

## Urban Social Networks

USP 586/686 Spring 2006 Wed. 18:40-21:20 USP 240

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### Overview

We live in a network society where there is increasing intertwinement among people and issues in society, globalization has broken down traditional boundaries, and social environments are more turbulent (Castells 2000). This course introduces the concepts, applications, and methods of understanding the dynamics of networks, with a particular focus on social network analysis. My goal for this class is to work with students to co-develop the course and let it evolve much like a network would in society. I want people to feel comfortable exploring the network concepts and methods as they apply to their own interests and research.

This is my first time teaching this course, so I intend to act as a facilitator using attendance and engagement with the material as my criteria for grading rather than the content of assignments. I know people approach methods and software with different levels of anxiety, so we will all work together to experiment individually and as groups.

### Assignments and evaluation

**Class Participation (25%):** Students are expected to attend class (role will be taken) and participate in the discussion as active listeners and participants.

**Example of social network analysis in the news or research (10%):** Throughout the term, each student will be asked to bring in one example of social network analysis that they find in the media, literature, or other sources to share with the class.

**Co-developed lecture (25%):** Each student will work with me to develop a methods lecture on a social network analysis technique. The student will be responsible for selecting a database (some sample databases come packaged with UCINET). With my support, we will present the technique in class. These lectures tend to be dynamic and open to experimenting and questions.

**Term project (40%):** The final project for each student will build from our class experiences. Students will find or create a simple, real-world network dataset, run appropriate analysis, and discuss the results. I expect that this will be a short 8-page paper or some other form of creative presentation. This will be the only written graded assignment for the class.

## **Texts and software**

### **Texts**

Hanneman, Robert A. and Mark Riddle. 2005. Introduction to social network methods. Riverside, CA: University of California, Riverside (published in digital form at <http://faculty.ucr.edu/~hanneman/> )

(Optional, and at the PSU bookstore) John Scott (2000). *Social Network Analysis: A Handbook*. Thousand Oaks: Sage. **ISBN:** 0761963391

### **Software**

USP has purchased a site license for UCINET, a very user friendly social network analysis software package. This will be available in URBN 240, the lab where the class is being taught, as well as in the regular computer lab. This should provide good access for students. In addition, a copy of the software can be downloaded free for 30 days from the website of Analytic Technologies. <http://www.analytictech.com/>.

### **Other resources**

Degenne, Alain and Michel Foray (1999). *Introducing social networks*. Thousand Oaks: Sage. **ISBN:** 0761956042

Carrington, Peter J., J. Scott, S. Wasserman, and M. Granovetter (2005). *Models and Methods in Social Network Analysis*. Cambridge: Cambridge University Press. **ISBN:** 0521600979

Wasserman, Stanley, K. Faust, D. Iacobucci, and M. Granovetter. *Social Network Analysis: Methods and Applications*. Cambridge: Cambridge University Press. **ISBN:** 0521387078

- Linton Freeman's Social Network Analysis concept map
- International Network for Social Network Analysis <http://www.insna.org/>
- Social network analysis wikipedia:  
[http://en.wikipedia.org/wiki/Social\\_networking](http://en.wikipedia.org/wiki/Social_networking)
- Centre for Democratic Network Governance: [http://www.ruc.dk/demnetgov\\_en/](http://www.ruc.dk/demnetgov_en/)
- Program on Networked Governance:  
<http://www.ksg.harvard.edu/netgov/html/index.htm>
- Analytictech: <http://www.analytictech.com/networks/>
- Institute for Social Network Analysis of the Economy: <http://www.isnae.org>

## **Class Schedule**

### **April 5: What is a Network**

- Network types
- Who is using network theories and methods?

*Read: Wellman, Barry and Milena Gulia (1998). "Net-surfers Don't Ride Alone: Virtual Communities as Communities." Networks in the Global Village. Westview Press.*

### **April 12: Introduction to UCINET and social network analysis**

- Handling network data

*Read: Hanneman Ch 1, 2, 6  
(optional) Scott Ch 1, 2*

### **April 19: The building blocks of networks and creating network data**

- Applications: Interpersonal networks I: relationships
- Methods: Where to find and how to create network data

*Read: Hanneman Ch 1, 2, 6  
(optional) Scott Ch 3*

*Breiger, Ronald L (2004). The Analysis of Social Networks.  
<http://www.u.arizona.edu/~breiger/NetworkAnalysis.pdf>*

*D'Estree, Tamra Pearson (2003). "Achievement of Relationship Change." In O'leary and Bingham (eds.): The Promise and Performance of Environmental Conflict Resolution. Washington, DC: Resources for the Future. pp 111-128. (In my readings folder)*

### **April 26: Interpersonal relationships in networks**

- Applications: Interpersonal networks II: small world and weak ties
- Methods: Whole networks and ego networks- what do these strange words mean?

*Read: Hanneman Ch 9  
(optional) Scott Ch 4*

*Granovetter, Mark (1973). "The Strength of Weak Ties." American Journal of Sociology (Available for download from PSU Library)*

### **May 3: Power, centrality, and networks in the private sector**

- Applications: Networks in the private sector
- Methods: Centrality and Power

*Read: Hanneman Ch 10  
(optional) Scott Ch 5*

*Powell, Walter W. (1990). "Neither Market Nor Hierarchy: Network Forms of Organization." Research in Organizational Behavior, vol. 12, pp 295-336. (In my readings folder)*

### **May 10: Elites, cliques, and subgroups**

- Guest lecture: Charles Heying- Networks and civic elites
- Applications: Networks in civil society
- Methods: Cliques and subgroups

Read: *Hanneman Ch 11*  
(optional) *Scott Ch 6*

*Wapner, Paul. (1995). "Politics Beyond the State: Environmental Activism and World Civic Politics." World Politics, vol. 47 (April), pp. 311-40. (In my readings folder)*

### **May 17: Positions, roles, and networks in policy and public administration**

- Applications: Governance networks
- Methods: Positions and roles

Read: *Hanneman Ch 12*  
(optional) *Scott Ch 7*

*Marcussen, Martin and Jacob Torfing (2003). "Grasping Governance Networks." Centre for Democratic Network Governance Working Paper Series, Working Paper 2003:5. [http://www.ruc.dk/demnetgov\\_en/working\\_papers/](http://www.ruc.dk/demnetgov_en/working_papers/)*

*Bogason, Peter (2004). "Networks in Policy Analysis: Towards a New Paradigm." Centre for Democratic Network Governance Working Paper Series, Working Paper 2004:8. [http://www.ruc.dk/demnetgov\\_en/working\\_papers/](http://www.ruc.dk/demnetgov_en/working_papers/)*

#### Optional further reading:

Koppenjan, J. and Klijn, E-H. (2004), *Managing Uncertainties in Networks – a network approach to problemsolving and decisionmaking*. London: Routledge.

Kickert, Walter J.M., E.H. Kleijn, and J.F.M. Koppenjan (1997). *Managing Complex Networks: Strategies for complex networks*. London: Sage.

### **May 24: No class (I will be attending the Water Quality Trading Conference)**

### **May 31: Networks are more than social network analysis and the social sciences**

- Guest lecture: Cassandra Kelly- Networks in fiction and literature
- Applications: Other methods of social network analysis
- Methods: Dimensions and displays

Read: *Marcussen, Martin and Hans Peter Olsen. Bridging a Structural Hole in Governance Network Analysis. Centre for Democratic Network Governance Working Paper Series, Working Paper 2005:2. [http://www.ruc.dk/demnetgov\\_en/working\\_papers/](http://www.ruc.dk/demnetgov_en/working_papers/)*

(optional) *Scott Ch 8*

#### Optional further reading:

*Maarten A. Hajer and Hendrik Wagenaar, Deliberative Policy Analysis: Understanding Governance in the Network Society. (pp. 33 – 59). Cambridge, MA: Cambridge University Press, Cambridge*

### **June 7: Final project presentations: Final projects due**