

An Introduction to Social Network Analysis - Part II

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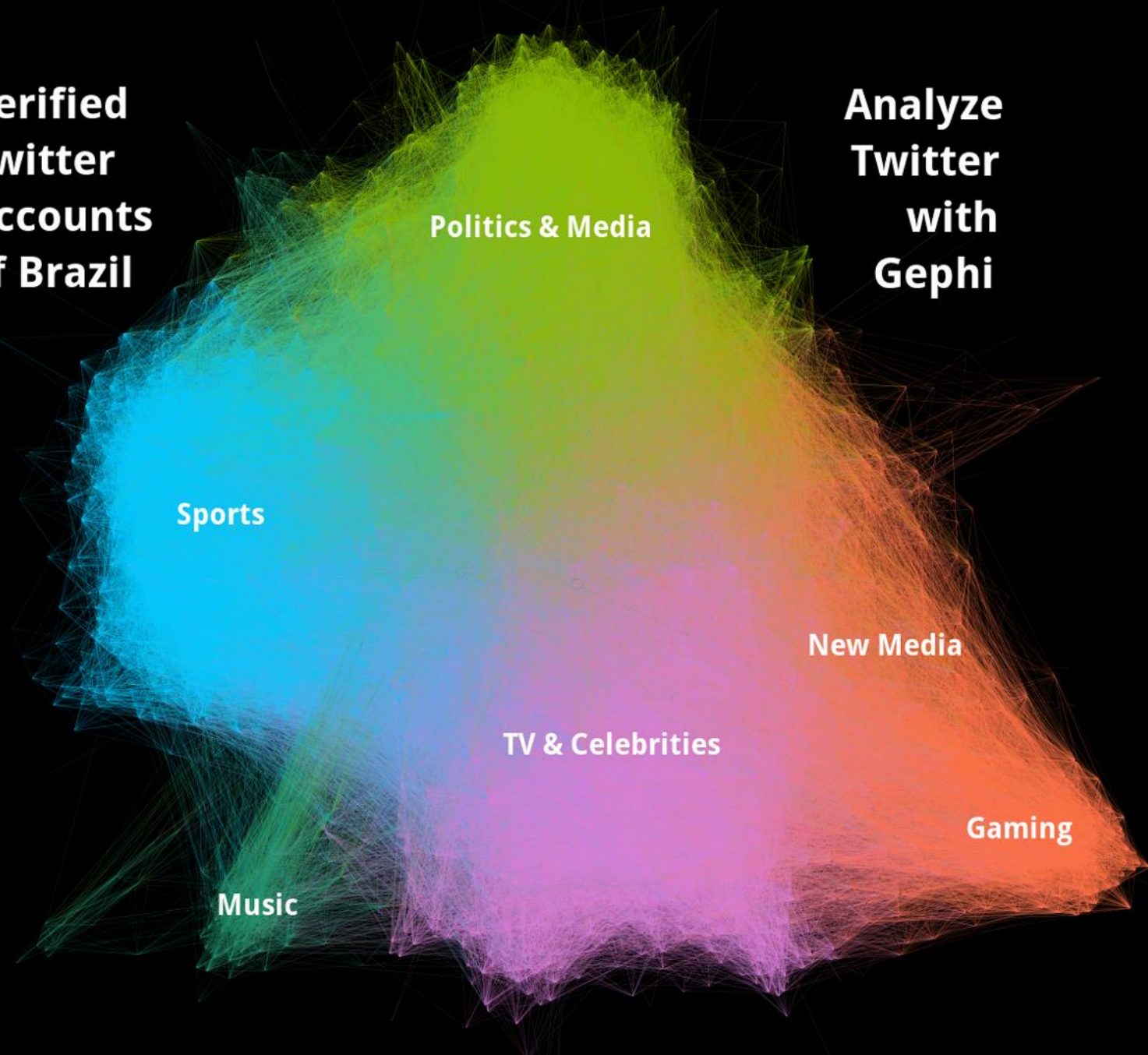


Networks and Culture



**Verified
Twitter
Accounts
of Brazil**

**Analyze
Twitter
with
Gephi**



Politics & Media

Sports

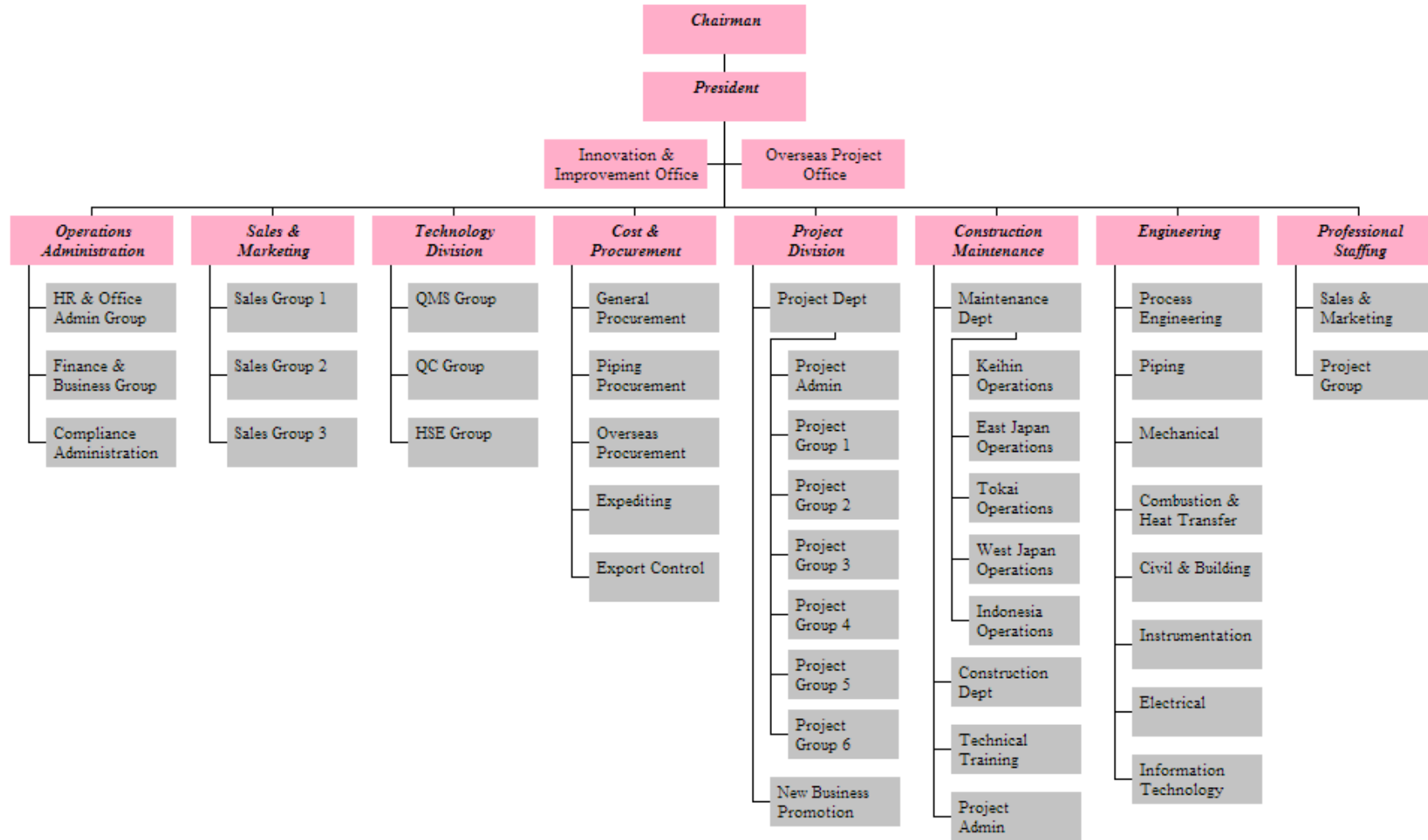
Music

TV & Celebrities

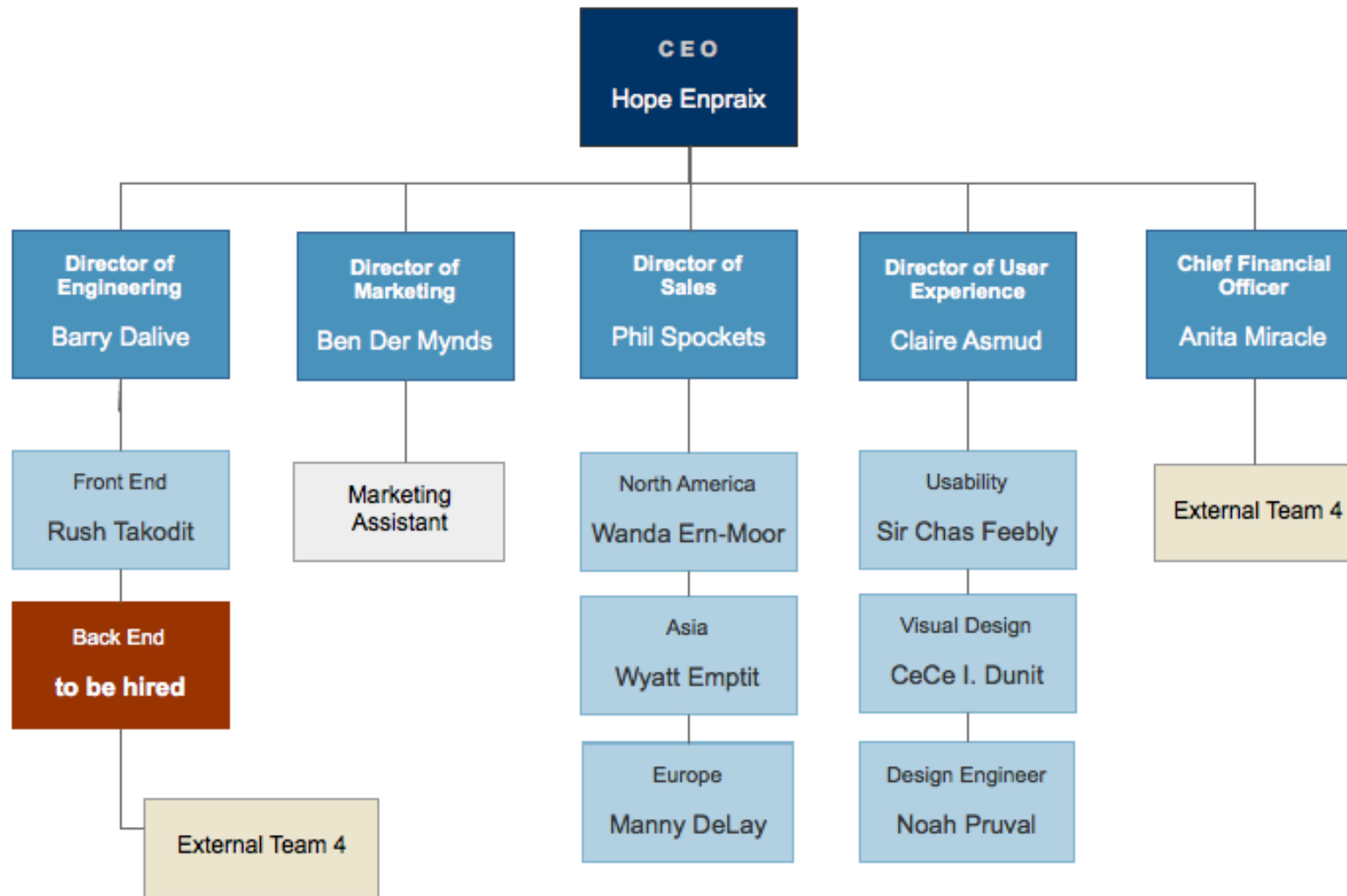
New Media

Gaming

Organization Charts



Organization Charts



Organization Charts



Approaches to the relationship between culture and social networks since the early 1990s

- ▶ Cultural developments result from network constellations.
- ▶ Social networks are fundamentally interwoven with cultural forms.
- ▶ Culture itself can usefully be studied as networks between symbols or concepts.

What is culture in network terms?

How meaningful experiences are shaped by...

- ▶ Meanings
- ▶ Local practices
- ▶ Discourse
- ▶ Knowledge
- ▶ Norms
- ▶ Beliefs
- ▶ Expectations
- ▶ Values
- ▶ Material objects
- ▶ Etc.

Mechanisms linking social relationships to networks

- ▶ Role categories and relational frames
- ▶ Foci of activity
- ▶ Symbolic construction of individual identities
- ▶ Diffusion of cultural forms

Integrated model of network research

