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