

TABLE OF CONTENT

APPROVAL PAGE.....	ii
SELF DECLARATION AGAINST PLAGIARISM.....	iii
ABSTRACT.....	iv
DEDICATION.....	v
ACKNOWLEDGMENTS.....	vi
TABLE OF CONTENT.....	vii
LIST OF TABLES.....	1
LIST OF FIGURES.....	4
LIST OF EQUATION.....	6
CHAPTER I.....	7
INTRODUCTION.....	7
1.1. Rationale.....	7
1.2. Statement of the Problem.....	8
1.3. Theoretical Framework.....	8
1.4. Conceptual Framework / Paradigm.....	9
1.5. Objectives and Hypotheses.....	9
1.6. Assumption.....	9
1.7. Scope and Limitation.....	10
1.8. Importance of the Study.....	10
CHAPTER II.....	11
REVIEW OF LITERATURE AND STUDIES.....	11
2.1. Social Network.....	11
2.2. Semantic Description on Ontology.....	12
2.3. Centrality.....	15
2.3.1.1. Degree Centrality.....	15
2.3.1.2. Betweenness Centrality.....	17
2.3.1.3. Closeness Centrality.....	18
2.3.1.4. Centrality Measurement Tool.....	19
2.4. People Web Search.....	19

CHAPTER III	23
RESEARCH METHODOLOGY	23
3.1. Research Design.....	23
3.1.1. Influence People Definition.....	24
3.1.2. Requirement Identification	24
3.1.3. Research Activities	24
3.2. Design and Planning.....	25
3.2.1.1. Choosing Social Networks	25
3.2.1.2. Facebook Ontology View	27
3.3. Facebook Data Centrality.....	28
3.4. Design and Development Data Collector Application	28
3.5. Data Collector Flow map and Algorithm	30
3.6. Data Collector Application Deployment.....	31
3.7. Publication of Web Shop.....	35
3.8. Database Characteristics.....	36
3.8.1.1. Group	37
3.8.1.2. Photos	39
3.8.1.3. School.....	41
3.8.1.4. Work	43
3.8.1.5. Friend	45
3.8.1.6. Event	47
3.9. Sniify: Social Network Influential People Identification on Ontology.....	49
3.10. Data Calculation Scenario	55
3.10.1.1. Data preparation and Calculation	55
3.10.1.2. Creating Ranks Table.....	56
3.10.1.3. Comparing with Other Data Sources	56
CHAPTER IV	57
RESULT AND EVALUATION	57
4.1. Observation Result for Measuring Centrality.....	57
4.2. Measuring Degree Centrality	57
4.2.1.1. Group Degree Centrality	57
4.2.1.2. Photos Degree Centrality	59
4.2.1.3. Photo Tag Degree Centrality	61

4.2.1.4.	Friends Degree Centrality.....	62
4.2.1.5.	Events Degree Centrality.....	64
4.2.1.6.	Location Degree Centrality.....	66
4.2.1.7.	Hometown Degree Centrality	66
4.2.1.8.	Education Degree Centrality	67
4.2.1.9.	Work Degree Centrality.....	69
4.3.	Measuring Betweenness Centrality	70
4.3.1.1.	Group Betweenness Centrality.....	70
4.3.1.2.	Photos Betweenness Centrality	72
4.3.1.3.	Photo Tag Betweenness Centrality	73
4.3.1.4.	Friends Betweenness Centrality.....	75
4.3.1.5.	Events Betweenness Centrality	77
4.3.1.6.	Education Betweenness Centrality.....	79
4.3.1.7.	Work Betweenness Centrality.....	80
4.4.	Measuring Closeness Centrality	82
4.4.1.1.	Group Closeness Centrality	82
4.4.1.2.	Photos Closeness Centrality	84
4.4.1.3.	Photo Tag Closeness Centrality	86
4.4.1.4.	Friends Closeness Centrality	87
4.4.1.5.	Events Closeness Centrality.....	89
4.4.1.6.	Education Closeness Centrality	90
4.4.1.7.	Work Closeness Centrality	93
4.5.	Centrality Final Conclusion.....	95
4.5.1.1.	Pipl Verification Result	95
4.5.1.2.	Webmii Verification Result.....	98
4.5.1.3.	Frequency of Appearing.....	101
4.6.	Simulation of Using Ranks Table	104
4.6.1.1.	Summary for Degree Centrality.....	104
4.6.1.2.	Summary for Betweenness centrality	106
4.6.1.3.	Summary of Closeness centrality	108
4.6.1.4.	Summary of Centrality	110
CHAPTER V.....		113
CONCLUSION AND FUTURE WORK		113

5.1. Conclusion 113

5.2. Future Work..... 113

Bibliography..... 115

APPENDIX A: Sniify Project Home Page 118

APPENDIX B: Example of Data Group Centrality measurement table..... 119

APPENDIX C: Verification Table 1

APPENDIX D: User Observation 1

APPENDIX E: CURRICULUM VITAE 12

IT Telkom Grad. School