

# Social Network Analysis

## GROUP E

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# Introduction and Background



## Bank of Thailand

- First set up as the Thai National Banking Bureau
- Provide a stable financial environment for sustainable economic growth in order to achieve continuous improvement in the standard of living of the people of Thailand
- Headquarters: Phra Nakorn, Bangkok, Thailand

## Bank of Japan



BANK OF JAPAN

- The bank is often called “Nichigin”
- Provide issuance and management of banknotes, Implementation of monetary policy, Providing settlement services, Treasury and government securities-related operations, International activities, Compilation of data, economic analyses and research activities
- Headquarters: Nihonbashi, Chuo, Tokyo



## Federal Reserve (FED)

- Establish in December 13, 1913 after a series of financial panic especially 1907
- Headquarters: Washington D.C, U.S
- The key objectives are maximizing employment, stabilizing prices, and moderating long-term interest rates

## Bank of France



- Founded in 1712, and paid out its first dividend in May 1716 to its shareowners and reincorporated in 1800 under Napoleon Bonparte
- The Bank of France is responsible for three missions: monetary strategy, financial steadiness and services to the economy
- Headquarters: Paris, France



# Sources of Data



**Bank of Thailand** ✓  
@bankofthailand

ธนาคารแห่งประเทศไทย เพื่อร่วมทางการเงิน ที่คอยให้คำแนะนำและความรู้ ให้คุณมีภูมิคุ้มกันทางการเงินที่ดี เพื่อความเป็นอย่างยั่งยืนของไทย

Translate bio

📍 พระนคร, กรุงเทพมหานคร 🌐 [bot.or.th](#)  
📅 Joined June 2558 BE

152 Following 46.4K Followers

Not followed by anyone you're following



**Federal Reserve** ✓  
@federalreserve

The official Twitter channel of the Board of Governors of the Federal Reserve System. Privacy Policy: [federalreserve.gov/privacy.htm](#)

📍 Washington, D.C. 🌐 [federalreserve.gov](#)  
📅 Joined March 2552 BE

30 Following 780.2K Followers

Not followed by anyone you're following



**日本銀行** ✓  
@Bank\_of\_Japan\_j

日本銀行の公式アカウントです。日本銀行ホームページの更新情報をお知らせしています。なお、災害発生時などには、必要な情報を個別に発信する場合があります。<本アカウントの運用方針> [boj.or.jp/snpolicy.htm/](#)

Translate bio

📍 東京都中央区日本橋本石町2-1-1 🌐 [boj.or.jp/index.html/](#)  
📅 Joined October 2554 BE

0 Following 138.1K Followers

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**Banque de France** ✓  
@banquedefrance

Institution indépendante, la Banque de France a trois grandes missions : la stratégie monétaire, la stabilité financière, les services à l'économie.

Translate bio

📍 Paris, France 🌐 [banque-france.fr](#)  
📅 Joined December 2553 BE

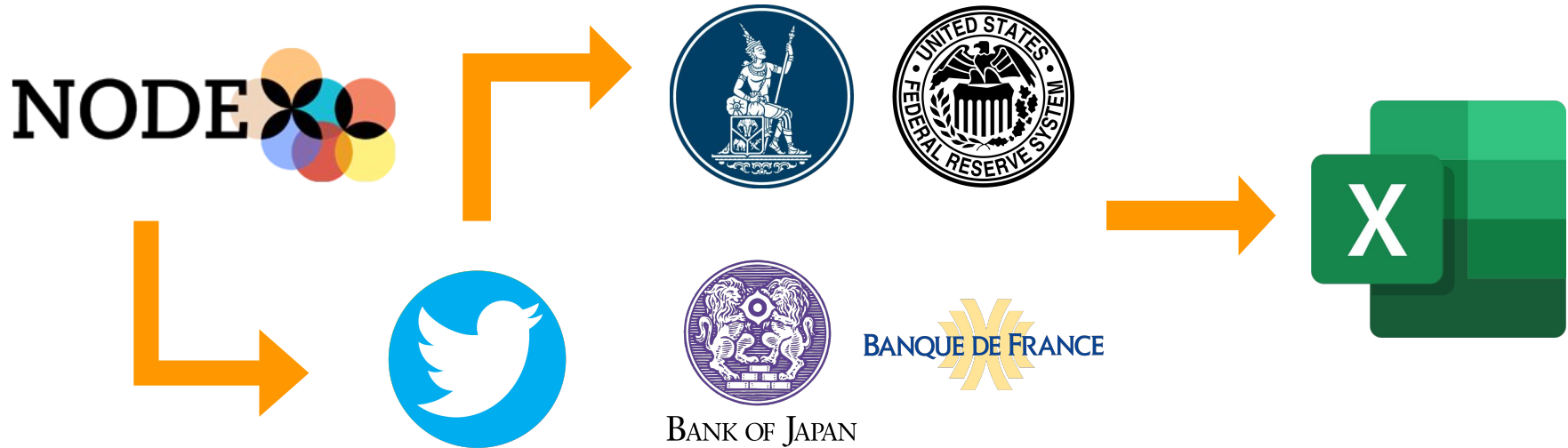
165 Following 39.2K Followers

Not followed by anyone you're following



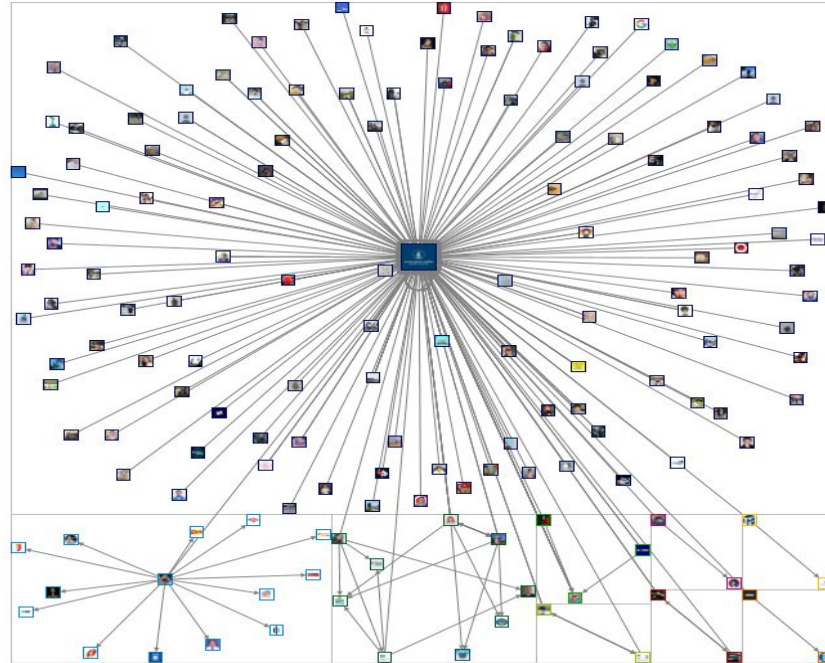


# Brief of Analytical Methodologies





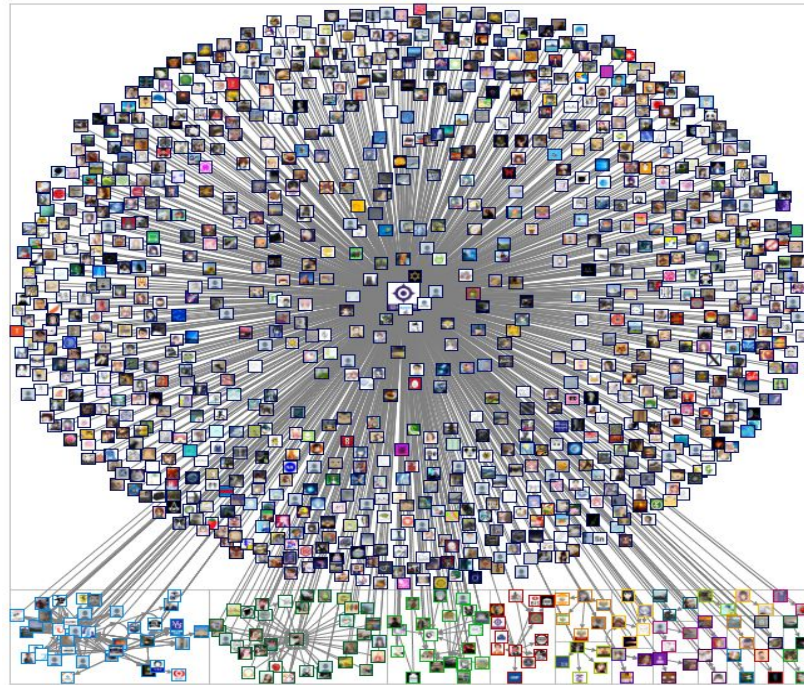
## Results: Bank of Thailand (BOT)



Created with NodeXL Pro (<http://nodexl.codeplex.com>) from the Social Media Research Foundation (<http://www.smrfoundation.org>)



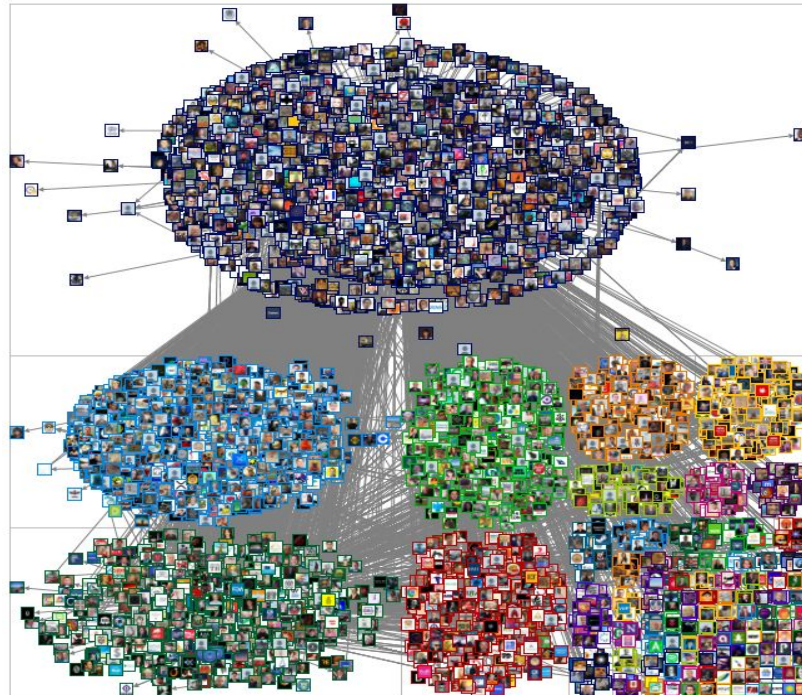
## Results: Bank of Japan (BOJ)



Created with NodeXL Pro (<http://nodexl.codeplex.com>) from the Social Media Research Foundation (<http://www.smrffoundation.org>)



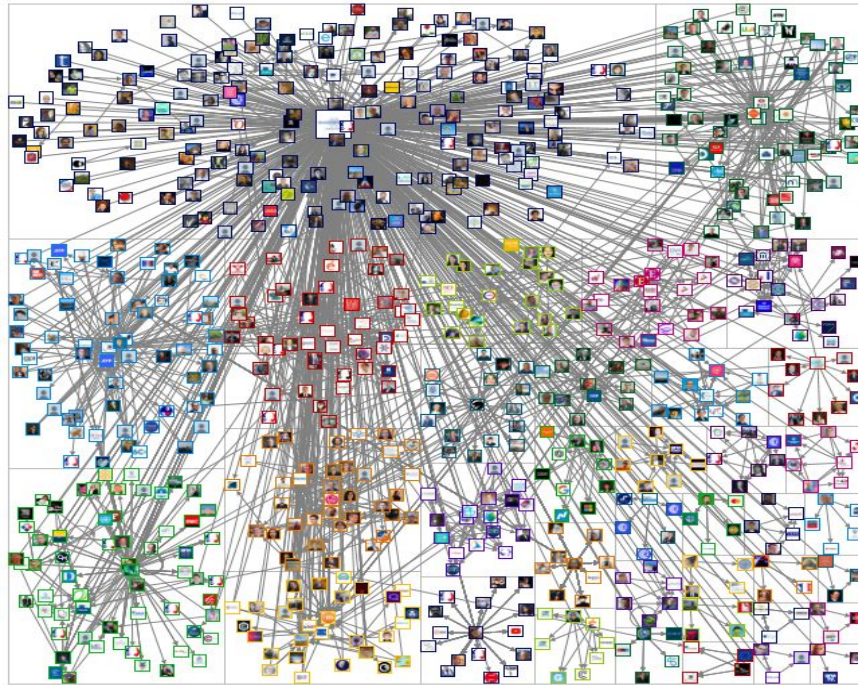
## Results: Federal Reserve (FED)



Created with NodeXL Pro (<http://nodexl.codeplex.com>) from the Social Media Research Foundation (<http://www.smrfoundation.org>)



## Results: Banque de France (BdF)



Created with NodeXL Pro (<http://nodexl.codeplex.com>) from the Social Media Research Foundation (<http://www.smrfoundation.org>)

## Compare the Number of Main Messaging Activities

	Bank of Thailand	Bank of Japan	Federal Reserve	Bank of France
MentionsInRetweet	9	153	5464	945
Replies to	18	170	3919	136
Retweet	181	1263	3300	531
Number of Tweet	35	45	13	21

## Compare the Key Network Statistics

	Bank of Thailand	Bank of Japan	Federal Reserve	Bank of France
<b>Vertices</b>	160	1138	5981	754
<b>Unique Edges</b>	143	1112	12415	1558
<b>Total Edges</b>	280	1730	44023	2643
<b>Max. Geodesic Distance (Diameter)</b>	4	4	4	4
<b>Avg. Geodesic Distance</b>	2.217969	2.078085	2.38514	2.593398
<b>Graph Density</b>	0.00691823899	0.00101862114	0.00042623827	0.00320028463
<b>Modularity</b>	0.337675	0.332748	0.2483	0.455675

# Conclusion

Considering the unique edges and the modularity as the measurement of effectiveness

FED has the highest number of activities and the unique edges, but it has the lowest rate of modularity



**“INEFFECTIVE”**

BOF has very low activities comparing to FED, but it has the highest modularity



**“EFFECTIVE”**

## Policy recommendations

Thailand should provide and have to find the way to reach the consumer more precisely. If Thai government can remove some of the content in the internet, why couldn't they increase the effectiveness of information they should provide instead of removing useless information.



**THANK YOU**