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.
- 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

Betweenness

Degree

Density

Structural Equivalence And Structural Holes.