

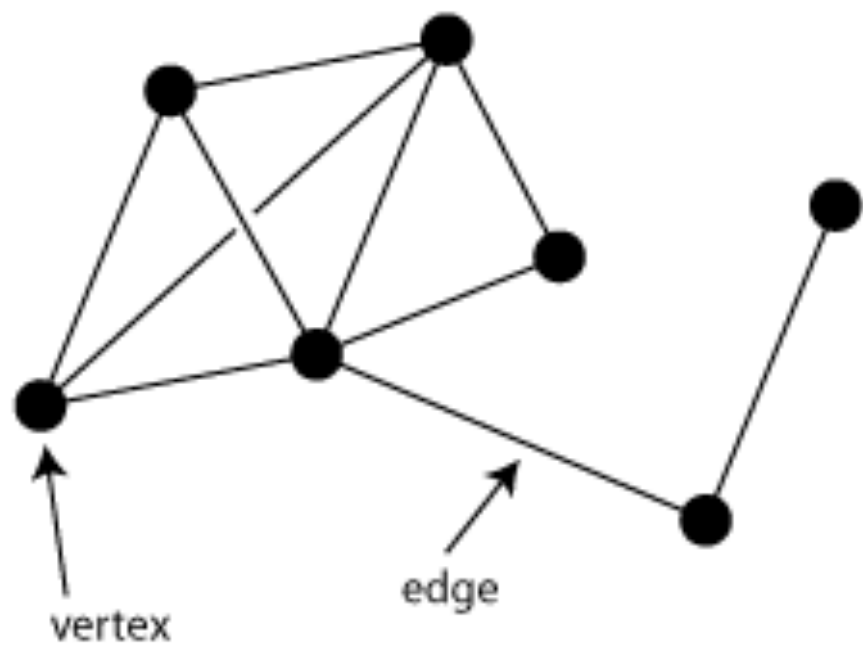


Networks

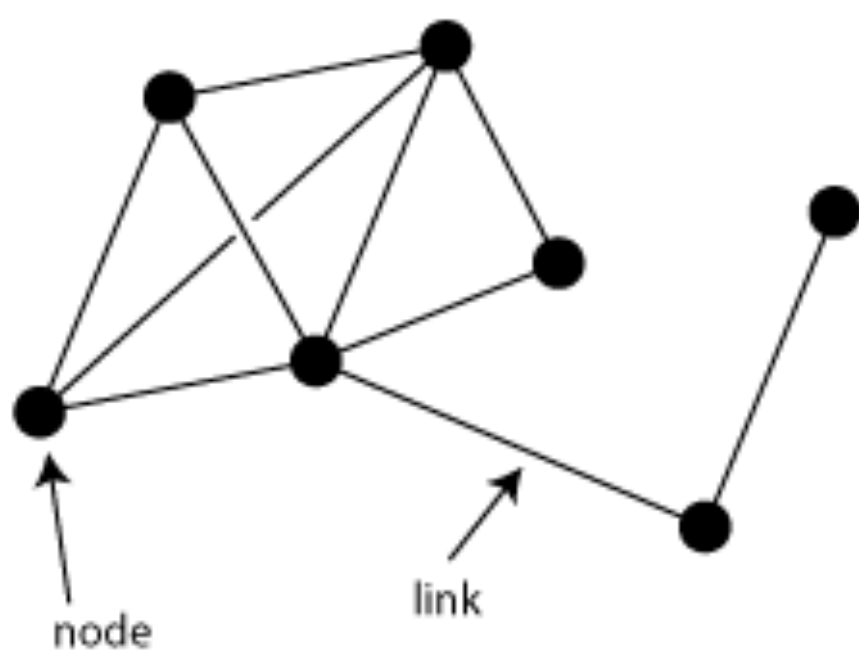
• social

social networks



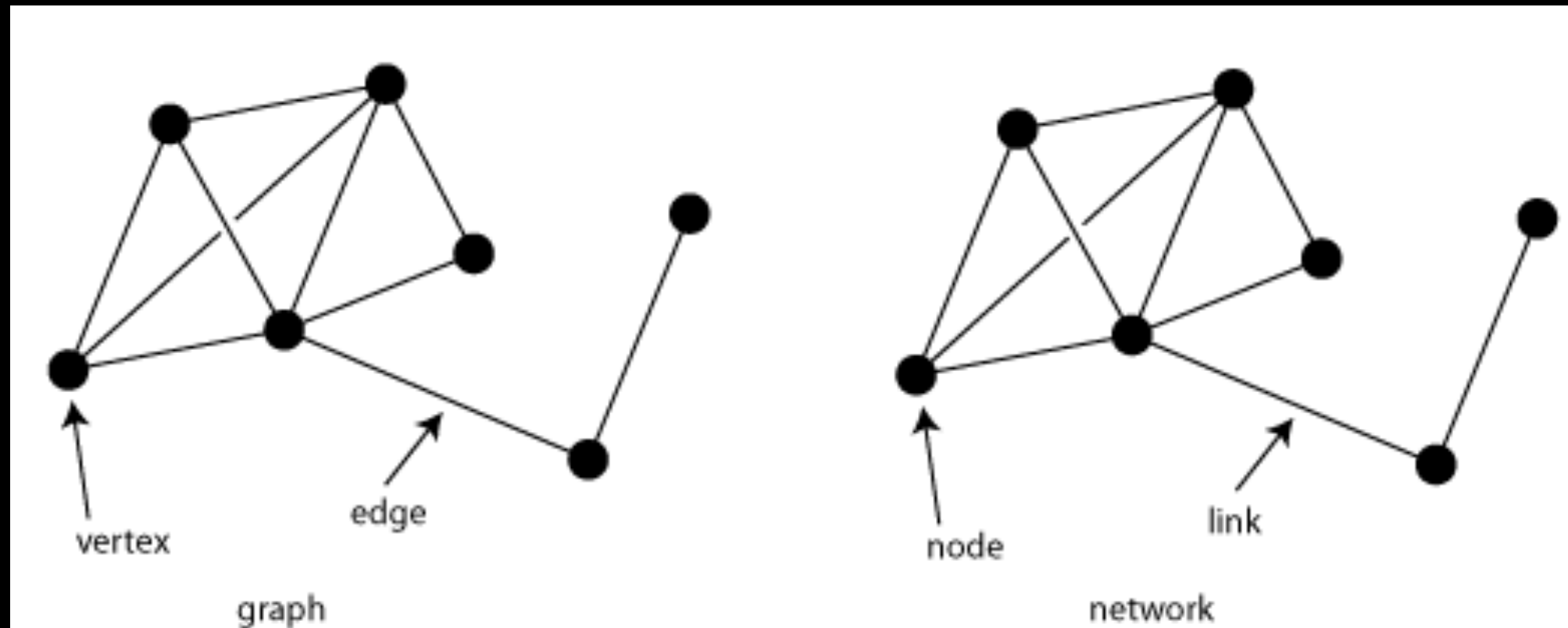


graph



network

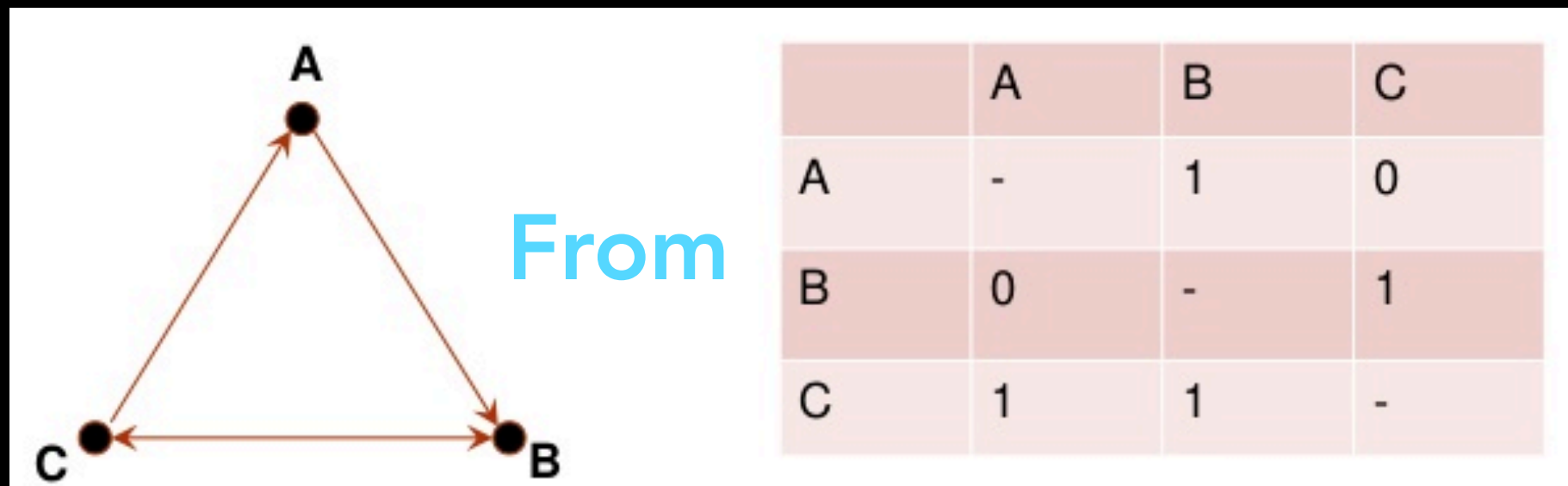
NETWORKS



- **Networks** are a set of objects and a description of relationships between them.
- Human **social** networks have been around as long as the earliest hunters and gatherers. As such, **social networks** capture the social relations between people.
- They can come in the form of friendship networks (i.e., are you two friends?), advice networks (i.e., whom do you turn to for advice), etc.?

DATA IN A NETWORK OFTEN COME IN THE FORM OF AN **ADJACENCY** MATRIX.

To



Where "1" is a link from one node to another (e.g., from A to B) and "0" is the absence of an edge (e.g., no links from B to A).

