



社会网络可视化的技术方法与工具研究

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摘要 在调研国内外社会网络可视化研究相关文献的基础上,介绍可视化和社会网络分析相关研究背景,总结社会网络可视化的技术方法:静态表示方法和动态交互方法,及其典型工具——UCINET、Pajek、NWB、NodeXL和Gephi,最后探讨社会网络可视化的主要趋势——三维化、动态化和混合化,以供社会网络研究者参考。

关键词: [社会网络分析](#) [可视化方法](#) [可视化软件](#)

Abstract: Based on the relevant study of social network visualization, the authors summarize the background of visualization and social network analysis, and classifies as the static representation and interaction techniques of social network visualization. In addition, some typical tools for social network visualization such as UCINET, Pajek, NWB, NodeXL and Gephi are also introduced. Last but not least, the paper concludes the primary tendencies of social network visualization: three-dimension, dynamic and hybrid, which will be benefit for those researchers of the same interest.

Keywords: [Social Network Analysis\(SNA\)](#), [Visualization methods](#), [Visualization softwares](#)

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