

# **SOME ASPECTS OF DESIGN OF SOCIAL NETWORKS**

**Anatoly Fedonyuk**

Department of higher mathematics and informatics, East Europe national university of the name of Lesia  
Ukrainian

The Modern informatively saturated world generates the necessity of deep analysis of the phenomenon of social networks, as, society aims to set conformities to law of distribution of streams of information in society for the use of such networks with the forecast behavior in interests of society. Application of known mathematical approaches and corresponding programmatic-algorithmic tool appeared the most widespread method of design of social networks.

This work is an attempt to analyze and systematize scientific research that touches on the description of social networks and the creation of their models.

Scientific sources dedicated to the construction of diverse models of the processes of formation, development and functioning of social networks of different nature and profiling are analyzed. The wide spectrum of directions of research into social networks is revealed, in particular sociological, statistical, economic and others, with a tendency towards the application of mathematical formalities for the construction and functioning of social networks models, which were almost never used in the aforesaid industry before.

The models of description of modern social networks are rightly predisposed to the application of the powerful mathematical vehicle worked out for physical phenomena and processes of the material world. It is related to that clear analogies observed between the physical phenomena in the "lifeless" wild and processes of functioning of social networks from one side, and on the other hand - the slender, mathematically forecast structure of behavior of social network is created. This predictability allows planning the development of this network and influencing on it in the interests of society, which is a very important aspect of modern society development.

Keywords – social network model, the physical analogy.