

Example: Social Network Metrics

Note that the centrality measures that we have been discussing are usually correlated. If they are not correlated, then there is something interesting about the network.

Here is an example of the well-known Kite network introduced by Krackhardt in 1988. The name stems from the fact that the network structure resembles a kite. Let's now calculate some of the centrality measures that we discussed before. Here you can see the normalized degree, betweenness, and closeness. Based on degree, Diane has the most connections. She is a connector or hub. However, notice that she connects only those who are already connected to each other. Based on betweenness, Heather is between two important communities. She plays a broker role. However, she is also a single point of failure. Based on closeness, Fernando and Garth have the shortest path to all others. Hence, they are close to everyone else, and they have the best position to monitor the information flow in the network.

Social Network Analytics

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