

Department of Sociology & Anthropology, BGU

Course: Social Network Analysis

Level and status: 4 credit points M.A. One of the core seminars for the track Organizational Sociology, and an elective seminar for others

Prior requirements: None

Lecturer: Dr. Daniel Maman

Taught: 2005/6, 2006/7, 2007/8, 2008/9, 2009/10, 2010/11

Course description:

Network analysis presents an alternative theoretical and methodological perspective to the reigning approaches in the social sciences. The focus is on the relations among actors (people, organizations, states etc.) and the positions they held in the social structure. In the fall semester, we will discuss the theoretical foundations of social network analysis. The learning is based on reading of articles in different social domains. In the spring semester, we will deal with methodological aspects and we will study how to analyze social networks data using UCINET software. In addition, we will discuss different criticisms of network studies.

Course requirements:

Students are required to be present in class meetings, read and prepare the material and the assignments (30% of grade), offer class presentations (20%), present paper proposal and submit on time the final written work.

Grade: final written work (50% of grade)

Course schedule and reading list:

* indicates required reading

Fall Semester:

Introduction of Social Networks Analysis

Knoke D. 1982, *Network Analysis*, Beverly Hills, Sage Publications.

Marsden P.V. 1992, "Social Network Theory," in Borgatta E. F. and Borgatta M.L. (eds.), *Encyclopedia of Sociology*, Vol. 4, New York, Macmillan Publishing Company, 1887-1894.

Wellman B. 1988, "Structural Analysis: From Method and Metaphor to Theory and Substance," in Wellman B. and Berkowitz S.D. (eds.), *Social Structure: A Network Approach*, Cambridge, Cambridge University Press, 19-61.

Castells, M. 2000, "Materials for an Exploratory Theory of the Network Society", *British Journal of Sociology*, 51 (1): 5-24

Borgatti, S.P., Mehra, A., Brass, D.J and Labianca, G., 2009, "Network Analysis in the Social Science", *Science*, vol 323: 892-895.
<http://www.sciencemag.org/cgi/reprint/sci;323/5916/892.pdf>

Core concepts

Portes, A., 1998, "Social Capital: Its Origins and applications in Modern Sociology", *Annual Review of Sociology*, 24: 1-24.

Burt, R.S., 2002, "The Social Capital of Structural Holes", in M.F. Guillen., R. Collins, P. England and M. Meyer (eds.) *The New Economic Sociology: Developments in an Emergent Field*, New York: Russell Sage Foundation, 148-190. HM548.G85 2002

Uzzi, B., 1997, "Social Structure and Competition in Interfirm Networks: The Paradox of Embeddedness", *Administrative Science Quarterly*, 42: 35-67.

Watts, D.J., 1999, "Networks, Dynamics, and the Small-World Phenomenon", *American Journal of Sociology*, 105: 493-528.

A documentary film: Connected: the Power of Six Degree of Separation
<http://yes.walla.co.il:80/?w=2/7829/1542369>

McPherson, M, Smith-Lovin L. and Cook J.M, 2001, "Birds of Feather: Homophily in Social Networks", *Annual Review of Sociology*, 27: 415-444.

The Sociology of Health and Illness

* Jorm, Anthony F. 2005, "Social Networks and Health: It's Time for an Intervention Trial", *Journal of Epidemiology and Community Health*, 59, 537-538.

* Mendes de Leon, Carlos F. 2005, "Why do Friendships Matter for Survival?", *Journal of Epidemiology and Community Health*, 59, 538-539.

* Giles, Lynne C. et al., 2005, "Effect of Social Networks on 10 Year Survival in Very Old Australians: The Australian Longitudinal Study of Aging", *Journal of Epidemiology and Community Health*, 59, 574-579.

* Kadushin C. "Social Density and Mental Health" in Marsdan P.V. and Lin N. (eds.), *Social Structure and Network Analysis*, Beverly Hills, Sage Publications.

Work and Careers

* Granovetter M. 1995, *Getting A Job: A Study of Contacts and Careers*, Chicago, The University of Chicago, 139-182.

* Carrol, G. R. and Teo A.C. 1996, 'On the Social Networks of Managers', *Academy of Management Journal*, 39(2): 421-440.

* Ibarra H. 1993, "Personal Networks of Women and Minorities in Management: A Conceptual Framework", *Academy of Management Review*, 18 (1), 56-87.

* Maman, D. 2000, "Who Accumulates Directorships of Big Business Firms in Israel?: Organizational Structure, Social Capital and Human Capital", *Human Relations*, 53 (5): 603-629.

Culture

Anheier, H. K, Gerhards J. and Romo F. P. 1995, "Forms of Capital and Social Structure in Cultural Fields: Examining Bourdieu's Social Topography", *American Journal of Sociology*, 100(4):859-903.

* Yair G. and Maman D. 1996, "The Persistent Structure of Hegemony in the Eurovision Song Contest", *Acta Sociologica*, 39 (3): 309-325.

Political Sociology

* Knoke D. 1990, *Political Networks: The Structural Perspective*, Cambridge, Cambridge University Press, 57-84, 149-174.

* Maman D. 1997, "The Power Lies in the Structure: Economic Policy Forum Networks in Israel", *British Journal of Sociology*, 48(2):267-285.

* Snyder D. and Kick E. 1979, "Structural Positions in World System and Economic Growth, 1955-1970: A Multiple-Network Analysis of Transactional Interactions", *American Journal of Sociology*, 84, 1096-1126.

Djelic M.L, 2004, "Social Networks and Country-to-Country Transfer: Dense and Weak Ties in the Diffusion of Knowledge", *Socio-Economic Review*, 2, 341-370.

Organizational Sociology

Nohria N. 1992, "Introduction: Is A Network Perspective a Useful Way of Studying Organizations?", in Nohria N. and Eccles R. G. (eds.), *Networks and Organizations: Structure, Form and Action*, Boston, Harvard Business School Press, 1-22.

* Borgatti, S.P. and Foster P.C. 2003, "The Network Paradigm in Organizational Research: A Review and Typology", *Journal of Management*, 29 (6), 991-1013.

Economic Sociology

* Powell W.W. and Smith-Doerr L. 2005, "Networks and Economic Life", in Smelser N.J. and Swedberg R. (eds.), *The Handbook of Economic Sociology*, Secan Edition, Princeton, Princeton University Press and Russell Sage Foundation, 379-402.

DiMaggio P. and Hage L. 1998, "Socially Embedded Consumer Transactions: For What Kinds of Purchases Do People Most Often Use Networks?", *American Sociological Review*, 63 (4): 619-637.

Innovation and Entrepreneurship

* Hargadon A. and Sutton R.I. 1997, "Technology Brokering and Innovation in a Product Development Firm", *Administrative Science Quarterly*, 42 (4): 716-749.

* Baum J.A.C, Calabrese T. and Silverman B.S, 2000, "Don't Go it alone: Alliance Network Composition and Startups' Performance in Canadian Biotechnology", *Strategic Management Journal*, 21: 267-294.

Perry-Smith J.E and Shalley Christina E. 2003, "The Social Side of Creativity: A Static and Dynamic Social Network Perspective", *Academy of Management Review*, 28 (1) 89-108.

Shane S. and Stuart T. 2002, "Organizational Endowments and the Performance of University Start-ups", *Management Science*, 48 (1), 154-170.

Spring Semester:

Methodological Aspects

Batageli, V. and Marvar A. 1998, "Pajek: Program for Large Network Analysis", *Connections* 21: 47-54.

<http://www.educa.fmf.uni-lj.si/datana/pub/networks/doc/pajek.pdf>

Carrington P.J, Scott J. and Wasserman S. 2005, *Models and Methods in Social Network Analysis*, Cambridge, Cambridge University Press.

Freeman, L.C. 2000, "Visualizing Social networks", *Journal of Social Structure*
<http://zeeb/library.cmu.edu:7850/JoSS/article.html> (July 24, 2002)

Marsdan P. V. 1990, "Network Data and Measurement," *Annual Review of Sociology*, 16, 435-463.

McCarty, C. "Structure in Personal Networks", *Journal of Social Structure*, <http://www.library.cmu.edu:7850/joss/McCarty/McCarty.htm>

Scott J. 2000, *Social Network Analysis: A Handbook*, London, Sage Publications .

Wasserman S. and Faust K. 1994, *Social Network Analysis: Methods and Applications*, Cambridge, Cambridge University Press.

Criticism of Social Network Analysis

* Brint S. 1992, "Hidden Meanings: Cultural Content and Context in Harrison White's Structural Sociology," *Sociological Theory*, 10:194-208.

* Emirbayer, M. 1997, "Manifesto for a Relational Sociology", *American Journal of Sociology*, 103 (2) 281-317

* Emirbayer M. and Goodwin J. 1994, "Network Analysis, Cultural and the Problem of Agency," *American Journal of Sociology*, 99: 1411-1454.

Salancik, G. R 1995, "Wanted: A Good Network Theory of Organization", *Administrative Science Quarterly*, 40: 345-349.