

Analyzing Social Networks

Description

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To be published in Jan 2018. SECOND EDITION. [Published by Sage](#)

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Publishers blurb: â??Designed to walk beginners through core aspects of collecting, visualizing, analyzing, and interpreting social network data, this book will get you up-to-speed on the theory and skills you need to conduct social network analysis. Using simple language and equations, the authors provide expert, clear insight into every step of the research processâ??including basic maths principlesâ??without making assumptions about what you know. With a particular focus on NetDraw and UCINET, the book introduces relevant software tools step-by-step in an easy to follow way.

In addition to the fundamentals of network analysis and the research process, this new Second Edition focuses on:

- Digital data and social networks like Twitter
- Statistical models to use in SNA, like QAP and ERGM
- The structure and centrality of networks
- Methods for cohesive subgroups/community detection
- Supported by new chapter exercises, a glossary, and a fully updated companion website, this text is the perfect student-friendly introduction to social network analysis.â?•

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Category

1. Books

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