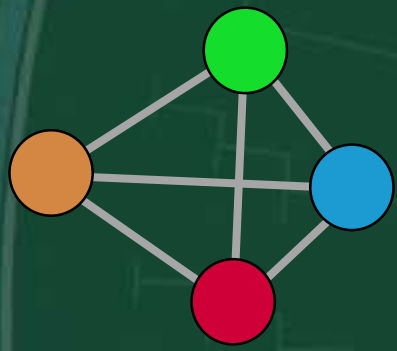
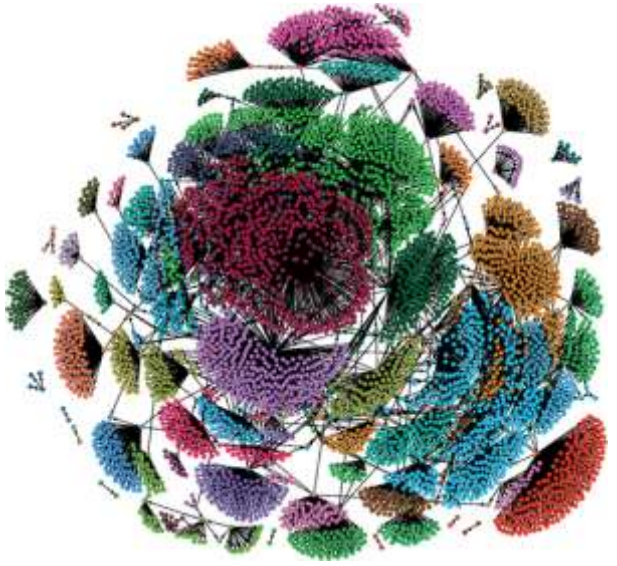
Social network analysis

Hector Marina



Social Networks

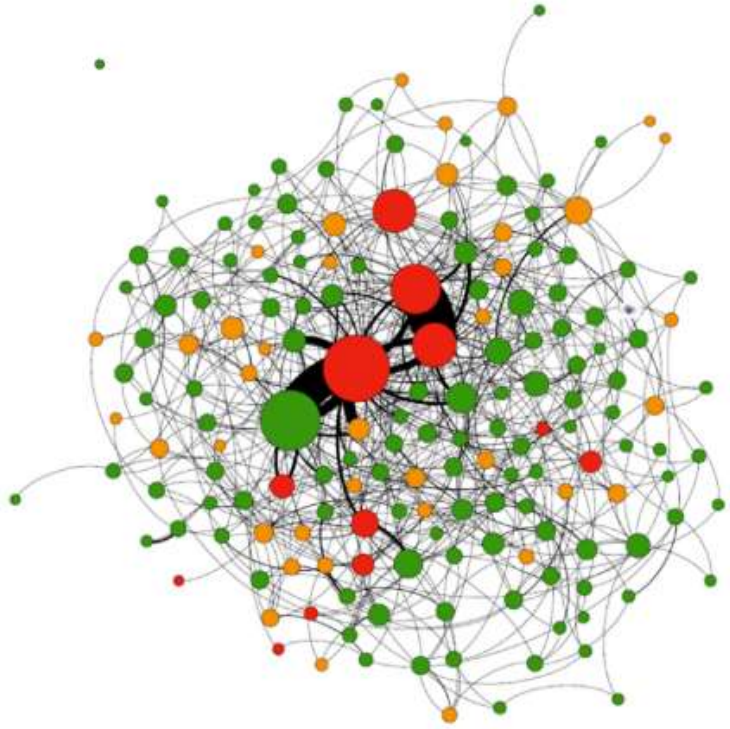
- A **social network** can be constructed from relational data and can be defined as a set of social entities, such as people, groups, and organizations, with some relationships or interactions between them. These networks are usually modelled by graphs, where vertices represent the social entities and edges represent the relationships established between them



(Tabassum et al., 2018)

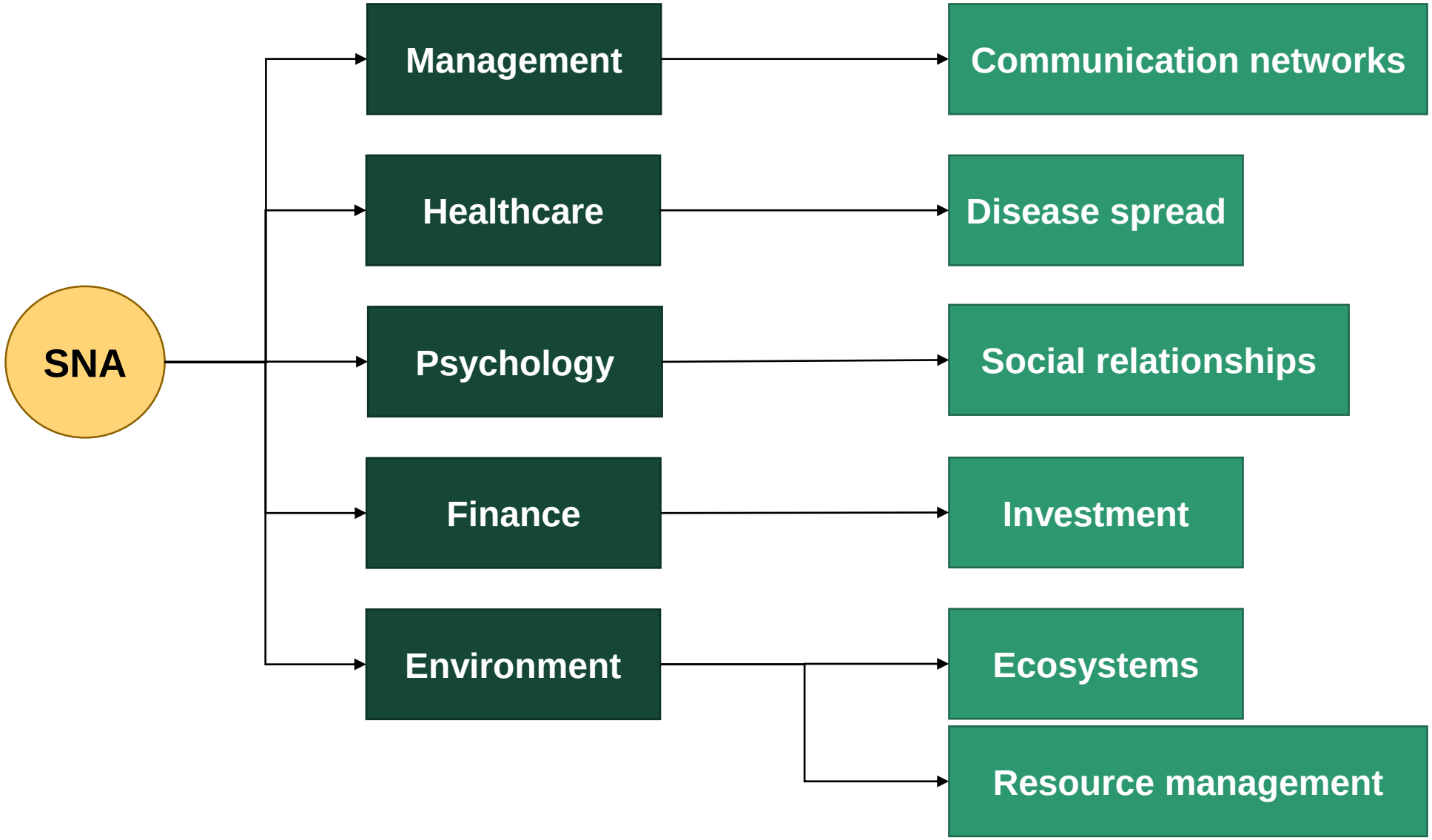
What is SNA?

- **Social network analysis** studies structures of relationships linking individuals and interdependencies in behaviour or attitudes related to configurations of social relations

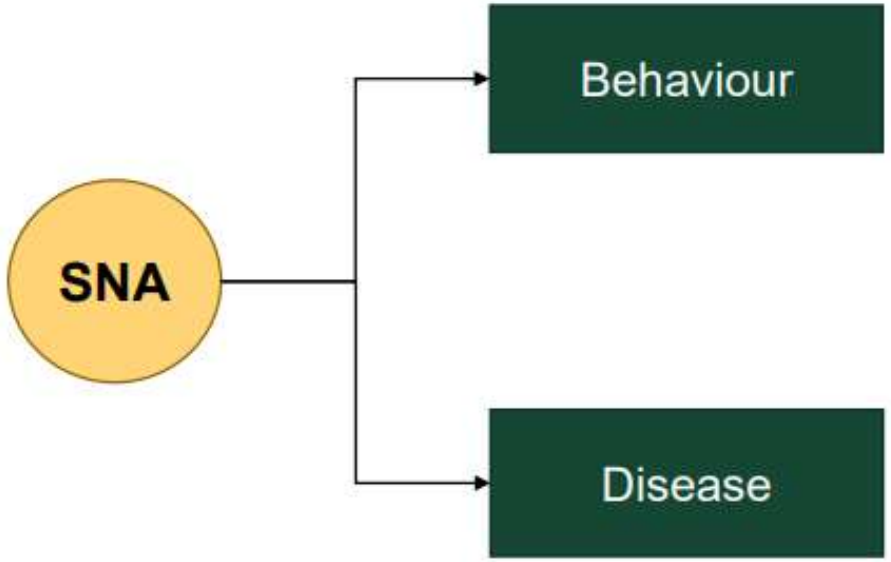


(de Freslon et al., 2019)

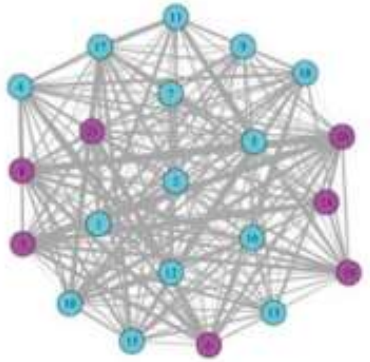
SNA applications



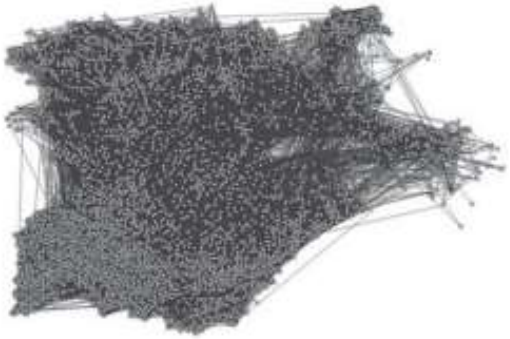
SNA applications in animals



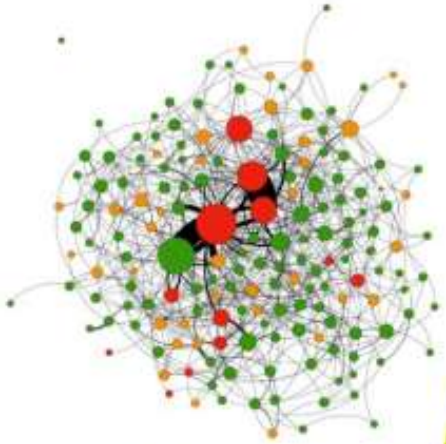
(Rocha et al., 2020)



(Chen et al., 2015)

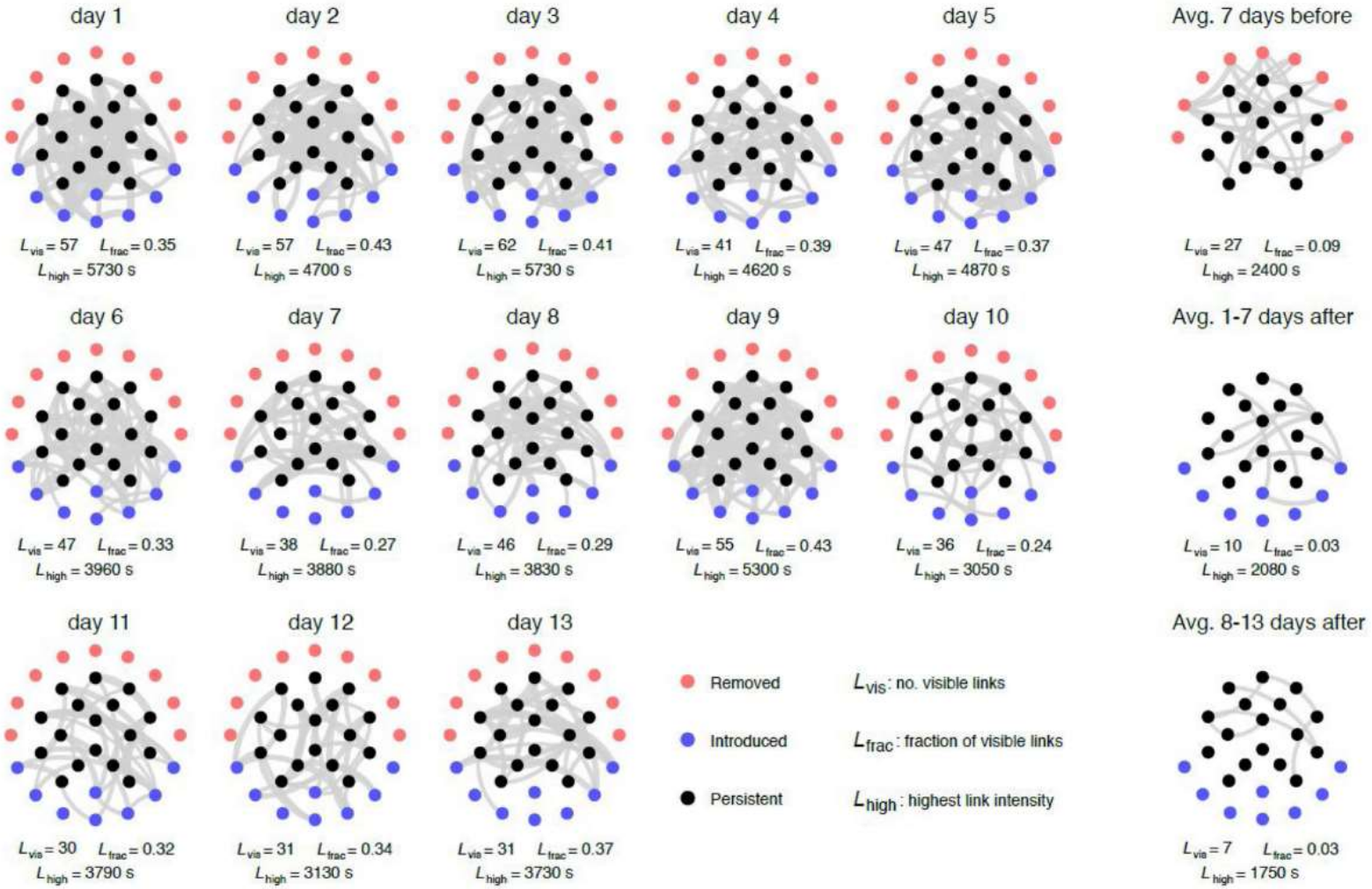


(Martínez-López et al., 2009)



(Freslon et al., 2019)

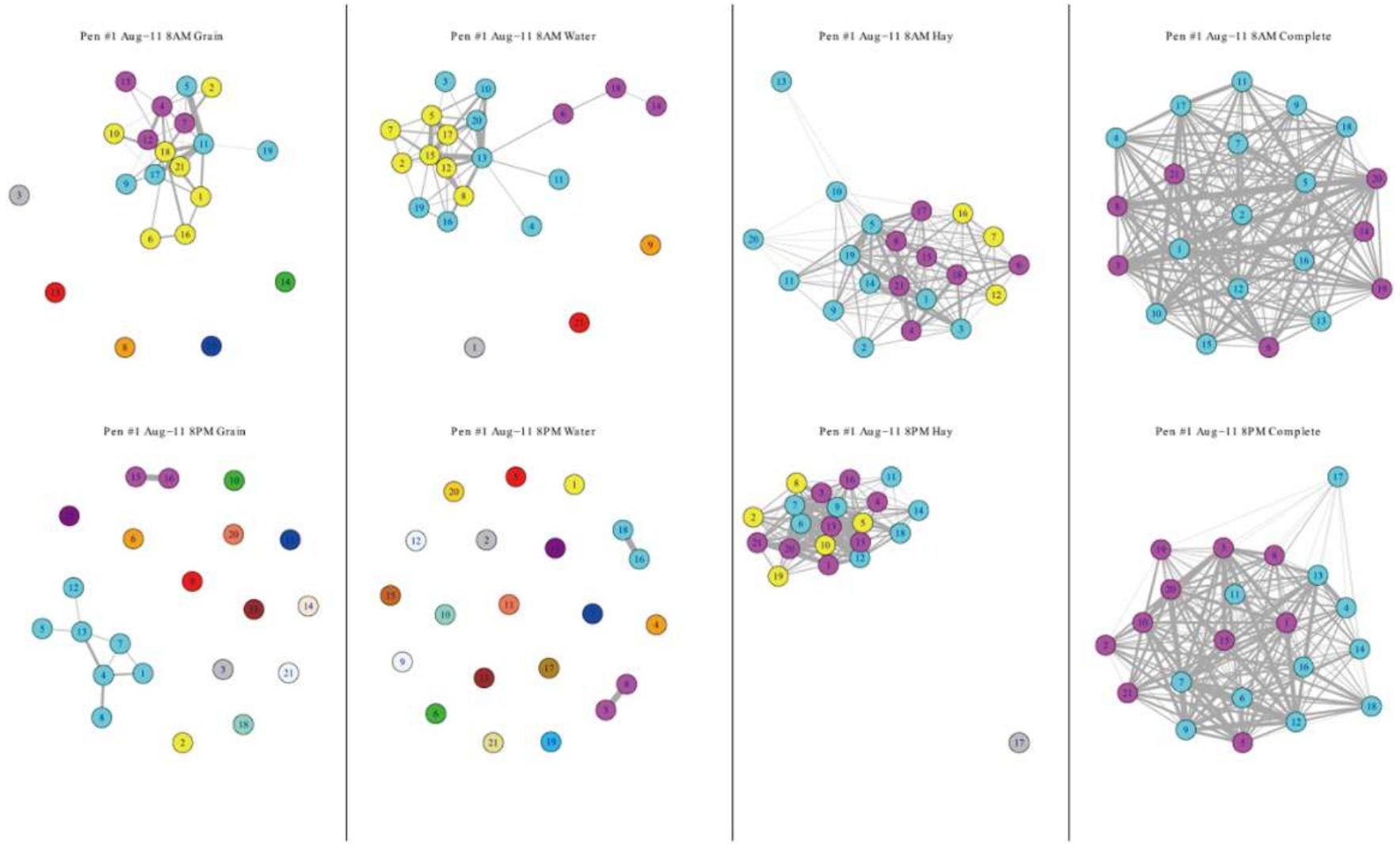
SNA applications in animals



Suggested that each cow has its own sociality independent of the group and tend to establish relations with specific partners when the population is fixed

(Rocha et al., 2020)

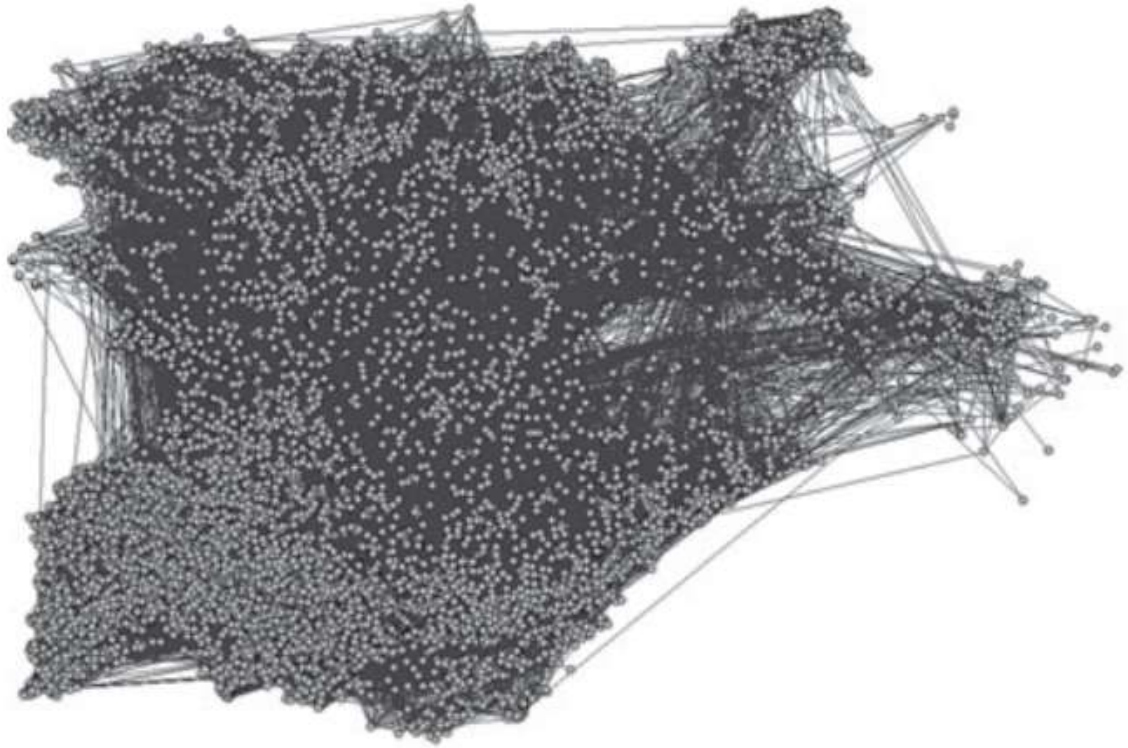
SNA applications in animals



From left to right: networks around grain, hay, water, and complete network in the pen

(Chen et al., 2015)

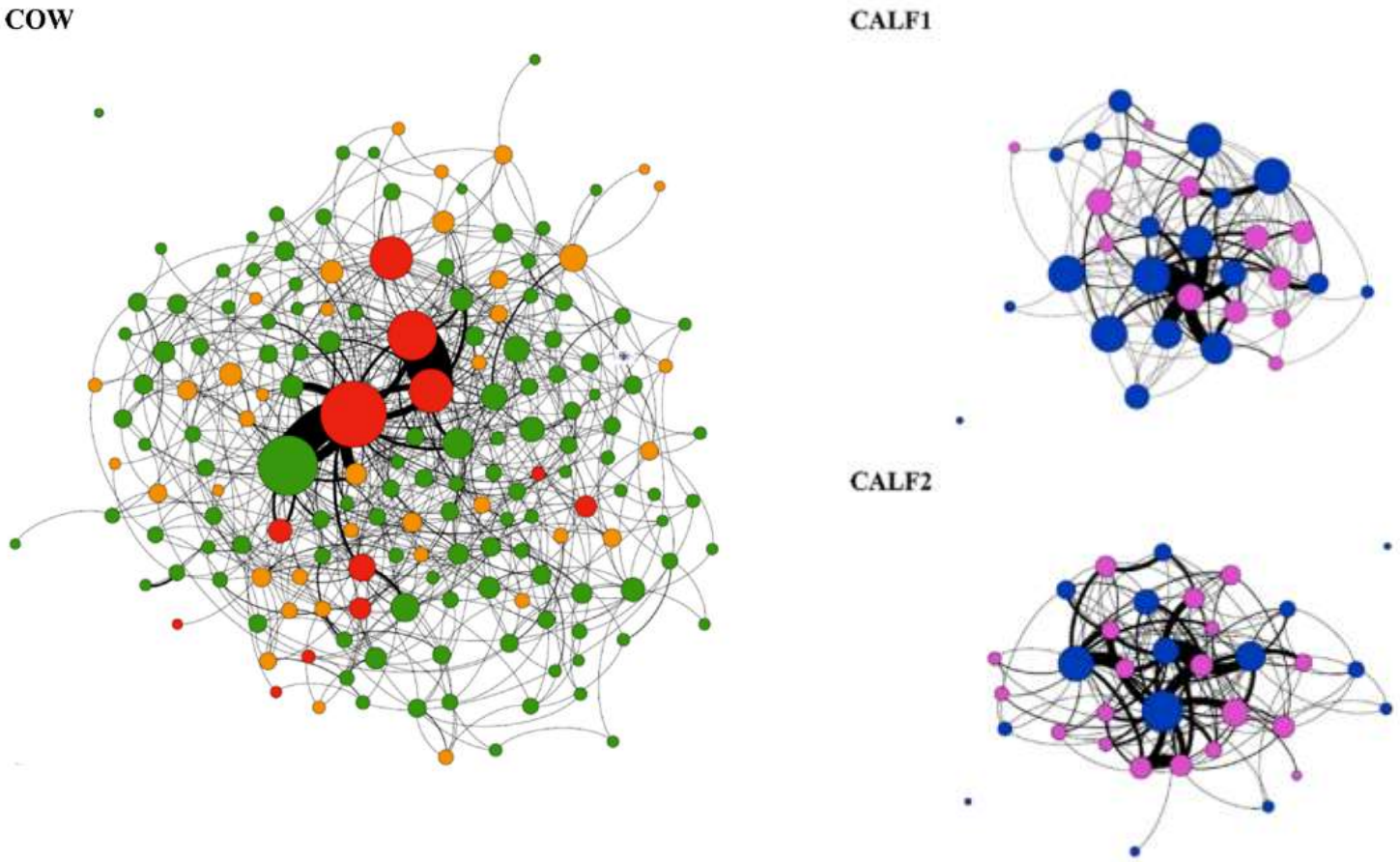
SNA applications in animals



Network of cattle movements in the Spanish region of CyL in 2005.
SNA offers important benefits for the assessment of epidemiological conditions, factors and forces associated with risk for animal disease spread

(Martínez-López et al., 2009)

SNA applications in animals

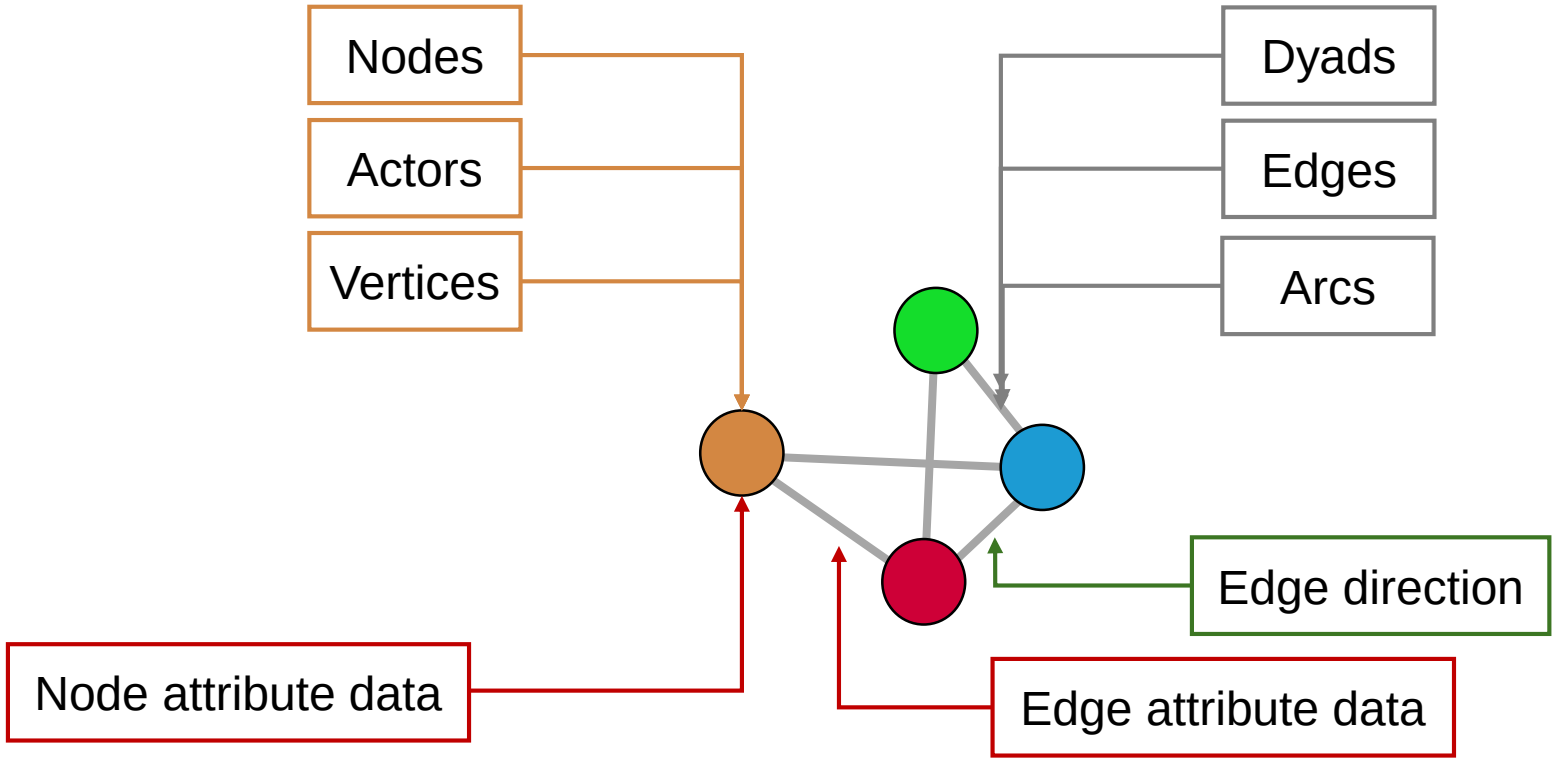


Focused on three contact behaviours that may lead to transmission of pathogenic *Leptospira* spp.: sniffing, licking and rubbing the face on the genital area of another animal

(de Freslon et al., 2019)

What is a network?

Part of the networks

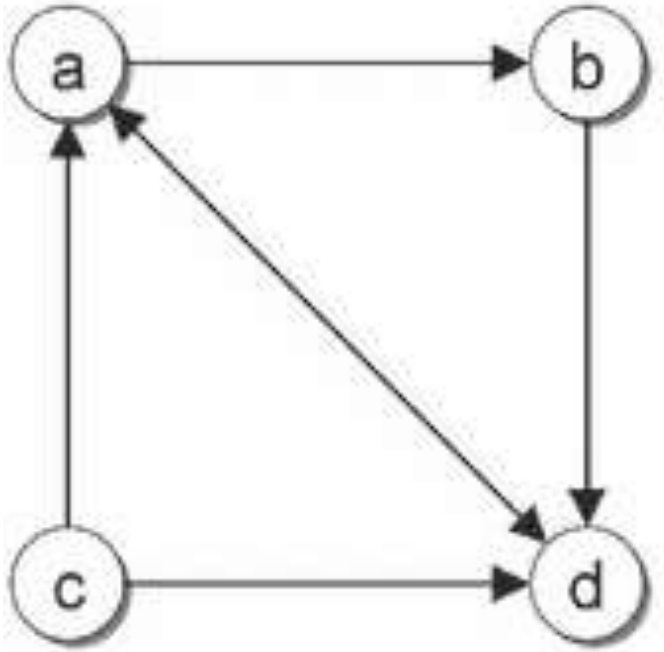


Ways to represent networks

Adjacency matrix

	a	b	c	d
a	0	1	0	1
b	0	0	0	1
c	1	0	0	1
d	1	0	0	0

Graph



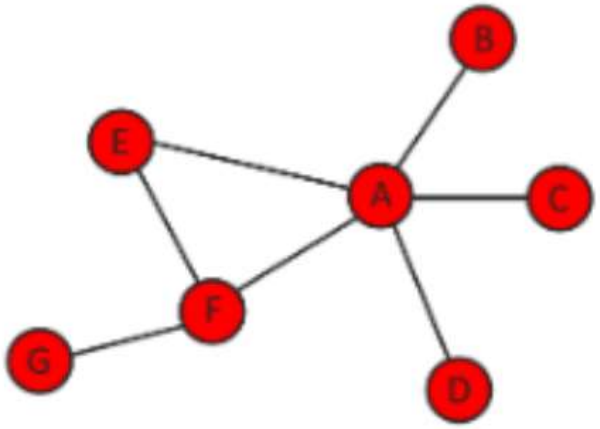
Notation

$$G = \{(a, b), (a, d), (b, d), (c, a), (c, d), (d, a)\}$$

(Martínez-López et al., 2009)

Ways to represent networks

A	B
A	C
A	D
A	E
A	F
E	F
F	G



	A	B	C	D	E	F	G
A	0	1	1	1	1	1	0
B	1	0	0	0	0	0	0
C	1	0	0	0	0	0	0
D	1	0	0	0	0	0	0
E	1	0	0	0	0	1	0
F	1	0	0	0	1	0	1
G	0	0	0	0	0	1	0

Software

Network analysis software

Cytoscape



sna igraph network

networkX igraph

Sessions New Session

File Edit View Select Layout Apps Tools Help

Enter search term...

Network

Enter search term for nodes...

Drag network file(s) here

Welcome to Cytoscape

Recent Sessions

Cytoscape_Edge_Table...

Sample Sessions

Affinity Purification

Import & Save

Cytoscape Coauthor

Style Demo

TCGA Colorectal Cancer

Yeast Gene Interactions

Yeast Perturbation

Tutorials Help

Node Table

Drag table file(s) here

Command Line

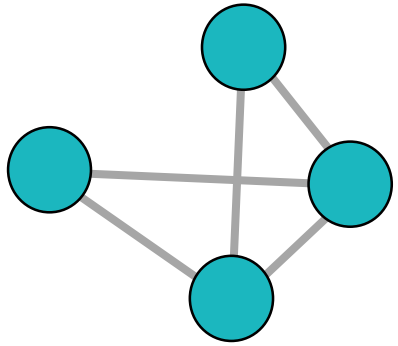
Node Table Edge Table Network Table

Descriptive properties of networks

Ways to analyze the information

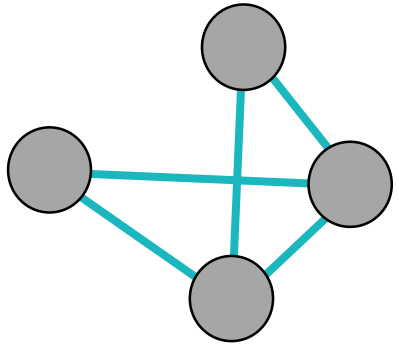
individual- level models

focuses on an **individual-level outcome, network data are used to define explanatory variables**



relational-level models

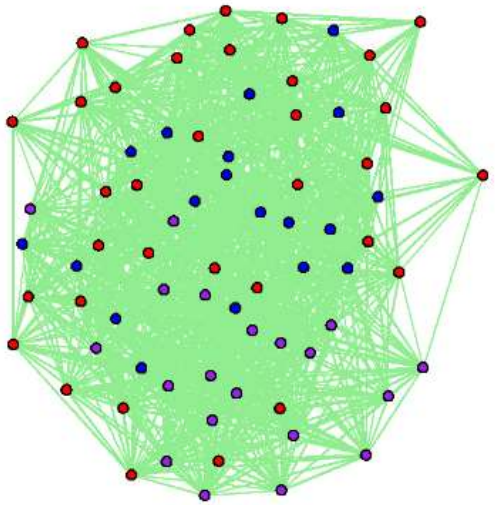
focuses on an **dyad-level,** analyse the **relationship** rather than a characteristic of particular individuals



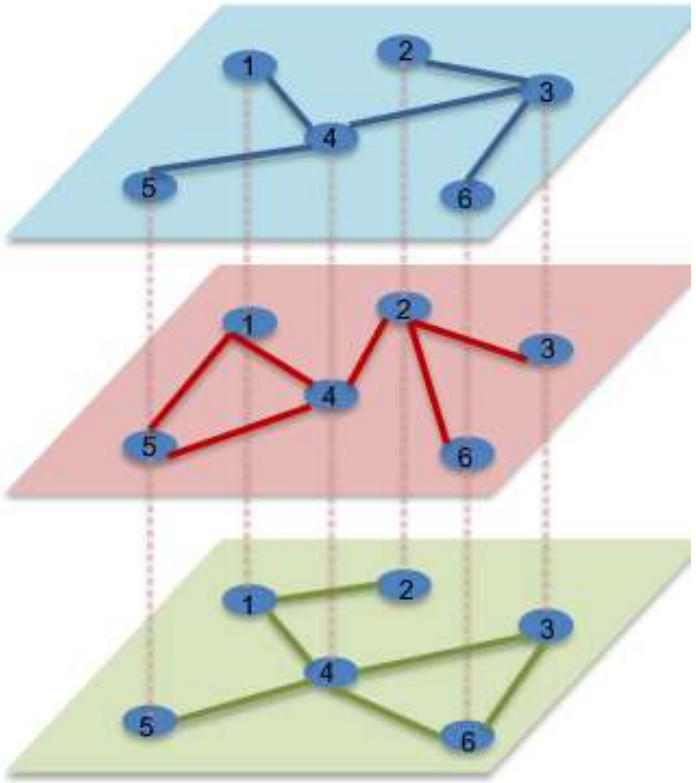
(O´Malley et al., 2008)

Network dimensions

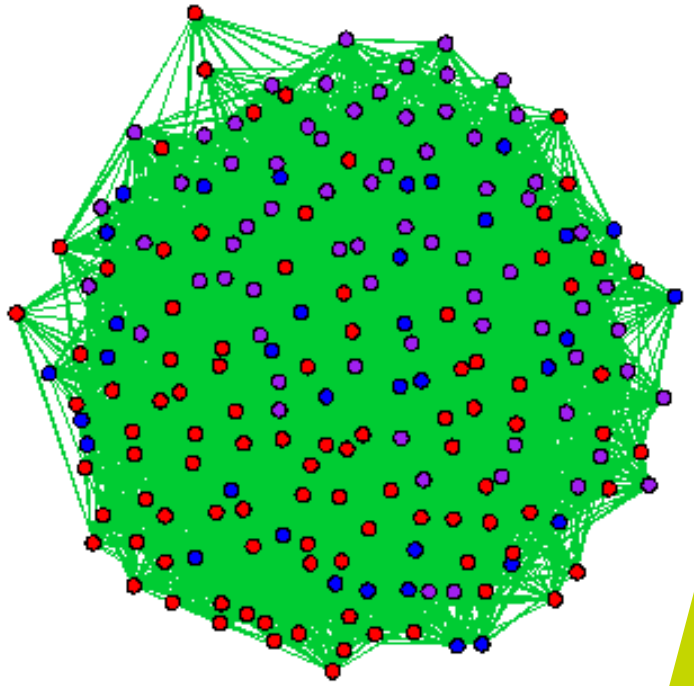
Unidimensional data



Multidimensional data

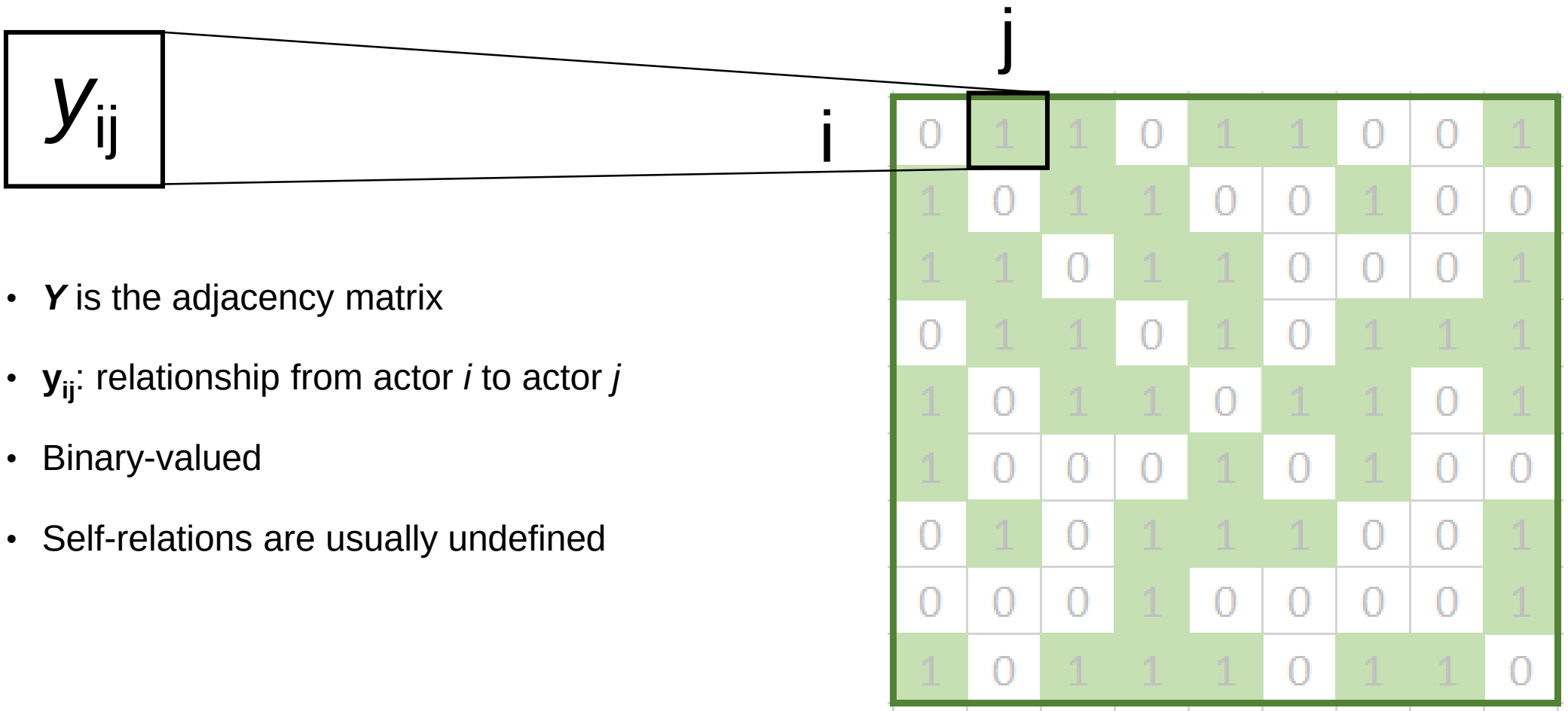


Longitudinal data



Time

Descriptive properties of networks



- ***Y*** is the adjacency matrix
- $\mathbf{y_{ij}}$: relationship from actor *i* to actor *j*
- Binary-valued
- Self-relations are usually undefined

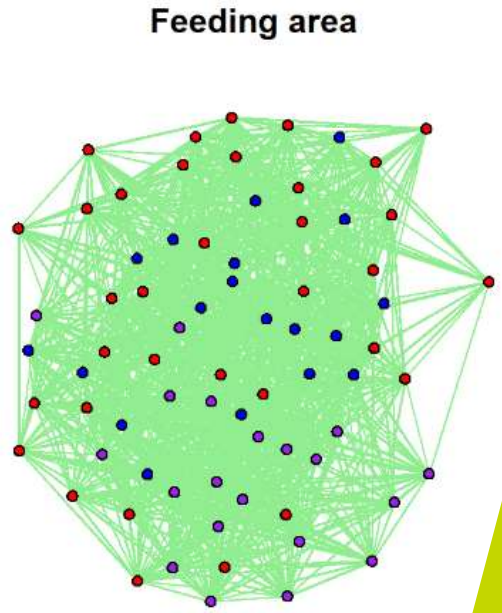
(O´Malley et al., 2008)

Descriptive properties of networks

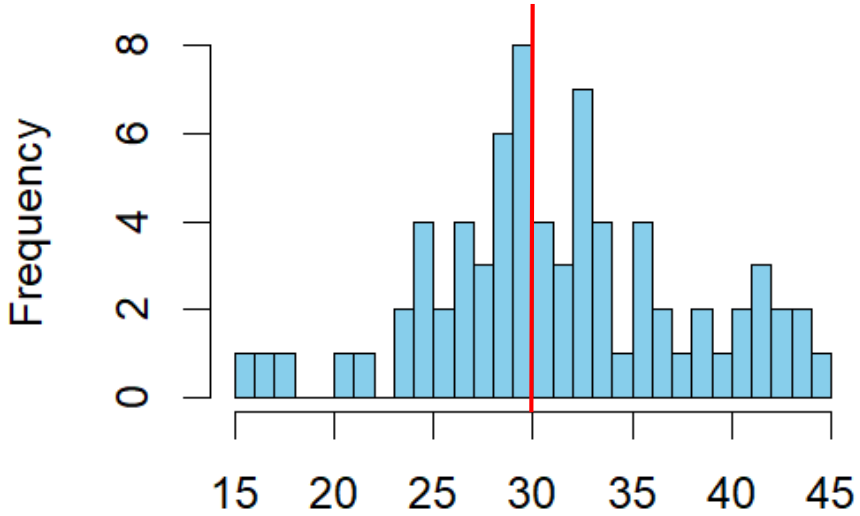
1) Size and density of the network

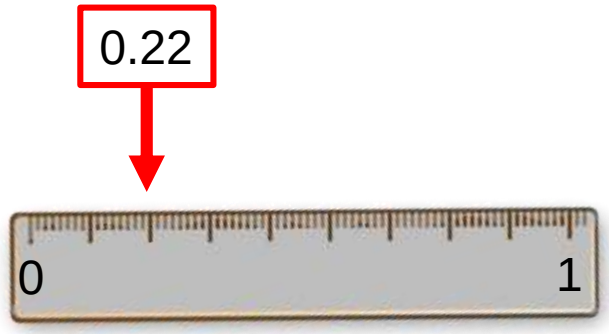
$L/(N(N-1))$

$(L = \sum_{i,j} y_{ij})$



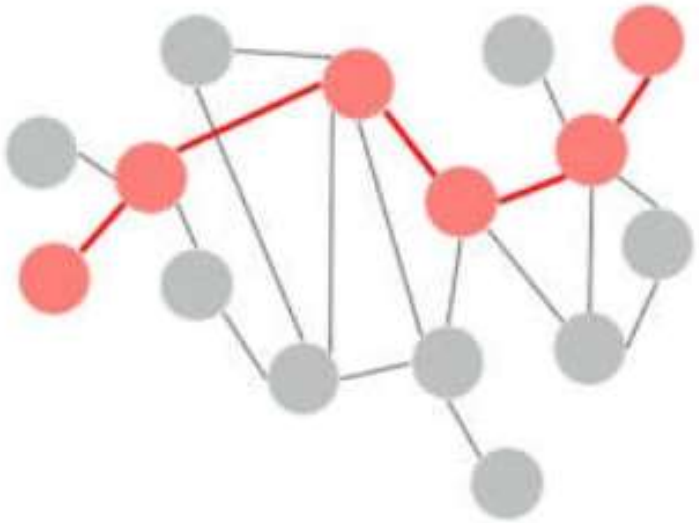
2) Degree and the degree distribution

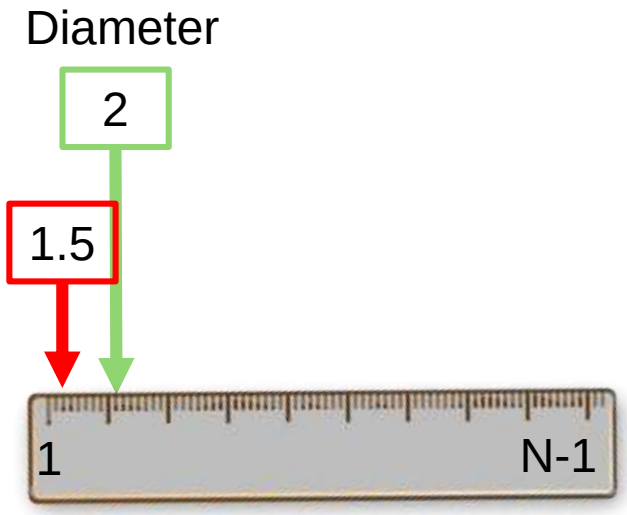




Descriptive properties of networks

3) Geodesic distance:



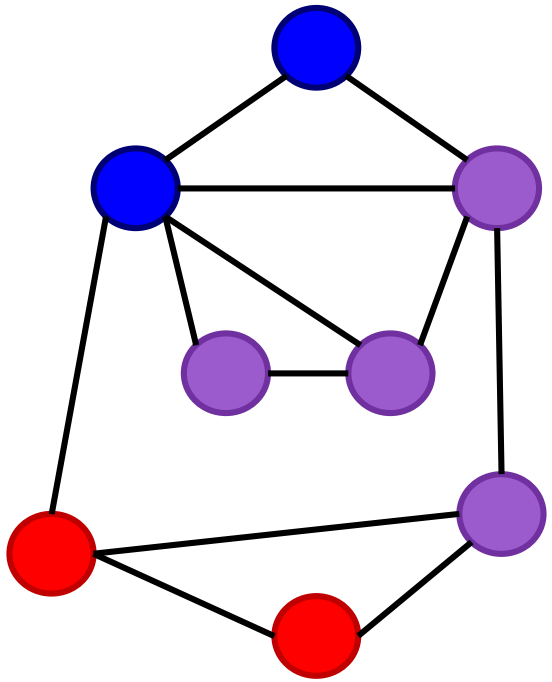


Descriptive properties of networks

4) Centrality parameters:

Degree:

- The simplest is based on an actor's degree
- Reflects an actor's level of network activity or involvement



Descriptive properties of networks

4) Centrality parameters:

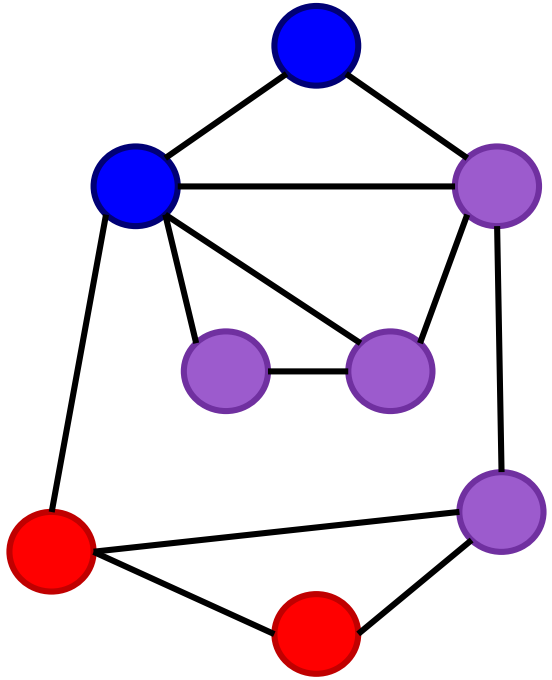
Betweenness:

- Number of times a node acts as a bridge along the shortest path between two other nodes

Shortest path from s->t
that cross through v

$$g(v) = \sum_{s \neq v \neq t} \frac{\sigma_{st}(v)}{\sigma_{st}}$$

Shortest path from s->t



Descriptive properties of networks

4) Centrality parameters:

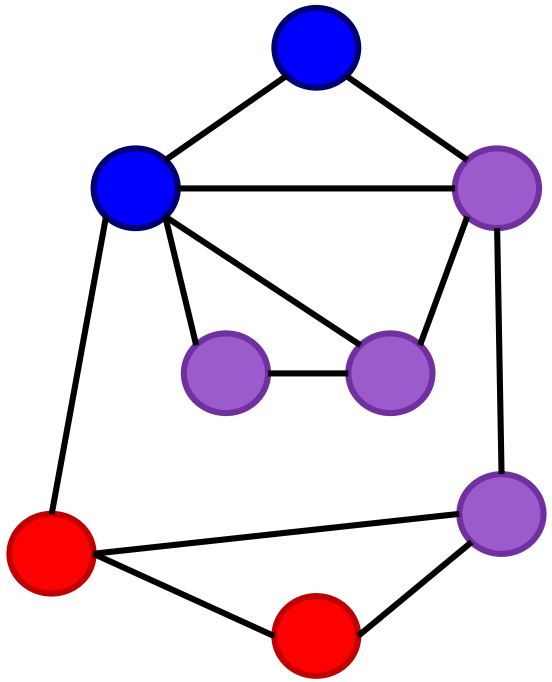
Closeness:

- Sum of the length of the shortest paths between the node and all other nodes in the graph

$$C(v) = \frac{N-1}{\sum_u d(u,v)}.$$

← Number of nodes in the graph

← Distance between vertices u and v

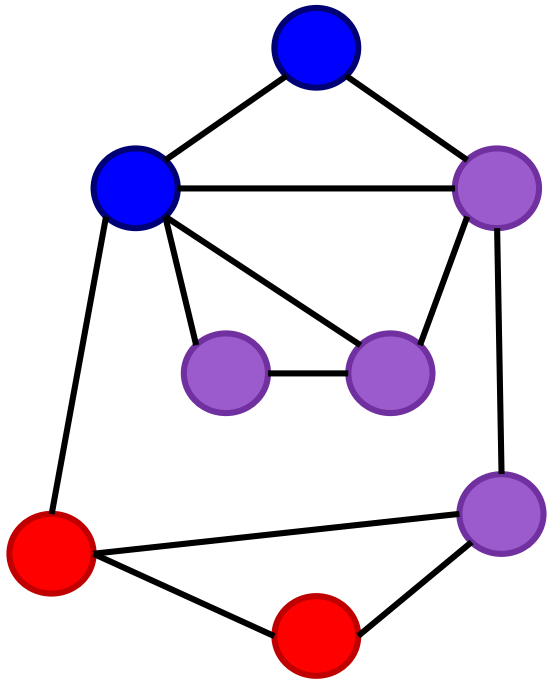


Descriptive properties of networks

4) Centrality parameters:

Eigenvector:

- Principal eigenvector using the adjacency matrix
- Measures a node's importance while giving consideration to the importance of its neighbors

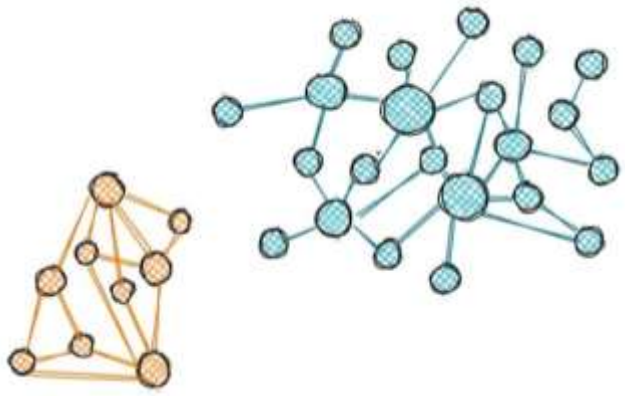


Descriptive properties of networks

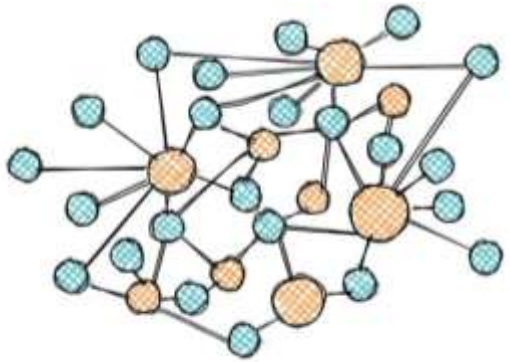
5) Homophily:

- Represents the propensity of individuals to interact with others of similar characteristics

Homophily



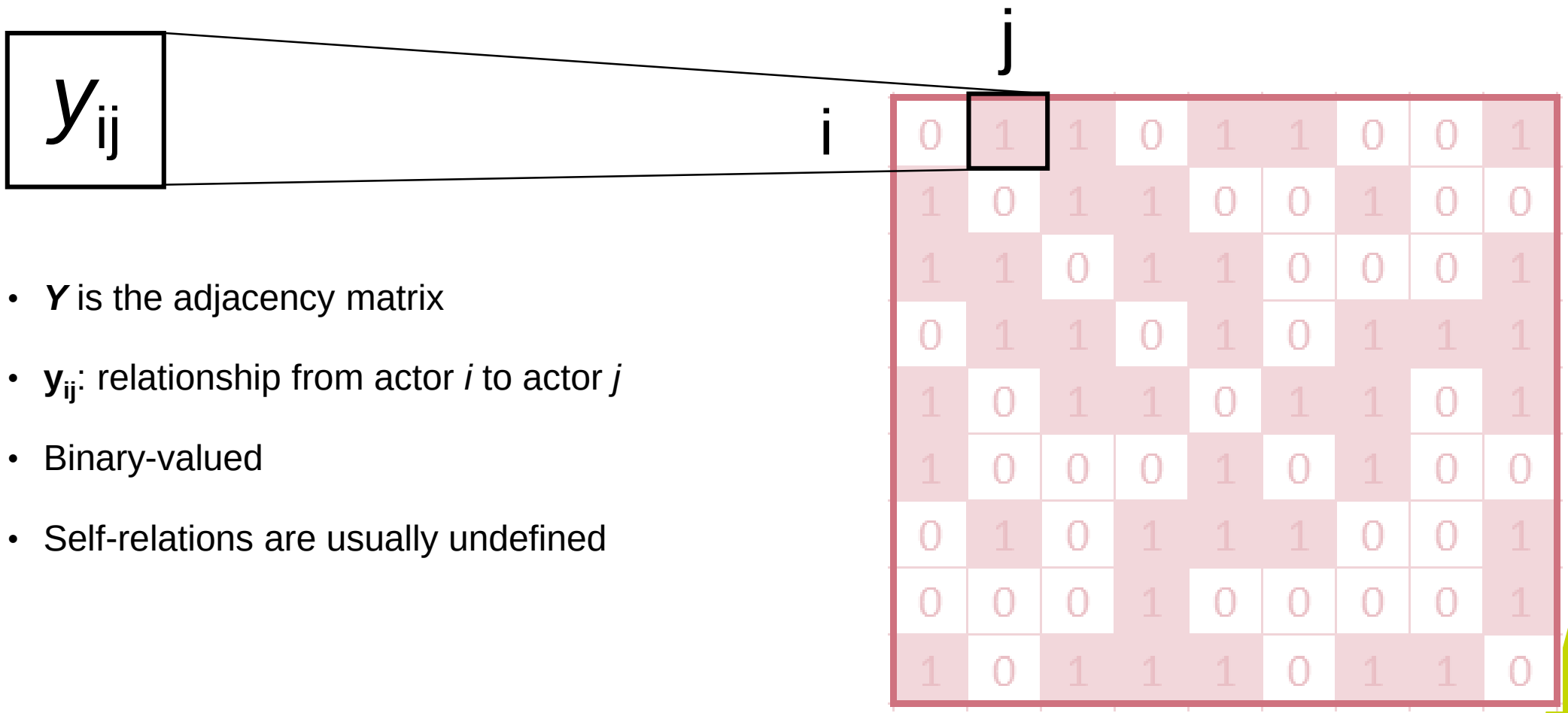
Heterophily



Dyad-level models

Relational or dyad-level models

- Exponential random graph models (ERGMs):



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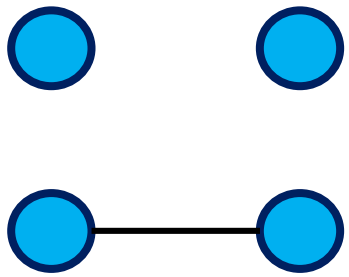
Relational or dyad-level models

- Exponential random graph models (ERGMs):

y_{ij}



Absence

Presence

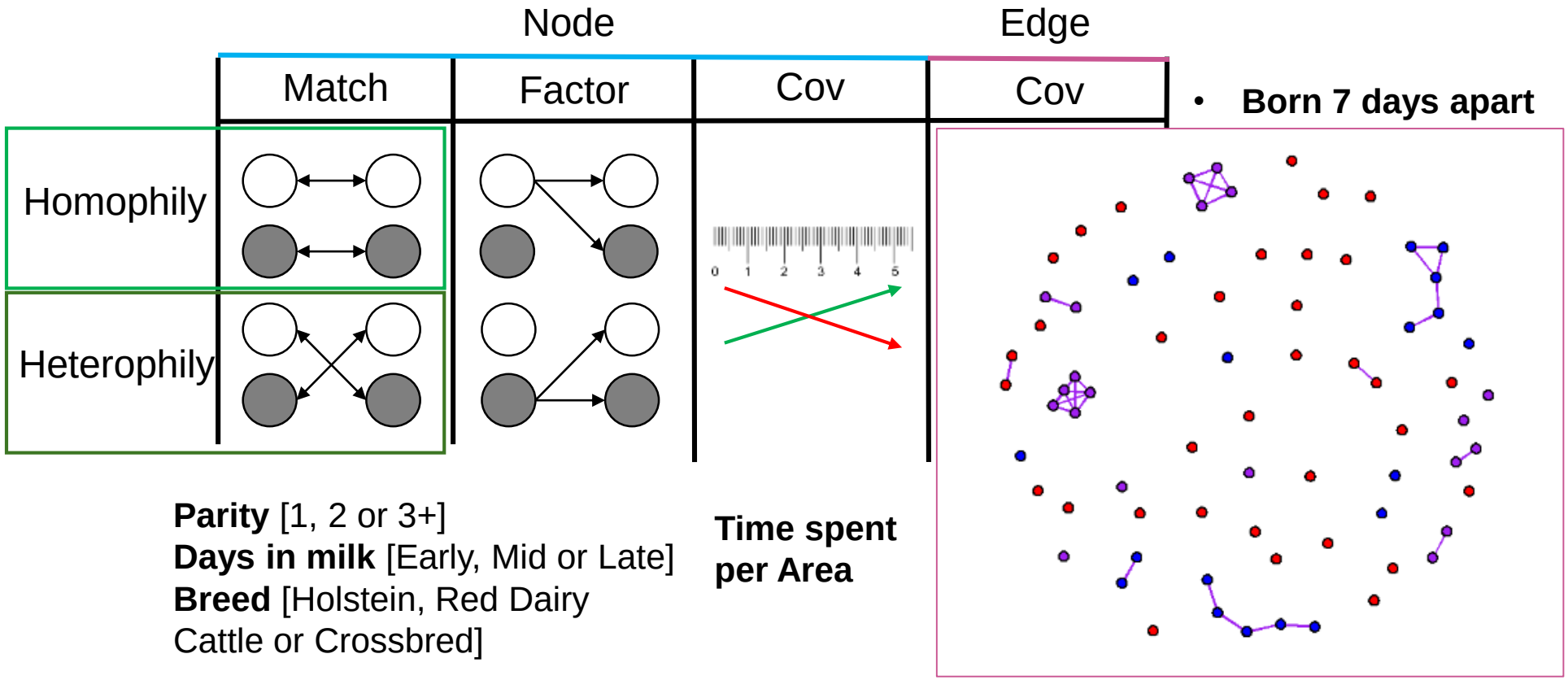
$$\text{logit}\mathrm{P}(Y_{ij} = 1) = \mu + \beta x_{ij}$$

Intercept

Logistic regression

Covariable

Relational or dyad-level models

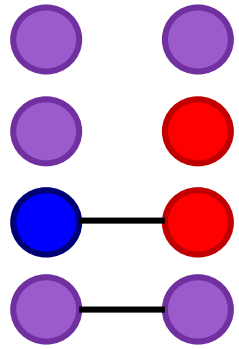


Parity [1, 2 or 3+]
Days in milk [Early, Mid or Late]
Breed [Holstein, Red Dairy Cattle or Crossbred]

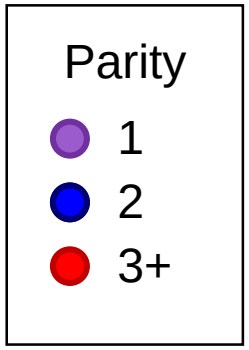
Time spent per Area

Relational or dyad-level models

- Exponential random graph models (ERGMs):



	Parity		TimeInArea	AGEnet
	Match	Factor	Cov	Cov
$Y_{ij} = 0$	1	0 0	0.22+0.43	1
$Y_{ik} = 0$	0	0 1	0.22+0.33	0
$Y_{jk} = 1$	0	1 1	0.56+0.33	0
$Y_{im} = 1$	1	0 0	0.22+0.13	0



Animal information

Social interactions

Essential feature of cattle behavior

Meaningful social relationships

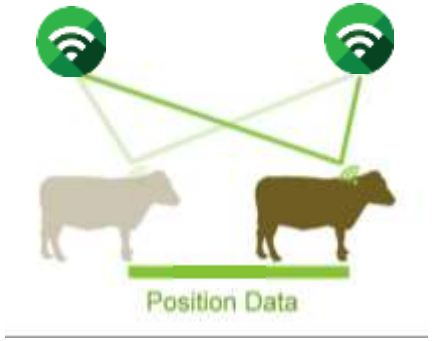
Social interactions

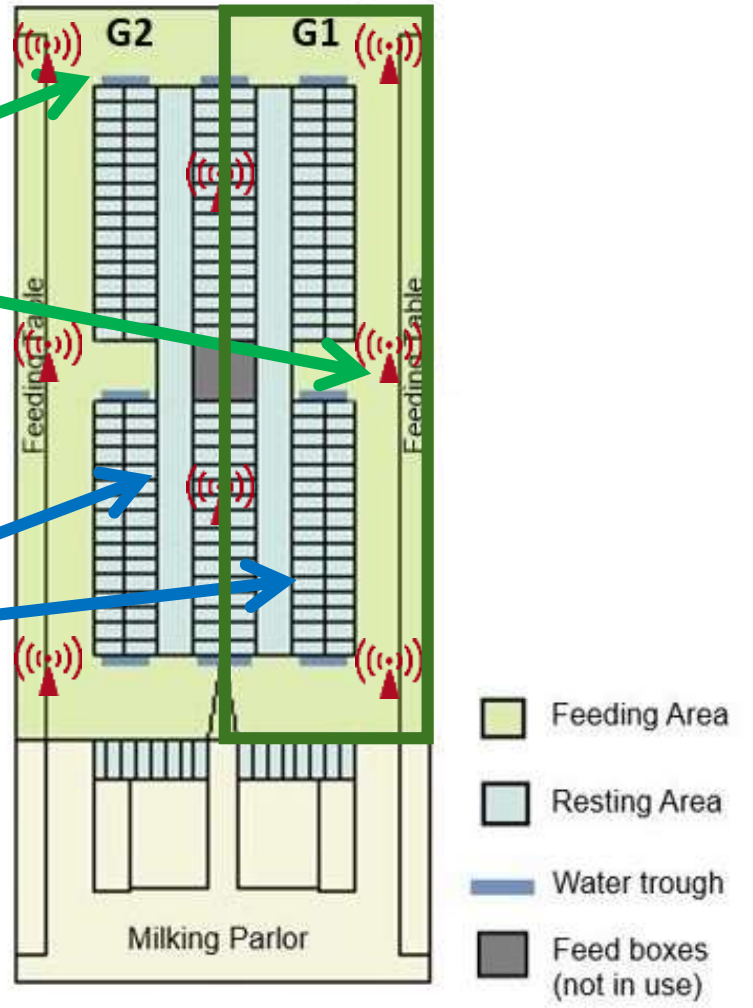
Ultra-Wide Band technology

- Collecting positions of all cows every second
- Spatial interactions
- Real time information

Spatial interactions

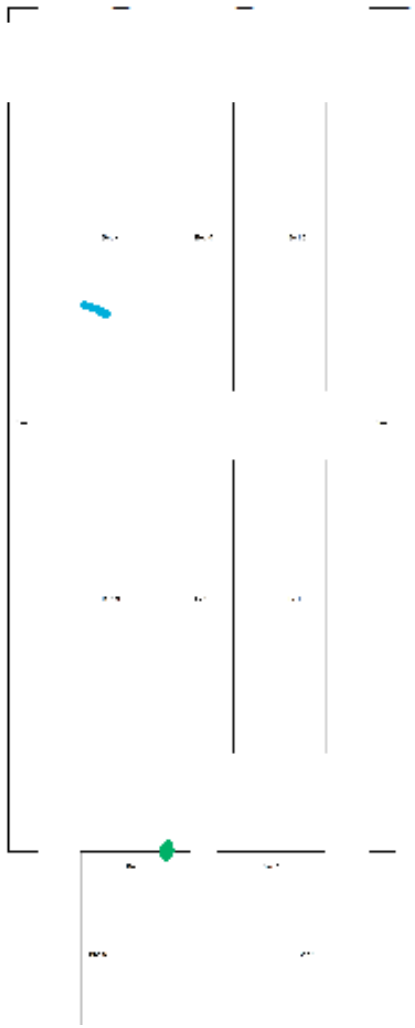
Real-time Location System

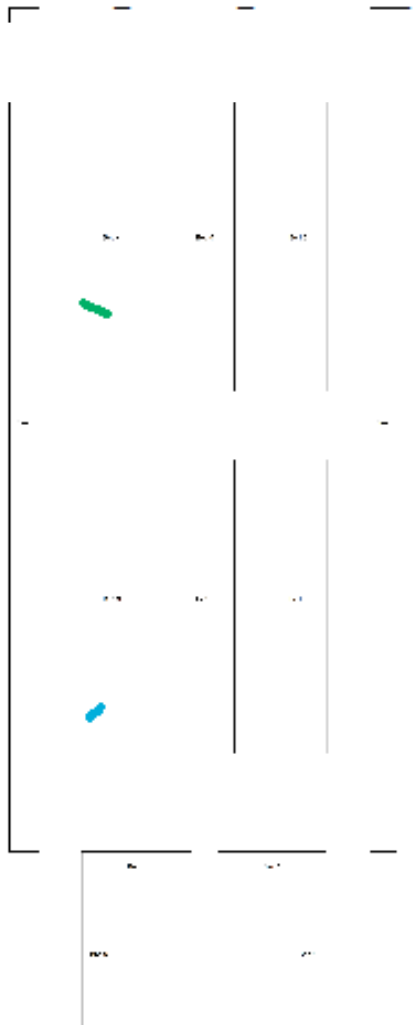




(Hansson et al., 2023)

Spatial contacts





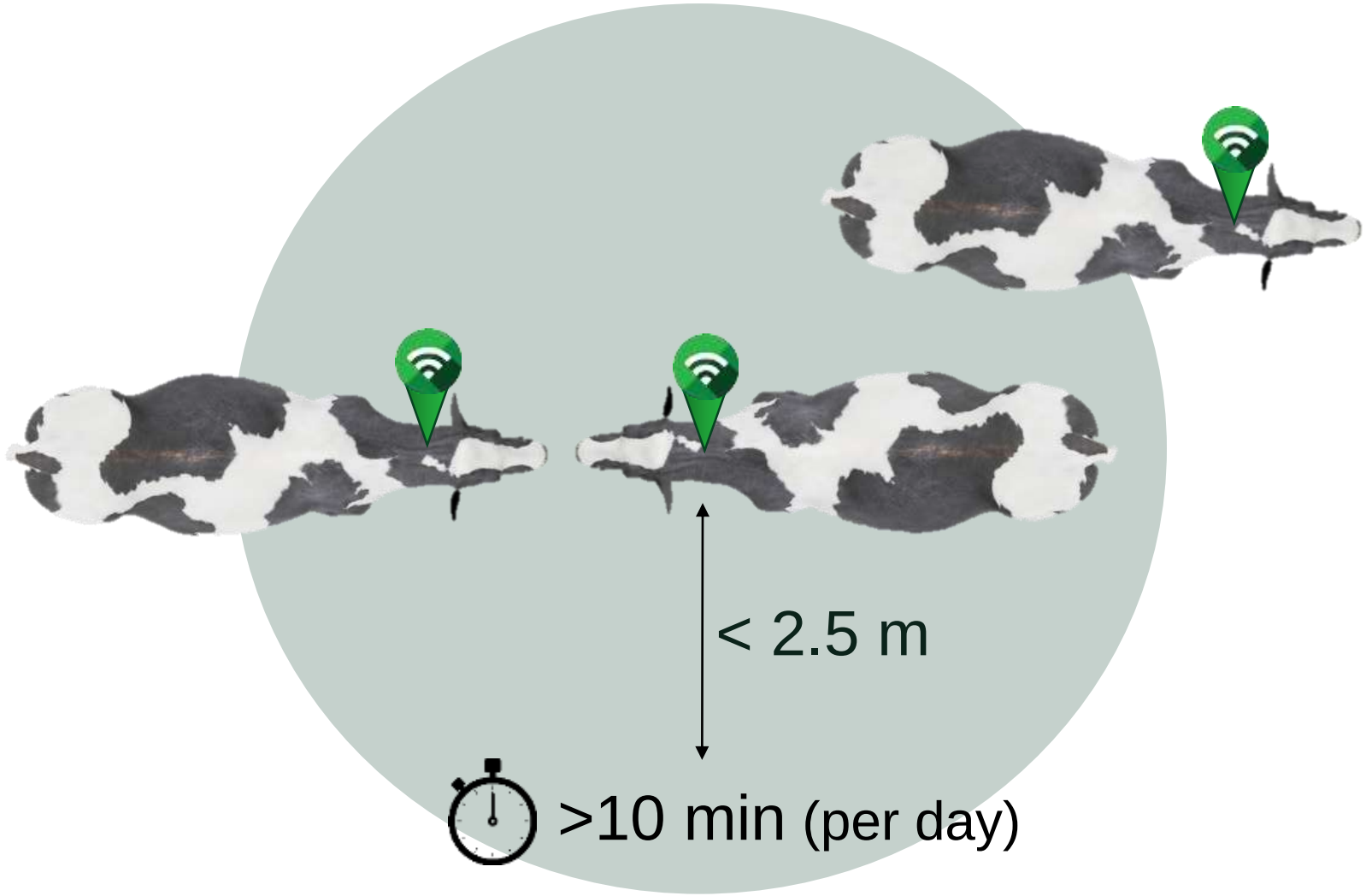
Cow: 1

Cow: 2

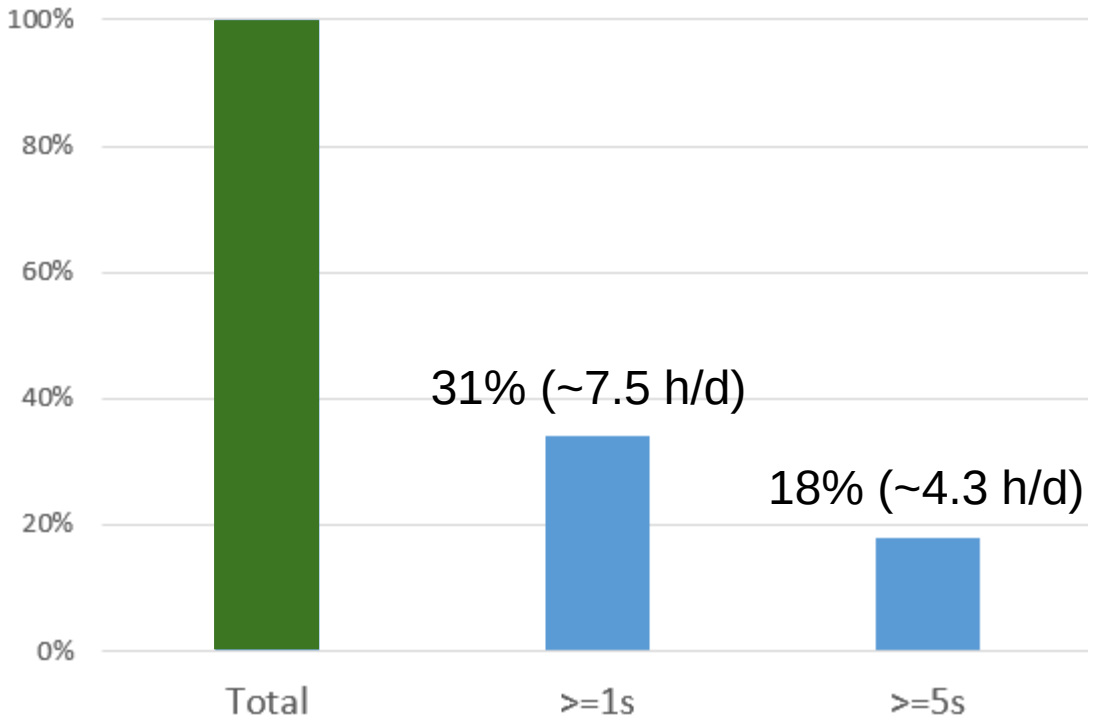
Spatial interaction

Spatial contacts

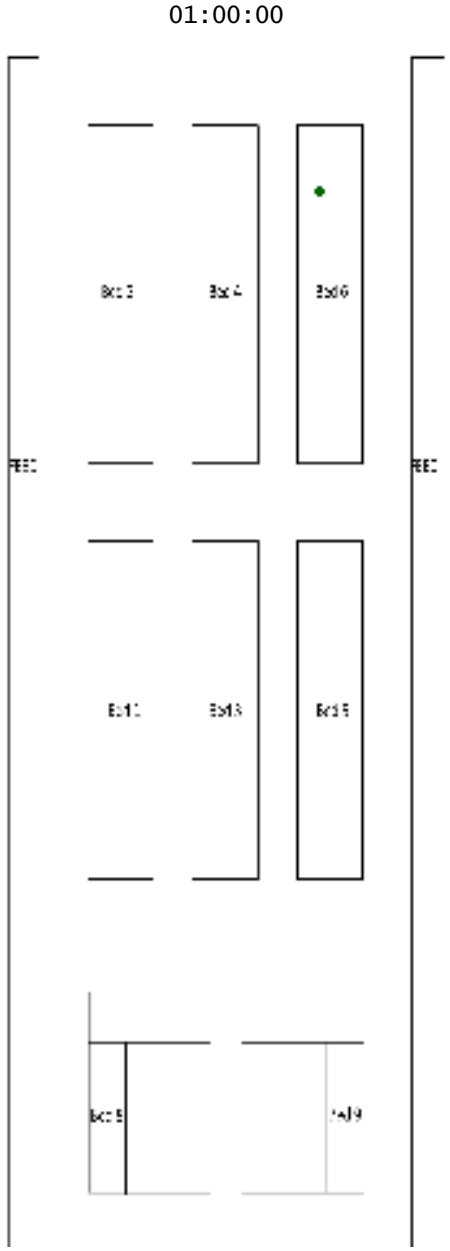
What was consider as social contact?



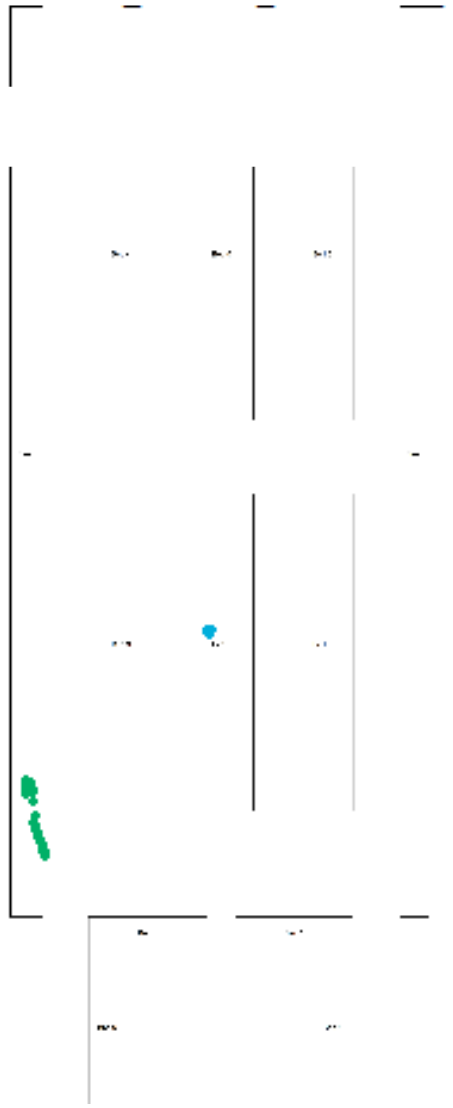
Interpolation



(Ren et al., 2021)



Spatial contacts

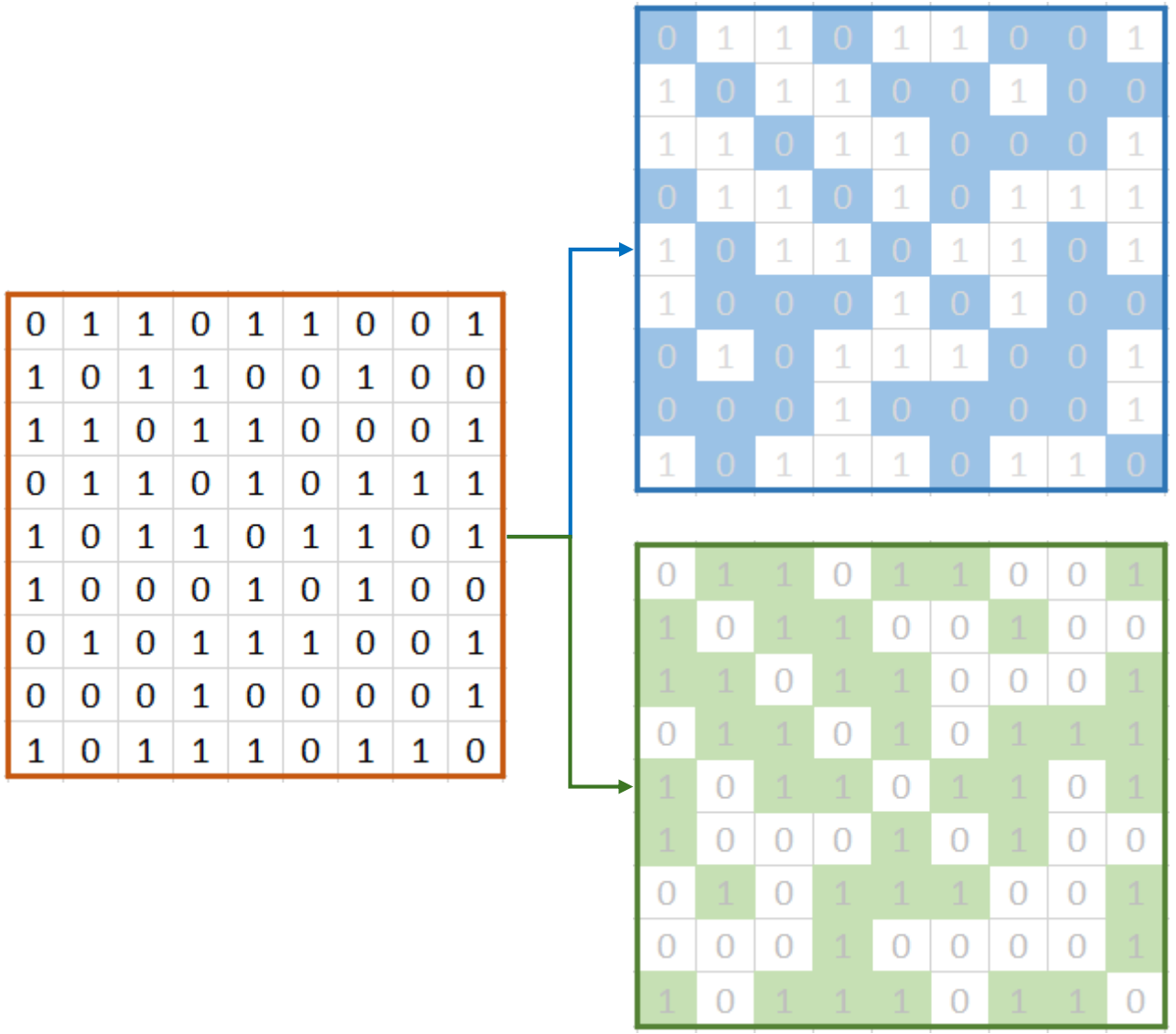


Cow: 1

Cow: 2

Spatial interaction

Spatial contacts




hands
on

Recommended literature

1. O'Malley, A.J., and P. V. Marsden. 2008. The Analysis of Social Networks. Health Serv. Outcomes Res. Methodol. 8:222. doi: https://doi.org/10.1007/S10742-008-0041-Z
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