

THE USE OF CLUSTERING METHODS IN THE ANALYSIS OF SOCIAL NETWORKS

Summary – The purpose of work is to discuss the various methods of clustering in social networks. Analyzed data are initially divided into clusters according to the place of residence of the members of the network. Developed algorithm and application based on it evaluates clustering quality and enables redistribution according to various methods, and then comparing the results of their actions. There were implemented many algorithms which gives different results. The application works with database created on Microsoft SQL Server platform. Two user defined data types have been applied in CLR technologies that implement the objects corresponding to the component network-graph: person (SocNetPerson) and the cluster (SocNetCluster).

Keywords: Graph theory, graph analysis, social networks, user defined data types CLR, clustering, clustering quality evaluation, data exploration, object-oriented programming in databases.