

# Introduction to Social Networks using NetworkX in Python

Ever wondered how the most popular social networking site Facebook works?

How are we connected with friends using just Facebook? So, Facebook and other social networking sites work on a methodology called **social networks**.

Social networking is used in mostly all social media sites such as Facebook, Instagram, and LinkedIn, etc. It has a significant effect on marketers to engage customers. **Social networks use graphs for creating a network.** Their **nodes are people** and **edges are their connection** between each other.

Two nodes with edges connected are **friends**. Now let's see an example for understanding what social networks are.

A **social network** is a collection of individuals (or “nodes”) and the relationships (or “edges”) between them.

Social network analysis is the process of analysing these networks to understand patterns of interaction and communication among individuals.

**NetworkX** is a popular Python library for **working with graphs and networks**. It provides a wide range of graph algorithms and functions for creating, manipulating, and analysing networks.