



# **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**

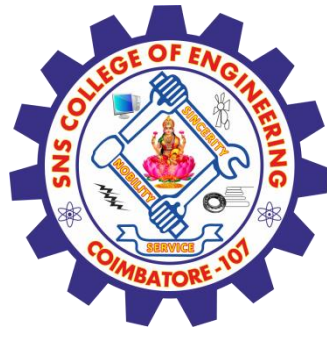
**III YEAR /V SEMESTER**

**Unit 2-Modelling and aggregating Social Network Data.**

**Topic 4: Modelling And aggregating Social Network Data.**



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- Social network data can be modelled by a graph where the nodes represent individuals and the edges represent binary social relationships.
- Most common network analysis packages Pajek and UCINET.
- GraphML originates from the information visualization community where a shared format greatly increases the usability of new visualization methods.
- It is based on XML with a schema defined in XML Schema.
- GraphML files can be edited, stored, queried, transformed etc. using generic XML tools.
- Attribute data when entered electronic form is typically stored separately from network data in Excel sheets, databases or SPSS tables.



# REFERENCES

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