# Social Network Theory and Analysis for the Cultural Sector

## Prof. Alberto Monti

### **COURSE AIMS AND INTENDED LEARNING OUTCOMES**

The course ‘Social network theory and analysis for the cultural sector’ offers a brief introduction to the broad landscape of social network theory and research and its application at individual, group and organizational level to different contexts and in particular the cultural sector. This course offers the opportunity to learn to use practical but highly specialized software to apply social network analysis in the real contexts. At the end of the course the students will be able:

* To acquire and use the jargon and concepts necessary to discuss, in a precise and consistent manner, issues related to social network theory and analysis.
* To develop an understanding of social network theory and analysis and its managerial implications and to clearly communicate it to a wider audience.
* To develop the ability to apply theories, conceptual schemas to different and new contexts.
* To design and execute network analysis projects applied to real cases with the use of a specialized software. At the same time, being confident in giving advice to increase organizations and individuals’ ability to assess and develop strategically their network for different objectives such as individuals’ professional career or organizational effectiveness.

***COURSE CONTENT***

The first part of the course introduces students to the basic concepts such as nodes, arcs, centrality and social capital as well as network theory, such as how network structure is related to individual’s creativity and career success, or how position in a network translates to power. Thus, this part of the course aims at enabling students to understand the main issues in social network theory and analysis and their role in influencing individuals and organizations.

In the second part of the course, students will also learn how to identify key individuals and groups in social systems, to detect and generate fundamental network structures by applying the research tools of social network analysis on real data. Therefore, the focus will be the application of these concepts and tools in the cultural sectors as a problem-solving analytic framework enabling students to suggest potential courses of action to reinforce or change observed situations.

***READING LIST[[1]](#footnote-1)***

S.P. Borgatti-M.G. Everett-J.C. Johnson, *Analyzing social networks,*  SAGE Publications Limited, 2013.

Lectures, cases and notes provided by the instructor and posted on BlackBoard.

***TEACHING METHOD***

The goal of the course is to build knowledge and, above all, problem solving abilities through social network theories and techniques. We will do this by combining a rigorous theoretical approach with the discussion of cases, exercises, the use of social network software on real data, group project works, and invited speakers. In order for the students to gain the maximum from classes it is therefore of paramount importance that they come to class prepared, and ready to participate in the discussion, either individually or as a group.

***ASSESSMENT METHOD AND CRITERIA***

The evaluation will reflect the objectives of the course and its teaching methods and will consist of a written exam integrated by group and/or individual work as well as discussion of articles or case studies.

**Attending students:**

For attending students, the assessment will be based on:

1. **Final written exam** **(60% of each student’s individual grade).** The exam will be based on the arguments covered in the teaching materials the instructor will discuss in class and publish on BB. It will consist of both open and multiple choices questions. The topics will cover both theoretical models and concrete applications/development of cases or models.
2. **Final group assignment (40% of each student’s individual grade):** students will be required to carry out one major assignment in a team. All attending students will be part of one group; each group will agree the theme of the workgroup with the instructor. **Deliverable**: Each group will present the result of the group assignment a dedicated session at the end of the course (see “Detailed course schedule” part in the syllabus) and a written document (see instruction at the end of the syllabus)
3. **In-class participation (0-2 extra points to be weighted at 60% for each student):** students will be also required to perform activities (individually or in group) such as **class discussions on papers, cases and other materials**, and **ad-hoc searches** during the course.

The materials will be selected chapters, papers, cases uploaded on the BlackBoard platform ahead of the corresponding classes, as well as the course’s slides, uploaded after each of the corresponding classes.

For attending students, there is no textbook to be entirely studied in order to pass the exam. However, the suggested book gives you the opportunity to have ready available example on how to design and perform network research and analysis

**Non-Attending students:**

Students who choose not to attend classes need to be prepared on the following materials:

* Borgatti, S. P., Everett, M. G., & Johnson, J. C. (2018). Analyzing social networks. SAGE Publications Limited.
* Lectures, cases, and notes provided by the instructor and uploaded on BlackBoard.

The exam will comprise a mix of open and multiple choices questions, decided by the instructor, on the assigned readings.

***NOTES AND PREREQUISITES***

Students are required to be on time for their class and to actively participate in class and team discussion and problem-solving activities. Moreover, it is extremely important that students read the assigned cases in advance. Students need to have laptops with the possibility to use windows environment to install the network software (further details will be provided on BlackBoard).

Students can visit also my personal page or contact me in case of doubts using the following links:

[PERSONAL PAGE](file:///C%3A%5CUsers%5CMonica.Grassi%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CINetCache%5CContent.Outlook%5CVXRAAUDS%5CPERSONAL%20PAGE) (<https://docenti.unicatt.it/ppd2/it/docenti/59254/alberto-monti/profilo>)

[EMAIL](file:///C%3A%5CUsers%5CMonica.Grassi%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CINetCache%5CContent.Outlook%5CVXRAAUDS%5Calberto.monti%40unicatt.it) alberto.monti@unicatt.it

1. I testi indicati nella bibliografia sono acquistabili presso le librerie di Ateneo; è possibile acquistarli anche presso altri rivenditori. [↑](#footnote-ref-1)