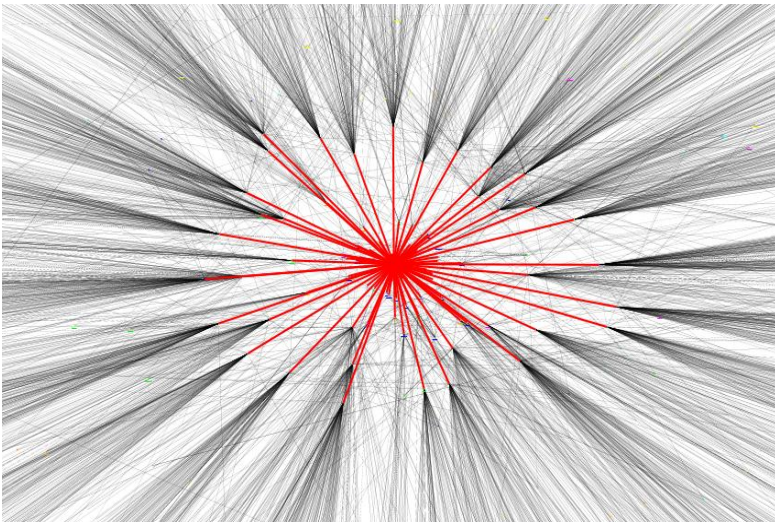


“Rakuten”

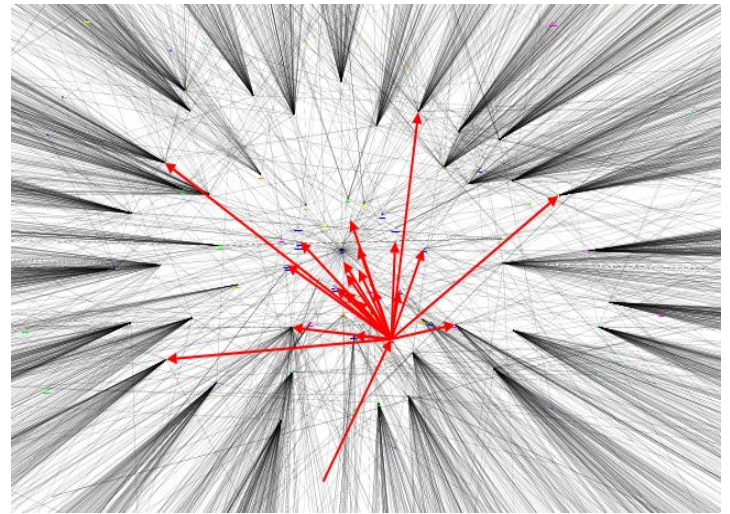
First of all, I have to say that the results were more than 4000 tweets. Therefore, it's difficult to make a clear graph. From the graph, there is only one center and many different groups (small centers), like the sun is surrounded by others planets. Every single small center is linked with lots of other ingredients, and often directly linked to the big center.

“ Betweenness centrality”

Vertex	In-Degree	Out-Degree	Betweenness Centrality
rakuten	100	0	11100404.704
rakutenjp	1	21	142729.124



Rakuten



rakutenjp

Rakuten has the highest index. It plays an important role in here because it connects other groups together. In addition, when comparing RakutenJP and Rakuten, we cannot base on “followers” to determine who is more important.

Here is some information from Twitter.

 About @rakuten

1	0	166	10
Tweets	Following	Followers	Listed

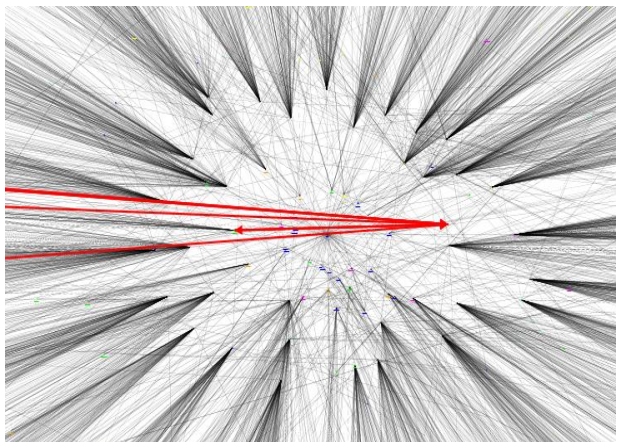
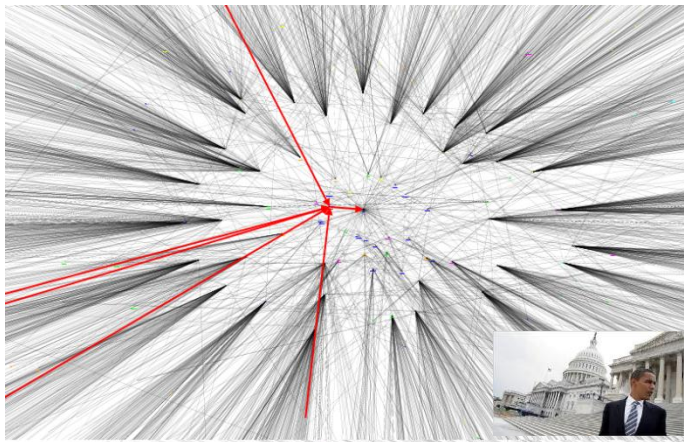
 About @RakutenJP

3,640	64,835	64,893	2,599
Tweets	Following	Followers	Listed

Obama and School drop-out.

Vertex	Degree	In-Degree	Out-Degree	Betweenness Centrality	Eigenvector Centrality
harumizumo		5	1	36940.000	0.001
issei_m		5	1	6.000	0.000

Harumizumo have direct connection with the big center but issei_m doesn't have. That makes he has high Betweenness Centrality and Eigenvector Centrality.



Who are important? Who are small centers?

Vertex	Betweenness Centrality
2. hmikitani	724884.533



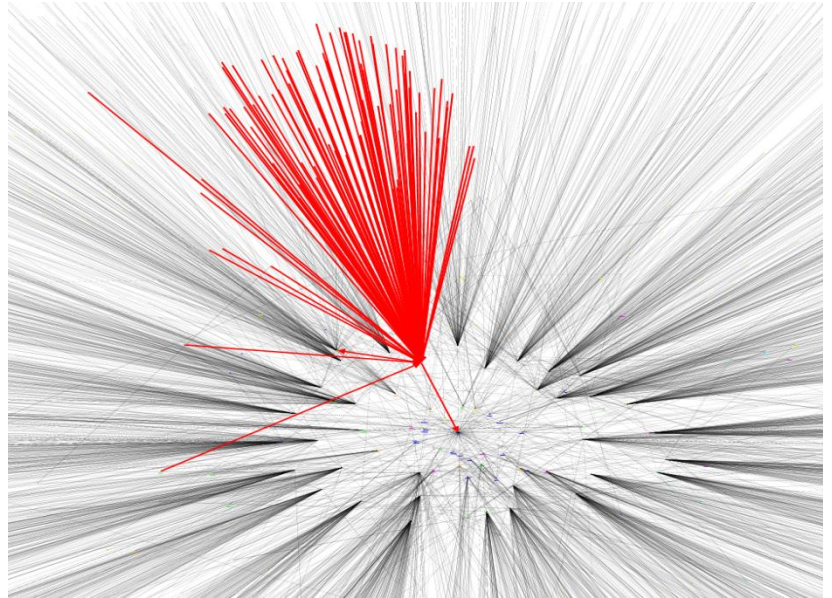
三木谷浩史 H. Mikitani ✓
 @hmikitani
 CEO, Rakuten Inc.
<http://www.rakuten.co.jp>

About @hmikitani

2,396 Tweets 150 Following 245,618 Followers 19,064 Listed

Following 150

After checking address of small centers, we see that they are shops which using Rakuten as a channel to advertise their product. Here is some website of the goods: Flowers, cosmetics, clothes... Rakuten sell many types of product. Therefore, each group (red) only connects with the big center but not others group (black).



- <http://shop.plaza.rakuten.co.jp/roseshop/>
- <http://www.rakuten.co.jp/behatuclub/>
- <http://www.rakuten.co.jp/benetshop/>
- <http://travel.rakuten.co.jp/>



or

<http://www.lugosh.com/home>

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