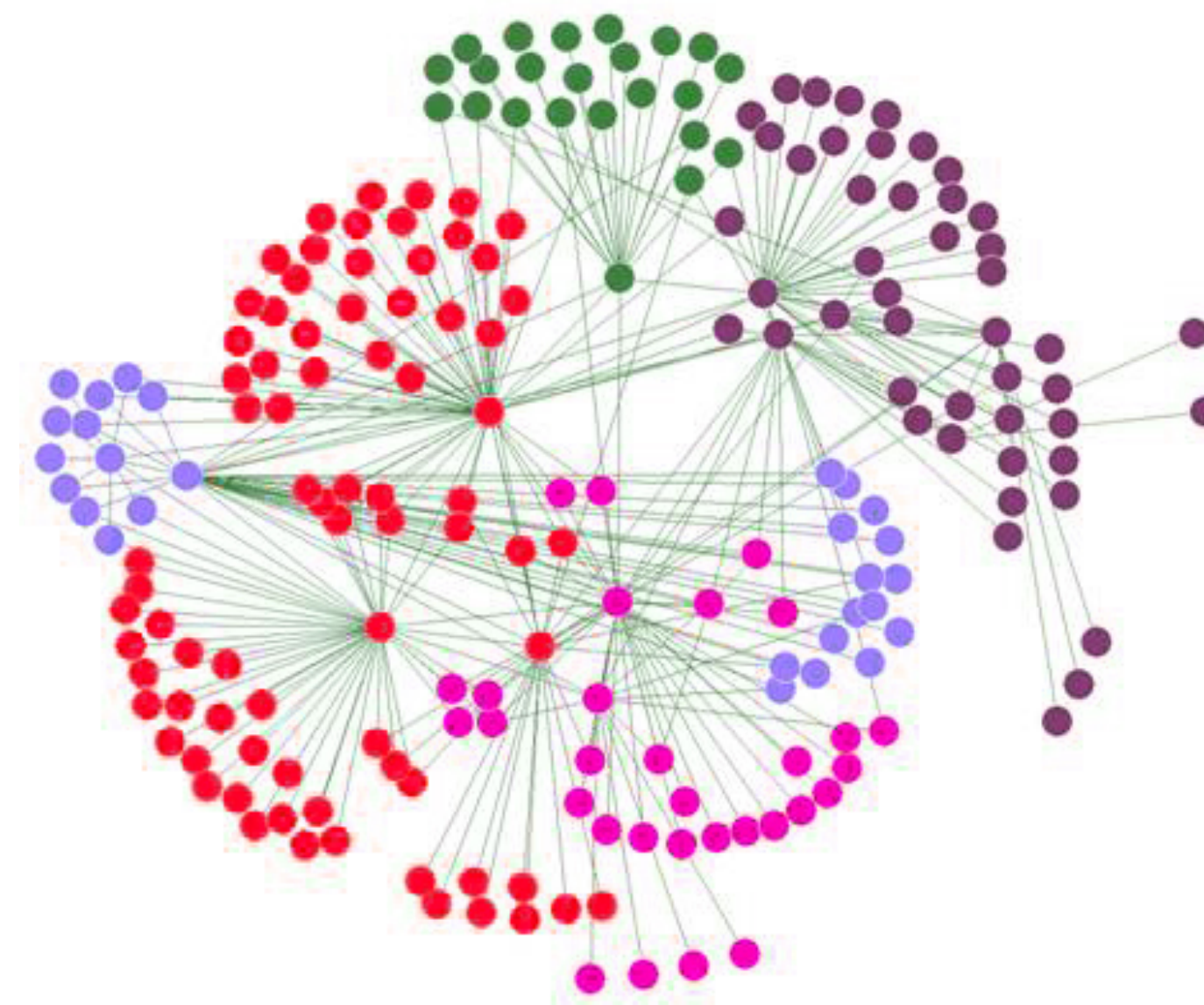


WHAT IS A SOCIAL NETWORK?

Essential characteristics:

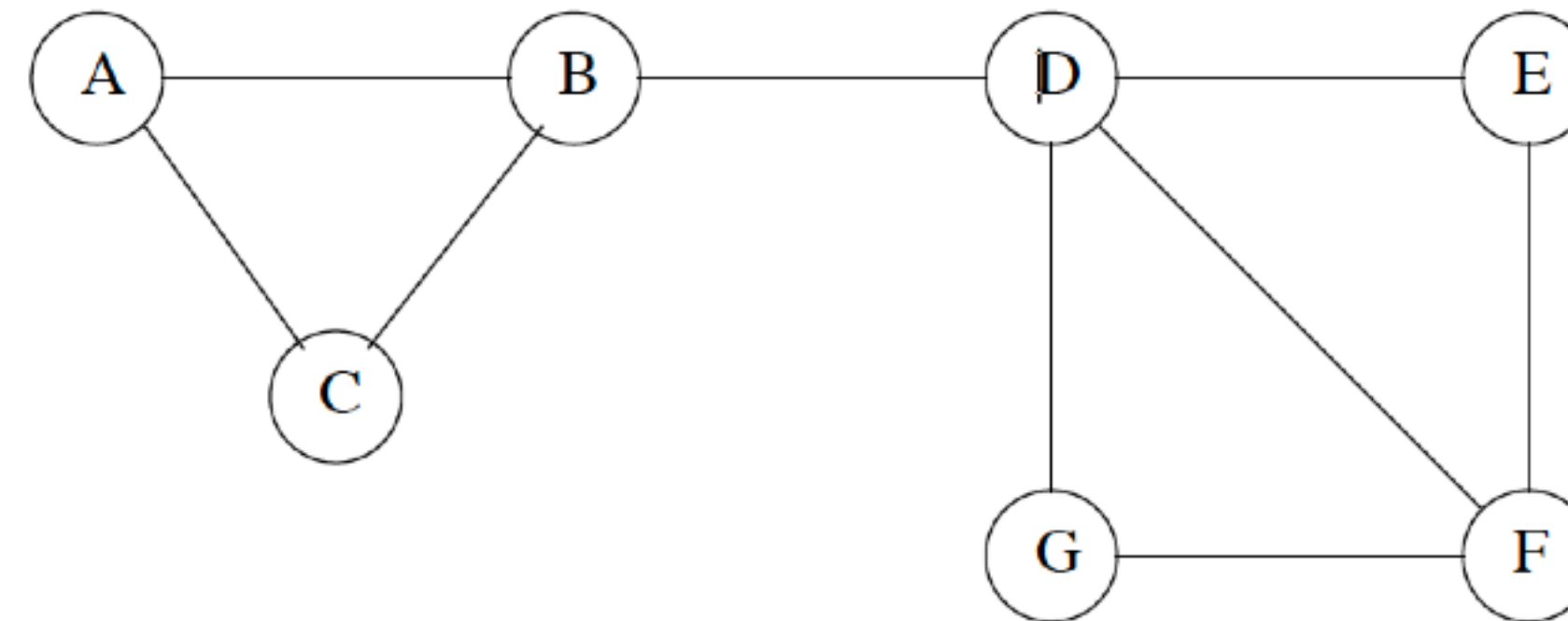
1. Collection of entities that participate in the network.
2. At least one relationship between entities of the network (binary or degree)
3. Nonrandomness or locality



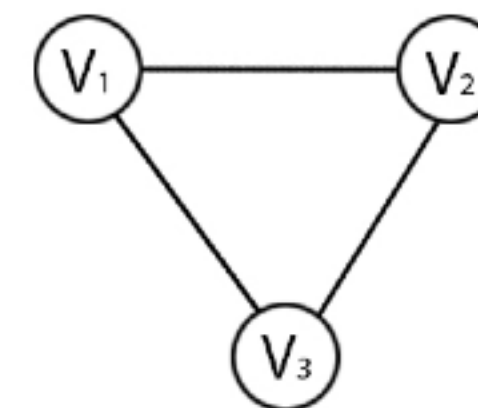
SOCIAL NETWORKS AS GRAPHS

Social Graph

- **nodes** are the entities (individual actors, people, or things) within the network
- **edge** (link) connects two nodes
- **degree**: the amount of connections (edges).
- **undirected** relationship or
- **directed** relationship



Undirected Graph



Directed Graph

