meat? [Options](#)

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223rem [View profile](#) [More options](#) Apr 6 2005, 4:28 am

If yes, is red meat better than white meat?
Thanks.

[Reply to author](#) [Forward](#)

Fat Freddy [View profile](#) [More options](#) Apr 6 2005, 11:43 pm

My cats favorite raw meat is Head of Mouse

[Reply to author](#) [Forward](#)

Ted Davis [View profile](#) [More options](#) Apr 7 2005, 12:52 am

On Tue, 05 Apr 2005 18:28:44 GMT, 223rem <223...@sbcglobal.com> wrote:
>If yes, is red meat better than white meat?

Muscle meat is an unbalanced food. Note that when cats catch their own meat, they eat pretty much the entire animal, including the organs and whatever the animal had for *its* last meal.

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- Threaded conversations on the web can be analysed as networks since a directed tie between individuals is created every time someone replies to another person's message
- Key properties of threaded conversation (Resnick et al.)
 - a set of **topics** or groups where the threaded conversation occurs
 - within each topic there are **threads**: top-level posts or messages and responses to those posts (and generally, responses to responses)
 - each post in a thread is **single-authored**
 - posts are typically **permanent** – can't be edited after posting
 - users are generally presented with the **same view** of the messages in a topic e.g. chronological, reverse chronological

- Figure 9.1 from Hansen, Shneiderman and Smith (2010)

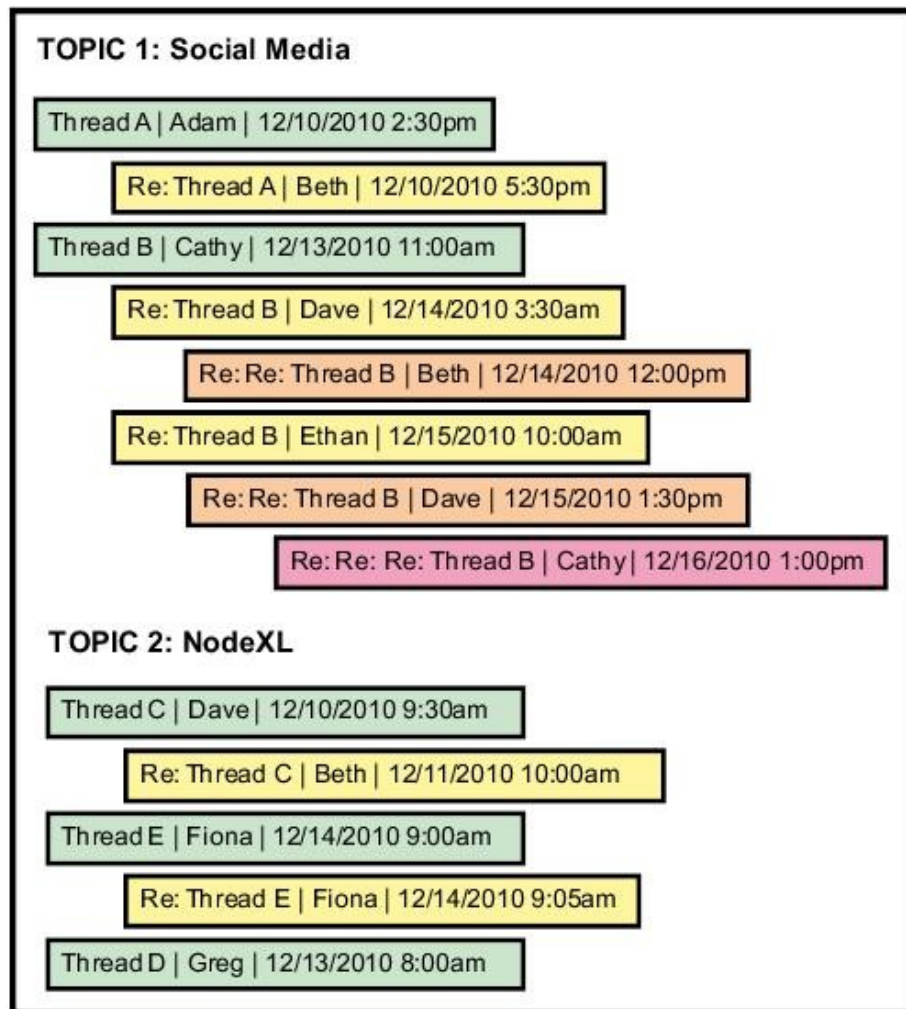
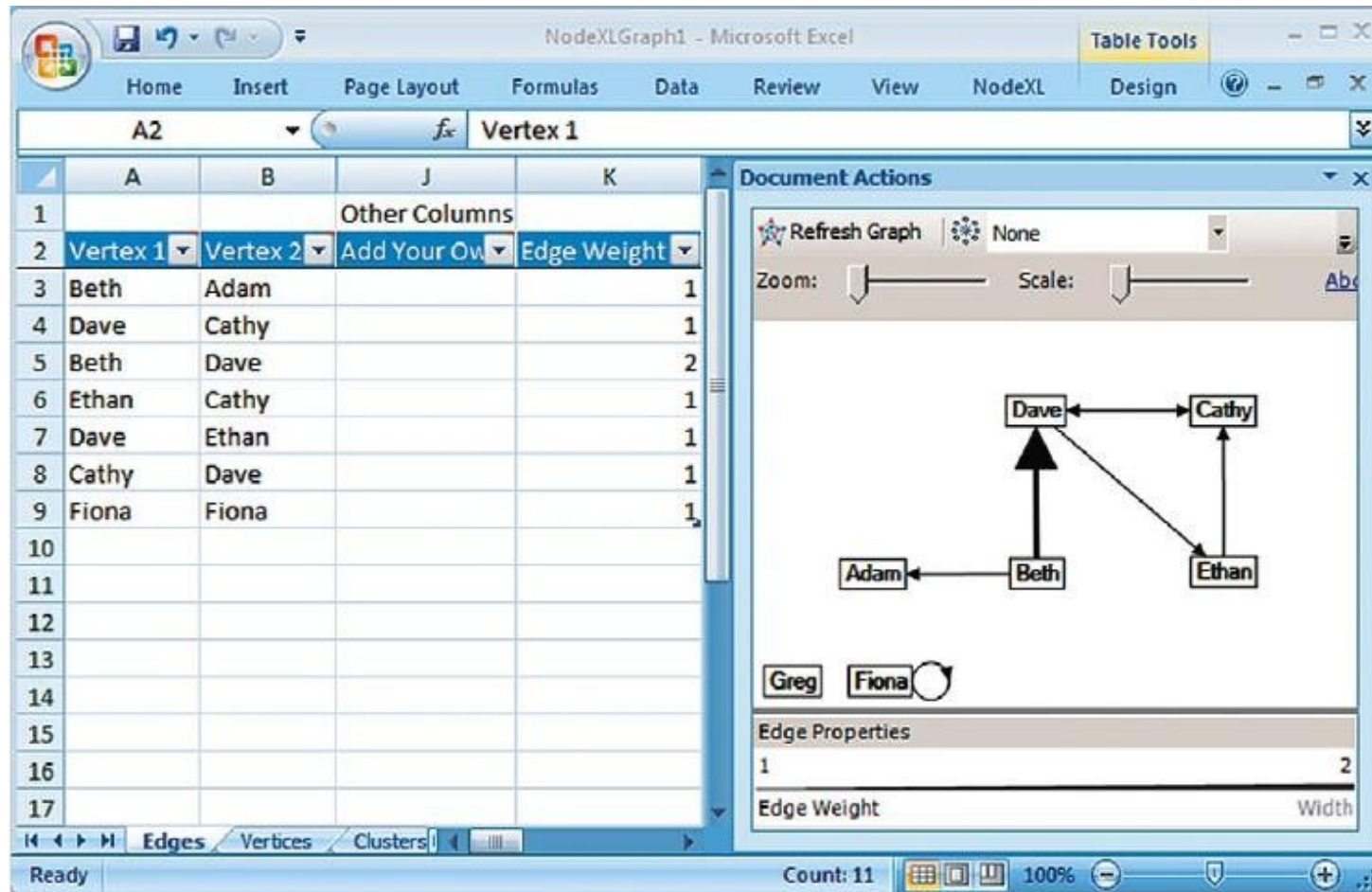


FIGURE 9.1 Threaded conversation diagram showing five threads that are part of two different topics. Each post includes a subject (e.g., Thread A), a single author (e.g., Adam), and a time stamp (e.g., 12/10/2010 2:30 pm). Indenting indicates placement in the reply structure. Green posts initiate new threads (i.e., they are top-level threads), yellow posts reply directly to green posts, orange posts reply to yellow posts, and the pink post replies to the orange post.

What can we learn from analysing thread network of online community?

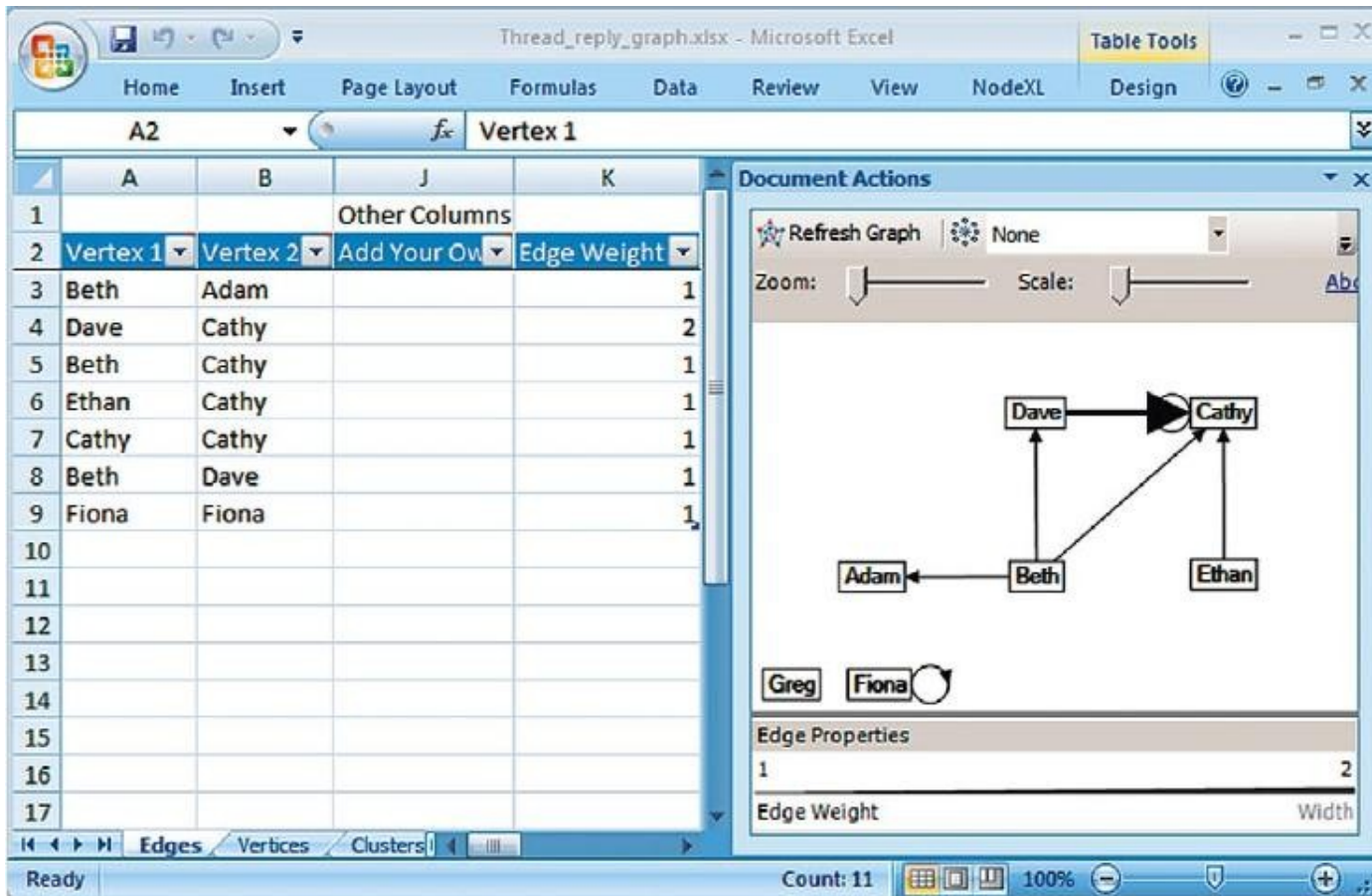
- Who are important **individuals** within the community e.g. answer people, discussion starters?
- Does the community consist of **sub-groups**, and if so, how are they connected?
- Have the structural characteristics of the community and behavioural patterns of its members changed **over time**?

Reply network



- when person i replies to person j 's post, a directed tie is created from i to j . Multiple replies increases the *weight* of the tie

Top-level reply network



- connects all repliers to the person who started the thread. Thread-starters will be more prominent within the network of the topic

- In communities where threads are typically short (e.g. Q & A communities), top-level reply network better reflects the dynamics
- In discussion communities the reply network is better since people are often posting replies to replies