

i2 Analyst's Notebook Social Network Analysis Course Overview

Level 2 – Progression

Duration: 1 day

Class size: A maximum of 10 (classroom) and 8 (online)

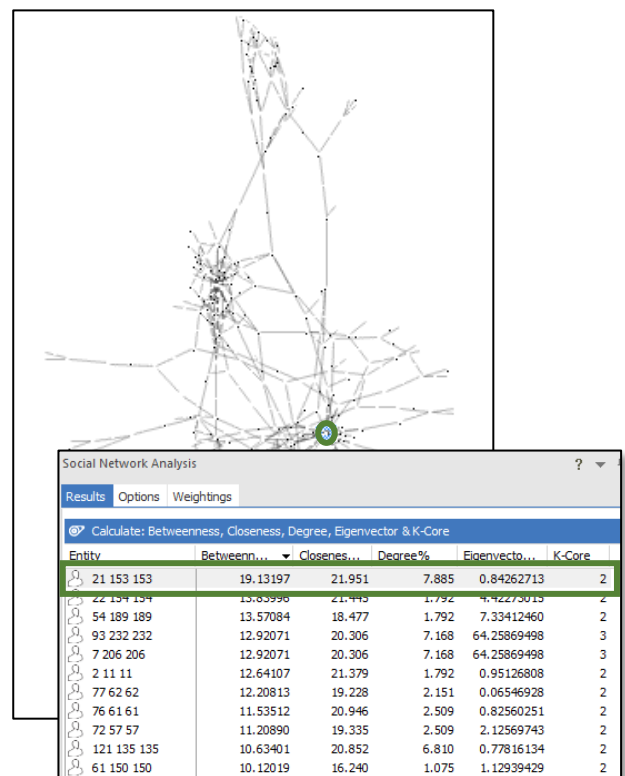
"I know how to press the buttons – but I don't really know what it means or how Social Network Analysis could be useful to me."

What skills will you gain?

- The ability to identify key Entities of interest in large charts when visualisation alone is not enough
- Understand the idea behind each measure which will help you decide how to apply Social Network Analysis (SNA) to your data
- Know how and why the structure of a chart matters when it comes to accurate and effective analysis using SNA

Course Content

- Overview of SNA measures
 - What are they?
 - A short history for context
 - What could they mean to you?
- Understand each measure
 - Betweenness
 - Closeness
 - Degree
 - Eigenvector
 - K-Core
- Creating Charts specifically for use with SNA
 - What information should be on the chart?
 - How many Links should be used per Connection?
- When and how to use Link Direction
 - Hubs and Authorities
- Weighting a measure
 - What weighting does
 - How to apply a weighting
- Combing measures & SNA over time



Objectives

By the end of the course delegates will be able to:

- Apply a combination of SNA measures to identify key entities and groups
- Create documents to hold the results of the SNA measures and update them on receipt of new information
- Weight key relationships

Course Delivery – what can you expect?

All of our courses are delivered by our own, in-house, highly experienced trainers, who specialise in training i2 software. We believe that to learn software effectively you need access to a friendly and professional training environment where you have the maximum time spent hands-on using the software; where questions and discussion are encouraged, and that makes you think about how anything you learn will be applied back at work.

What data will you use?

Our training uses sets of training data that we have created to look and feel familiar. We will never ask you to use or provide examples of your real data or be in a position to access it. You will use an array of example training data, such as:

- Intelligence including: People and Associations, Call Data, Email traffic and Financial Transactions

Is this the right course for you?

This course is aimed at regular users who:

- Either know they could get more out of the tool
- Or those who are having difficulty working with larger charts and datasets

Please note this course is not aimed specifically at those working with Social Media data – it is an analytical tool that can be used with a variety of different types of data.

Prerequisites

You must have attended an Analyst's Notebook Level 1 – Foundation Course or be an experienced user who understands how to structure a chart.

All courses are conducted in English so you should have a good understanding of spoken and written English. Please note translators can be used on closed courses.

Where Next?

Any Level 2 Analyst's Notebook Course. More specifically:

- Following the analysis process you will need to create a final product – the Analyst's Notebook Dissemination Course has lots of useful processes and tips that follow on from the this course
- If you regularly import from MS Excel then consider the Analyst's Notebook Importing Course
- To understand more of the Analysis capabilities then the Analyst's Notebook Analysis Course

Technical Requirements (Online Courses Only)

Our online courses are run using virtual machines, with everything you need provided in a secure and straightforward environment. For the best experience you will need to install the following:

1. Amazon WorkSpaces Client
2. Zoom Client

It is a simple process, and we will send all the relevant links and details on how to do this. These need to be installed before the course.

You could use your own personal computers to attend this training as we provide the i2 software and course materials. This is an option being used by customers where IT policy prevents them installing the Amazon WorkSpace and Zoom client software on work computers.

Please note that we reserve the right to amend certain aspects of the course as published in this overview including, but not limited to, maximum class size, course content, technical requirements. If you have any questions about the specific course you book please contact us.