

Social Network Analysis

Advanced Reference Guide



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Social Network Analysis (SNA) is the application of Network Theory (NT) and graphing to analyze social structures. Social networks are often visualized and measured using nodes to represent actors, such as people or phones, and edges, also known as link lines, to signify relationships and events. SNA is useful in determining influential nodes, generating leads, and identifying gaps in intelligence.

About This Guide

This guide serves as a brief introduction to SNA. It covers common metrics involved in NT, the three structures most often found in graphs, typical boundaries of measurement, analyzing SNA in Falcon, a workflow example, and finally, is capped off with several Practical Exercises. For information on using the SNA Helper, please see the SNA Helper Quick Reference guide.

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Introduction to Metrics

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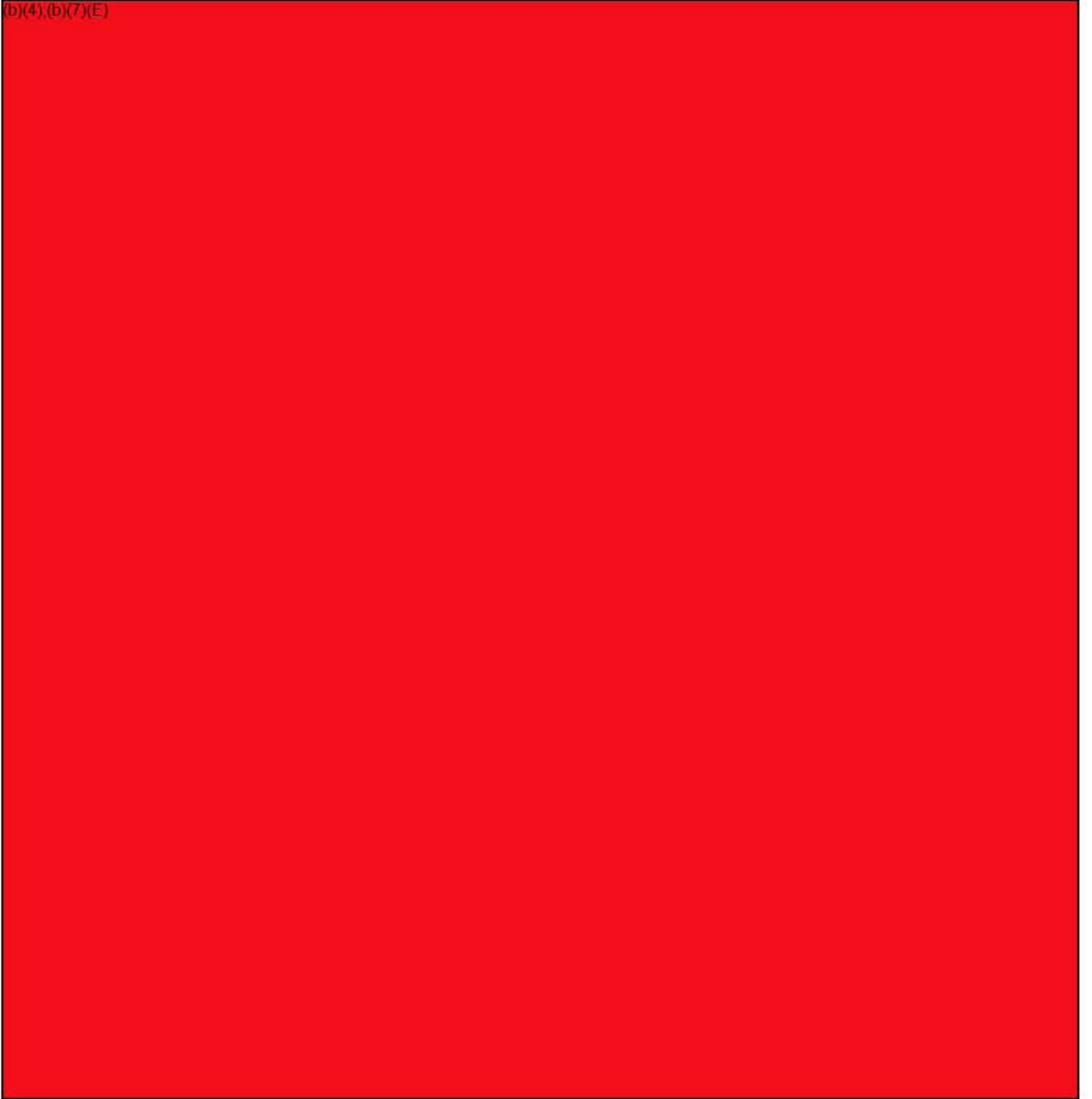
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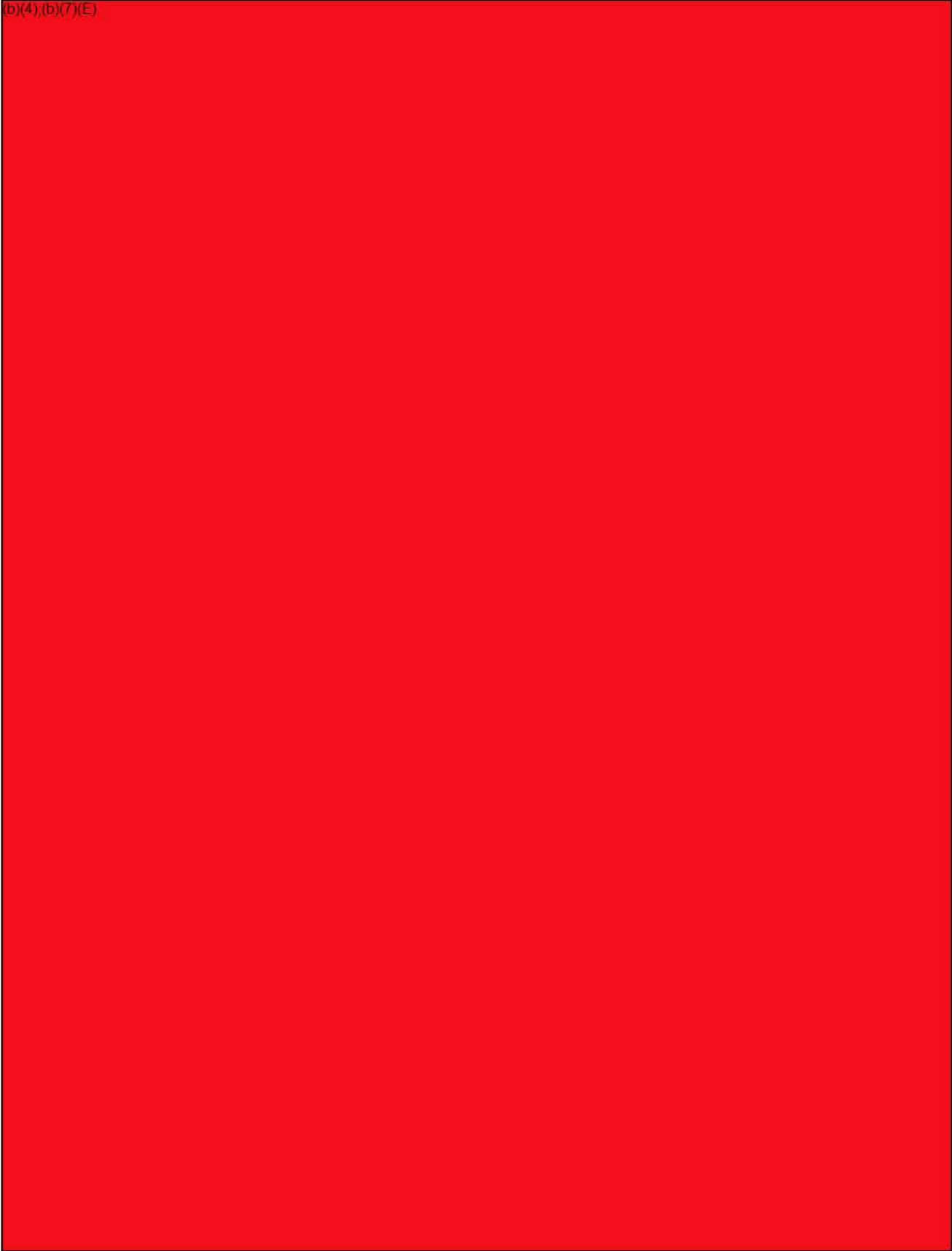
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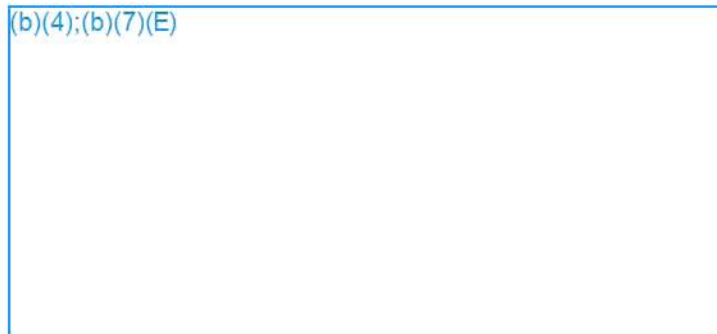
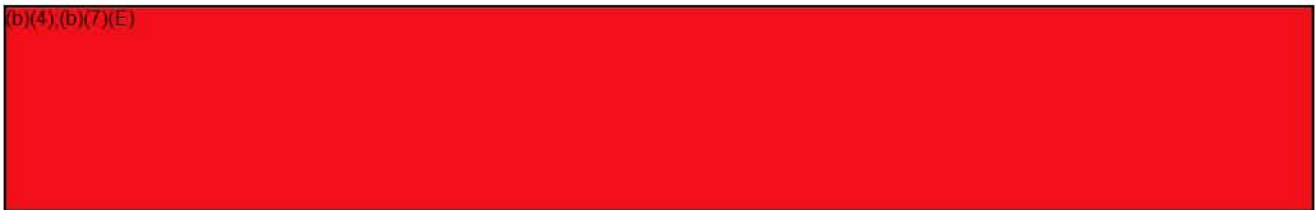


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Figure 19. Import the data as shown



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Practical Exercises



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If you have any additional questions, please contact us at the Falcon Helpdesk

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