

BUSINESS INTELLIGENCE IN BLOGS: UNDERSTANDING CONSUMER INTERACTIONS AND COMMUNITIES¹

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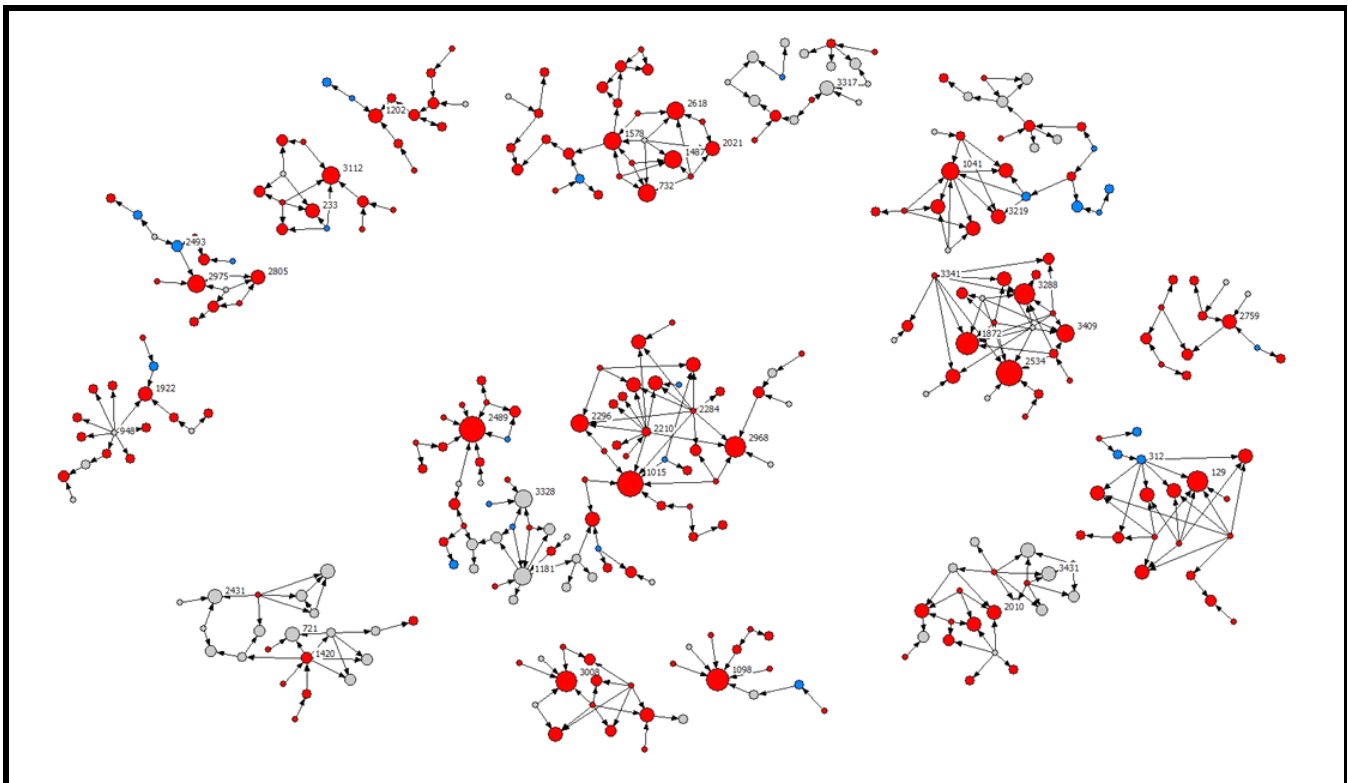


Figure 4. Major Clusters in the Subscription Network in the iPod Data Set

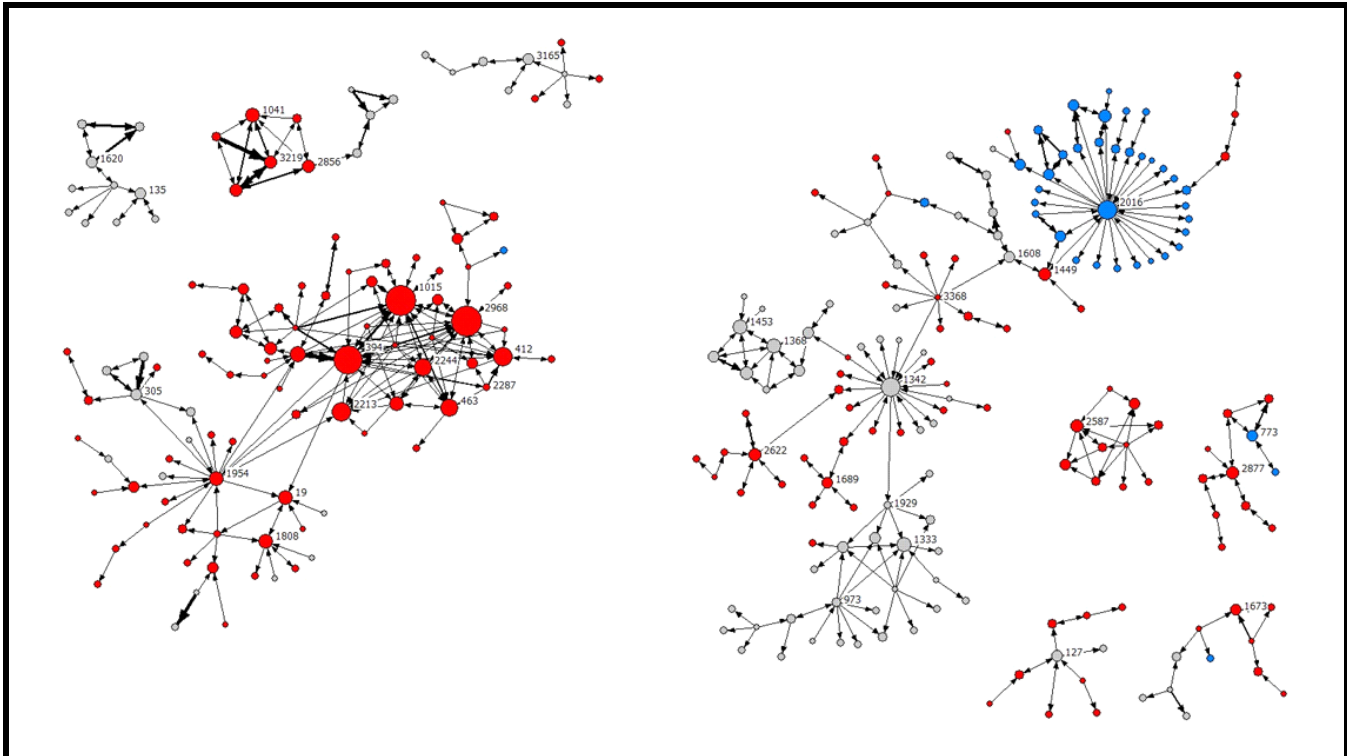


Figure 5. Major Clusters in the Comment Network in the iPod Data Set

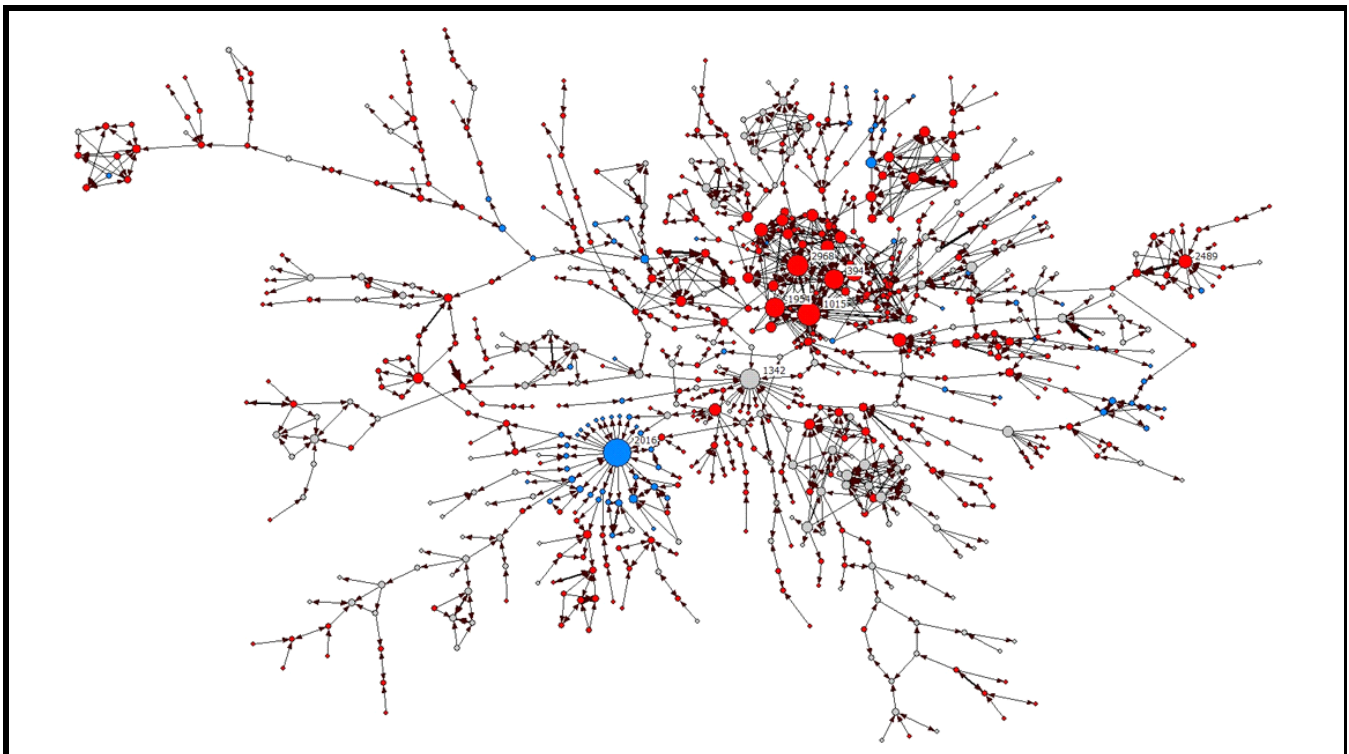


Figure 6. Major Clusters in the Combined Network in the iPod Data Set

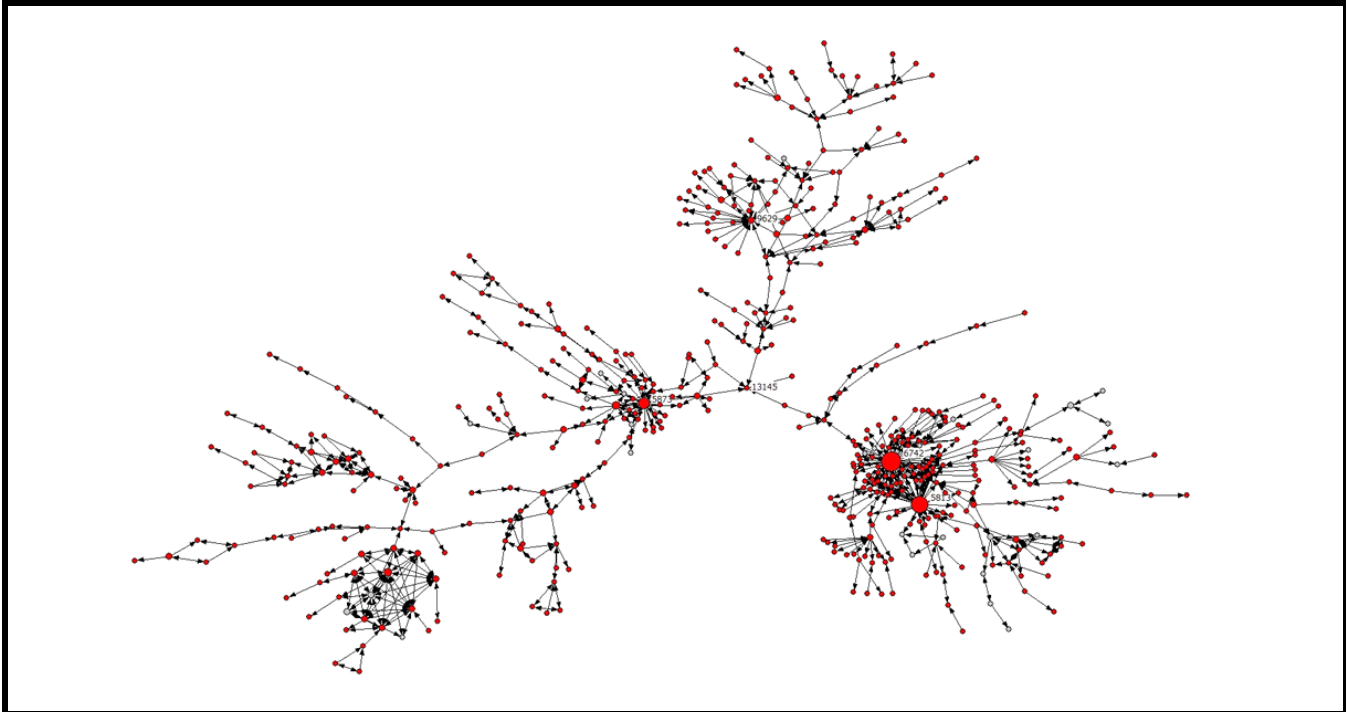


Figure 9. The Largest Cluster in the Subscription Network in the Starbucks Data Set

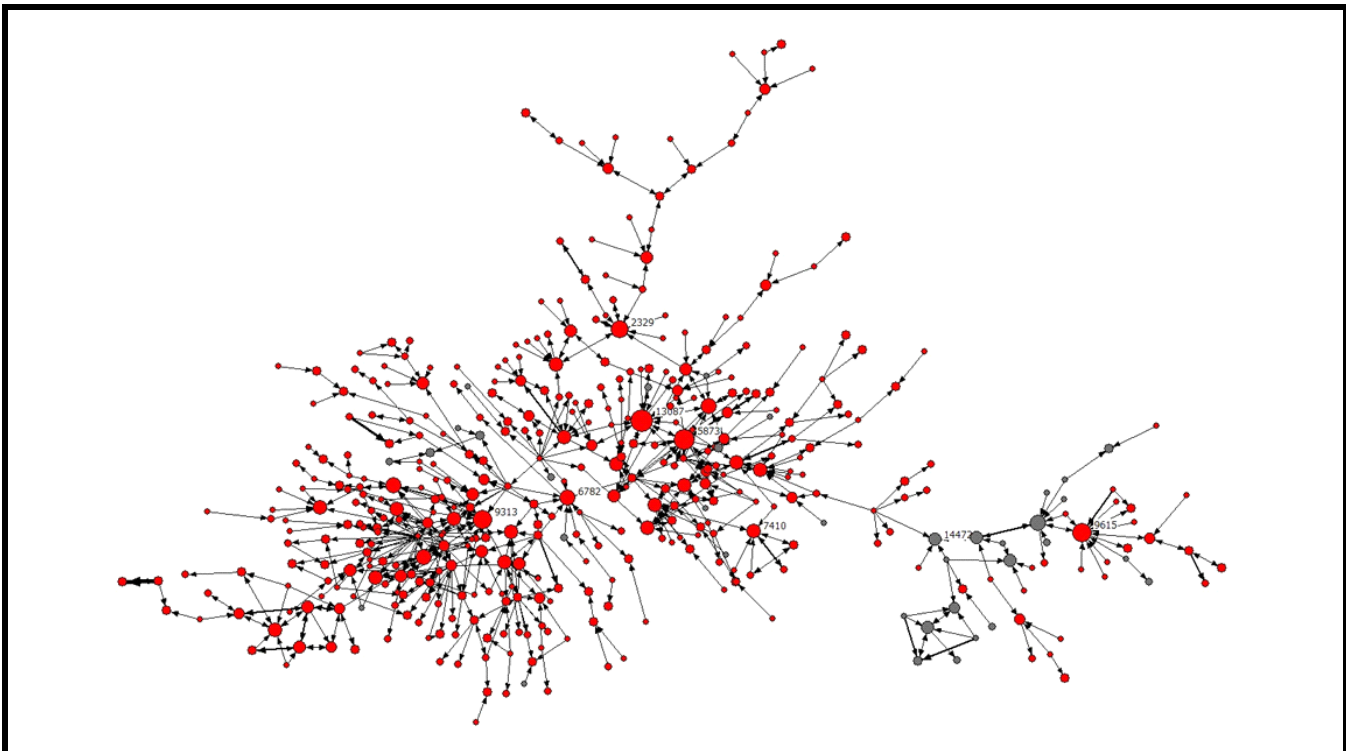


Figure 10. The Largest Cluster in the Comment Network in the Starbucks Data Set

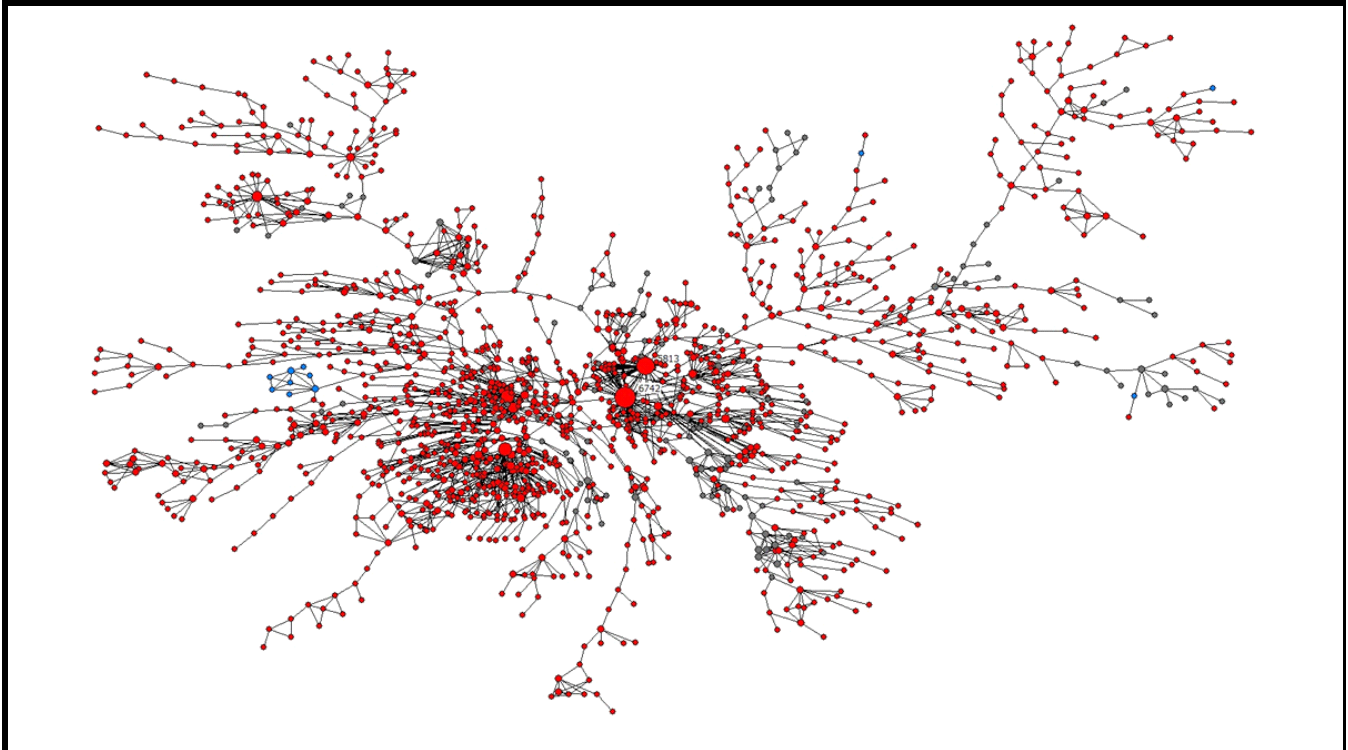


Figure 11. The Largest Cluster in the Combined Network in the Starbucks Data Set