EduBox 03: Social and business networks and relations

Session 03: A social network analysis, the basics

Session plan

|  |  |  |  |
| --- | --- | --- | --- |
| Topics/ Content | Objectives | Learning outcome | Sources |
| Learning outcome  Objectives  Lead-in  Social network analysis (SNA)   * A definition * Basic features * Analysing networks * Pros and cons of a network analysis   Summary and reflection  Home assignment  Sources | At the end of these sessions, students will be able to   * explain the basic features of a social network analysis, * analyse a network and * use the results of the analysis to make suggestions for interventions | Students analyse social networks applying the basic tools of a social network analysis | Chua, Vincent, Julia Madej & Barry Wellman 2011. Personal Communities: The World According to Me. In: John Scott and Peter J. Carrington (eds.). *The Sage Handbook of Social Network Analysis.* London : Sage Publications, 2011, pp. 101-115  Cross, Rob; Andrea Parker and Steve Borgatti. 2002. *IBM A bird‘s-eye view: Using social network analysis to improve knowledge creation and sharing.* IBM Corporation [http://www.analytictech.com/borgatti/papers/cross,%20parker%20and%20borgatti% 20-%20A\_birds\_eye\_view.pdf](http://www.analytictech.com/borgatti/papers/cross,%20parker%20and%20borgatti%20-%20A_birds_eye_view.pdf) 9.9.2018  Dekker, Rianne & Godfried Engbersen. 2012. How social media transforms migrant networks and facilitate migration. IMI Working Paper 64, University of Oxford; November 2012  Easley, David & Jon Kleinberg 2010. *Networks, Crowds, and Markets: Reasoning about a Highly Connected World.* Cambridge: Cambridge University Press  Granovetter, Mark 1983. The Strength of Weak Ties: A Network Theory Revisited. In: Sociological Theory, Vol. 1; pp.201-233  Knox, Hannah; Mike Savage and Penny Harvey. 2006. Social networks and the study of relations: networks as method, metaphor and form. In: Economy & Society. Vol 35, No1; pp.113-140.  Martin, Alexandra & Barry Wellman 2011. Social Network Analysis: An Introduction. In: John Scott and Peter J. Carrington (eds.). *The Sage Handbook of Social Network Analysis.* London: Sage Publications, pp.11-25  Schnegg, Michael & Hartmut Lang 2002. Netzwerkanalyse, eine praxisorientierte Einführung  <http://ethnographic-methods.org/wp-content/uploads/2018/08/Netzwerkanalyse.pdf> (12.9.2018)  Schweizer, Thomas (Ed.) 1989. *Netzwerkanalyse: Ethnologische Perspektiven*. Berlin: Reimer-Verlag  Except where otherwise stated, content in this presentation / on this site is licensed under a [Creative Commons Attribution ShareAlike 4.0 International license](https://creativecommons.org/licenses/by-sa/4.0/).  [../../../../../Design%20Grafik%20Logos%20Web/CC%20Icons/cc-icons-png/by-sa.png](https://creativecommons.org/licenses/by-sa/4.0/) |

|  |  |  |
| --- | --- | --- |
| Slide title | Method and time frame | Comments |
| Introduction to EduBox 3 and Session 03 |  |  |
| Learning outcomes | Explanation  3 minutes | One could also leave the set of slides without any elaboration |
| Objectives | Explanation 3 minutes | One could also leave the set of slides without any elaboration |
| Lead-in | Activate students  3 minutes | Use questions to activate students and lead them into the topic. |
| Social network analysis (SNA)  A definition | Definitions  3 minutes | Set the scene and explain definitions |
| Basic features | Input-discussion  15 minutes | Easy to understand introduction to basic features of the network analysis. The discussion of weak and strong ties may require some time if students did not read the text from the previous session  The last two slides are texts which can be used to check what students learned |
| Analysing networks | Activities  15 minutes | A variety of sample networks are shown to deepen knowledge and skills of analysing networks. Depending on time available, the number of samples may be reduced. |
| Pros and cons of a network analysis | Input and discussion  25 min | Watching the video and the TED talk takes some time but is a good basis to generate a discussion about the pros and cons of analysing networks and limits of data analysis and interpretations  There is also an alternative short video if time is short |
| Summary and reflection | Input/Discussion  5 minutes |  |
| Home assignment | Reading text and summarise the arguments |  |
| Sources |  |  |