

CS185C, Section 2: ADVANCED PRACTICAL COMPUTING TOPICS

Introduction to Social Network Analysis (COVID-19 edition)

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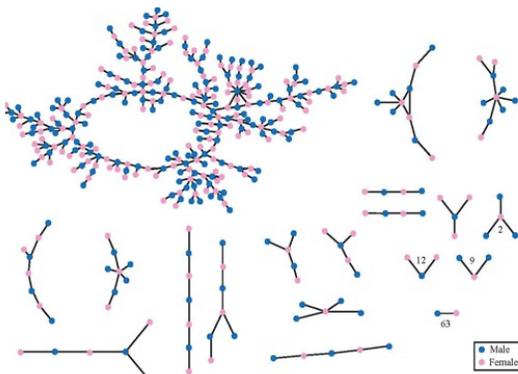
Course description:

The Web and social networks are complex networks. We will study them by unifying tools from different disciplines: computer science, economics, and social sciences. Topics include graph theory, information networks, search, advertisement, auctions etc.

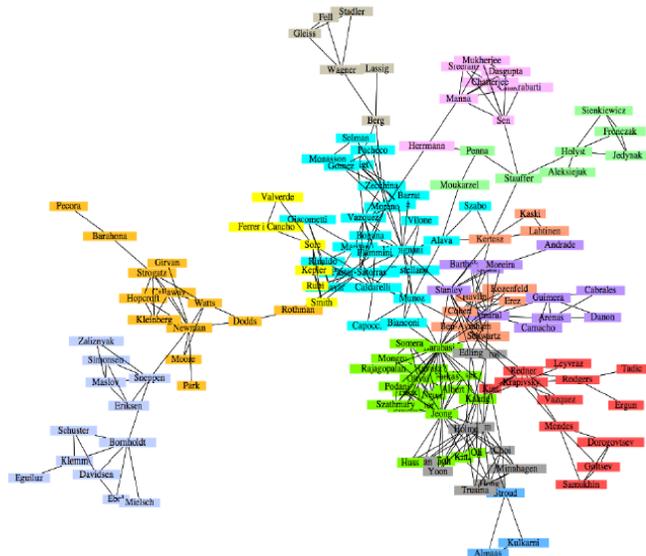
Prerequisites: CS 146.

Some Applications: Epidemics, Misinformation, Propagation of information, Communities, Behaviors.

Textbook: Networks, Crowds, and Markets: Reasoning About a Highly Connected World, 1st Edition by David Easley and Jon Kleinberg (2010).



Example (spread of epidemics) romantic relationships between students at some point in a large American high school.



Example (communities): a co-authorship network