

## **Social network analysis visualization: a Facebook case study**

### **ABSTRACT**

The social network surge has become a mainstream subject of academic study in a myriad of disciplines. This chapter posits the social network literature by highlighting the terminologies of social networks and details the types of tools and methodologies used in prior studies. The list is supplemented by identifying the research gaps for future research of interest to both academics and practitioners. Additionally, the case of Facebook is used to study the elements of a social network analysis. This chapter also highlights past validated models with regards to social networks which are deemed significant for online social network studies. Furthermore, this chapter seeks to enlighten our knowledge on social network analysis and tap into the social network capabilities.