

Sociometry Map

Map Title:	Date:	Type: Market Research <input type="checkbox"/> Brand <input type="checkbox"/> Product <input type="checkbox"/> Political <input type="checkbox"/>
Degree Axis: In Graph Theory this is the count of the number of ties to other actors in the network.	Density Axis: Density is the degree a respondent's ties know one another/ proportion of ties among an individual's nominees. Network or global-level density is the proportion of ties in a network relative to the total number possible (sparse versus dense networks).	
Centrality Axis: The degree an individual is near all other individuals in a network (directly or indirectly). It reflects the ability to access information through the "grapevine" of network members. Thus, closeness is the inverse of the sum of the shortest distances between each individual and every other person in the network.	Betweenness Axis: Degree an individual lies between other individuals in the network; the extent to which a node is directly connected only to those other nodes that are not directly connected to each other; an intermediary; liaisons; bridges.	

