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Social Network Analysis: Techniques and Methods of Analysis

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UK Data Service
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New Forms of Data Training Series

Upcoming coding demonstrations:

- Text Mining in Python (02 – 30 September 2020)

Past webinars:

- Social Network Analysis: Getting and Marshalling Data
- Social Network Analysis: Fundamental Concepts
- Text-Mining: Advanced Options

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Why this training series?

Many who have seen the potential offered by network analysis have found it difficult to come to grips with the highly technical and mathematical language that necessarily characterises much of the discussion in the technical literature.

(Scott, 2017: 3)

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Refresher

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What is Social Network Analysis?

Social Network Analysis (SNA) is a methodological and conceptual toolbox for the measurement, systematic description, and analysis of patterns in relational structures in the social world (Caiani, 2014).

A relation is a distinctive type of connection or tie between two entities (Wasserman & Faust, 1994).

Relations are the building blocks of networks, and thus SNA is concerned with and most appropriate for analyses of data capturing relations between units of analysis (Scott, 2017).

Networks in a nutshell

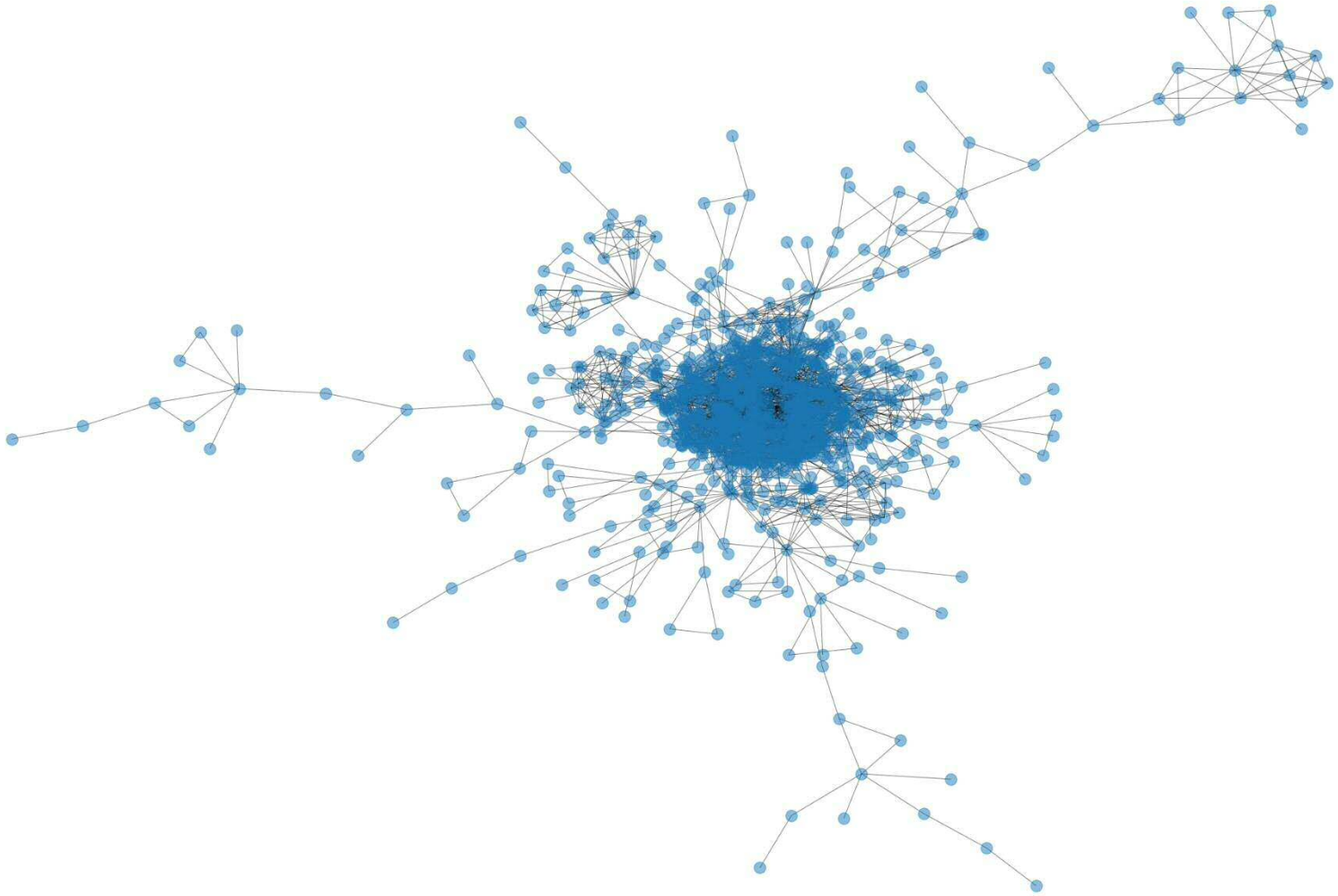
A network – whether social, physical, biological etc – is constructed from two main building blocks (Owen-Smith, 2017):

1. The **entities** that are (or can be) connected in a network.
2. The **connections** that exist (or could exist) between entities.

Therefore a network is an aggregation or collection of these entities and their connections.

For example, a family tree is a network containing individuals (**entities**) that are related through some type of familial tie (**connection**).

Example of social network



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Analysing social network data

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Questions

Questions

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Further resources and help

Repository: https://github.com/UKDataServiceOpen/new-forms-of-data

Youtube: https://www.youtube.com/user/UKDATASERVICE

Help: ukdataservice.ac.uk/help/

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