Networking

ORGSTUDY 495: 003 – Special Topics
POLSCI 489: 002 – Advanced Topics in Political Science

University of Michigan
Fall 2010

Professor: Michael T. Heaney
Office: 722 Dennison Building, 500 Church Street
Office Hours: Tuesday, 2:30pm-3:30pm; Thursday, 3:30pm-4:30pm; and by appointment
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Day/Time: Tuesdays and Thursdays, 1:00pm-2:30pm
Location: Clarence Cook Little Building CCL 1570 (1100 North University Avenue)

COURSE DESCRIPTION

This course explores the relationship between formal and informal social networks and the dynamics of organizational processes. Networks may be based on friendship, technical expertise, family, authority, sexual relations, common interest, political alliances, electronic communication, or many other factors. We consider a variety of theories of networks (e.g., small worlds, the strength of weak ties, structural holes) and apply them to topics such as Facebook friendships, social movement activism, the choice of sexual partners, and advancement within a corporation. We give special attention to the question of how to "use" networks to attain organizational objectives. Computer applications are emphasized, though no specialized computing knowledge is prerequisite.

COURSE REQUIREMENTS

1. **Attendance and Class Participation.** Attendance at the Tuesday and Thursday sessions of the course is required. At the same time, the instructor recognizes that students must sometimes miss class. Thus, students missing three classes or fewer will receive no reductions in their grade and will not be asked to account for missed days. However, students missing four classes or more should account for their absences at the end of the semester by providing documentation for excused absences. Legitimate excuses for missing class include: travel for sports/academic teams associated with the University of Michigan, personal sickness, religious holidays, death of an immediate family member or grandparent. Interviewing for a job, while a very good thing to do, does not count as an excused absence. Students missing four classes or more should submit all documentation for excused absences on Friday, December 10. Please do not provide any documentation prior to December 10. **Students with more than 10 unexcused absences will not receive credit for the course.**
2. *Graded-for-Points Lab Assignments.* Students are expected to complete six lab assignments to be graded for points. Due dates for the assignments will be announced on the day when the assignment is distributed. 100 points.

3. *End-of-Semester Team Presentation.* Students will be assigned membership in small group to complete a small research exercise at the end of the semester. Each group will make a presentation to the class on either December 7 or December 9. 50 points.

4. *Midterm Exam.* An in-class, closed-book midterm exam will be given in class on Thursday, October 21. The exam will consist of short-answer questions and pencil-and-paper exercises. It will emphasize theoretical concepts and their application. 150 points.

5. *Final Exam.* An in-class, closed-book final exam will be administered in CCL 1570 on Wednesday, December 15, 4-6pm. The exam will be a mix of short-answer, pencil-and-paper exercises, and essays based on reading materials, lectures, lab assignments, and discussions. 150 points.

6. *CTools.* Materials for the course, such as lecture notes, required readings, and supplemental articles, are available on CTools. Students are expected to check the CTools regularly.

**ACADEMIC HONESTY**

All students are required to abide by the academic honesty guidelines of the University of Michigan. Among other things, this means: (1) Students must submit only their own, original work in fulfillment of course requirements; (2) Consulted works must be cited using an accepted documentation style; and (3) Students must provide truthful representations to the professor on issues such as reasons for missing class. The professor reserves the right to clarify how this policy applies on specific assignments prior to the commencement of those assignments. Students requiring additional clarification are strongly urged to consult with the professor before submitting questionable work. Violating this policy may cause a student to suffer severe grade penalties, failure of the class, academic probation, and/or expulsion.

**SPECIAL ACCOMMODATIONS**

Students requiring any special accommodation for this course are responsible for making an appointment to see the professor at the beginning of the semester. Every effort will be made to accommodate your needs in accordance with University guidelines.
COURSE OUTLINE

1. **Tuesday, September 7.** Introduction to the Course

   In-Class Movie: http://topdocumentaryfilms.com/six-degrees-of-separation/

2. **Thursday, September 9.** Small Worlds


   The Oracle of Bacon: http://oracleofbacon.org/index.php

   **Lab Assignment #1**: Searching the Internet Movie Database (Graded Check / No Check)

3. **Tuesday, September 14.** Linking Network Theory and the Small World Perspective


4. **Thursday, September 16.** Milgram’s Experiment


   **Lab Assignment #2**: Replicate Travers and Milgram's Experiment (Graded 10 points)
5. **Tuesday, September 21.** Hubs and Power Laws


6. **Thursday, September 23.** Points, Lines, and Density


7. **Tuesday, September 28.** Handling Relational Data


   **Lab Assignment #3:** Data Manipulation (Graded Check / No Check)

8. **Thursday, September 30.** Centrality and Centralization


   **Lab Assignment #4:** Basic Network Statistics (Graded 20 points)

9. **Tuesday, October 5.** Facebook, Twitter, and Blogs


   **Lab Assignment #5:** Graphing Networks 1 (Graded Check / No Check)
10. **Thursday, October 7.** Mapping a Social Network


   **Lab Assignment #6:** Graphing Networks 2 (Graded Check / No Check)

11. **Tuesday, October 12.** Probing Social Structure


   **Lab Assignment #7:** Graphing Networks 3 (Graded 20 Points)

12. **Thursday, October 14.** Network Surveys


13. **Tuesday, October 19.** No class for Fall Break

14. **Thursday, October 21.** **MIDTERM EXAM,** closed-book, in-class (150 points)

15. **Tuesday, October 26.** Workshop: Writing Survey Questions


   **Lab Assignment #8:** Drafting a Survey (Graded 10 Points)
16. **Thursday, October 28.** Homophily


   **Lab Assignment #9:** Similarities in Dyads (Graded 20 points)

17. **Tuesday, November 2.** Weak Ties, Contagion, and Influence


18. **Thursday, November 4.** Multiplexity


   **Lab Assignment #10:** Modeling Multiple Networks (Graded 20 points)

19. **Tuesday, November 9.** Brokerage and Patronage


20. **Thursday, November 11.** Conceptualizing a Research Plan
21. **Tuesday, November 16.** Team Meetings

**Lab Assignment #11:** Preliminary Research Plan (Graded Check / No Check)

22. **Thursday, November 18.** Sex


23. **Tuesday, November 23.** Health


24. **Thursday, November 25.** No class for Thanksgiving holiday.

25. **Tuesday, November 30.** Business


26. **Thursday, December 2.** Conspiracies and Terrorism


27. **Tuesday, December 7.** Team Presentations (50 points)

28. **Thursday, December 9.** Team Presentations

29. **Wednesday, December 15.** **FINAL EXAM**, 4pm-6pm, CCL 1570, closed-book, in-class (150 points)