

Introduction

Tuesday Morning

Social network concepts are abundant. From the emergence of web based networking tools and collaborative filtering, to the popularity of concepts like tipping points, structural holes, social capital, embeddedness, and network organizations, network analysis seems to be all around us. In academic organizational research, network analysis has been used to study organizational phenomena at the small group, organizational, institutional, and societal level. Despite its growing popularity among practitioners and researchers, many people find it hard to begin using social networks analysis because its methods and software programs seem too daunting or complex. This workshop addresses this issue by presenting an introduction to social network analysis that is directed at research-practitioners. Participants will learn about network theory and research while gaining hands-on skill in collecting, analyzing, and presenting social networks data.

Objectives:

After this section, you should be able to:

- Describe (briefly) the history of the field
- Describe different relations that can be analyzed using SNA
- Understand that Social Relations have implications on behavior

