

EduBox 03: Social and business networks and relations

Session 03: A social network analysis, the basics

Session plan

Topics/ Content	Objectives	Learning outcome	Sources
<p>Learning outcome</p> <p>Objectives</p> <p>Lead-in</p> <p>Social network analysis (SNA)</p> <ul style="list-style-type: none"> ▪ A definition ▪ Basic features ▪ Analysing networks ▪ Pros and cons of a network analysis <p>Summary and reflection</p> <p>Home assignment</p> <p>Sources</p>	<p>At the end of these sessions, students will be able to</p> <ul style="list-style-type: none"> ▪ explain the basic features of a social network analysis, ▪ analyse a network and ▪ use the results of the analysis to make suggestions for interventions 	<p>Students analyse social networks applying the basic tools of a social network analysis</p>	<p>Chua, Vincent, Julia Madej & Barry Wellman 2011. Personal Communities: The World According to Me. In: John Scott and Peter J. Carrington (eds.). <i>The Sage Handbook of Social Network Analysis</i>. London : Sage Publications, 2011, pp. 101-115</p> <p>Cross, Rob; Andrea Parker and Steve Borgatti. 2002. <i>IBM A bird's-eye view: Using social network analysis to improve knowledge creation and sharing</i>. IBM Corporation http://www.analytictech.com/borgatti/papers/cross_%20parker%20and%20borgatti%20-%20A_birds_eye_view.pdf 9.9.2018</p> <p>Dekker, Rianne & Godfried Engbersen. 2012. How social media transforms migrant networks and facilitate migration. IMI Working Paper 64, University of Oxford; November 2012</p> <p>Easley, David & Jon Kleinberg 2010. <i>Networks, Crowds, and Markets: Reasoning about a Highly Connected World</i>. Cambridge: Cambridge University Press</p> <p>Granovetter, Mark 1983. The Strength of Weak Ties: A Network Theory Revisited. In: <i>Sociological Theory</i>, Vol. 1;</p>

			<p>pp.201-233</p> <p>Knox, Hannah; Mike Savage and Penny Harvey. 2006. Social networks and the study of relations: networks as method, metaphor and form. In: <i>Economy & Society</i>. Vol 35, No1; pp.113-140.</p> <p>Martin, Alexandra & Barry Wellman 2011. Social Network Analysis: An Introduction. In: John Scott and Peter J. Carrington (eds.). <i>The Sage Handbook of Social Network Analysis</i>. London: Sage Publications, pp.11-25</p> <p>Schnegg, Michael & Hartmut Lang 2002. Netzwerkanalyse, eine praxisorientierte Einführung http://ethnographic-methods.org/wp-content/uploads/2018/08/Netzwerkanalyse.pdf (12.9.2018)</p> <p>Schweizer, Thomas (Ed.) 1989. Netzwerkanalyse: Ethnologische Perspektiven. Berlin: Reimer-Verlag</p> <p>Except where otherwise stated, content in this presentation / on this site is licensed under a Creative Commons Attribution ShareAlike 4.0 International license.</p> 
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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		