Abstract

A social network is group of people, organization, computers, information, and knowledge processing entities grouped together by set of ties for information flow in social network. Social network analysis is the process of analyzing patterns of social relationships between social entities. Social network analysis mainly evaluated mathematically and visually. In this paper a literature review of formal metrics for social structural representation is elaborated. Main goal is to impart basic knowledge for researchers who are following various paths of social network analysis.

References
Review on Social Network Performance using Formal Metrics

- Olivier Serrat. , "Social Network Analysis". In: Knowledge Solution, Feb (2009).
- MrVijayaBabu, Prof Prasad Babu&Chetan Prasad "An Algorithm for effective web crawling mechanism of a search engine". NCACT08(2008).

**Index Terms**

Computer Science  
Networks

---

**Keywords**

Social Networks (sn)  
Social Structure  
Social Networks Analysis (sna)  
Formal Measures  
Centrality  
Betweeness  
Degree  
Density  
Structural Equivalence And Structural Holes.