

Social Networks - Graduate Seminar

University of Notre Dame · Instructors: Omar Lizardo, David Hachen

Discussion

New Event

New Assignment

New Exam

Calendar

People

Thursday - January 17, 2013

Library

Class: Network Data Basics

12:30pm - 1:45pm · Flanner Hall, 725 · Lab
W & F, Chapters 1 & 2

Syllabus

Martin, Chapters 1 & 2

Settings

Barabasi, Linked (Skim)

Borgatti, S. P., A. Mehra, D. J. Brass and G. Labianca. 2009. "Network Analysis in the Social Sciences." *Science* 323:892-5

Wellman, Bary. 1988. "Structural Analysis: From Method and Metaphor To Theory and Substance. Pages 19-61 in Wellman and Berkowitz (Eds.) *Social Structures: A Network Approach*. Cambridge: Cambridge University Press.

Prell, Chapter 2 "A Brief History of Social Network Analysis"

NodeXL, Chapter 3, "Social Network Analysis"

Link to slides:

docs.google.com/presentation/d/11anJFd72HzjqYH3uZmmhR3AUknZTB5Zttbq9m-BA65s/pub?start=false&loop=false&delayms=3000

Lab 1: Network Data Basics

Newman, M.E.J. 2010. *Networks: An Introduction*, Chapter 3 "Social Networks", skim Chapters 2 and 4 on Technological and Information Networks.

Prell, Chapters 1 & 3.

Another intro chapter (Marin, A., & Wellman, B. (2011). *Social network analysis: An introduction*. Scott J, Carrington PJ, editors. *The SAGE Handbook of Social Network Analysis*. Thousand Oaks, CA: SAGE Publications, 11-25):
softwarepublico.gov.br/5cqualibr/6-publicacoes-e-artigos/view/vetor-ecossistema/sobre-redes-sociais/Analise-de-Redes.pdf

Link to slides:

docs.google.com/presentation/d/11anJFd72HzjqYH3uZmmhR3AUknZTB5Zttbq9m-BA65s/pub?start=false&loop=false&delayms=3000

Tuesday - January 22, 2013

Class: Graph Theory

12:30pm - 1:45pm · Flanner Hall, 725 · Lecture
W&F, Chapters 3 & 4

Link to slides:

docs.google.com/presentation/d/16BQLNkr6sjWCVfnhVNaglUyKyizGqPI_3lyQq0ayuL/ub?start=false&loop=false&delayms=3000

a quorum of graph theory.pdf

Thursday - January 24, 2013

Class: Basic Network Measures

12:30pm - 1:45pm · DeBartolo, 228 · Lab
Basic Network Measures, Density, Degree Distributions, Path Length, Centralization, Mean Degree, Network Components.

Tuesday - January 29, 2013

Class: Ego networks: Theory and Research

12:30pm - 1:45pm · Flanner Hall, 725 · Lecture
Burt, Ronald S. 1990. "Kinds of Relations in American Discussion Networks." in Structures of Power and Constraint, Edited By Craig Calhoun, Marshall W Meyer, and W. Richard Scott. .

Burt. Structural Holes, Chapters 1 & 2

Prell, Chapter 5 "Actor Level in Ego Networks."

Wellman, Barry, Peter J. Carrington and Alan Hall. 1988. "Networks as Personal Communities." Pp. 130-84 in Social Structures: A Network Approach, edited by Barry Wellman and S. D Berkowitz. Cambridge: Cambridge University Press.

Martin, John Levi and King-To Yeung. 2006. "Persistence of Close Personal Ties Over A 12-Year Period." Social Networks 28: 331-362.

Morgan, David L, Margaret B Neal, and Paula Carde. 1997. "The stability of core and peripheral networks over time." Social Networks 19:9-25.

Wellman, Barry, Renita Yuk-Lin Wong, David Tindall, and Nancy Nazer. 1997. "A Decade of Network Change: Turnover, Persistence and Stability in Personal Communities." Social Networks 19:27-50.

Slides:

docs.google.com/presentation/d/1xQT96DvmfeufGX44bUOISMYEto5oUlp44ohtZdCoD04/edit

Thursday - January 31, 2013

Class: Lab 3: Ego Network Measurement (name generators), Metrics and Visualization in NodeXL

12:30pm - 1:45pm · DeBartolo, 228 · Lab
van der Gaag, Martin, Snijders, Tom A. B., & Flap, Henk D. 2008). "Position Generator measures and their relationship to other social capital measures." In N. Lin & B.

Erickson (Eds.), Social capital: An international research program (pp. 25–48). Oxford: Oxford University Press (http://gaag.home.xs4all.nl/work/PG_comparison.pdf)

Marin, Alexandra. 2004. "Are respondents more likely to list alters with certain characteristics?: Implications for name generator data." *Social Networks* 26:289-307.

Marin, A., & Hampton, K. N. 2007. "Simplifying the Personal Network Name Generator Alternatives to Traditional Multiple and Single Name Generators." *Field Methods*, 19(2), 163-193.

NodeXL, Chapters 4-6.
nodexl.codeplex.com/wikipage?title=NodeXL%20Teaching%20Resources

Tuesday - February 5, 2013

Class: Centrality

12:30pm - 1:45pm · Flanner Hall, 735 · Lecture
 W&F, Chapter 5

Prell, Chapter 4.

Borgatti, Stephen P. and Martin G. Everett. 2006. "A Graph-theoretic perspective on centrality." *Social Networks* 28: 466-484.

Borgatti, Stephen P. 2005. "Centrality and network flow." *Social Networks* 27: 55-71.

Friedkin, Noah. E. 1991. "Theoretical Foundations for Centrality Measures." *American Journal of Sociology* 96:1478-504.

Freeman, Linton C. 1979. "Centrality in Social Networks: Conceptual Clarification." *Social Networks* 1: 215-239.

Slides:
docs.google.com/presentation/d/1NlvoidLLM0TUwCotx1FVWhIU1zMDZk6tZsvurKoDXoc/pub?start=false&loop=false&delayms=3000

Thursday - February 7, 2013

Class: Lab 4: Measuring centrality: Degree-based, Betweenness, Eigenvector, Random Walk

12:30pm - 1:45pm · DeBartolo Hall, 228 · Lab
 Bonacich, Phillip. 2007. "Some unique properties of eigenvector centrality." *Social Networks* 29: 555-564.

Brandes, Ulrik. 2008. "On variants of shortest-path betweenness centrality and their generic computation." *Social Networks* 30: 136-145.

Marsden, Peter V. 2002. "Egocentric and sociocentric measures of network centrality." *Social Networks* 24: 407-422.

Newman, Mark E. J. 2005. "A measure of betweenness centrality based on random walks." *Social Networks* 27: 39-54.

Tuesday - February 12, 2013

Class: Dyadic Processes II: Link Decay and Weighted**Flows**

12:30pm - 1:45pm · Lecture

Burt, Ronald S. 2000. "Decay Functions." *Social Networks* 22:1-28. (focus on)Burt, R. S. (2002). Bridge decay. *Social networks*, 24(4), 333-363. (skim)Aral, S., & Van Alstyne, M. 2011. "The Diversity-Bandwidth Trade-off." *American Journal of Sociology*, 117(1), 90-171.Raeder, T., Lizardo, O., Hachen, D., & Chawla, N. V. (2011). Predictors of short-term decay of cell phone contacts in a large scale communication network. *Social Networks*, 33(4), 245-257. www3.nd.edu/~olizardo/papers/son-predictors-decay.pdfWang, C., A. Strathman, O. Lizardo, D. Hachen, Z. Toroczka and N. V. Chawla. March 2012. "A Dyadic Reciprocity Index for Repeated Interaction Networks." *Network Science*.Barrat, Alain, Marc Barthelemy and Alessandro Vespignani. 2008. *Dynamical Processes on Complex Networks*. Cambridge, UK ; New York: Cambridge University Press, Chapters 1 & 2 (skim)

Prell, Chapter 6, pp. 134-240. Simple overview of dyads. (skim)

If we have time we will also try to discuss these more theoretical readings:
Martin, Chapters 3 & 4Gould, R. V. 2002. "The Origins of Status Hierarchies: A Formal Theory and Empirical Test." *American Journal of Sociology* 107:1143-78.

Slides (pdf) are attached

DyadsSp13.pdf

Thursday - February 14, 2013

Class: Lab 6: Measuring Tie Strength/Simulating the interplay of culture and social structure

12:30pm - 1:45pm · Lecture

Carley, Kathleen. 1991. "A theory of group stability." *American Sociological Review* 56(3), 331-354.Marsden, P. V. and K. E. Campbell (1984). "Measuring Tie Strength." *Social Forces* 63: 482-501.Marsden, Peter V., and Karen E. Campbell. "Reflections on Conceptualizing and Measuring Tie Strength." *Social Forces* 91.1 (2012): 17-23.

Tuesday - February 19, 2013

Class: Dyadic Processes I: Homophily, Assortativity and Matching

12:30pm - 1:45pm · Flanner, 725 · Lecture

Wimmer, A., & Lewis, K. 2010. Beyond and Below Racial Homophily: ERG Models of a Friendship Network Documented on Facebook. *American Journal of Sociology*, 116(2), 583-642 www.jstor.org/stable/10.1086/653658

McPherson, M., L. Smith-Lovin, et al. (2001). "Birds of a feather: Homophily in social networks." *Annual Review of Sociology* 27(1): 415-444.

Rivera, Mark T., Sara B. Soderstrom, and Brian Uzzi. 2010. "Dynamics of dyads in social networks: Assortative, relational, and proximity mechanisms." *Annual Review of Sociology* 36: 91-115.

Schaefer, David R., Olga Kornienko, and Andrew M. Fox. "Misery Does Not Love Company Network Selection Mechanisms and Depression Homophily." *American Sociological Review* 76.5 (2011): 764-785.

Kossinets, G., & Watts, D. J. 2009. "Origins of homophily in an evolving social network." *American Journal of Sociology*, 115(2), 405-450.

Slides:

docs.google.com/presentation/d/1qTxObYafG6Et2LPaIS9rsndXf89JbYricrImgTzT-AY/pub?start=false&loop=false&delayms=3000

Thursday - February 21, 2013

Class: Lab 5: Assortativity and Homophily Metrics for Ego-Networks and Whole Networks

12:30pm - 1:45pm · DeBartolo, 228 · Lab

Newman, Mark E.J. "Assortative mixing in networks." *Physical Review Letters* 89.20 (2002): 208701.

Marsden, Peter. 1987. "Core Discussion Networks of Americans" *American Sociological Review* 52: 122-131.

Tuesday - February 26, 2013

Class: Triadic processes

12:30pm - 1:45pm · Lecture

Balance, Power-Dependence, Closure and the Strength of Weak Ties, bridge decay

W&F, Chapter 6, 14.

Prell, Chapter 6

Granovetter, Mark. 1973. "The Strength of Weak Ties." *American Journal of Sociology* 78: 1360-1380.

Davis, James A. 1963. "Structural Balance, Mechanical Solidarity, and interpersonal Relations." *American Journal of Sociology* 68:444-462 .

Bearman, Peter S., James Moody and Katherine Stovel. 2004. "Chains of Affection: The Structure of Adolescent Romantic and Sexual Networks." *American Journal of Sociology* 110: 44-91.

Faust, Katherine. 2007. "Very Local Structure in Social Networks." *Sociological Methodology* 37:1: 209-256.

Slides:

docs.google.com/presentation/d/1BfCe5yyN5_Efdnu2EOBg3Jm0XYtZBMNWNpXJYtkuDY/pub?start=false&loop=false&delayms=3000

triads-l-balance.pdf

There are currently no upcoming events.

Thursday - February 28, 2013

Class: Triadic census, clustering coefficient for whole networks, clustering coefficients for weighted networks.

12:30pm - 1:45pm · Lecture

Martin:

(1) Reread Ch. 2, pp. 59-71, though you can also begin at the beginning of the section "In and Out of Balance" on p. 42 (however some of this section is quite obtuse. There is a summary on p. 58).

(2) Ch 4, on pecking orders, especially the first part (up to p. 129) and the conclusion.

Karlberg, Martin. 1997. "Testing transitivity in graphs." *Social Networks* 19: 325-344.

Moody, James. 1998. "Matrix Methods for Calculating the Triad Census." *Social Networks* 20: 291-299.

triads-II-metrics.pdf

Tuesday - March 5, 2013

Class: Positions in Network

12:30pm - 1:45pm · Lecture

W&F, Chs. 9 & 10

Prell, Chapter 9, Positions & Role Analysis (good overview)

Burt, Ronald S. "Positions in networks." *Social forces* 55.1 (1976): 93-122.

White, Harrison C., Scott A. Boorman, and Ronald L Breiger. 1976. "Social Structure From Multiple Networks. I. Blockmodels of Roles and Positions." *American Journal of Sociology* 81:730-780.

Faust, Katherine. "Comparison of methods for positional analysis: Structural and general equivalences." *Social Networks* 10.4 (1988): 313-341.

Borgatti, Stephen P., and Martin G. Everett. "Notions of position in social network analysis." *Sociological methodology* 22.1 (1992): 1-35.

Slides: (see also attachment)

docs.google.com/presentation/d/1qK8eekJJaqrBj9lbF6j6T0YQk2gBR4XXW6tqo8XmCsE/pub?start=false&loop=false&delayms=3000

positions.pdf

Thursday - March 7, 2013

Class: Position in Network

12:30pm - 1:45pm · Lecture

Burt, Ronald S. "Detecting role equivalence." *Social Networks* 12.1 (1990): 83-97.

Tuesday - March 19, 2013

Class: Cohesion, Communities, and Cliques

12:30pm - 1:45pm · Lecture

W&F, Chapter 7

Prell, Chapter 7, Subgroup Level

Girvan, M. and M. E. J. Newman. 2002. "Community Structure in Social and Biological Networks." *Proceedings of the National Academy of Sciences* 99: 7821-7826.

Newman, Mark E. J. and Juyong Park. 2003. "Why social networks are different from other types of networks." *Phys. Rev. E* 68.

Borgatti, Stephen P. and Martin G. Everett. 1999. "Models of Core/Periphery Structures." *Social Networks* 21: 375-395.

Moody, James and Douglas R. White. 2003. "Structural Cohesion and Embeddedness: A Hierarchical Conception of Social Groups." *American Sociological Review* 68:103-127.

Slides:

Thursday - March 21, 2013

Class: Cohesion, Communities, and Cliques

12:30pm - 1:45pm · Lab

Newman, Mark E. J. 2006. "Modularity and Community Structure in Networks."

Proceedings of The National Academy of Sciences 103, 8577-8582.

NodeXL, Chapter 7

communities.pdf

Tuesday - March 26, 2013

Class: Bipartite (Affiliation) Networks

12:30pm - 1:45pm · Lecture

W & F, ch. 8

Borgatti, Stephen P. and Martin G. Everett. 1997. "Network analysis of 2-mode data." Social Networks 19: 243-269.

Newman, Mark E. J. 2001. "The Structure of Scientific Collaboration Networks." Proceedings of The National Academy of Sciences 98: 404-449.

Breiger, Ronald L. 1974. "The Duality of Persons and Groups." Social Forces 53:181-190.

Feld, Scott L. 1981. "The Focused Organization of Social Ties." American Journal of Sociology 86:1015-1035.

Uzzi, Brian and Jarrett Spiro. 2005. "Collaboration and Creativity: The Small World Problem." American Journal of Sociology 111: 447-504. (may discuss next week)

Thursday - March 28, 2013

Class: Affiliation Networks

12:30pm - 1:45pm · Lecture

Hidalgo, C. A., B. Klinger, A. - Barabasi and R. Hausmann. 2007. "The Product Space Conditions the Development of Nations." Science 317:482-7.

Latapy, Matthieu, Clémence Magnien, Nathalie Del Vecchio. 2008. "Basic notions for the analysis of large two-mode networks." Social Networks 30: 31-48.

Cesar A. Hidalgo and Ricardo Hausmann. 2009. The building blocks of economic complexity. PNAS

PNAS-2009-Hidalgo-10570-5.pdf

Tuesday - April 2, 2013

Class: Generating Network Phenomena I: Small-World

12:30pm - 1:45pm · Lecture

J. Travers & S. Milligram. 1969." An Experimental Study of the Small World Problem."

Sociometry, 32:4, pp. 425-443.

Watts, Duncan J. and Steven H. Strogatz, "Collective Dynamics of 'Small-World' Networks." 1998. Nature 393: 440-42.

Newman, Mark E. J. 2000. "Models of the small world: a review." Journal of Statistical Physics 101: 819-841.

Watts, Duncan J., Peter Sheridan Dodds, and Mark E. J. Newman. 2002. "Identity and Search in Social Networks." Science 296: 1302-1305.

Davis, Gerald F., Mina Yoo and Wayne E. Baker. 2003. "The Small World of the American Corporate Elite, 1982-2001." Strategic Organization 1: 301-326.

Uzzi, Brian and Jarrett Spiro. 2005. "Collaboration and Creativity: The Small World Problem." American Journal of Sociology 111: 447-504.

Small World.pdf

Thursday - April 4, 2013

Class: Class: Generating Network Phenomena I: Small-World Navigation

12:30pm - 1:45pm · Lecture

Schnettler, S. (2009). A structured overview of 50 years of small-world research. Social Networks, 31(3), 165-178.

Watts, D. J., Dodds, P. S., & Newman, M. E. (2002). Identity and search in social networks. science, 296(5571), 1302-1305. arxiv.org/pdf/cond-mat/0205383.pdf

Adamic, L., & Adar, E. (2005). How to search a social network. Social Networks, 27(3), 187-203. arxiv.org/pdf/condmat/0310120.pdf

Kleinberg, J. M. (2000). Navigation in a small world. Nature, 406(6798), 845-845. web.thu.edu.tw/wang/www/Small_World/Smallworld02.pdf

White, D. R., & Houseman, M. (2002). The navigability of strong ties: Small worlds, tie strength, and network topology. Complexity, 8(1), 72-81. halshs.archives-ouvertes.fr/docs/00/44/52/36/PDF/K_C-a6.pdf

Killworth, P. D., & Bernard, H. R. (1979). The reversal small-world experiment. Social networks, 1(2), 159-192. www.cs.sunysb.edu/~leman/courses/12CSE590/readings/killworth78smallworld.pdf

NavigabilityOfStrongTies.pdf
 HowToSearchASocialNetwork.pdf
 Identity and Search in Social Networks.pdf
 NavigationInASmallWorld.pdf
 killworth78smallworld.pdf
 schnettler-2009-social-networks.pdf
 Small World 2.pdf

Tuesday - April 9, 2013

Class: Models of Network Growth, and Evolution, Preferential Attachment, Popularity Contests

12:30pm - 1:45pm · Lecture

All materials are available through RefWorks

Barabasi, A. L. and R. Albert. 1999. "Emergence of Scaling in Random Networks." Science 286: 509-512.

Barabasi, A. L., R. Albert, Et Al. 2000. "Scale-Free Characteristics of Random Networks: The Topology of The World-Wide Web." Physica A 281: 69-77.

Kossinets, Gueorgi, and Duncan J. Watts. 2006. "Empirical Analysis of an Evolving Social Network." Science 311:88-90.

Palla, G., A. L. Barabasi, et al. 2007. "Quantifying social group evolution." Nature 446: 664-667.

Gould, R. V. 2002. "The Origins of Status Hierarchies: A Formal Theory and Empirical Test." American Journal of Sociology 107:1143-78

Martin, Chap. 5

Barabasi. Linked. Afterlink: Hierarchies and Communities

Overview Papers/Chapters

Barrat, Alain, Marc Barthelemy and Alessandro Vespignani. 2008. Dynamical Processes on Complex Networks. Cambridge, UK ; New York: Cambridge University Press, Chapter 3

Newman, Mark E. J. 2005. "The Structure and Function of Complex Networks." Siam Review 45:167-256 (this is early long paper that gets incorporated into his book)

Newman, Mark E. 2010. Networks: An Introduction. Chapters 8, 12-15

Preferential Attachment.pdf

Thursday - April 11, 2013

Class

12:30pm - 1:45pm · Lecture

Toivonen, R., Kovanen, L., Kivela, M., Onnela, J. P., Saramaki, J., & Kaski, K. (2009). A comparative study of social network models: Network evolution models and nodal attribute models. Social Networks, 31(4), 240-254 (slides based on this article) arxiv.org/pdf/0805.0512

Toivonen, R., Onnela, J. P., Saramaki, J., Hyvonen, J., & Kaski, K. (2006). A model for social networks. Physica A: Statistical Mechanics and its Applications, 371(2), 851-860. arxiv.org/pdf/physics/0601114.pdf

Davidsen, J., Ebel, H., & Bornholdt, S. (2002). Emergence of a small world from local interactions: Modeling acquaintance networks. Physical Review Letters, 88(12), 128701. arxiv.org/pdf/cond-mat/0108302

Marsili, M., Vega-Redondo, F., & Slanina, F. (2004). The rise and fall of a networked society: A formal model. Proceedings of the National Academy of Sciences of the United States of America, 101(6), 1439-1442. www.pnas.org/content/101/6/1439.long

Kumpula, J. M., Onnela, J. P., Saramaki, J., Kaski, K., & Kertész, J. (2007). Emergence of communities in weighted networks. Physical review letters, 99(22), 228701. arxiv.org/pdf/0708.0925.pdf

Vázquez, A. (2003). Growing network with local rules: Preferential attachment, clustering hierarchy, and degree correlations. Physical Review E, 67(5), 056104. arxiv.org/pdf/cond-mat/0211528

Boguñá, M., Pastor-Satorras, R., Díaz-Guilera, A., & Arenas, A. (2004). Models of

social networks based on social distance attachment. Physical Review E, 70(5), 056122. diposit.ub.edu/dspace/bitstream/2445/18883/1/519670.pdf

Slides:

docs.google.com/presentation/d/1KwONqD2_cSYhM5bsVTVw2TlgK6Ud7OqEKmSjVYA9WY/pub?start=false&loop=false&delayms=3000

[network-models.pdf](#)

Tuesday - April 16, 2013

Class: Statistical Models - ERGMs

12:30pm - 1:45pm · Lecture

W&F, Chapter 15 (old, skim)

Prell, Chapter 10 (good overview)

Robins, G., P. Pattison, Y. Kalish, and D. Lusher. 2007. "An introduction to exponential random graph (p) models for social networks." *Social Networks* 29:173-191.

Robins, G., T. Snijders, P. Wang, M. Handcock, and P. Pattison. 2007. "Recent developments in exponential random graph (p) models for social networks." *Social Networks* 29:192-215.

Thursday - April 18, 2013

Class: Statistical Models - Actor Based Models (Siena)

12:30pm - 1:45pm · Lecture

Snijders, Tom A. B., Gerhard G. van de Bunt and Christian E. G. Steglich. 2010.

"Introduction to Stochastic Actor-Based Models for Network Dynamics." *Social Networks* 32:44-60. www.wjh.harvard.edu/~kmlewis/homophily.pdf

Schaefer, D. R., Light, J. M., Fabes, R. A., Hanish, L. D., & Martin, C. L. (2010). Fundamental principles of network formation among preschool children. *Social Networks*, 32(1), 61-71.

www.stats.ox.ac.uk/~snijders/siena/SchaeferLightfabesHanishMartin2010.pdf

Wimmer, A., & Lewis, K. (2010). Beyond and Below Racial Homophily: ERG Models of a Friendship Network Documented on Facebook. *American Journal of Sociology*, 116(2), 583-642.

[ChengSienaclass0418.pptx](#)

Tuesday - April 23, 2013

Class: Diffusion, Contagion, Epidemics in Networks I

12:30pm - 1:45pm · Lecture

Burt, Ronald S. 1987. "Social contagion and innovation: cohesion versus structural equivalence." *American Journal of Sociology* 92: 1287-1335.

Moody, James. 2002. "The Importance of Relationship Timing for Diffusion." *Social Forces* 81: 25-56

Valente, Thomas W. 2005. "Network Models and Methods for Studying the Diffusion of Innovations." In *Models and Methods in Social Network Analysis* Cambridge University Press. (we will probably discuss this on TH)

Aral, S., L. Muchnik and A. Sundararajan. 2009. "Distinguishing Influence-Based Contagion from Homophily-Driven Diffusion in Dynamic Networks." *Proceedings of the National Academy of Sciences of the United States of America* 106:21544-9. (we will probably discuss this on TH as well)

[Diffusion.pdf](#)

Thursday - April 25, 2013

Class: Diffusion, Contagion, Epidemics in Networks II

12:30pm - 1:45pm · Lecture

Centola, D., & Macy, M. (2007). Complex contagions and the weakness of long ties. *American Journal of Sociology*, 113(3), 702-734. goo.gl/g3WBK

Valente, T. W. (1996). Social network thresholds in the diffusion of innovations. *Social networks*, 18(1), 69-89. goo.gl/le8hh

Abrahamson, E., & Rosenkopf, L. (1997). Social network effects on the extent of innovation diffusion: A computer simulation. *Organization science*, 8(3), 289-309. www.jstor.org/stable/2635149

Rossman, G., Chiu, M. M., & Mol, J. M. (2008). Modeling diffusion of multiple innovations via multilevel diffusion curves: Payola in pop music radio. *Sociological Methodology*, 38(1), 201-230.

Recommended:

Strang, D., & Soule, S. A. (1998). Diffusion in Organizations and Social Movements: From Hybrid Corn to Poison Pills. *Annual Review of Sociology*, 24(1), 265-290.

Granovetter, M., & Soong, R. (1983). Threshold models of diffusion and collective behavior. *Journal of Mathematical sociology*, 9(3), 165-179.

Strang, D., & Meyer, J. W. (1993). Institutional conditions for diffusion. *Theory and society*, 22(4), 487-511.

[Sociological Methodology-2008-Rossman-201-30.pdf](#)

Tuesday - April 30, 2013

Class

12:30pm - 1:45pm
