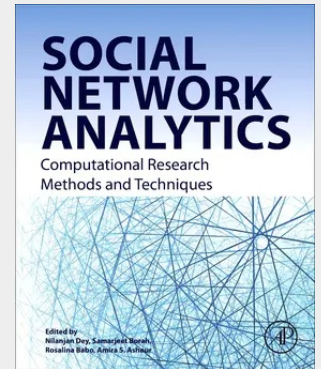


Social Network Analytics

Computational Research Methods and Techniques

Social Network Analytics: Computational Research Methods and Techniques focuses on various technical concepts and aspects of social network analysis. The book features the latest developments and findings in this emerging area of research. In addition, it includes a variety of applications from several domains, such as scientific research, and the business and industrial sectors. The technical aspects of analysis are covered in detail, including visualizing and modeling, network theory, mathematical models, the big data analytics of social networks, multidimensional scaling, and more. As analyzing social network data is rapidly gaining interest in the scientific research community because of the importance of the information and insights that can be culled from the wealth of data inherent in the various aspects of the network, this book provides insights on measuring the relationships and flows between people, groups, organizations, computers, URLs, and more.



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