

## Term Information

Effective Term Autumn 2014

## General Information

Course Bulletin Listing/Subject Area Sociology  
Fiscal Unit/Academic Org Sociology - D0777  
College/Academic Group Arts and Sciences  
Level/Career Undergraduate  
Course Number/Catalog 4650  
Course Title Undergraduate Seminar in Social Networks  
Transcript Abbreviation Social Ntwork Sem  
Course Description In this seminar, we will study both the theoretical and substantive development of the field of social networks as well as methodological tools necessary for conducting research. We will explore how our relationships significantly shape many aspects of our lives including cognition, motivations, identity, social mobility, group organization and resource distribution.  
Semester Credit Hours/Units Fixed: 3

## Offering Information

Length Of Course 14 Week  
Flexibly Scheduled Course Never  
Does any section of this course have a distance education component? No  
Grading Basis Letter Grade  
Repeatable No  
Course Components Lecture  
Grade Roster Component Lecture  
Credit Available by Exam No  
Admission Condition Course No  
Off Campus Never  
Campus of Offering Columbus

## Prerequisites and Exclusions

Prerequisites/Corequisites A general education quantitative reasoning course or permission of instructor.  
Exclusions

## Cross-Listings

Cross-Listings

## Subject/CIP Code

Subject/CIP Code 45.1101  
Subsidy Level Baccalaureate Course  
Intended Rank Junior, Senior

## Requirement/Elective Designation

The course is an elective (for this or other units) or is a service course for other units

## Course Details

### Course goals or learning objectives/outcomes

- We will consider theoretical justifications for the study of social networks and the key concepts used in the field, using classical sociological formulations of these concepts as well as more recent statements
- We will we will acquaint ourselves with mainstream methods and computer applications for the visual and quantitative analysis of social networks
- We will sample from the large (and growing) volume of empirical work that adopts a networks perspective in one form or another.

### Content Topic List

- Networks
- Social networks
- Social mobility
- Research methods
- Interdependency

## Attachments

- SOC 4650.docx: Syllabus  
*(Syllabus. Owner: Chamberlain, Lindsey Joyce)*
- Curricular Map.xls: Curricular Map  
*(Other Supporting Documentation. Owner: Chamberlain, Lindsey Joyce)*
- SOC 4650 concurrence.pdf: Concurrence  
*(Concurrence. Owner: Chamberlain, Lindsey Joyce)*

## Comments

- Please note that our curricular map only has learning outcomes listed for categories of courses, but we are in the process of updating this document. *(by Chamberlain, Lindsey Joyce on 01/17/2014 03:00 PM)*

## Workflow Information

Status	User(s)	Date/Time	Step
Submitted	Chamberlain, Lindsey Joyce	02/03/2014 03:17 PM	Submitted for Approval
Approved	Williams, Kristi L.	02/03/2014 04:16 PM	Unit Approval
Approved	Haddad, Deborah Moore	02/03/2014 04:25 PM	College Approval
Pending Approval	Vankeerbergen, Bernadette Chantal Nolen, Dawn Jenkins, Mary Ellen Bigler Hogle, Danielle Nicole Hanlin, Deborah Kay	02/03/2014 04:25 PM	ASCCAO Approval

## **Undergraduate Seminar in Social Networks**

**SOC 4650**

Meeting Schedule

Meeting Room

**Department of Sociology  
The Ohio State University  
Autumn 2013**

**Professor: Neha Gondal**

**Email: [gondal.2@sociology.osu.edu](mailto:gondal.2@sociology.osu.edu)**

**Office Hours: Thursday, 3-4 pm and by appointment at 221 Townsend Hall**

The term 'social networks' has become a buzzword today. But before its pop culture appeal, social scientists had been deeply engaged in exploring how our relationships - ours friends, family, colleagues, romantic entanglements, formal institutional ties, etc. - significantly shape many aspects of our lives including cognition, motivations, identity, social mobility, group organization, resource distribution, etc. The basic theoretical principle undergirding social network analysis is that actors are fundamentally *interdependent*. The study of social networks is how this interdependency aggregates into social structure. In this seminar, we will study both the theoretical and substantive development of the field of social networks as well as methodological tools necessary for conducting research. We will have three aims in this course: (1) First, we will consider theoretical justifications for the study of social networks and the key concepts used in the field, using classical sociological formulations of these concepts as well as more recent statements; (2) Second, we will we will acquaint ourselves with mainstream methods and computer applications for the visual and quantitative analysis of social networks; and (3) Third, we will sample from the large (and growing) volume of empirical work that adopts a networks perspective in one form or another. While much of this literature comes from sociology, the arguments and methods should be applicable across a wide variety of disciplinary traditions.

### **Requirements:**

Your grade in this course will be based on the following requirements:

- 1) one midterm test in class (20%)
- 2) class participation (10%)
- 3) three small-group/individual assignments (15% each) that jointly make up one project
- 4) a final exam (25%)

The assignments will involve gathering some network data of your own, or using secondary data, reporting on it, and doing some modest analysis of it, using some basic network analytic tools.

We'll discuss how to do these assignments in class. I will demonstrate the use of software packages including PAJEK and UCINET in class on different occasions. Lastly, as this is a seminar, class participation is necessary.

### **Required Texts**

Wouter de Nooy, Andrej Mrvar, and Vladimir Batagelj, *Exploratory Social Network Analysis with Pajek* (Cambridge, 2011) (WMB in Syllabus)

Barabási, Albert-László. 2002. *Linked: The New Science of Networks*.

If you own a computer, download Pajek (free to download): <http://vlado.fmf.uni-lj.si/pub/networks/pajek/>

Pajek is a network visualization software, which you will be expected to use in your projects.

*Tentative Schedule (subject to change)*

### **Week 1:1**                    **Introduction and Overview**

Borgatti, Stephen P., Ajay Mehra, Daniel J. Brass, Giuseppe Labianca. 2009. "Network Analysis in the Social Sciences." *Science* 323 (5916): 892-895.

### **Week 1:2**                    **Classical Roots**

Simmel, Georg. "The Problem of Sociology," in Don Levine (ed.), *Georg Simmel on Individuality and Social Forms*, pp. 23-35.

Wellman, Barry. 1988. "Structural Analysis: From Method and Metaphor to Theory and Substance," in Barry Wellman and S. D. Berkowitz (eds.), *Social Structures: A Network Approach* pp. 19-61. (Available on Carmen)

### **Week 2:1**                    **Basic Vocabulary I**

Wasserman and Faust – Chapters 1-2. (Carmen)

### **Week 2:2**                    **Basic Vocabulary II**

Wasserman and Faust – Chapters 3-4. (Carmen)

### **Week 3:1**                    **First steps with Pajek**

WMB – Chapter 1

*In-class demonstration of Pajek*

**Week 3:2**                    **Non-technical demonstration of Networks**

James S. Coleman, *The Adolescent Society*, chapter 7 [Carmen]

**Week 4:1**                    **Ego Networks, Personal Networks, Social Support**

Wellman, Barry. 1979. "The Community Question: The Intimate Networks of East Yorkers." *The American Journal of Sociology*, Vol. 84, No. 5, pp. 1201-1231.

Fischer, Claude. 1982. *To Dwell Amongst Friends*. University of Chicago Press.  
(Sections on Carmen)

**Week 4:2**                    **Applications of Egonets**

McPherson, M., L. Smith-Lovin., and M. Brashears. 2006. "Social Isolation in America: Changes in Core Discussion Networks over Two Decades." *American Sociological Review*, Vol. 71, No. 3, pp. 353-375.

Grossetti, M. 2007. "Are French Networks Different?" *Social Networks* 29(3): 391–404.

*Exercise I Due!*

**Week 5:1**                    **Homophily and Pajek Attributes**

McPherson, M., Smith-Lovin, L., Cook, J.M., 2001. Birds of a feather: homophily in social networks. *Annual Review of Sociology* 27, 415–444.

WMB – Chapter 2

**Week 5:2**                    **Local Network Processes**

Bearman, P.S., Moody, J., Stovel, K., 2004. "Chains of affection: the structure of adolescent romantic and sexual networks." *American Journal of Sociology* 110, 44–91.

**Week 6:1**                    **Centrality**

WMB – Chapter 6

Baker, Baker and Robert Faulkner. 1993. "The Social Organization of Conspiracy: Illegal Networks in the Heavy Electrical Equipment Industry," *American Sociological Review* 58: 837-60.

**Week 6:2**                    **Brokerage**

WMB – Chapter 7

Burt, Ronald. 2004. "Structural holes and good ideas." *American Journal of Sociology* 110, 349–399.

**Week 7:1**                    **Duality: Two-Mode Networks**

Breiger, R., 1974. "The duality of persons and groups." *Social Forces* 53 (2), 181–190.

Pajek demonstration of two-mode network analysis

**Week 7:2**                    **Review and Catchup**

FIRST MIDTERM!

**Week 8:2**                    **Transitivity**

WMB – Chapter 10

De Waal, Franz. 1982. *Chimpanzee Politics* (Selections on Carmen)

**Week 9:1**                    **Cohesion**

Wasserman and Faust: Chapter 7.

*Pajek demonstration to detect weak, strong, and bicomponents (measures of cohesion).*

**Week 9:2**                    **Cohesion, Empirically**

Moody, J., 2004." The structure of a social science collaboration network: disciplinary cohesion from 1963 to 1999." *American Sociological Review* 69 (2), 213–238.

**Week 10:1**                    **Linking Micro and Macro**

Granovetter, M.S., 1973. "The strength of weak ties." *American Journal of Sociology* 78, 1360–1380.

Gondal, Neha and Paul D. McLean. 2013. "Linking tie-meaning with network structure: Variable connotations of personal lending in a multiple-network ecology." *Poetics*, 41:122-150.

**Week 10:2**                    **Networks and Culture**

Lizardo, Omar. 2006. How cultural tastes shape personal networks. *American Sociological Review* 71, 778–807.

*Exercise II Due!*

**Week 11:1**                    **Social Movements**

McAdam, Doug. 1986. "Recruitment to High-Risk Activism: The Case of Freedom Summer."  
*American Journal of Sociology* 92:64-90.

**Week 11:2**                    **Networks and Emotions**

Yeung, K-T. 2005. What does love mean? Exploring network culture in two network settings.  
*Social Forces* 84, 391-420.

**Week 12:1**                    **The New Science of Networks (Big Networks)**

Barabasi – Chapters 1-7

**Week 12:2**                    **Networks Everywhere**

Barabasi – Chapters 8-13

**Week 13:1**                    **Diffusion Processes**

Christakis, Nicholas and James Fowler. 2007. "The spread of obesity in a large social network  
over 32 years." *New England Journal of Medicine* 357(4):370-379.

Centola, Damon. 2010. "The Spread of Behavior in an Online Social Network Experiment."  
*Science* 329(5996):1194-1197.

Exercise III Due!

**Week 13:2**                    **Project Presentations I**

**Week 14:1**                    **Project Presentations II**

**Week 14:2**                    **Review**

**FINAL EXAM!!!**



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January 30, 2014

Kristi Williams  
Department of Sociology  
155 Townshend Hall  
1885 Neil Avenue Mall  
Columbus, OH 43210

Dear Kristi,

This letter is confirmation of our concurrence with your proposed course SOC 4650, Social Networks. We agree with your assurance that this course complements rather than competes with our course COMPSTUD 4846, Social Studies of Objects and Networks.

Yours,

Barry Shank