

A COMPREHENSIVE ANALYSIS OF SOCIAL NETWORK MINING

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ABSTRACT

Social network analysis is a new research field in data mining. Social network analysis has gained significant attention in recent years, largely due to the success of online social networking and media-sharing sites, and the consequent availability of a wealth of social network data. A social network can be viewed as a complex interconnection of social entities. Mining a community is the task of grouping these social entities together on the basis of their linked pattern. A lot of research has been done on this subject but most of them were only concerned with basic clustering algorithm and graph mining. There are many problems regarding social network analysis such as clustering, community detection, graph creation, link prediction. The clustering in social network analysis is different from traditional clustering.

KEYWORDS: SNAM, SNA, Data Mining, Clustering Algorithm, Link Prediction