

## **Lec7 - Social Networks - The Challenge**

non-trivial(major, important...)

How many total graphs of 50 nodes are possible? infinity( $2^{(50 \cdot 49/2)}$ )

## **Lec8 - Google page rank - 450 billion**

## **Lec9 - Searching a node in a network ¶**

$\log n$  steps for searching in  $n$  nodes(10 steps for 1 billion nodes)

## **Lec10 - Link Prediction**

Facebook friend suggestion

## **Lec11 - Contagions**

happiness is contagious to two levels if ur friend's friend is happy, u will be happy

## **Lec12 - Importance of Acquaintances**

->a person one knows slightly, but who is not a close friend/familiarity

important in getting prospective spouse, dream jobs

## **Lec13 - Marketing in social networks**

product marketing