

Contents

Preface	9
How to Use this Book	11
1. Introduction	13
1.1 The Construction of Social Networks	13
1.2 Social Network Studies	15
1.2.1 The Community Question	15
1.2.2 Viral Marketing	20
1.2.3 Corporate Networks	21
1.3 Exercises	25
2. Research Design	27
2.1 Social Networks	29
2.2 Networks as Variables	31
2.2.1 Explanatory Variables	35
2.2.2 Dependent Variables	37
2.3 Typology of Networks	47
2.3.1 Complete Networks	49
2.3.2 Ego-centered Networks	52
2.4 Longitudinal Network Studies	55
2.5 Summary	57
2.6 Exercises	59

3. Data	61
3.1 Kinds of Data	62
3.1.1 Units and Levels	62
3.1.2 Organization	67
3.1.3 Which Data for Which Type of Network?	72
3.2 Data Collection	75
3.2.1 Sources	75
3.2.2 Boundary Specification	83
3.2.3 Alter Recall	85
3.3 Quality Issues	93
3.4 Ethical Considerations	97
3.5 Summary	99
3.6 Exercises	100
4. Analysis	103
4.1 Mathematical Representation	104
4.1.1 Graphs	106
4.1.2 Ego-Centered Networks	109
4.1.3 Two-Mode Networks	110
4.2 Indexing and Grouping	111
4.2.1 Dyads as the Unit of Analysis	112
4.2.2 Network Characteristics	118
4.2.3 Centrality	123
4.2.4 Cohesion	130
4.2.5 Roles	134
4.2.6 Blockmodeling	137
4.3 Modeling	140
4.3.1 Idealized Models	141
4.3.2 Exponential-Family Random Graph Models	143
4.4 Summary	145
4.5 Exercises	146

5. Visualization	149
5.1 Graphical Representation	151
5.1.1 Sociogram	151
5.1.2 Sociomatrix	155
5.1.3 Two-Mode Network Representations	159
5.2 Multivariate Information Visualization	162
5.2.1 Substance-Based Layout	165
5.2.2 Other Graphical Variables	169
5.3 Information Layering	169
5.3.1 Filtering	170
5.3.2 Level of Detail	174
5.3.3 Micro/Macro Reading	175
5.4 Summary	177
5.5 Exercises	179
6. Summary	183
List of Figures	189
List of Boxes	191
About the Authors	193
Bibliography	195
Index	211