Social Network Analysis

ECTS : 2

Volume horaire : 18

Description du contenu de l'enseignement :

This course is an introduction to social network analysis. It focuses on complex networks (aka real world networks), social online media (Facebook, LinkedIn, etc.) and business networks as contemporary phenomena. Students will acquire basic theoretical concepts and methodological skills for the analysis of social capital and its effects on careers, reputation, economic activities, social movements, politics, diffusion of innovation, etc. for individuals and organizations. The course will include an introduction to social networks and network visualization and an introduction to current knowledge on social capital and for individual and organizational networks in social life, business life and the economy.

Bibliographie, lectures recommandées :

Scott, J. (2012). Social network analysis. Sage. De Nooy, W., Mrvar, A., & Batagelj, V. (2011). Exploratory social network analysis with Pajek (Vol. 27). Cambridge University Press. Watts, D. J. (2004). Six degrees: The science of a connected age. WW Norton & Company Wasserman, S., & Faust, K. (1994). Social network analysis: Methods and applications (Vol. 8). Cambridge university press.

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