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Social Network Analysis- a Guide by Carolyn Dean

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Social networks have been playing a major role in the development of the society. This is accepted to be strongly related to the network theory. The social network analysis is introduced to design the connection of one social network another.

Since its inception, social network analysis also proved to be useful in the other fields of sciences. Other than sociology such as informational science, geography, economics and the organizational studies, the methodologies relating to the social network analysis have been substantially used in the different other fields of science,.

These days, scientists and researches around the world are determining the kind of relationship and connection each node has with another. With this difference, the social network analysis, along with the methods, its theories and processes, has emerged as a model and is extensively accepted as gold standard. Since social network analysis has a broad scope, it is expected to develop and expand over time.

Usually analysts and researchers make cases between 2 opposing viewpoints. This can include study of the whole population versus the sample population. Similarly, they can argue as to whether they can conduct a study of the structure of a relationship or people involved in any particular relationship. To offer them with any satisfactory research analysis, 2 of the principles of the social networking can be characterized.

Full Analysis: Now full analysis involves the entire population in any particular research like when you are engaged in carrying out a research on any particular relationship as a whole community and you want to make use of the complete analysis, you require including each individual in college community. The complete analysis principle is particularly used if the researcher wishes to have low rate of deviation. Though full analysis needs more labor, it will help generate an analysis which includes no or little deviation. You can even be assured that you will be generating exact results.

Egocentric Analysis: If full analysis involves whole population, the egocentric analysis will be focusing on subgroup within population. If egocentric analysis is conducted in college community then it will only involve subgroup like students enrolled in any particular course or degree program.

In performing the analysis, the sources of data are considered the most essential tools to arrive at the most accurate conclusion. This is the reason why every researcher especially those working with methodologies of the social network analysis, requires to design the valuable research materials. Most popular data sources include experimentation, questionnaires, tracing origins, indirect and direct observation, written or history records.

In performing the social network analysis, the major focus of research remains on the relationship between 2 nodes. Therefore, it is important to determine the kind of relationship is available between these nodes. Some of the common types of the social relationship to offer you a far better understanding the real goal of social network analysis include cognition, kinship, actions, affection, distance, co-occurrence and transfer.

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Carolyn Dean - About Author:
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