

SOCIOLOGY 355 - STRUCTURAL ANALYSIS

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Class Time: W 12-2
Location: AH400
Office Hours: M 12-2
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COURSE DESCRIPTION

We've all heard it said, "It's not what you know; it's who you know." *Structural Analysis*, more commonly known as *Social Network Analysis*, is the study of who you know, who *they* know, and why it matters. In this course you will learn to describe different kinds of networks, including social support networks, workplace networks, sexual networks, organizational, friendship networks, and internet-based social networks. You will also learn why these networks matter for outcomes such as being healthy, finding a job, getting a promotion, escaping poverty, catching a cold, having a great idea, and getting other people to recognize your great idea.

COURSE GOALS

After completing this course, students should be able to:

- i) Describe how social network analysts view the social world and use this perspective to ask sociological questions.
- ii) Describe the basic concepts and measures used in social network analysis.
- iv) Apply the concepts social network analysis to problems of sociological interest.
- v) Describe how different kinds of networks are related to sociologically significant outcomes.

REQUIREMENTS AND GRADING

Tests	50%
Quizzes	10%
Problem Set	10%
Final Paper	30%
Total	100%

READINGS

Available at U of T Bookstore:

Scott, John. 1991. *Social Network Analysis: A Handbook*. London: Sage.

Watts, Duncan J. 2003. *Six Degrees: The Science of a Connected Age*. New York: W.W. Norton.

Available at Canadian Scholars Press (180 Bloor St. W, Suite 801. <http://www.cspi.org/>)
SOC355 Coursepack

Week #	Date	COURSE OUTLINE	
PART I - INTRODUCTION TO STRUCTURAL ANALYSIS AND NETWORK ANALYSIS			
A. What is Structural Analysis			
1	Sept. 9	<i>Course Introduction</i>	No Reading Assignment
2	Sept. 16	<i>Introducing Networks</i>	Barabasi, Albert-Laszlo. 2003. <i>Linked: How Everything Is Connected to Everything Else and What it Means for Business, Science, and Everyday Life</i> . New York: Plume. Chapter 1-2.
3	Sept 23	<i>Theorizing Structurally</i>	Smith-Lovin, Lynn and J. Miller McPherson, 1993, "You Are Who You Know: A Network Approach to Gender," in Paula England ed., <i>Theory on Gender / Feminism on Theory</i> , Hawthorne, NY: Aldine de Gruyter, 223-251. Wellman, Barry. 1983. "Network Analysis: Some Basic Principles." <i>Sociological Theory</i> . 1: 155-200
B. Introduction to Social Network Analysis			
4	Sept.30	<i>Operationalizing Structure</i>	Scott, Chapters 1 and 2. Freeman, Linton C. 2004. <i>The Development of Social Network Analysis: A Study in the Sociology of Science</i> . Vancouver: Empirical Press. Chapters 8-9.
5	Oct. 7	<i>Introduction to Network Data</i>	Scott, Chapters 3-4 Marsden, Peter. 2005. "Recent Developments in Network Measurement." in Peter J. Carrington, John Scott, and Stanley Wasserman (eds) <i>Advances in Social Network Analysis</i> . Cambridge: Cambridge University Press. pp. 8-30
6	Oct. 14	<i>Measures of Network Structure</i>	Scott, Chapters 5-6

7	Oct. 21	<i>Where Do Networks Come From? What do they look like?</i>	<p>Problem Set Due (10%)</p> <p>Marsden. Peter. 1987. Core Discussion Networks of Americans. American Sociological Review. 52:122-131</p> <p>Feld, Scott. 1981. "The Focused Organization of Social Ties." American Journal of Sociology. 86:1015-1035.</p> <p>McPherson Miller J., and Lynn Smith-Lovin. 1987. Homophily in Voluntary Organizations: Status Distance and the Composition of Face-to-Face Groups. American Sociological Review. 52:370-379.</p>
PART II. SUBSTANTIVE APPLICATIONS OF SOCIAL NETWORK ANALYSIS			
A. Community, Social Support and Health			
8	Oct. 28	<i>Social Support and Personal Communities</i>	<p>Wellman, Barry. "The Community Question: The Intimate Network of East Yorkers. American Journal of Sociology. 84:1201-1231</p> <p>McPherson, Miller, Lynn Smith-Lovin and Matthew E. Brashears. 2006. "Social Isolation in America: Changes in Core Discussion Networks Over Two Decades." 71:353-375</p>
9	Nov. 4	<i>Social Support and Health</i>	<p>Sheldon Cohen, Ian Brissette, David Skoner, and William Doyle(2000). Social Integration and Health: The Case of the Common Cold. Journal of Social Structure.</p> <p>Elwert, Felix and Nicholas A. Christakis. 2006. "Widowhood and Race." American Sociological Review. 71:16-41</p>
10	Nov. 18		Test #1 (20% of final grade)

C. Social Support, Community, and the Internet

11	Nov. 25	<i>The Internet and Networks</i>	Hampton, Keith, and Barry Wellman. 2003. "Neighboring in Netville: How the Internet Supports Community and Social Capital in a Wired Suburb." <i>City and Community</i> 2:277-311. Katz, James E., and Ronald E. Rice. 2002. "Project Syntopia: Social Consequences of Internet Use." <i>IT and Society</i> 1:166-179.
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B. Sexual Networks

12	Dec. 2	<i>Sexual Networks</i>	<p>DUE: Short (1 paragraph) description of final paper topic and/or research question. If have not yet chosen a single topic, you may describe (1 paragraph each), two or three topics that you are considering.</p> <p>Laumann, Edward, Stephen Ellingson, Jenna Mahay, Anthony Paik, and Yoosik Youm (Eds.). 2004. <i>The Sexual Organization of the City</i>. Chicago: University of Chicago Press.</p> <p>Bearman, Peter. 2004. "Chains of Affection: The Structure of Adolescent Romantic and Sexual Networks." <i>American Journal of Sociology</i> 110:44-91.</p>
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D. Social Networks and Inequality

13	Jan. 6	<i>Human, Social, and Cultural Capital</i>	<p>Coleman, James S. 1988. "Social Capital in the Creation of Human Capital." <i>American Journal of Sociology</i>. 94: S95-S120</p> <p>Erickson, Bonnie H. 1996. "Culture, Class, and Connections." <i>American Journal of Sociology</i>. 102:217-251</p> <p>Harding, David J. 2009. "Violence, Older Peers, and the Socialization of Adolescent Boys in Disadvantaged Neighborhoods" <i>American Sociological Review</i> 74:445-464</p>
14	Jan. 13	<i>Networks and Resource Access</i>	<p>Sandra Smith. 2005. "Don't Put My Name on It" <i>American Journal of Sociology</i>. 111:1-57</p> <p>Stack, Carol. 1970. "All Our Kin". New York: Harper. Chapters 3 and 6.</p> <p>Review: Smith-Lovin, Lynn and J. Miller McPherson, 1993, "You Are Who You Know: A Network Approach to Gender," in Paula England ed., <i>Theory on Gender / Feminism on Theory</i>, Hawthorne, NY: Aldine de Gruyter, 223-251.</p>

E. Social Networks and Work

15	Jan. 20	<i>Using Networks to Find Jobs</i>	<p>Granovetter, Mark. 1973. The Strength of Weak Ties. <i>American Journal of Sociology</i>. 78:1360-1380.</p> <p>Bian, Yanjie. 1997. "Bringing Strong Ties Back In: Indirect Ties, Network Bridges, and Job Searches in China." <i>American Sociological Review</i> 62:266-285.</p> <p>Fernandez, Roberto M. and Nancy Weinberg. 1997. Sifting and Sorting: Personal Contacts and Hiring in a Retail Bank. <i>American Sociological Review</i>. 62:883-902</p>
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16	Jan. 27	<i>Networks and Job Performance</i>	<p>Burt, Ronald S. 1998. "The Gender of Social Capital." <i>Rationality and Society</i>. 10:5-46</p> <p>Burt, Ronald S. 1997. "The Contingent Value of Social Capital." <i>Administrative Science Quarterly</i>. 42:339-365.</p> <p>Podolny, Joel, and James Baron. 1997. "Resources and Relationships: Social Networks and Mobility in the Workplace." <i>American Sociological Review</i>. 62:673-693</p>
17	Feb. 3		Test #2 (20% of final grade)
F. Social Networks in the Marketplace			
18	Feb. 10	<i>How Do Economic Transactions Happen?</i>	<p>Granovetter, Mark. 1985. "Economic Action and Social Structure: The Problem of Embeddedness." <i>American Journal of Sociology</i>. 91: 481-510</p> <p>Uzzi, Brian 1996. "Sources and Consequences of Embeddedness for the Economic Performance of Organizations: The Network Effect." <i>American Sociological Review</i></p> <p>DiMaggio, Paul and Hugh Louch. 1998. Socially Embedded Consumer Transactions: For What Kinds of Purchases Do People Most Often use Networks? <i>American Sociological Review</i>. 63: 619-637.</p>
19	Feb. 24	<i>Writing Sociology</i>	DUE: Research Proposal Plan. No Reading Assignment
G. Social Networks, Innovation and Diffusion			
20	Mar. 3	<i>Innovation and Networks</i>	<p>Hargadon, Andrew Robert I. Sutton. 1997. "Technology Brokering and Innovation in a Product Development Firm". <i>Administrative Science Quarterly</i>. 42:716-749</p> <p>Burt, Ronald S. 2004. "Structural Holes and Good Ideas." <i>American Journal of Sociology</i>. 110:349-399.</p> <p>Liebeskind, Julia Porter, et. al. 1996. "Social Networks, Learning, and Flexibility: Sourcing Scientific Knowledge in the New Biotechnology Firms." 7:428-443</p> <p>Gibson, David. "Concurrency and Commitment: Network Scheduling and Its Consequences for Diffusion" <i>Journal of Mathematical Sociology</i>. 29:295-323</p>
21	Mar. 10	<i>Peer Comment and Editing</i>	No Reading Assignment.

H. The Joy of Structure

22	Mar. 17	<i>Structure and Personal Networks</i>	<p>Travers, J. and S. Milgram 1969. "An experimental study of the small world problem," <i>Sociometry</i> 32:425-43</p> <p>Killworth, Peter. et. al. 1990. "Estimating the Size of Personal Networks." <i>Social Networks</i>. <i>Social Networks</i>. 12: 289-312.</p> <p>Feld, Scott. 1991. "Why your Friends Have more Friends Than You Do. <i>American Journal of Sociology</i>. 96:1464-1477</p>
23	Mar. 24	<i>Structure and Whole Networks</i>	<p>DUE: Research Proposal</p> <p>Watts, Duncan J. 2003. <i>Six Degrees: The Science of a Connected Age</i>. New York:W.W. Norton. Chapters 1-3.</p>
I. Showing Off What You've Learned			
24	Mar. 31	<i>Test #3</i>	Test #3 (10% of final grade)

COURSE POLICIES

Attendance and Preparation:

Attendance is required. Students are responsible for all material presented in class. Students who are unable to attend class on a given day are responsible for obtaining from their classmates notes on all material covered, as well as information regarding any administrative announcements that may have been made. Students are expected to complete all assigned readings in advance of the class period for which they are assigned.

Course Web Site:

The course website prepared on the Blackboard system will contain the course syllabus, all handouts, links of interest, and course announcements. Students are responsible for the content of all course materials and for checking their official utoronto.ca email addresses regularly, including the evening before class. Discussion boards have been enabled on the course web site. All students using these boards are expected to behave respectfully towards their classmates and towards the professor and TA on these boards.

Blackboard Quizzes

Each week for which readings are due there will be a short quiz which you must complete on Blackboard before the lecture for which the readings are assigned. Each quiz will consist of 3-6 simple questions on the readings. You will have 30 minutes to complete the quiz. You may find it helpful to have your readings and notes on hand. Your lowest five quiz-scores will be dropped – **These five dropped scores include 0s or low scores due to technical difficulties, illness, or emergencies that may have prevented you from doing the reading or completing the quiz.** Marks from the remaining quizzes will together constitute 10% of your final mark.

Late Assignments and Missed Tests

Unless otherwise specified, all assignments are due in hard copy at the beginning of class on due date provided. Late assignments will be penalized 10% for the first week and 3% per day thereafter.

Students who miss tests will be assigned a mark of 0 unless they provide appropriate documentation. **Faculty of Arts and Science policy requires that documentation be submitted within 7 days of the missed test, and requires that medical documentation include the University of Toronto's Student Medical Certificate.** The certificate is available on the University of Toronto's web site and may be completed by a Health Services physician or by your own physician: <http://www.utoronto.ca/health/forms/forms.htm#medcert> . No other medical certification will be accepted. Students with excused absences will have the weighted mean of their two other tests used as the mark for the missed test. Students missing more than one test will write one cumulative make-up test. **No medical certificates or documentation are required or accepted for Blackboard quizzes.**

Use of Writing Centres:

All students are encouraged to use their available writing centres. Writing tutors provide help you to think through your ideas, develop a thesis, organize your paper, present your evidence effectively, argue logically, and express yourself more clearly and concisely. Proofreading and copyediting for spelling, grammar, or format are *not* within the primary scope of the writing labs' services.

Plagiarism:

Plagiarism occurs when one person presents *as one's own* the words or ideas of another. This includes quoting sources, paraphrasing, or summarizing source materials without indicating through the use of proper citation methods that the specific material in question was quoted, paraphrased, or summarized from that source. *All* suspected instances of plagiarism, *without exception* will be reported to the university for investigation and appropriate handling.

Turnitin.com:

To deter and detect plagiarism, this course will make use of the turnitin.com system. In addition to submitting a hard copy of the research proposal in class on the due date, each student must upload the proposal to Turnitin.com. Students agree that by taking this course all required papers may be subject to submission for textual similarity review to Turnitin.com for the detection of plagiarism. All submitted papers will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism of such papers. The terms that apply to the University's use of the Turnitin.com service are described on the Turnitin.com web site.

Please use the class ID "2782211" and enrollment password "yaynetworks" to access course assignments on turnitin.com.