

NETWORK CENTRALITY MEASURES

Degree centrality

- the number of links incident upon a node (i.e., the number of ties that a node has)
- The degree can be interpreted in terms of the immediate risk of a node for catching whatever is flowing through the network (such as a virus, or some information).

Eigenvector centrality

- Eigenvector centrality (also called eigencentality) is a measure of the influence of a node in a network.
- It assigns relative scores to all nodes in the network based on the concept that **connections to high-scoring nodes** contribute more to the score of the node in question than equal connections to low-scoring nodes.
- Google's PageRank and the Katz centrality are variants of the eigenvector centrality