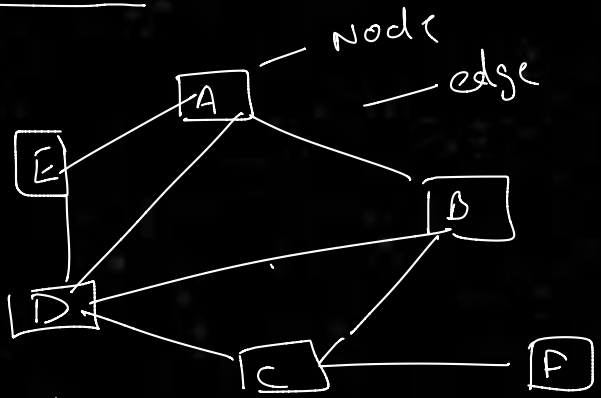
Module-2 S'N Structure, Measure & Visualization

Basic of Social N/W structure :-



Social network structure refer to the pattern of relationship & Connection among a group of people or organization.

→ It helps us to understand How information, resources, & flow within group & behaviour of individual or organization

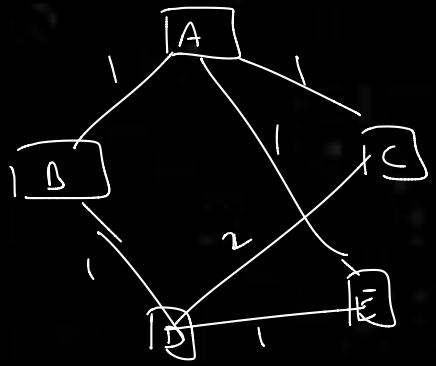
- It can gain insight into the structure & dynamic of social system.

1) Node :- A node refer to an individual, organization or group that is represented by a point in the N/w.

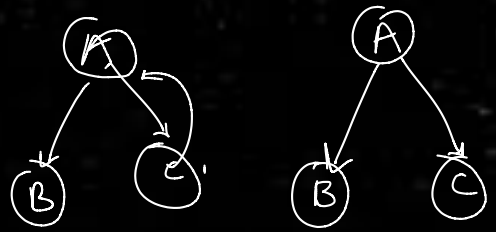
- It connected to other node by edges or line which represent relationship or connections between nodes.

→ It can be based on various factor such as friendship, familial relationship, shared interest or professional connection

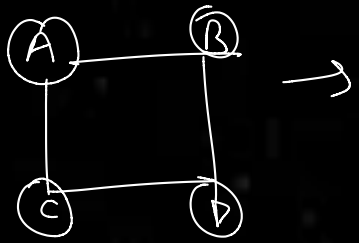
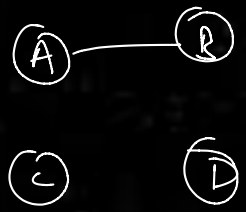
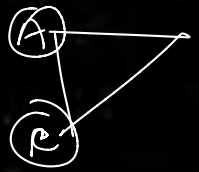
undirected graph



Directed graph



B

C

Sub network (sub graph