BUSINESS INTELLIGENCE IN BLOGS: UNDERSTANDING CONSUMER INTERACTIONS AND COMMUNITIES

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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