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

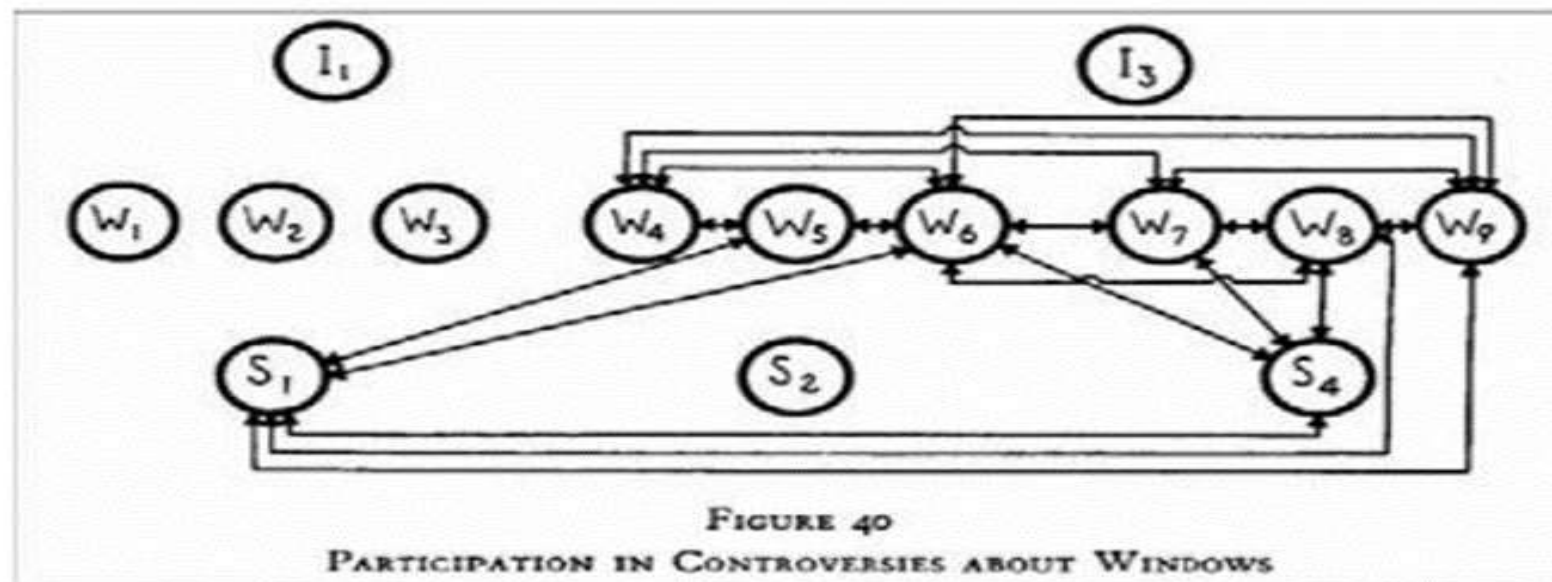Topic 3: Social Network Analysis
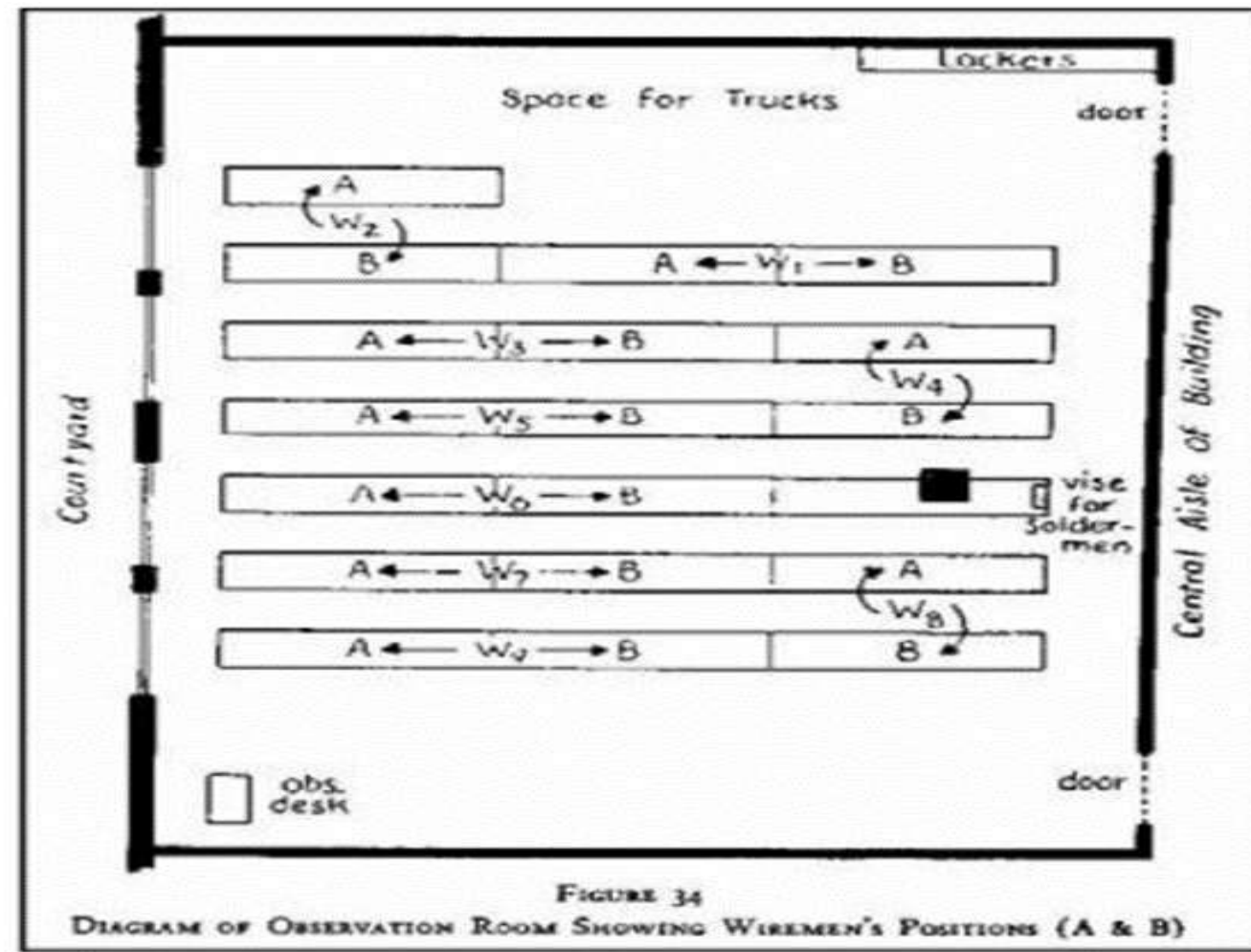
Recall previous topic

1.5 Social network Analysis (SNA)

- SNA is the study of social relations among a set of actors.

- Difference between network analysis and other approaches to social science is the focus on relationships between actors rather than the attributes of individual actors.

- Network analysis takes a global view on social structures based on the belief that types and patterns of relationships.

- SNA is a different approach to social phenomena and requires a new set of concepts and new methods for data collection and analysis.

- Social role or Social group be defined on a formal model of networks, allowing to carry out more precise discussions in the literature and to compare results across studies.

1.6 Development of Social Network Analysis

- mid-1950s anthropologists have found network representations useful in generalizing actual field observations.

- Many social psychologists of the 1940s found a formal description of social groups.

- The term "social network" has been introduced by Barnes in 1954. It is also called as Sociogram usually credited to Moreno.

- Sociogram was a visual representation of social networks as a set of nodes connected by directed links.

- Social Network Analysis is applied research in sociology, social psychology and anthropology.

FIGURE 34

DIAGRAM OF OBSERVATION ROOM SHOWING WIREMEN'S POSITIONS (A & B)

FIGURE 40

PARTICIPATION IN CONTROVERSIES ABOUT WINDOWS

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