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Kumar, provides a comprehensive guide to understanding computational models used in social network analysis. It covers fundamental concepts, methods, and applications, offering insights into network data collection, centrality and influence measures, community detection, diffusion of information, opinion mining, link prediction, recommender systems, and social network simulation. Aimed at undergraduate students, policymakers, and practitioners in marketing, public health, and social media, the book equips readers with the knowledge to analyze social networks computationally. It highlights the importance of computational models in informing decisions, designing strategies, and addressing societal challenges. It also discusses ethical considerations such as privacy and data protection. This work serves as an introduction to the theories and practical applications of social network analysis and encourages further exploration of the field.

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