

## УЧЕБНЫЕ ПРОГРАММЫ

M. Mizruchi

# Social Networks

Sociology 417 (undergraduate), University of Michigan, Fall 2008



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The term «social networks» has become a buzzword in popular culture. People now routinely talk about «networking» to advance their careers, that we are connected by «six degrees of separation», and that it's «who we know» rather than «what we know» that matters. The study of networks as a social phenomenon has been around for decades, however. Dating back to the work of J. L. Moreno in the 1930s, this approach emerged on a significant scale in the 1960s and has expanded geometrically since that time. In this class we will treat the concept of social networks as an approach to the study of social structure. We will begin by discussing the role of structural sociology within the larger context of sociological theory. We will then examine the study of networks as a branch of structural sociology. After providing a theoretical foundation, we will apply the network approach to a range of substantive questions.

The course will be run as a seminar, in which we cover a particular topic each week. On Tuesday I will provide a background lecture on the topic. On Thursday (except for certain weeks, described in class) we will have a class discussion of the week's materials, led by students (probably in groups of two). Students will choose their topics during the first week of class and will meet with the instructor prior to their presentation.

### Requirements

In addition to the presentation and one's overall contribution to class discussion, the grade will be based on two criteria: an in-class final examination, and a series of weekly reaction papers (of approximately two pages in length), in which students comment on the readings for that week. The paper is waived in the week(s) that the student leads the discussion. Students are also allowed one additional «week off» of their choosing. All of the assignments and requirements will be described in more detail in class.

### Readings

A list of required readings is presented in the course outline below. With three exceptions, all of the readings for the course will be available online on the class CTools site. The remaining readings will be drawn from three books (available at the Shaman Drum Bookstore, 313 South State Street), the purchase of which is strongly recommended:

Barabasi A. L. 2003. *Linked*. N. Y.: Plume.

Gladwell M. 2000. *The Tipping Point*. N. Y.: Little, Brown & Co.

Granovetter M. 1995. *Getting a Job*. 2nd edition. Chicago: University of Chicago Press.

**Course Outline** (All readings, except for those from the three books listed above, are located on the class CTools site)

## **September 2: Introduction to the Course**

### **September 4, 9, 11: What is Social Structure?**

Durkheim E. [1895] 1964. *The Rules of Sociological Method*. N. Y.: The Free Press of Glencoe; 1–13.

Wellman B. 1988. Structural Analysis: From Method and Metaphor to Theory and Substance. In: Wellman B. and S. D. Berkowitz (eds.) *Social Structures: A Network Approach*. Cambridge University Press: Cambridge; 19–61 (read closely to 35; skim the remainder).

Mizruchi M. S. 1994. Social Network Analysis: Recent Achievements and Current Controversies. *Acta Sociologica*. 37: 329–343.

Blau P. M. and J. E. Schwartz. 1984. *Crosscutting Social Circles: Testing a Macrostructural Theory of Intergroup Relations*. Orlando, FL: Academic Press; Preface.

### **September 16, 18: Social Structure and Intergroup Relations**

Simmel G. 1964. The Expansion of the Dyad In: Wolff K. H. (ed.) *The Sociology of Georg Simmel*. Free Press: N. Y.; 135–144.

Blau J. R. and P. M. Blau. 1982. The Cost of Inequality: Metropolitan Structure and Violent Crime. *American Sociological Review*. 47: 114–129.

Moody J. 2001. Race, School Integration, and Friendship Segregation in America. *American Journal of Sociology*. 107: 679–716.

Feld S. L. 1991. Why Your Friends Have More Friends than You. *American Journal of Sociology*. 96: 1464–1477.

*Recommended:* McPherson M., Smith-Lovin L. and J. M. Cook. 2001. Birds of a Feather: Homophily in Social Networks. *Annual Review of Sociology*. 27: 415–444.

### **September 23, 25: Collective Action and Social Movements**

Gladwell M. 2000. *The Tipping Point*. N. Y.: Little, Brown & Co; 3–29.

Granovetter M. 1978. Threshold Models of Collective Behavior. *American Journal of Sociology*. 83: 1420–1443.

McAdam D. 1986. Recruitment to High Risk Activism. *American Journal of Sociology*. 92: 64–90.

**September 30: No class; Rosh Hashanah****October 2: Tie Strength and Small Worlds: An Introduction to Network Analysis**

Barabasi A. L. 2003. *Linked*. N. Y.: Plume; 1–54.

Granovetter M. 1973. The Strength of Weak Ties. *American Journal of Sociology*. 78: 1360–1380.

Gans on Granovetter's «Strength of Weak Ties», Granovetter Replies to Gans, and Gans Responds to Granovetter. 1974. *American Journal of Sociology*. 80: 524–531.

**October 7: Centrality and Power**

Gladwell M. 2000. *The Tipping Point*. N. Y.: Little, Brown & Co; 30–88.

Mizruchi M. S. and B. B. Potts. 1998. Centrality and Power Revisited: Actor Success in Group Decision Making. *Social Networks*. 20: 353–387.

Baker W. E. and R. R. Faulkner. 1993. The Social Organization of Conspiracy: Illegal Networks in the Heavy Electrical Equipment Industry. *American Sociological Review*. 58: 837–860.

*Recommended*: Bonacich P. 1972. Technique for Analyzing Overlapping Memberships. *Sociological Methodology*. 4: 176–185.

**October 9: No class; Yom Kippur****October 14, 16: Cohesion and Structural Equivalence**

Menzel H. and E. Katz. 1955. Social Relations and Innovation in the Medical Profession: The Epidemiology of a New Drug. *Public Opinion Quarterly*. 19: 337–352.

Burt R. S. 1987. Social Contagion and Innovation: Cohesion versus Structural Equivalence. *American Journal of Sociology*. 92: 1287–1335 (read to 1318, and 1326–1328).

Mizruchi M. S. 1993. Cohesion, Structural Equivalence, and Similarity of Behavior: A Theoretical and Empirical Assessment. *Social Networks*. 15: 275–307 (read closely to 284; skim the remainder).

*Recommended*: Galaskiewicz J. and R. S. Burt. 1991. Interorganization Contagion in Corporate Philanthropy. *Administrative Science Quarterly*. 36: 88–105.

**October 21: No class; mid-semester break****October 23: Labor Markets and Structural Holes**

Granovetter M. 1995. *Getting a Job*. 2nd edition. Chicago: University of Chicago Press; 3–50.

Burt R. S. *Structural Holes: The Social Structure of Competition*. Cambridge, MA; L.: Harvard University Press; 8–38.

Mizruchi M. S. 2000. The Stability of the American Business Elite: Discrimination, Competence, or Connections? *Industrial and Corporate Change*. 9: 545–554.

*Recommended:* Petersen T., Saporta I. and M. D. Seidel. 2000. Offering a Job: Meritocracy and Social Networks. *American Journal of Sociology*. 106: 763–816.

### **October 28, 30: Market Relations and Embeddedness**

Granovetter M. 1985. Economic Action and Social Structure: The Problem of Embeddedness. *American Journal of Sociology*. 91: 481–510 (also In: Granovetter M. Getting a Job; 211–240).

Baker W. E. 1984. The Social Structure of a National Securities Market. *American Journal of Sociology*. 89: 775–811.

### **November 4, 6: Networks and the Corporate Elite**

Davis G. F., Yoo M. and W. E. Baker. 2003. The Small World of the American Corporate Elite, 1982–2001. *Strategic Organization*. 1: 301–326.

Barabasi A. L. 2003. *Linked*. N. Y.: Plume; 199–217.

Mizruchi M. S. 1996. What Do Interlocks Do? An Analysis, Critique, and Assessment of Research on Interlocking Directorates. *Annual Review of Sociology*. 22: 271–298.

*Recommended:* Watts D. J. 1999. Networks, Dynamics, and the Small-World Phenomenon. *American Journal of Sociology*. 105: 493–527.

### **November 11, 13: Corporate Networks and Politics**

Clawson D., Neustadtl A. and J. Bearden. 1986. The Logic of Business Unity. *American Sociological Review*. 51: 797–811.

Mizruchi M. S. 1989. Similarity of Political Behavior among Large American Corporations. *American Journal of Sociology*. 95: 401–424.

Burris V. 2005. Interlocking Directorates and Political Cohesion among Corporate Elites. *American Journal of Sociology*. 111: 249–283.

### **November 18, 20: Critique of Network Theory I: Rational Choice Theory**

Hechter M. 1987. *Principles of Group Solidarity* (California series on rational choice and political economy). Berkley and Los Angeles, CA; L.: University of California Press; 1–14, 40–47;

Hedstrom P. *Rational Choice and Social Structure: On Rational-Choice Theorizing in Sociology*. typescript.

Coleman J. S. 1988. Free Riders and Zealots: The Role of Social Networks. *Sociological Theory*. 6: 52–57.

**November 25: A Network Theory of Action**

Padgett J. F. and C. K. Ansell. 1993. Robust Action and the Rise of the Medici, 1400–1434. *American Journal of Sociology*. 98: 1259–1319.

Piskorski M. J. *I'm Not on the Market, I'm Here with Friends: Finding Jobs or Spouses On-Line*. Unpublished manuscript, Department of Strategy, Harvard Business School.

**December 2, 4: Critique of Network Theory II: The Role of Culture**

Brint S. 1992. Hidden Meanings: Cultural Content and Context in Harrison White's Structural Sociology. *Sociological Theory*. 10: 194–208.

White H. C. 1992. Reply to Steven Brint. *Sociological Theory*. 10: 209–213.

Swidler A. 1986. Culture in Action: Symbols and Strategies. *American Sociological Review*. 51: 273–286.

**December 9: Final Examination**