Maharaja Surajmal Institute of Technology

Department of Information Technology

Webinar Report

Topic Name	Deciphering the Applications of Online Social Network Analysis
Type of Activity Seminar/Webinar/Workshop	Webinar
Name of the Expert	Dr. Vandana Sharma
Mode, Date and Time	Online,25th Sept 2023, 3:30-4:30 PM
Target Audience	IT 7th Semester
Organized by	Ms. Nidhi Goel
Attended Participants	56/68 (82%)

Introduction

On Monday, September 25th, 2023, a webinar titled "Deciphering the Applications of Online Social Network Analysis" was conducted at Maharaja Surajmal Institute of Technology. The webinar, featuring Dr. Vandana Sharma, aimed to provide participants with valuable insights into the world of Online Social Network Analysis (OSNA), its practical applications, and the tools and resources available for analysis.

About the Speaker

Dr. Vandana Sharma is an esteemed academic and researcher, renowned for her significant contributions to the field of technology and social network analysis. Her extensive background and professional achievements include:

- **Academic Experience:** Dr. Sharma has accumulated over 15 years of teaching experience at the postgraduate level, providing mentorship and guidance to numerous students throughout her career.
- **Educational Background:** She holds a doctoral degree earned from Amity University. Additionally, Dr. Sharma possesses a Master of Technology degree and a Bachelor of Electronic Commerce from Guru Gobind Singh Indraprastha University, Delhi, India.
- **Professional Affiliations:** Dr. Sharma is a Senior Member of IEEE (Institute of Electrical and Electronics Engineers) and an active member of the Women in Engineering Society. She is also a dedicated member of IEEE Consumer Technology Society (CTSoc), a prominent organization in the field.
- **Prolific Researcher:** Dr. Sharma's research contributions are highly regarded, with over 50 research papers published in prestigious SCI and Scopus indexed international journals and conferences. Her research interests primarily revolve around cutting-edge areas such as Artificial Intelligence, Blockchain Technology, and the Internet of Things (IoT).

- **Global Engagement:** She has actively participated in various roles within the international academic community, including serving as a keynote speaker, session chair, reviewer, and Technical Program Committee (TPC) member for reputable international journals and IEEE conferences. Dr. Sharma has presented her research both within India and abroad.
- **Current Positions:** Dr. Sharma currently serves as a post-doctoral fellow at Lincoln University College, Malaysia. Furthermore, she holds the honorary positions of Adjunct Professor and Senior Fellow of Scientific Innovation Research Group (SIRG) at Beni Suef University, Egypt, and Adjunct Professor at Perdana University, Malaysia.

Event Highlights

Introduction to Social Network Analysis

Dr. Vandana Sharma initiated the webinar by introducing the fundamental concept of Social Network Analysis (SNA). She highlighted the importance of studying networks of social connections and their relevance in today's digital age.

Exploring Online Social Network Analysis

Building upon the SNA foundation, Dr. Sharma transitioned into the domain of Online Social Network Analysis (OSNA). She elucidated how OSNA differs from traditional SNA, emphasizing the unique characteristics of online networks.

Applications of Online Social Network Analysis

One of the webinar's focal points was the diverse range of applications of OSNA. Dr. Sharma presented real-world case studies and examples illustrating how OSNA can be harnessed in various fields, including:

Marketing: Understanding customer behaviour, identifying influencers, and optimizing marketing strategies.

Healthcare: Monitoring public health trends, identifying disease outbreaks, and improving healthcare delivery.

Social Sciences: Studying human behaviour, online communities, and social dynamics.

Tools for Online Social Network Analysis

To facilitate practical learning, Dr. Sharma introduced attendees to essential tools for OSNA, including Gephi, SocNetV, and Locobuzz. She provided insights into how these tools can be effectively utilized for network visualization, analysis, and data interpretation.

Practical Implementation

The webinar featured hands-on demonstrations of Gephi, SocNetV, and Locobuzz, allowing participants to gain practical experience in using these tools for social network analysis.

Data Sources and Datasets

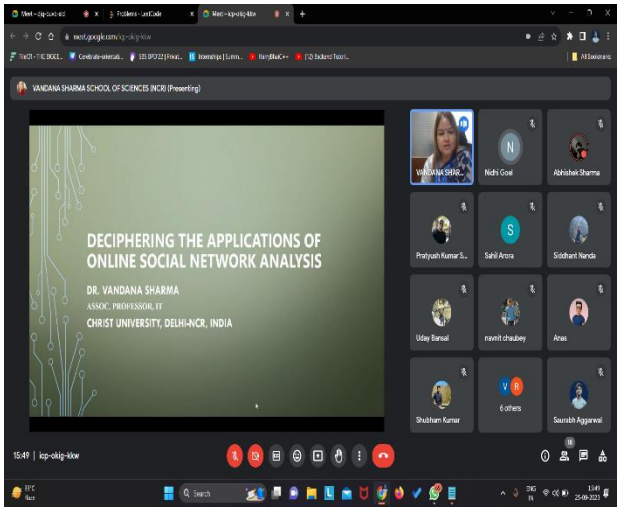
Dr. Sharma shared valuable information about sources for datasets, with a specific focus on Kaggle, a platform renowned for its diverse collection of datasets suitable for social network analysis.

Interactive Q&A Session

The webinar concluded with an interactive Q&A session, providing participants with the opportunity to ask questions, seek clarification on tools and techniques, and further explore insights from Dr. Sharma.

Conclusion

The webinar, "Deciphering the Applications of Online Social Network Analysis," led by Dr. Vandana Sharma, was a comprehensive and enlightening event. Dr. Vandana Sharma's extensive experience and expertise in the field made the webinar a valuable learning experience for all participants at Maharaja Surajmal Institute of Technology. Attendees gained a solid understanding of Online Social Network Analysis, explored its applications, acquired practical skills with essential tools, and were equipped with resources for their own Online Social Network Analysis projects. The event underscored the significance of Social Networks in today's digital landscape and its potential to drive innovation and insights across various sectors.



Prof Prabhjot Kaur
HOD, IT Department

Ms. Nidhi Goel
Organiser