Article Side
Social Network Analysis- Things to Know by Carolyn Dean

Article published on December 22nd 2011 | Advertising

Social networks are found everywhere. Today, none of us miss out any hot topic of discussion on the MySpace, Facebook or YouTube- the three of the major websites on the Internet right now. With the help of the blogs, the social networks are strongly redefining the ways the ordinary people use the Internet. Well, the social networks have been playing a major role in the progression of the society. That being said, social network analysis is recognized to be closely connected to the network theory and also has been established to plot connection of the social network to another.

The social network analysis has also been proved helpful to the other fields of the sciences, other than sociology, such as the information science, geography, economics and the organizational studies. Additionally, due to the substantial use in the various fields of sciences, all the essential methodologies related to the social network analysis are put into use by scientists and researchers so as to determine the kind of relationship and connection each has with the other.

The social network analysis, together with the methods, theories, procedures, have now turned out to become a popular model that is accepted widely as gold standard. Since social network is known for a broad scope, social network analysis is also expected to develop and expand over the time.

The analysts and researchers often consider the 2 contrasting viewpoints of social networking. Not that can include the examination of the sample population and the whole population. Similarly, they can also argue as to whether to conduct an analysis of structure relationship or of the people involved in any particular relationship. To offer them with the satisfactory research analysis, the 2 principles of the social networking can be distinguished.

Egocentric analysis and complete analysis involves whole population in any particular research. However, when complete analysis is considered the researchers consider a particular group like a college community and you require including each and every individual in the community. On the other hand, egocentric analysis only focuses subgroup within a population or community.

In performing a research, the sources of information are regarded the most essential tools to arrive at the exact conclusion. This is the very reason why every researcher, especially those who are with the methodologies of the social network analysis, requires arranging the valuable research materials.

In the social network analysis, the major focus of study and research is the relationships. Some of the common types of the social relationships offer better understanding of real objective of the social network analysis. These include affection, flow, kinship, co-occurrence, affection, distance, cognition, actions etc.

Article Source:
http://www.articleside.com/advertising-articles/social-network-analysis-things-to-know.htm - Article Side

Carolyn Dean - About Author:
More information regarding social networking strategist can be found at a Social Network Analysis and solve your global challenges with Strategic Relationship Planning and Enterprise Social Networking.

Article Keywords:
social network analysis

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!