Workshop “Introduction to Social Network Theory and Analysis”

Introduction

Generally defined, social network analysis (SNA) is the statistical study of the structure of interaction as it occurs between persons and/or other social units (McFarland, Diehl & Rawlings, 2011). The goal of most SNA is to understand how these configurations of relationships relate to some phenomenon of interest, such as college success. The last several decades have witnessed an explosion of awareness about networks, both within the academy and the larger cultural consciousness.

Description of the Workshop

This is an introductory workshop social network theory and analysis. The focus is both theoretical (e.g., what are the key concepts and hypotheses embedded in social network analysis) and methodological (e.g., how do we actually conduct research on social networks). The course will include discussions on social network theory and important concepts in network analysis including centrality, density, power, and influence. The course will also include a discussion of issues related to research design and methodology, including data collection and analysis techniques. This course treats qualitative and quantitative methods for social network research, emphasizing a “how-to” approach to analyzing existing datasets or those collected by co-instructors in their own research.

Objectives

This workshop is both, theoretical and practical with the objective of teaching a student who is new to the SNA how to do a network analysis. At the end of this course, a student should be familiar with the theory and methodology and will be able to run and to interpret basic social network analyses with the help of a software specifically designed to conduct network analyses.

Laptops and Software

In order to learn how to analyze network data, we will introduce students to the most widely known program for doing network analysis (UCINET). The instructors will use additional software used for network analyses (e.g., PAJKEK and R) to demonstrate recent advances in the research on social networks. However, students are only expected to learn and to use UCINET.

Students are required to bring their laptops (or lend them from the ITS) and install UCINET. Students can either purchase their own UCINET license or download a free trial version. See the following link for information on the license: http://www.analytictech.com/ucinet/purchase.htm

UCINET guide


Required Readings

Students are required to prepare themselves for the workshop by reading the following introductory course material (will be provided in pdf format to registered participants):

International Centre for Higher Education Research Kassel (INCHER) & Kasseler Internationales Graduiertenzentrum Gesellschaftswissenschaften (KIGG)


**Suggested further readings**

Provisional program - Introduction to Social Network Theory and Analysis

Monday, 25th June 2012

09:00 - 12:00 (incl. 10 min. coffee break)
The social network perspective
Social capital and social networks
Network Study Design
Fundamental concepts in SNT & A

12:00 - 13:30
Lunch

13:30 - 15:15
Introduction to UCINET
Exercises in UCINET – entering data, creating matrices

15:15 -15:30
Coffee Break

15:30 – 17:00
Centrality, Density, Cliques
Exercises in UCINET – interpreting measures of centrality and density

17:00 - 17:15
Coffee Break

17:15 - 18:30
Exercises in UCINET – different types of visualization tools?

18:30 End of the Introductory Workshop

Referenten: Dr. Cecilia Rios-Aguilar and Dr. Manuel González Canche, School of Educational Studies, Claremont Graduate University

Datum: Monday, 25th June 2012

Zeit: 09:00-18:30

Ort: Studio, Arnold-Bode-Str. 10, Raum 0222, Vorraum 0219

Begrenzte Teilnehmer/innenzahl: 25

Anmeldung: Bis zum 18. Juni 2012 (Montag) bei Frau H. Baumgarten (kigg@uni-kassel.de)

Info: Der Workshop ist für alle Master- und Lehramtsstudierenden (L3, Gymnasium, Hauptstudium, ab 5. Semester) und Promovenden des Fachbereichs 05 geöffnet. Zudem können die Promovenden von Prof. Dr. Mechthild Bereswill, Prof. Dr. Bernd Overwien und vom GRAKO teilnehmen. Die Unterrichtssprache ist Englisch!