



Figure 3. Network map of the Twitter accounts (56) that remain for edges with popularity ≥ 15 . Isolated Twitter accounts are not drawn.

A large popularity of a particular Twitter account pair indicates that the information it provides is useful, because many entrepreneurs follow or consume it. Twitter accounts that have many edges with high level of popularities tend to be located centrally and are densely connected to other nodes; we refer to these as hubs. In contrast, non-hub nodes located on the network's fringe have few neighbors or connections. The popularity-based network shows that IMC, Kauffman Foundation, KC-SourceLink, and Silicon Prairie News are key hubs (Figure 3). These Twitter hub accounts located at the center of information flows enjoy more synergies with other Twitter feeds compared to accounts that are located on the network periphery (Tsai 2001). Not surprisingly, Twitter accounts categorized as Eship support programs are located at the center area, while Company and Entrepreneur are closer to the fringes, suggesting they are less central to this network.