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Reg. No. :

Ph.D. COURSE WORK EXAMINATION, NOV 2018

Elective

Computer Science and Engineering

15PCS526 - SOCIAL NETWORK ANALYSIS

(Regulation 2015)

Duration: Three hours   Maximum: 100 Marks

Answer ALL Questions

PART - A (5 x 20 = 100 Marks)

1. (a) Enumerate the static properties of social networks.   CO1- Ana   (20)

Or

(b) What are the limitations of current Web? Explain the development   CO1- Ana   (20)
of semantic Web and the emergence of Social Web.

2. (a) Explain how to visualize social networks with matrix-based   CO2- Ana   (20)
representation. Also discuss the pros and cons of matrix-based
representation.

Or

(b) Social network data can be modeled by a graph where the nodes   CO2- Ana   (20)
represent individuals and the edges represent binary social
relationships. This model does not represent advancement in terms
of interoperability and extensibility. Can you suggest a state of the
art representation of the social n/w data model which reflects the
advancements and satisfies the primary concern of aggregation and
reuse of electronic data?

3. (a) Discuss the various local classifiers to solve node classification   CO3- U   (20)
problem.

Or

(b) Describe the core methods of community discovery in social   CO3- U   (20)
networks.

4. (a) Discuss the various influence related statistics. CO4- U (20)

Or

(b) Describe expert location without graph constraints. CO4- U (20)

5. (a) Explain the Algorithms for Keyword search over graph data. CO5- U (20)

Or

(b) Explain K-means clustering in social networks and Assume any case study. CO5- U (20)