

Social Networks
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Lecture – 10
Introduction to Social Networks
Link Prediction

Next in the list is something that is actually not believable; what do you know about predictions?

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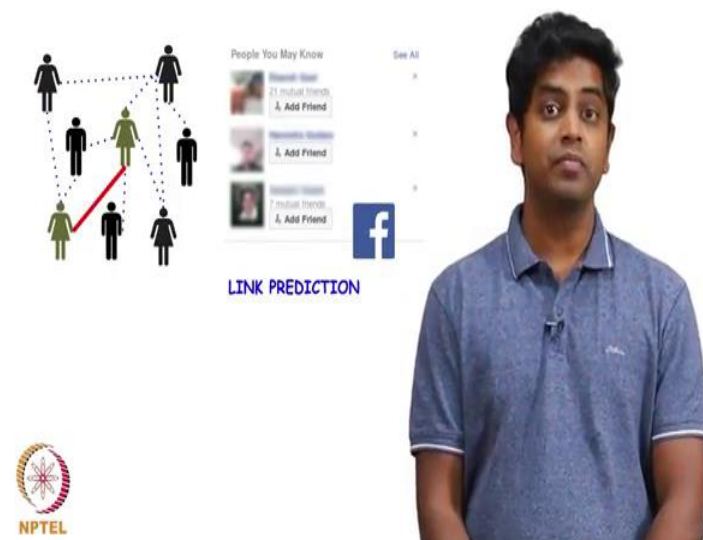
That someone come and tell you that show me your hand and I will tell you, what is your future? Your future is hidden here. I do not know the signs of it. It is may be it is true, it is not true, very debatable.

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But I can assure you of the fact that predictions on networks work really really well, what do I mean by this?

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I will look at your friendship network and tell you who could possibly be your next friend sounds like this is very familiar to you right, what am I talking about? Have you heard of he could be your prospective friend? Friend suggestions in Facebook; it is not a straight forward method that they use it, do not show a random person who has a lot of

common friends with you, there is sophisticated algorithm which is in play there what is that algorithm, we will discuss that in this chapter called link prediction.