





"Qualitative and quantitative methodologies for the assessment of rangeland governance" INRAT, 3rd to 5th of December 2019.

SNA : Social Network Analysis

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Social network analysis SNA is the mapping and measuring of relationships and flows between people, groups, organizations, computers, URLs, and other connected information/knowledge entities.

The nodes in the network are the people and groups while the links show relationships or flows between the nodes.

SNA provides both a visual and a mathematical analysis of human relationships.

There are 4 main Centrality Statistics that the SNA provides :

- Degree Centrality
- Betweenness Centrality
- Closeness Centrality
- Eigenvector centrality

Directed and Undirected Graphs :

The concept of *undirected* link is nothing but an abstraction for two directed links (one in each direction).

In directed graphs directions matter : the relation goes from node 1 to node 2 and can't go from node 2 to node 1.

Degree Centrality :

It is an indicator that shows the number of links passing through a node.

In the case of oriented graphs : The indicators then contains two-degree centrality measures :

Degree C	Centrality
In-Degree	Out-Degree

In-Degree mainly count in-coming links to the node.

Out-Degree count out links/flows from the node.

Betweenness Centrality

Betweenness Centrality is an indicator to measure how many times an actor is on the shortest path between a pair of other actors.

This indicator was developed by Linton Freeman.

The actor is more central when he connects the other peers of the actors the most.

Closeness Centrality

It measures the proximity of an actor to other actors in a social network.

This indicator was also developed by Freeman.

The indicator is a measure of overall centrality that can be interpreted that an actor is strategic (or advantageous) in a network if it is close to the maximum of other actors (Freeman 1978).

In other words, the measure shows the degree of importance of an actor if he can build links easily with a large number of actors with a minimum effort

Eigenvector centrality

is a measure of the influence of a node in a network.

Additional Centrality Indicator : The Weighted Degree Centrality WDC :

In weighted networks the degree centrality is calculated as the sum of weights assigned to the node's direct connections and represents the node strength (Strength Centrality—SC). It is then based on tie weights and not on the number of ties.

The conservation and management of natural resources operates in social–ecological systems in which resource users are embedded in social and environmental contexts that influence their management decisions.

Characterizing social networks of resource users can be used to inform understanding of social influences on decision making, and social network analysis (SNA) has emerged as a useful technique to explore these relationships

Effective and sustainable management of natural resources by communities or private individuals is an essential factor in reducing the loss of biodiversity, complementing or enhancing protected areas, and enabling landscape-scale conservation approaches that target important natural ecosystems.

In SNA, concepts from graph theory are used to construct networks in which nodes often symbolize actors (e.g., individuals, organizations) and ties between the nodes symbolize ways in which actors are connected.

Networks can be visualized from the perspective of individuals (actors) and their connections, known as egocentric networks, or visualized as whole networks, where the position of individuals are viewed relative to each

Gephi

Gephi is an interactive visualization and exploration platform for all kinds of complex networks and systems, dynamic and hierarchical graphics.



Gephi Graph Visualization and Manipulation software licensed under the dual license CDDL and GNU General Public Licence version 3. (c) Copyright Gephi contributors, 2008-2017. All right reserved. For more information please visit www.gephi.org.

Gephi is a tool for people who need to explore and understand graphs. Like Photoshop but for data, the user interacts with the representation, manipulates structures, shapes and colors to reveal hidden properties.

The objective of these tools is to help users discover models and make hypotheses through effective dynamic filtering and iterative visualization routines.

As a generic tool, it is applicable to exploratory data analysis, link analysis, social network analysis, biological network analysis and poster design.

Gephi comes with a wide variety of layout algorithms.

According to Georgios A. Pavlopoulos et al, Pajek, Tulip, Gephi and Cytoscape are the best candidates for visualization and analysis of large-scale networks, and Gephi's is ranked first (Pavlopoulos et al. 2017).

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Overview







Graph characteristics and layout options

Export results : graph and statistics table

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