Experiment No.6
Social Network Analysis using R (for example: Community Detection Algorithm)
Date of Performance:21/08/2023
Date of Submission:04/09/2023

Aim: Social Network Analysis using R (for example: Community Detection Algorithm)

Theory:

Online social platforms have enabled people around the world to interact with each other and build relationships with others they share common interests with. This can be observed in real life — naturally, we tend to develop and maintain relationships with others that are similar to us. People with similar interests tend to gravitate towards each other and become associated in communities — clusters or groups of people that share similar traits with each other. Since people tend to cluster with others similar to them, we can use community detection to identify users with a high number of degrees (connections) and see how far their reach can travel in the network.

User Data Extraction — Since we are only interested in user data, we will only extract the following variables:

User_id — Yelp user ID; this is needed to make nodes and
edges Name — user's first name
Review count — the number of reviews user has written
Yelping since — date user joined Yelp
Friends — a list containing all of the user's friends by
user_id Fans — number of fans user has
Elite — number of years the user has Elite status
Average stars — user's average rating of all reviews written

CODE:

```
#remove users with no friends

sample <- subset(user_df, friends != "None")

#make a subset; we only need to retain data of users with some social activity

sub <- subset(sample, year == 2005 & review_count >= 2 & no_of_friends >=

2) #make links (nodes and edges)

sample_friends <- sub %>% select(user_id, friends)

sample_users <- strsplit(sample_friends$friends, split = ",")

sample_dat <- data.frame(user_id = rep(sample_friends$user_id,
sapply(sample_users, length)), friends = unlist(sample_users))

#network is still too big, take a random sample of 100k nodes

samp_net <- sample_n(sample_dat, 100000)
```

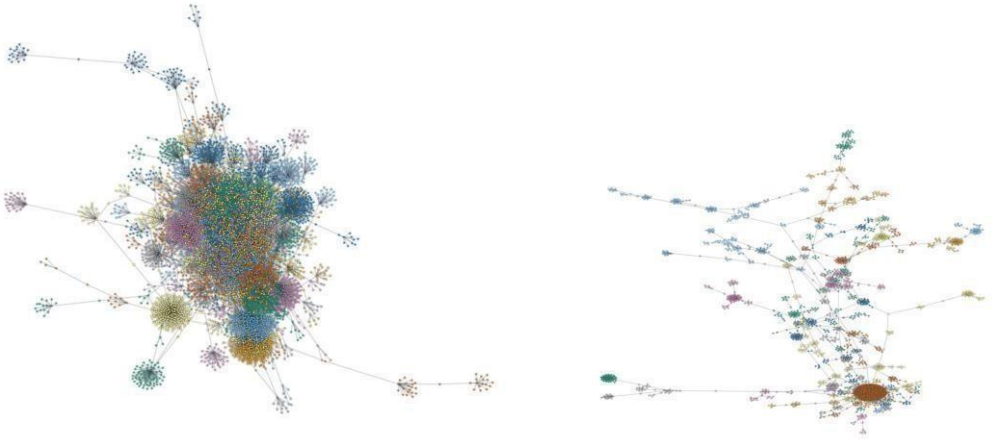
```
#make network
network <-
graph.data.frame(samp_net) network_s
<- simplify(network) net_deg <-
degree(network_s)
all_degree <- degree(network, mode =
'all') #graph user with max degrees
sub_all <- subcomponent(network_s, which(all_degree == max(all_degree)),
'all') g_sub <- induced_subgraph(network_s, sub_all)
#communities
graph.com <- fastgreedy.community(as.undirected(g_sub))
V(g_sub)$color <- graph.com$membership + 1
#create pdf graph for high resolution (try zooming
in!) pdf("communities2005.pdf", 10,10)
plot(g_sub,
    vertex.color =
    V(g_sub)$color, vertex.size =
    1,
    vertex.label = NA,
    vertex.frame.color = adjustcolor("#41424c", alpha.f = 0.25),
    edge.arrow.size = 0.1,
    edge.color = adjustcolor("#41424c", alpha.f =
    0.20), edge.width = 1.5,
    edge.arrow.mode=0,
    layout=layout_with_lgl,
```

asp = 0.9,

dpi=300

)

dev.off()



OUTPUT;

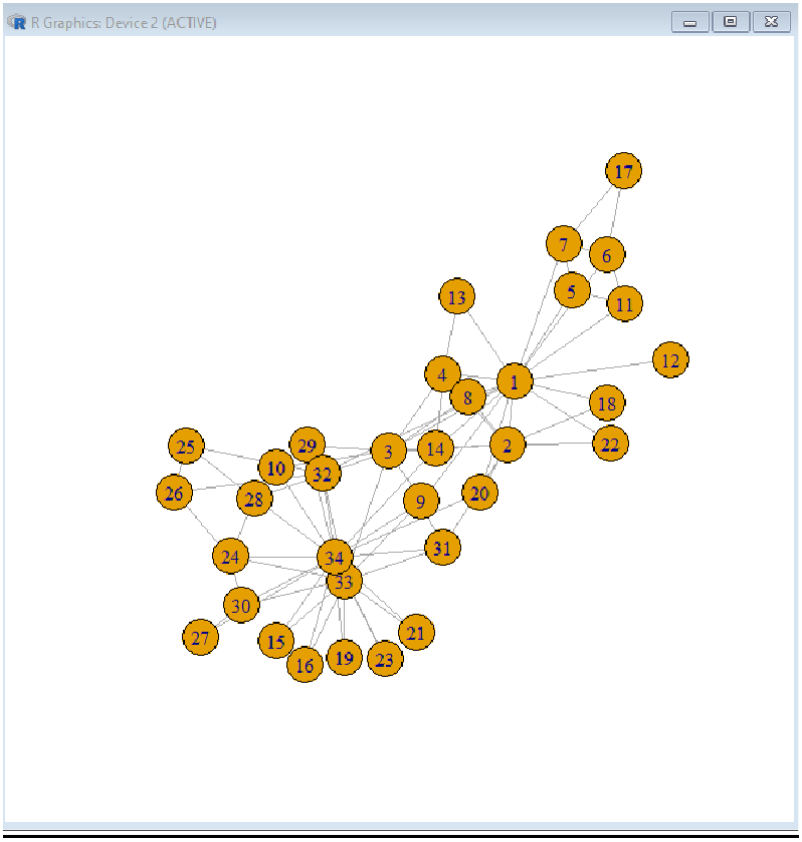
RGui (64-bit) - [C:\Users\admin\Desktop\CommunityDetection\algo.R - R Editor]

File Edit Packages Windows Help

```
library(igraph)

girvan <- function(G){
  c = decompose.graph(G)
  l = length(c)
  v <- vector()
  while(l==1){
    x <- E(G)
    y <- edge_betweenness(G)
    z <- which.max(y)
    edge <- x[z]
    a <- ends(G,z[1])[1]
    b <- ends(G,z[1])[2]
    v <- c(v,a,b)
    G <- delete_edges(G,edge)
    c = decompose.graph(G)
    l = length(c)
  }
  if(l==2){
    paths <- shortest.paths(G)
    for(i in 1:length(V(G))){
      if(paths[a,i]!=Inf){
        V(G)[i]$color = "lightblue"
      }
      else{
        V(G)[i]$color = "orange"
      }
    }
    G <- G + edge(v)
    plot(G)
  }
  return(c)
}


g <- read.graph("C:/Users/admin/Desktop/CommunityDetection/karate.gml",format = "gml")
plot(g)
c <- girvan(g)
```


R Graphics: Device 2 (ACTIVE)
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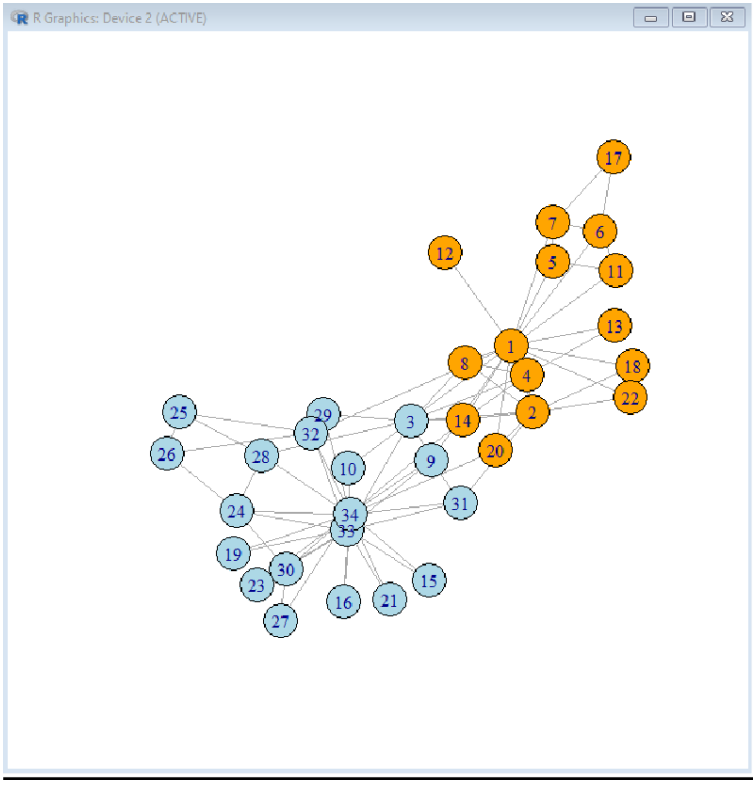
R Graphics: Device 2 (ACTIVE)
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CONCLUSION:

During our investigation into Social Network Analysis using R—more especially, Community Detection Algorithms—we discovered important insights into the architecture of social networks. We learned that selecting the right algorithm is crucial because the size and complexity of the network can affect how well it performs. Visual aids, like network graphs, significantly improve understanding. Social network analysis provides insights into important nodes and information dissemination patterns that are useful in a variety of fields, including epidemiology, marketing, and sociology. Larger datasets and more sophisticated algorithms may be the subject of future research. All things considered, this experiment highlights the utility of Social Network Analysis in understanding complex social relationships and how it may benefit many other industries.