The Benefits Derived from the Inclusion of Social Network Awareness in an Analytical Toolbox

Individuals and organizations see many benefits in utilizing social networks. Belonging to social networks can provide personal help and awareness of social networks can be used as a great tool when analyzing links between other social networks. In saying this, we must realize there are many branches within social networks.

Social networks do not only pertain to Facebook, Twitter, and alike. Social networks can also occur through friendships and associations with others. These everyday social networks can be brought upon by sharing a common environment such as school, home town, work, and hobbies. These networks can be involuntarily fashioned through family ties and location. These family ties and common interests can provide opportunities and personal profit.

For an analyst, there are several benefits of belonging to a social network. One of these advantages is that having relations with others can give you access to ‘friends of friends’. This can lead to broadening your circle and information sources. Knowing more people causes familiarity and a comfort level within your ‘network’. By this you have reached another advantage: simply receiving help from your connections. Lastly, common experiences, again involuntary, can guide you to a closer relationship.

Being a part of a social network can be beneficial, but in certain cases stepping outside and observing social networks can be more so. When analyzing data in an ongoing investigation, for example, noticing the different links between individuals or groups can prove to be a vital resource. Connecting people to locations, associations and activities in which they are involved can lead to the discovery of motives, methods, and/or further connections. Being aware of a social network can be beneficial in utilizing the full spectrum of these vital assets.

In all, through the various types of social networks we can recognize connections between people whether it is through associations, interests or involuntary circumstance. These connections can be beneficial to an analyst involved in the network for vital support and information. Also, stepping outside of the network we are able to analyze these connections, how they relate, and the effects of them. Doing this, can help investigators or any problem solvers come to conclusions about the people involved. When utilized to the fullest potential the benefits of social networks become apparent.