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Title: Social Networks Reflections

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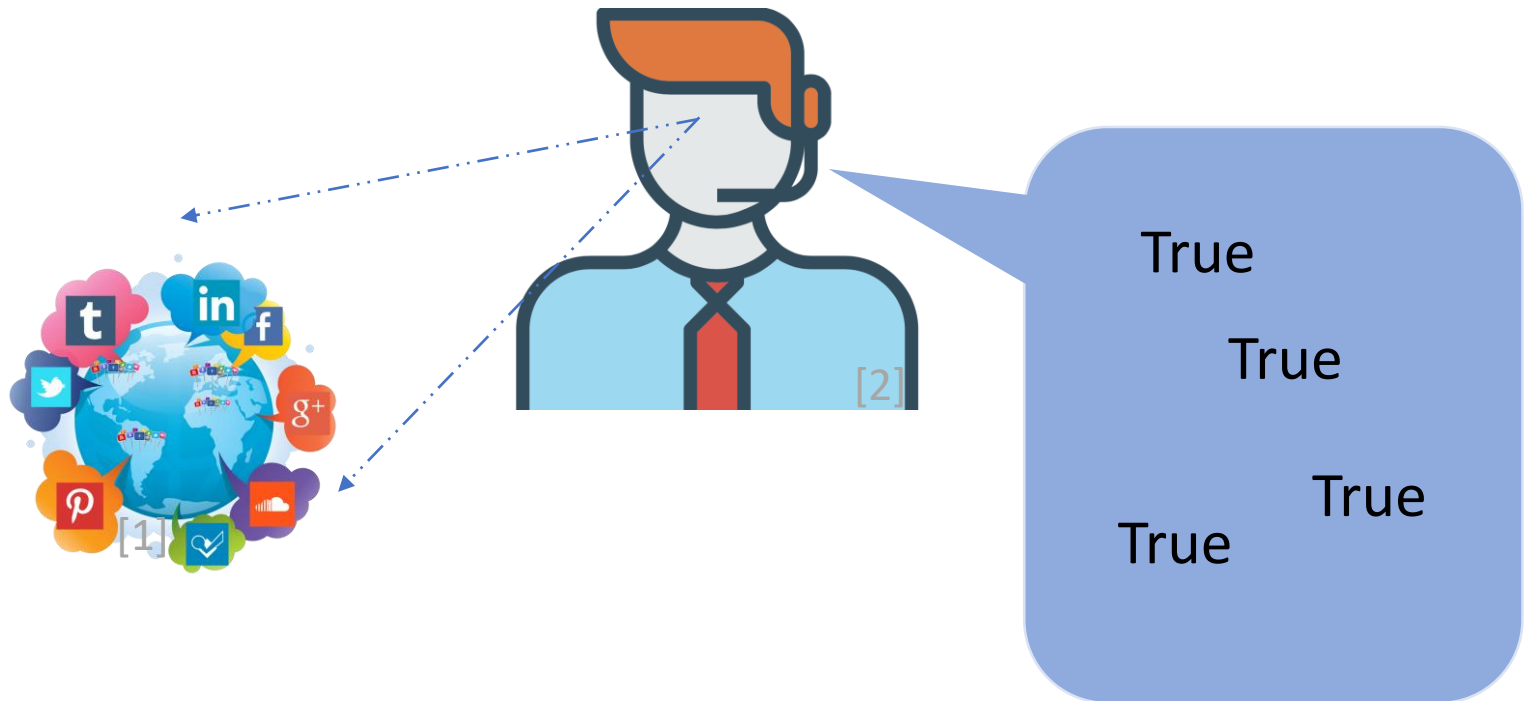


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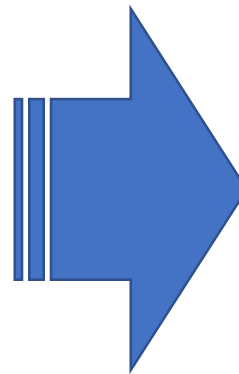
- Introduction
- Background
- Review of social network's works
- Social networks reflecion
- Research questions extracted
- Conclusions



Introduction

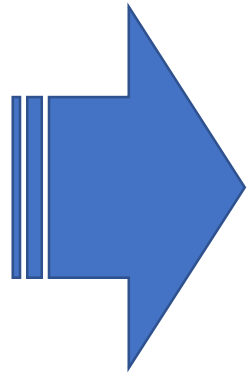
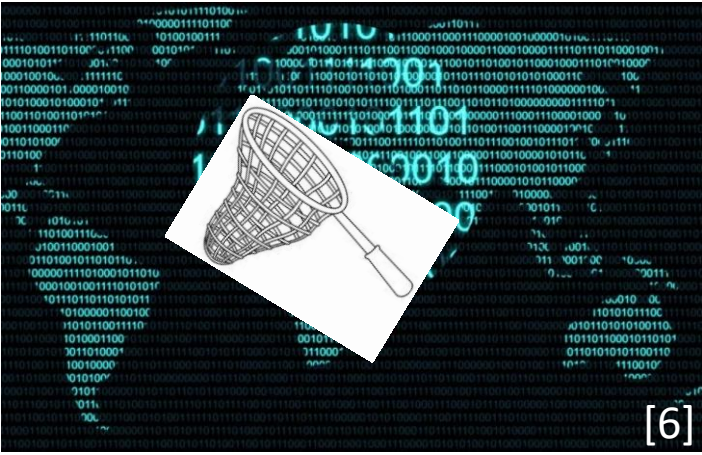


Introduction





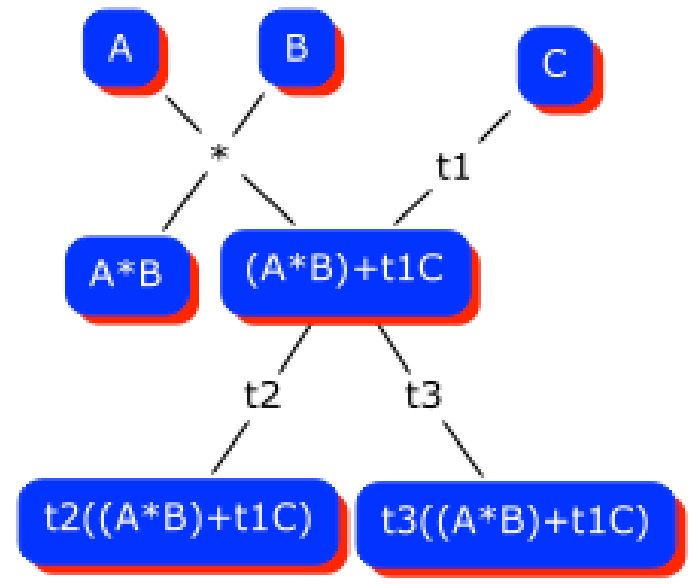
Introducción





Background

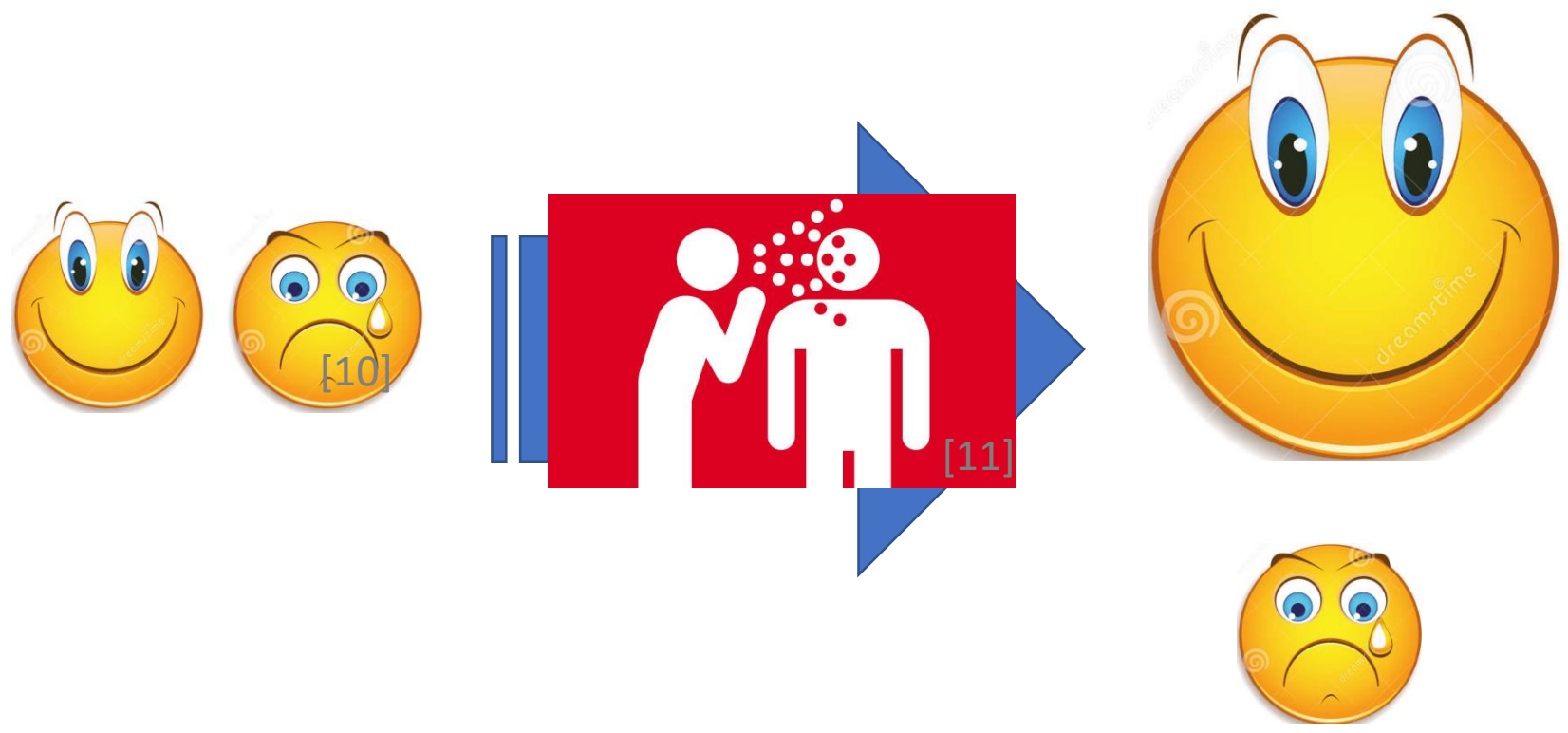
The logic of the conceptual map



Review of social network's works



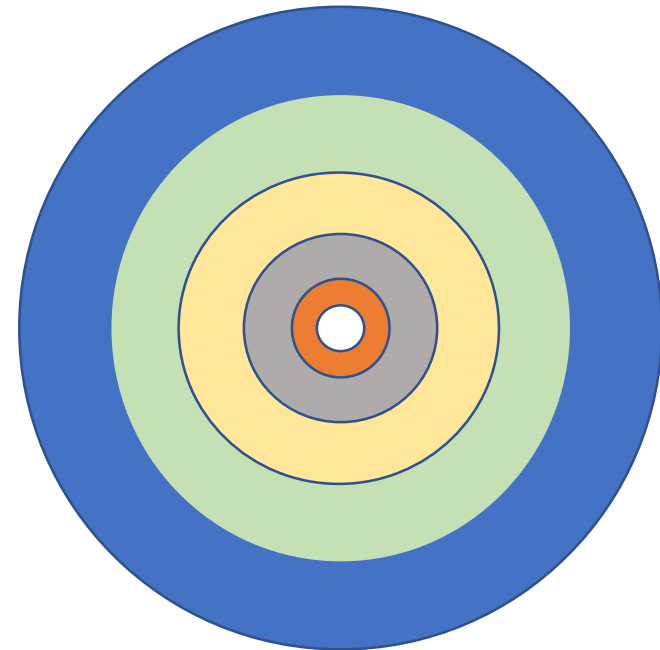
Review of social network's works



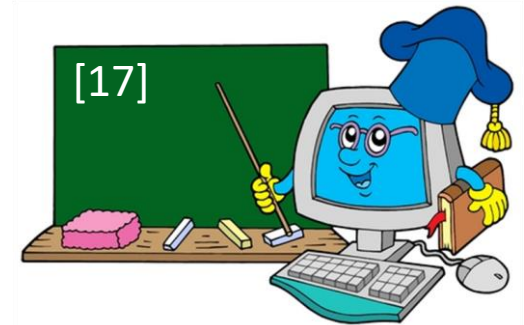
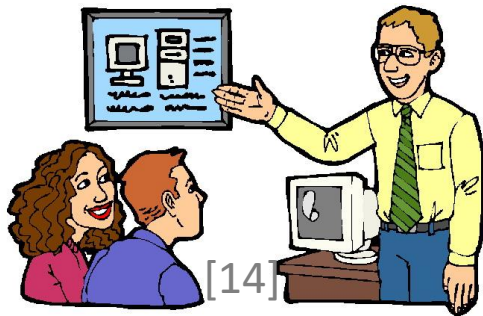
Review of social network's works



Review of social network's works

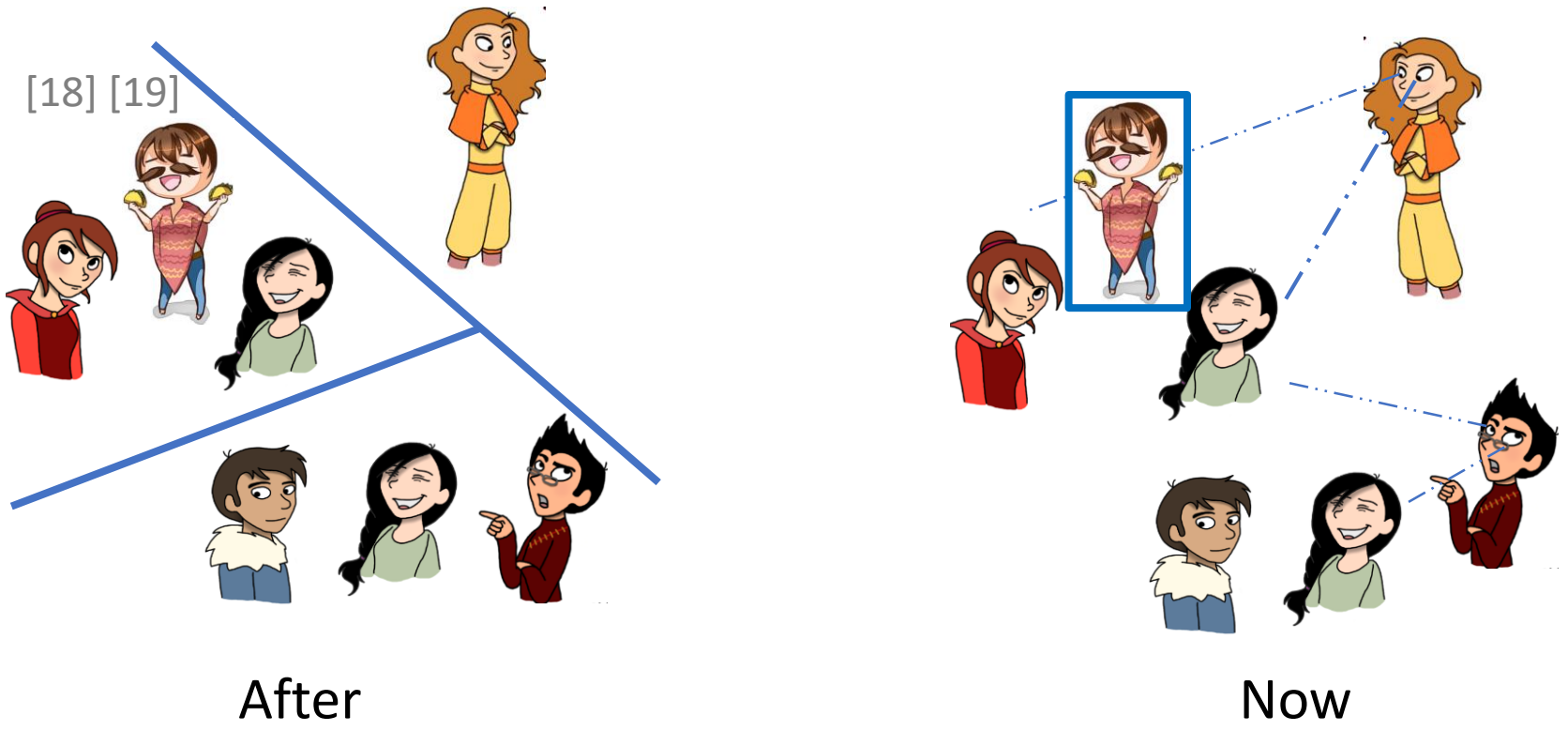


Review of social network's works



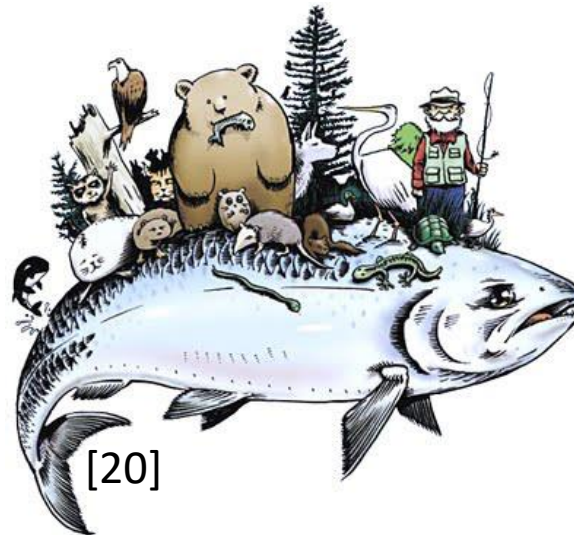


Review of social network's works





Social networks reflection



[20]

$$C = \{units\} | units \subset some\ species \subset organisms \quad (1)$$

$$R(x, y) | x, y \in C; x \neq y; (x, y) \in R \Rightarrow (y, x) \in R \quad (2)$$



Social networks reflection



Degree of communication and cooperation

$$w = \frac{\overline{w}_1 + \overline{w}_2}{2} \quad \overline{w}_1 = |(\overline{x}, \overline{y})|; \quad (3)$$

$$\overline{w}_2 = |(\overline{y}, \overline{x})|; \quad x, y \in I$$



Social networks reflection



$$SN = f(r, w) | r \in R; w \in (0, 1];$$

(4)

$$w \in (0, 1]; \forall x, y \in R \Rightarrow x, y \in I; I \subset \text{units}$$



Social networks reflection

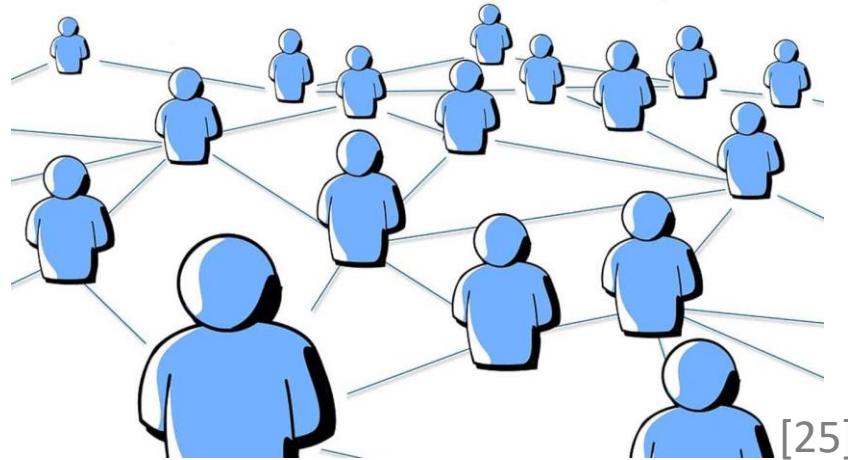


[27]

$$O = \{\{I^p\} \mid I^p \subset I\}$$

(5)

Social networks reflection



[25]

$${}^pSN = f(r, w) | r \in R; r = (x, y); x \neq y; \quad (6)$$

$$x, y \neq \emptyset; x, y \in E;$$

$$E = \{I^p\} \vee \{O\} \vee \{\{I^p\} \wedge \{O\}\}, |E| \geq 2; w \in (0, 1)$$

Social networks reflection

Social networks types

R^e : *emotional _relation*

R^b : *brotherly _relation*

R^o : *occupational _relation*

R^t : *relative _relation*

R^c : *religious _relation*

R^h : *fleeting _relation*

R^s : *single _relation*

R^g : *governance _relation*

R^d : *educational _relation*



Social networks reflection

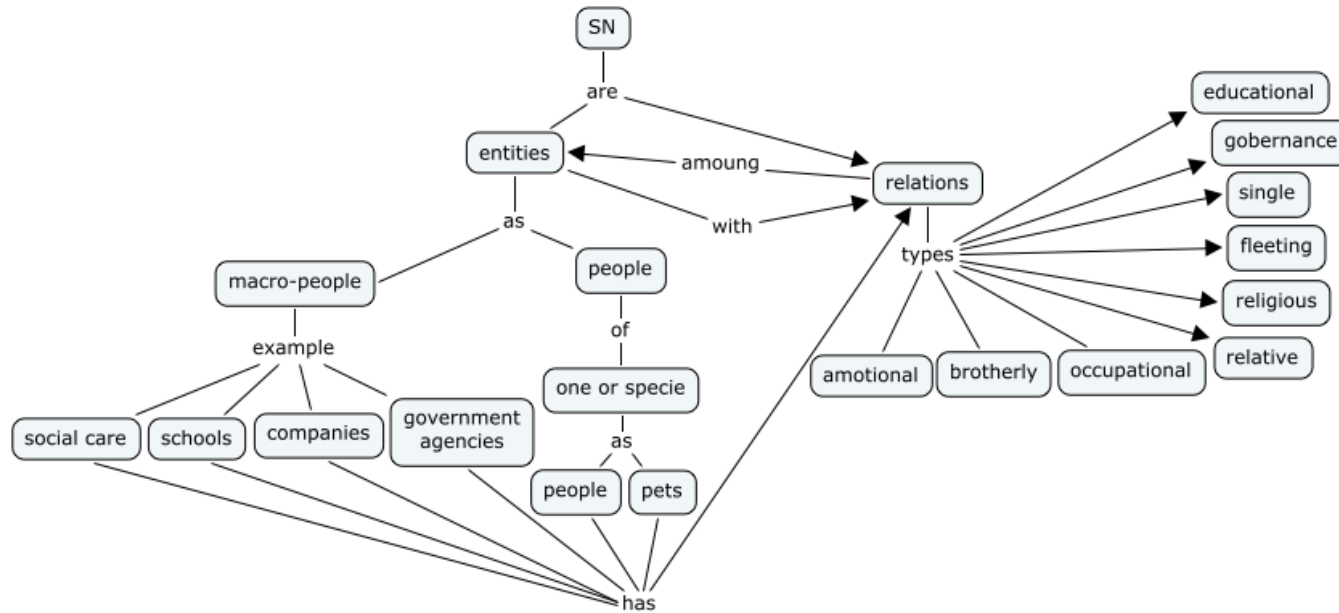


$${}^qSN \subset {}^pSN \subset SN \quad (8)$$

$${}^qSN = f(r, w) \mid r \in R; r = (x, y); x \neq y; \quad (9)$$

$$x, y \in E; E = \{I^p\}, \#E \geq 2; w \in (0, 1]$$

Social networks reflection



$$SN = \{^a_k SN\} | k \in \{e, b, o, t, c, h, s, g, d\} \quad (10)$$

Social networks reflection

Role and social position



[26]

SP magnitude

$$\vec{v} = |SP| = \sum_1^{\# {}^qSN-1} \left| \overline{(x,y)} \right| \Big|_{x \in {}^qSN};$$

$$\forall y \in \{ {}^qSN - x \}; \vec{v} \in (0,1]$$

$$\vec{w} = |Z| = \sum_1^{\# {}^qSN-1} \left| \overline{(x,y)} \right| \Big|_{x \in {}^qSN};$$

$$\forall y \in \{ {}^qSN - x \}; \vec{w} \in (0,1]$$

Social networks reflection



[24]

$$\begin{array}{l}
 SA = 100\% \Rightarrow |\vec{w} - \vec{v}| = 0 \\
 SA = 0\% \Rightarrow |\vec{w} - \vec{v}| = 1
 \end{array}
 \quad (13)$$

Social networks reflection

Social break



$$(\vec{w} \gg \vec{v}) \vee (\vec{w} \ll \vec{v})$$

Social networks reflection

Social network implications



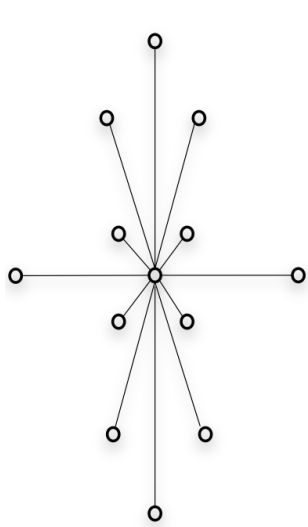
$Z(\textit{father}(\textit{son}))$

$Z(\textit{father}(\textit{father}))$

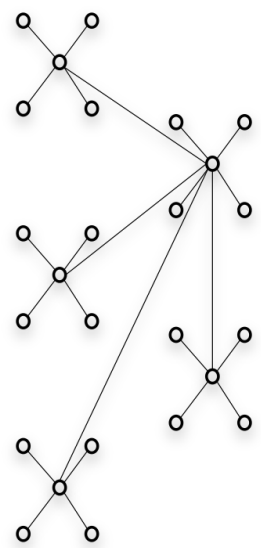


Social networks reflection

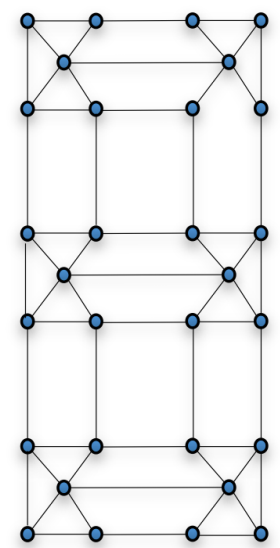
The Functional and Structural Social Network



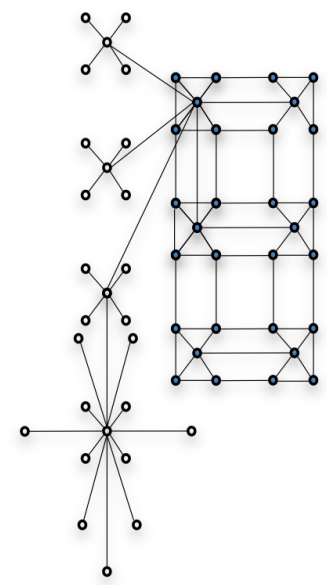
i)



ii)



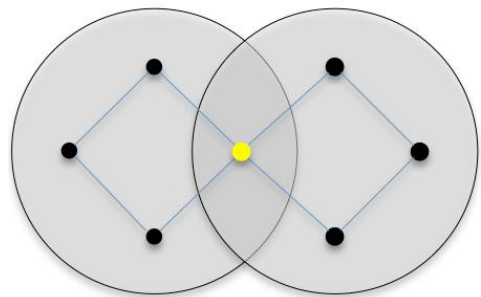
iii)



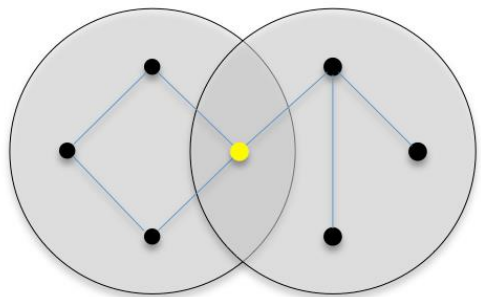
iv)

Social networks reflection

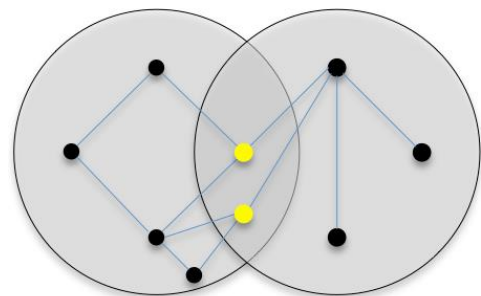
Social Networks overlay



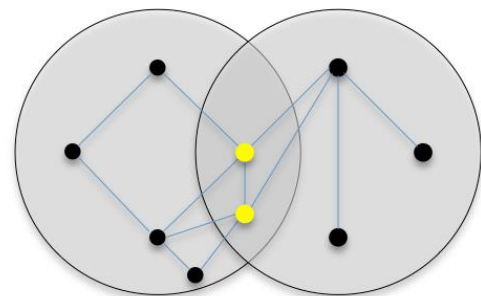
i) Type: same or different
Structure: same



ii) Type: Same or different
Structure: different



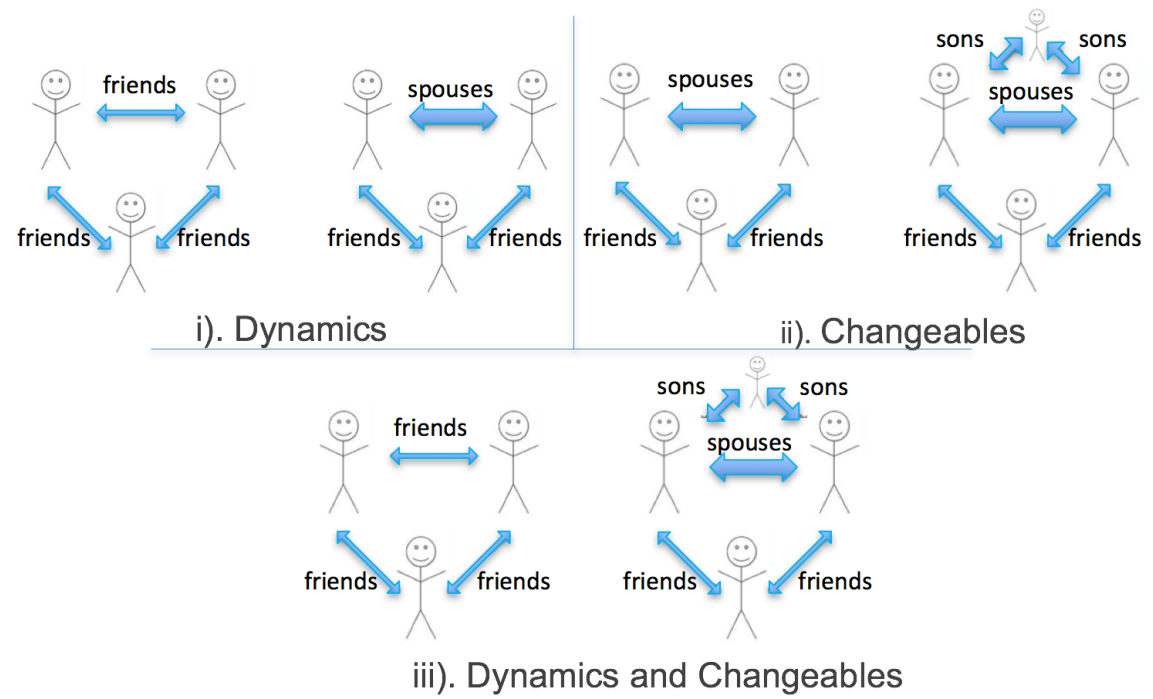
iii) Type: same or different
Structure: same or different
Relation: without direct
Matching: people in same °SN



iv) Type: same or different
Structure: same or different
Relation: direct
Matching: people in same °SN

Social networks reflection

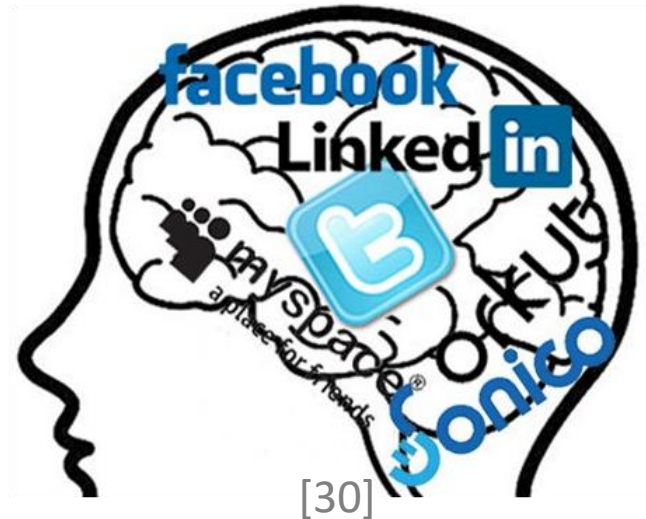
Characteristics of social networks





Research question extracted

- How is the brain stimulated with the use of online SNs platforms ?





Research question extracted

- What effects are triggered by the use of platforms for *SNs* in people?





Research question extracted

- In what proportion occur the internal and/or external social break and what are the triggers?



Research question extracted

- What conditions and what characteristics present the cases in which the *SP* follows the *Z*?
- What is modified of the behavior of $x \in I^p$ to cover the *SP* with a *Z*?
- What elements make up the agreement between *SP* and *Z*?





Research question extracted

- What are the rational elements that are integrated into the qSN articulation?
- What conditions are necessary for the SA to maintain without modification the structure of the qSN ?



Research question extracted

- What is the best structure of qSN ?



- What is the historical moment for any best structure of qSN ?
- What are the cultural characteristics of $x \in I^p$ for the best qSN structure?

Research question extracted

- How is political power sustained in qSN ?
- To what extent do people to have a pre-established behavior ?
- To what degree do qSN overcome someone's absence or how are they restructured ?



- What are the structures of the qSN canonical?



Research question extracted

- To what degree aSN overcome someone's absence or have they restructured?



Research question extracted

- How does qSN operate with or without some elements in their structure?
- Under what conditions do qSN become stronger or weaker?



- How do qSN influences in the private conditions of their I^p ?

Conclusions

- Concepts are exposed with formal theory
- Dynamics and structure of SN are presented
- Research questions are showed in this context

Reflections of Social Networks

Questions?

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Santiago de Querétaro, Qro., 25 y 26 de octubre del 2018

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