Graphical Approach for Social Network Mining

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Abstract

Social Networking sites are a rage in today’s world. Its importance has transcended the sole purpose of keeping in touch. In the quest of outweighing their contemporaries, social networking websites in today’s world needs to incorporate new and interesting features to have an edge. Data Mining plays an important role in providing many such features. The social network structure consisting of numerous users can be best implemented using a graph data structure. It takes into consideration the data regarding various forms of interaction between two users to compute their association. The basic features such as friend suggestions, community suggestions, etc. have been incorporated. Also, commercial features such as targeted advertisement have been included.

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Index Terms

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Keywords
Interaction index, Interaction ratio, Association Edge Weight, Community point, Graph based data mining.