# SNS COLLEGE OF ENGINEERING

Kurumbapalayam (Po), Coimbatore – 641 107

## An Autonomous Institution

Accredited by NBA – AICTE and Accredited by NAAC – UGC with 'A' Grade
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

# DEPARTMENT OF COMPUTER SCIENCE AND TECHNOLOGY

# COURSE NAME : 19CS731- SOCIAL NETWORK ANALYSIS

## III YEAR /V SEMESTER

## Unit 1- INTRODUCTION

Topic 9 : Applications Of Social Network Analysis

1.Businesses use SNA to analyze and improve communication flow in their organization, or with

their networks of partners and customers.

2.Law enforcement agencies (and the army) use SNA to identify criminal and terrorist networks

from traces of communication that they collect; and then identify key players in these networks.

3.Social Network Sites like Facebook use  basic elements of SNA to identify and recommend

potential friends based on friends-of-friends

4.Civil society organizations use SNA to uncover conflicts of interest in hidden connections between

government bodies, lobbies and businesses

5.Network operators (telephony, cable, mobile) use SNA-like methods to optimize the structure and

capacity of their networks

# REFERENCES

1. Dion Goh and Schubert Foo ,Social information retrieval systems :Emerging technologies and applications for searching the web effectively,  IGI Global snippet,2008

**THANK YOU**