Project name : Analyzing Orkut social network
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ABSTRACT

Now a days online social networks are increasing rapidly, Orkut is one of them. In this project we will study various properties of orkut network which contains analysis of mapping and measuring of relationships and flows between people or groups. The nodes in the network are the people while the links show relationships (friendship) between the nodes. Here we will find out the importance of a person (node) and his participation in the network, which can be done by finding the C*entrality* of a node. Here we will go through three kinds of centrality - Degree centrality, Betweenness centrality and Eigenvector centrality, which interns have their own impact. As orkut is mainly friendship network, it is expected to have transitivity in the network, we will see if it is actually reflected in orkut by determining clustering coefficient. A group of users will form a friend circle that will be a clique in the network; such circles will have certain common properties like age group or city etc. We will analyse such circles formed in orkut network. Other than this we are looking for Equivalence between nodes – Structural equivalence, Regular equivalence and Automotive equivalence, also Assortativity, which is main phenomenon reflected by social network. Apart from these we will set up certain distributions in the network like –Distribution of node connectivity (number of neighbors vs. number of nodes), Distribution of average path length (Average path length vs. number of node) – It will help us to determine if orkut reflects small world effect or not, Data distribution (number of people having data vs. average path length).