

ABSTRACT

Drawing theoretical inputs from ‘Network Theory’ and using Social Network Analysis as methodological basis, this thesis attempts to take a closer look at the constituents of social fabrics, its formation, social relationships between the agents (technically called “ties”) and the existence of certain phenomenon which binds the individuals together , thus giving rise to a cluster of individuals so called “groups” as we know it, who share a common platform, may be in terms of common motivations, common incentive to attain a certain goal , either perceived or realized (as a whole or on an individual basis), or a common crisis which infects the group as a whole, or at an emotional level the bonding economic agents share which glues them to form group. The analysis uses the expressed social relationships of the students of Madras School of Economics and constructs the ‘social plates’ of various administrative groups of students and a range of corresponding centrality measures. The study further attempts to identify the optimal number of sub-groups that characterize various administrative groups of students. The underlying benefits of such social network analysis include facilitation of information diffusion. The study has also carried out a psychometric analysis to characterize the influential nodes that could facilitate information diffusion within a group.