
Contents

Foreword xi

Preface xvii

Acknowledgments xxi

Part I: Foundation of Social Network Analysis.....1

Chapter 1: An Introduction to Social Network Analysis3

- Evolution of Social Network Analysis 3
- Building Social Networks Based on Nodes and Links 10
- Influence 12
- Structures of Social Networks 15
- Analyses Approach for Social Networks 16
- Graph Theory and Social Network Analysis 18
- Statistics and Social Network Analysis 22
- Summary 24
- Notes 25

Chapter 2: Formal Methods for Network Analysis.....27

- A Graphical Approach for Social Network Analysis 29
- Levels of Measurement for Social Relations 34
- Summary 38
- Notes 39

Chapter 3: Theoretical Foundation41

- The Type of Data for Social Network Analysis 42
- Identifying Nodes and Links within Social Networks 48

Modality and Levels of Analysis	50
Correlating Nodes within the Network	52
Scales of Measurement	58
Summary	63
Notes	64
Chapter 4: Measures of Power and Influence	65
Types of Networks	67
Measuring the Power by Degree Centrality	70
Additional Levels for the Degree of Centrality	73
Measuring the Power by Closeness Centrality	75
Eigenvector	76
Measuring the Power by Betweenness Centrality	78
Summary	79
Note	81
Part II: Social Network Analysis Case Study	83
Chapter 5: Telecommunications Environment	85
New Challenges in Telecommunications Market	86
Social Networks in Telecommunications Environment	90
Traditional Predictive Models Based on Artificial Neural Networks	92
Combined Modeling Approach	94
Feasible Action Plan Based on the Combined Approach	97
Benefits from the Combined Modeling Approach	101
Summary	104
Notes	105
Chapter 6: Social Network Modeling	107
Customer-Influence-Factor Modeling	108
The Data Extraction Process for Social Network Analysis Modeling	116

The Data Preparation Process for Social Network Analysis Modeling	120
Computing the Basic Social Network Measures	122
Computing the Customer-Influence Factor	126
Adjusting the Influence Factor According to the Past Events	132
Summary	136
Notes	137

Chapter 7: Assessing the Social Network Model139

Assessing the Customer-Influence Factor Due to the Business Events	140
Plotting the Social Network	155
Establishing the Distance for the Customers Based on Similarity	157
Summary	163

Chapter 8: Evaluating the Business Results.....165

Correlation between the Customer Influence and the Past Events of Churn	166
Correlation between the Customer Influence and the Past Events of Bundle Diffusion	172
The Social Network's Evolution in a Chain Process Perspective Considering Business Events	178
The Bundle Diffusion Process Analyzed over Time	187
Enhanced Data Analysis Visualization	194
Geographical Visualization Analysis	199
Summary	203

Chapter 9: Final Remarks for the Case Study205

Products and Service Choice	206
Further Inferences and Future Works	214
Summary	217
Notes	218

Part III: SAS Capabilities for Social Network Analysis219

Chapter 10: Basic Statistics221

Descriptive Analysis 223

Grouping Based on Relationship Similarities 233

Summary 239

Note 240

Chapter 11: Overview of the Link Analysis Node.....241

Defining Nodes and Links 243

Using Link Analysis Macros to Calculate the Network
Measures 246

Centrality Measures 247

Result Analysis 250

Summary 253

Note 254

Chapter 12: Visualization Capabilities for Social Network Analysis.....255

Network Visualization Workshop 256

Network Graphs 257

DS2CONST Macro 258

Summary 261

Notes 262

Chapter 13: A Note about OPTGRAPH.....263

Recognizing Groups inside Network 264

Individual Measures for the Network 267

Summary 270

Bibliography 273

About the Author 277

Index 279