NETWORK CENTRALITY MEASURES

Eigenvector centrality

- Eigenvector centrality (also called eigencentrality) 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

Degree Centrality

Eigenvector Centrality