

FACULTY DEVELOPMENT PROGRAMME ON

Social Networking Analysis

Date: 23rd June 2020

Resource Person:

Dr. Atanu Deb

Dean (Students' Affair), CUTM- Paralakhemundi
&
Nodal Officer, MANAGE
Associate Professor (Agricultural Extension)
M. S. Swaminathan School of Agriculture

Department of Agricultural Extension

No. of Students and/or Faculty Participated: 210

About the session:

The session starts with some basics about social networking analysis, social network analysis (SNA) is the process of investigating social structures through the use of networks and graph theory. It characterizes networked structures in terms of nodes (individual actors, people, or things within the network) and the ties, edges, or links (relationships or interactions) that connect them.

Outcomes:

The programme defines and demonstrates basic and intermediate methods of analysis, including measuring network size, density, cohesion, paths, structural holes and more. We also reference more advanced approaches (e.g. exponential random graph modelling, relational event modelling). As a result of attending



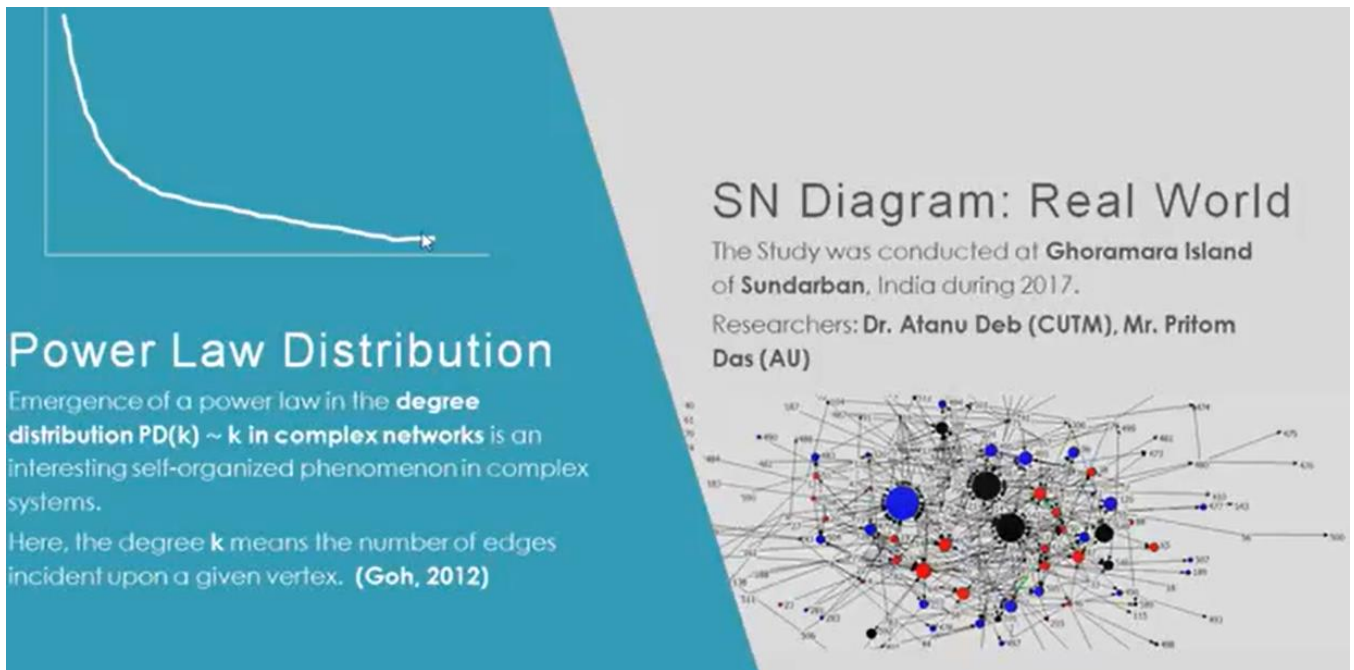
SNA
Defining Social Network Analysis

Relationship Mapping Modeling

SNA is the **mapping** and measuring of **relationships** and flows between **people, groups, organisations, computers** or other information/knowledge processing entities. - (Valdis Krebs, 2002).

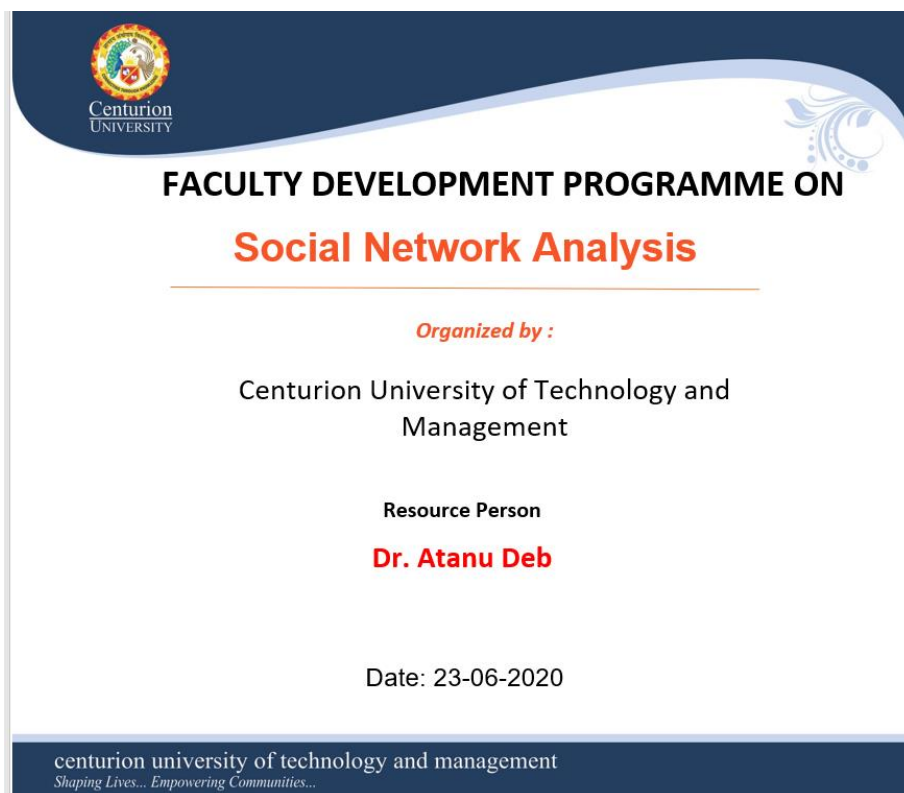
Sharing Graph theory,

this webinar, participants will understand how to make sense of and draw substantive insights from social network data.



Power Law Distribution
 Emergence of a power law in the **degree distribution** $PD(k) \sim k$ in complex networks is an interesting self-organized phenomenon in complex systems.
 Here, the degree **k** means the number of edges incident upon a given vertex. (Goh, 2012)

SN Diagram: Real World
 The Study was conducted at **Ghoramara Island of Sundarban**, India during 2017.
 Researchers: **Dr. Atanu Deb (CUTM), Mr. Pritom Das (AU)**



Centurion UNIVERSITY

FACULTY DEVELOPMENT PROGRAMME ON
Social Network Analysis

Organized by :
 Centurion University of Technology and Management

Resource Person
Dr. Atanu Deb

Date: 23-06-2020

centurion university of technology and management
Shaping Lives... Empowering Communities...

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4	Dr. Sivala Kumar	Professor
5	Dr. Gitanjali Behera	Assistant Professor

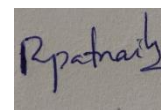
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