#### Social network analysis 1 + 2

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# Outline

- Empirical instances of networks
- History of SNA
- Graph theory
- Data organization
- Mini-case study
- R: working with network data

### Introduction

• Networks are everywhere.

 Social disciplines are – by definition – dealing with social interactions.

• SNA allows us to collect and analyze **relational** data.

### Introduction

• The main assumption: world is organized **relationally**.

*"…transactions, interactions, social ties, and conversations constitute central stuff of social life."* (Tilly 2008: 7)

node
edge



# Terminology (Guclu 2012)

points	lines	
vertices	edges, arcs	math
nodes	links	computer science
sites	bonds	physics
actors	ties, relations	sociology







# History of SNA

- The beginnings of SNA fall into 1930s.
- Mostly connected with work of Jacob Moreno.
- SNA had been developing on ad hoc basis in separate research centers.
- The structural approach has been widely recognized in 1970s (Mark Granovetter 1973).
- The revolution of social physics in 1990s:
  - Watts and Strogatz (1998): Small-world networks
  - Barabasi and Albert (1999): Scale-free networks

#### Jacob Moreno

#### EMOTIONS MAPPED By New Geography

Charts Seek to Portray the Psychological Currents of -Human Relationships.

> New York Times April 3, 1933



#### Mark Granovetter

#### The Strength of Weak Ties



#### Small-world network





#### Scale-free network

(a) Small-World Network (SWN)

(b) Scale-Free Network (SFN)

(c) Random Network (RN)







#### Scale-free network



- Graph theory investigates graphs, i.e. mathematical structures that model pairwise relations between objects.
- A graph (G) is an ordered pair consisting from a set of vertices (V) and a set of (undirected) edges (E) or (directed) arcs (A).
- G = (V, E v A)

Network consists from a set of nodes and a set of edges.





network = graph

- order = # nodes
- size = # edges
- **degree** = # connections of individual nodes



- order = 5
- size = 7



Degree distribution



- **Complete graph** is maximally connected graph.
- Empty graph is graph with no edges.





- Network topology is defined by two main concepts: connectivity and centrality.
- **Connectivity** describes interconnectedness of nodes in network (focus on **flows**).
- Centrality describes location of nodes in network (focus on positions).

- **Step:** move along one edge.
- Walk: sequence of steps in network.
- **Path:** walk in which no node as well as no edge occurs more than once.
- Geodesic: shortest path that connects two nodes.
- **Distance** of two nodes = geodesic.
- **Diameter:** longest distance between any two nodes in graph.



- A directly connected node is called **adjacent**.
- An edge linked to a node is called **incident**.
- All directly connected nodes create **neighbourhood.**



- A directly connected node is called **adjacent**.
- An edge linked to a node is called **incident**.
- All directly connected nodes create neighbourhood.



- **Subgraph** is any subset of nodes and edges of graph.
- **Component** is connected subgraph.



- **Reachability** is given by the existence of the path between the nodes.
- Isolate is a node without any connection, i.e. node with zero degree.

- **Structural hole** is a lack of connection between two nodes or subgraphs.
- **Cutpoint** is a node whose removal creates structural hole.
- **Bridge** is an edge whose removal creates structural hole.

• **Structural hole** is a lack of connection between two nodes or subgraphs.



• **Cutpoint** is a node whose removal creates a structural hole.



• **Bridge** is an edge whose removal creates a structural hole.



- **Inclusivity** is given by # of connected nodes over total # of nodes in network.
- Density is given by # of observed connections over total # of all possible connections in network.

• **Inclusivity** is given by # of connected nodes over total # of nodes in network.



- **Inclusivity** is given by # of connected nodes over total # of nodes in network.
- Inclusivity = 5 / 6 = 0.83



# Graph theory: notation

- G = graph/network
- N = # of nodes in network, n = individual node
- e = edge, g = geodesic
- i, j, ... = indices (labels for selected elements)
- gij = geodesic between nodes i and, ni = node i
- k = # of selected elements (typically nodes)
- Upper case: global indicators
- Lower case: local indicators
- cd(ni) = node i degree centrality
- Cd(G) = graph G degree centralization

- Density is given by # of observed connections
   (∑ e) over total # of all possible connections in network.
- # of all possible connections in undirected network = (N \* (N – 1)) / 2
- # of all possible connections in directed network = (N \* (N – 1))
- Density (undirected): <u>Se / ((N \* (N 1)) / 2)</u>
• Density (undirected): ∑ e / ((N \* (N − 1)) / 2)

• **Quiz:** assume that you create a network. Edge exists if you sit next or askew to each other.

– What is inclusivity and density of this network?

- **Bipartite (or two-mode) network** consists from two disjoint sets of vertices (U and V).
- The connections are allowed only between these two sets of vertices, not within them.



- Example: two types of nodes: (1) individuals and
  (2) concepts.
- The edges are between individuals and concepts.



- We can do one-mode projections; i.e. we can reconstruct one-mode networks of individuals and concepts.
- Individuals are connected if they share at least one concept.
- Concepts are connected if they are shared by at least one individual.



- **Egocentric network** is a personal network of a given individual (ego).
- Number of steps that connect a given node to ego classify the node into zones.
- First-order zone includes all directly connected nodes (alteri), second-order zone includes all nodes connected by two steps etc.



- Multiplex network consists from one set of vertices and more than one sets of edges.
- E.g.: imagine group of people and how they are interconnected through various social media (Facebook, Twitter, Linkedin etc.).



## Data organization

- Attributional data: individual characteristics.
   E.g.: age, income, education, GDP, TPES, etc.
- Relational data: characteristics of ties.
  - E.g.: kinship ties, trade flows, conflicts, etc.

# Data organization: network borders

- Network border delineation usually problematic.
- Often no natural borders.
- Different strategies for border delineation:
  - nominal (e.g. all EU member states)
  - positional (e.g. all democratic states)
  - realistic (e.g. all states that present themselves as democracies)
  - relational (e.g. all states that are referred by others as democracies)
  - event-based (e.g. all states that participated in Iraqi war)

#### Data organization: network sampling

- Typically it is impossible to have whole population.
- Random sampling is not appropriate why?

#### Data organization: network sampling

- Typically it is impossible to have population data.
- Random sampling is not appropriate why?
- Burt's formula of information loss = (100 k)%.
- Sampling methods:
  - Snowballing
  - Attribute based selection

# Data organization: data collection

- Questionnaires / interviews
- Name generator (questionnaires)

"Looking back over the last 6 months – who are the people with whom you discussed matters important to you?" (since 1984 in the US General Social Survey)

- Observation / experiment
- Archival data

## Exercise

- Define your research question.
- Define network borders and population.
- Define sampling method and data collection technique.

## Data organization

• (Social) data, attributional as well as relational, are organized in **data matrices**.

• Case-by-variable matrix is a standard way of data organization in quantitative research.

• Not appropriate for relational data.

## Case-by-variable matrix

-1	A	B	С	D	E	
1	id	G	Р	PPG	NAT	
2	Wayne Gretzky	1487	2857	1.92131809	CAN	
3	Mark Messier	1756	1887	1.074601367	CAN	
4	Gordie Howe	1767	1850	1.046972269	CAN	
5	Ron Francis	1731	1798	1.03870595	CAN	
6	Marcel Dionne	1348	1771	1.31379822	CAN	
7	Steve Yzerman	1514	1755	1.159180978	CAN	
8	Mario Lemieux	915	1723	1.883060109	CAN	
9	Jaromir Jagr	1346	1653	1.22808321	CZ	
10	Joe Sakic	1378	1641	1.190856313	CAN	
11	Phil Esposito	1282	1590	1.24024961	CAN	
12	Ray Bourque	1612	1579	0.979528536	CAN	
13	Mark Recchi	1652	1533	0.927966102	CAN	
14	Paul Coffey	1409	1531	1.086586231	CAN	
15	Stan Mikita	1394	1467	1.052367288	CAN	
16	Bryan Trottier	1279	1425	1.114151681	US	
17	Adam Oates	1337	1420	1.062079282	CAN	
18	Doug Gilmour	1474	1414	0.959294437	CAN	
19	Dale Hawerchuk	1188	1409	1.186026936	CAN	
20	Teemu Selanne	1341	1406	1.04847129	FIN	

# Adjacency (case-by-case) matrix

- 24	А	В	С	D	E	F	G	Н	L	J
1		Wayne Gr	Mark Mes	Gordie Ho	Ron Franc	Marcel Did	Steve Yze	Mario Len	Jaromir Ja	Joe Sa <mark>kic</mark>
2	Wayne Gr	0	9	0	0	0	0	0	0	0
3	Mark Mes	9	0	0	0	0	0	0	1	0
4	Gordie Ho	0	0	0	0	0	0	0	0	0
5	Ron Franc	0	0	0	0	0	0	7	7	0
6	Marcel Die	0	0	0	0	0	0	0	0	0
7	Steve Yzer	0	0	0	0	0	0	0	0	0
8	Mario Len	0	0	0	7	0	0	0	8	0
9	Jaromir Ja	0	1	0	7	0	0	8	0	0
10	Joe Sakic	0	0	0	0	0	0	0	0	0
11	Phil Espos	0	0	0	0	0	0	0	0	0
12	Ray Bourq	0	0	0	0	0	0	0	0	2
13	Mark Reco	0	0	0	2	0	0	4	2	0
14	Paul Coffe	8	6	0	2	0	3	3	2	0
15	Stan Mikit	0	0	0	0	0	0	0	0	0
16	Bryan Trot	0	0	0	4	0	0	4	4	0
17	Adam Oat	0	0	0	0	0	4	0	0	0
18	Doug Gilm	0	0	0	0	0	0	0	0	0
19	Dale Hawe	0	0	0	0	0	0	0	0	0

## Data organization

- Adjacency matrix represents which nodes are adjacent to other nodes.
- Incidence matrix represents the relations between two classes of nodes.
  - Rows represent one class of nodes.
  - Columns represent second class of nodes.

#### Undirected one-mode network



#### Directed one-mode network



# Undirected weighted one-mode network



# Incidence (case-by-event) matrix

	row.names	U Capa	Chicago bar	U Rysanku	Maxim	Falk
1	Filip	1	1	0	0	1
2	Hedvika	1	0	0	1	0
3	Jan	1	1	0	0	0
4	Veronika	1	0	0	0	1
5	Tomas	1	0	1	0	0
6	Martin	0	1	1	1	0



# Adjacency (case-by-case) matrix

	row.names	Filip	Hedvika	Jan	Veronika	Tomas	Martin
1	Filip	0	1	2	2	1	1
2	Hedvika	1	0	1	1	1	1
3	Jan	2	1	0	1	1	1
4	Veronika	2	1	1	0	1	0
5	Tomas	1	1	1	1	0	1
6	Martin	1	1	1	0	1	0



# Adjacency (event-by-event) matrix

	row.names	U Capa	Chicago bar	U Rysanku	Maxim	Falk
1	U Capa	0	2	1	1	2
2	Chicago bar	2	0	1	1	1
3	U Rysanku	1	1	0	1	0
4	Maxim	1	1	1	0	0
5	Falk	2	1	0	0	0



#### Matrix operations: one-mode projection

- We get one-mode projection (adjacency) matrix by multiplying incidence matrix by its **transposition**.
  - Transposed matrix: rows turned to columns and vice versa.
- For **cases (rows)** we put transpose on the second place.
  - matrix %\*% t(matrix)
- For events (columns) we put transpose on the first place.
  - t(matrix) %\*% matrix

## Matrix transposition

• Incidence matrix

1	0	1	1
0	0	1	1
1	1	1	0

• Transposition

1	0	1
0	0	1
1	1	1
1	1	0

#### Matrix by matrix multiplication (cases)

1	0	1	1
0	0	1	1
1	1	1	0

%\*%

1	0	1
0	0	1
1	1	1
1	1	0

Dot product: first we take first row and first column

(1, 0, 1, 1) and (1, 0, 1, 1), second we multiply corresponding elements and sum up the products.

(1, 0, 1, 1) \* (1, 0, 1, 1) = 1\*1 + 0\*0 + 1\*1 + 1\*1 = 3

#### Matrix by matrix multiplication (cases)

1	0	1	1
0	0	1	1
1	1	1	0

%\*%

1	0	1
0	0	1
1	1	1
1	1	0

Ξ

3	2	2
2	2	1
2	1	3

## Matrix by matrix multiplication (events)

1	0	1
0	0	1
1	1	1
1	1	0

%\*%

1	0	1	1
0	0	1	1
1	1	1	0

**Dot product:** first we take first row and first column

(1, 0, 1) and (1, 0, 1), second we multiply corresponding elements and sum up the products.

$$(1, 0, 1) * (1, 0, 1) = 1*1 + 0*0 + 1*1 = 2$$

#### Matrix by matrix multiplication (events)

1	0	1
0	0	1
1	1	1
1	1	0

%\*%

1	0	1	1
0	0	1	1
1	1	1	0

\_

2	1	2	1
1	1	1	0
2	1	3	2
1	0	2	2

## Exercise

• Do one-mode projections of incidence matrix:

	Jan	Petr	Hedvika
Introduction	1	0	1
Methodology	1	1	0

## Mini-case study

- **Deep geological repository** designed to contain nuclear waste for hundreds of thousands of years.
- There are 7 pre-selected (candidate) localities in the Czech republic.
- Since the beginning there are repeated occurrences of local opposition.
- **Research objective:** to map how the issue is framed by the local opposition / acceptance opinion leaders.



## Discourse network

• A **bipartite network** that consists of actors and concepts.



Haunss, Dietz & Nullmeier 2013: 13

## Frame

- Frame defined as shared interpretative scheme through which actors understand and promote a particular version of reality (see e.g. Benford & Snow 2000).
- Actors strategically use frames to emphasize or suppress particular aspects of the contested issue.
- Intuition: group of nodes (cluster) in the concept network which are in a similar position to the rest of the network.
### (Discourse / frame) coalition

- Frame coalition is understood as a "...group of actors that share social construct [frame]." (Hajer 1995: 43)
- Intuition: densely connected segment (community) of the actor network.

### Data and coding

- Data:
  - 47 semi-standardized interviews (mayors, activists and state officials).
- Coding:
  - Corpus coded by 2 independent coders with Krippendorff's alpha = 0.81 (inter-rater), r = 0.79 (intrarater reliability).
  - The coded corpus contains 634 observations (38 codes).



#### RQDA package

- Corpus has been coded in RQDA package (Ronggui Huang 2014).
- R package for qualitative data analysis with GUI.
- Provides basic functions of CAQDAS.

🔞 RQDA: Qualitative Data Analysis

♣Přidat Smazat ♣Brename Memo				
Anno Coding Unmark Mark				
Codes.List				
citizen_decides				
community_pressure				
compensation_payment				
cost_acknowledgement				
determination				
duty				
employment				
environmental_harm				
false_employment				
false_environmental_harm				
false_other_benefit				
false_other_harm				
false_repository_fail				
false_tourism				
false_value_loss				
false_waste_import				
false_water_loss				
inconsistent_state				
irresponsible_citizen				
low_compensation				
mayor_decides				
other_benefit				
other_harm				
overriding_state				
participation				
place_attachment				
proximity				
public_corruption				
repository_fail				
resource_deficit				
state_decides				

#### **\_ X (MAY\_001\_2\_live\_1**

Project

Files

Codes

Code

Cases

File Categories

Iournals

Settings

Categories

Attributes

#### T-001-MAY-03-02-2014 INTERVIEW START

001: Už dlouho. A myslím si, když to vezmu, tak 10 let, asi 12, poměrně dost dlouho.

001: Tak většinou, když můžu říct, poslední dobou, my jsme podali odvolání proti tomu, aby se tady začalo s těmi průzkumnými vrty, takže to zabere poměrně dost času, protože tady v těchto věcech si prostě nemůžete jen tak sednout a něco napsat, tam už to zabírá poměrně dost času, aby to bylo na nějaké úrovni. A vůbec všechny ty materiály, když se dávaly dohromady, tak tady v té naší lokalitě se tím nejvíc zabývala paní starostka =Zojková=, která si myslím tomu věnovala strašně moc svého volného času, kdy sháněla vlastně veškeré materiály týkající se podzemních vod a myslím si, že konkrétně ona tomu věnovala strašně moc volného času.

001: Určitě, to stoprocentně.

001: Jako myslíte konkrétně se SURAEM, nebo?

001: 
 overriding\_state>Já bych řekla, že stát nebo SURAO k tomu pořád přistupuje tak, že my jako obec jsme poslední článek toho, co oni si dělají, tedy z mého hlediska. Že vůbec neberou v potaz nějaké naše rozhodnutí, nebo něco, co oni slíbili a nikdy nedodrží, nikdy vlastně nedodrželi, co slíbili, podle mého. A řekla bych, že na to, jak se snaží navenek říkat, že vždycky platí až rozhodnutí obce, tak to stejně nedodrželi. Ani třeba vlastně teď, co se týká těch průzkumů, tak vlastně původně bylo řečeno, že prvně s tím dá souhlas obec, a vlastně teď rozhodli, že průzkum začnou dělat a my jsme jim žádný souhlas k tomu nedávali. Takže si stejně nakonec dělají, co chtějí, jako by se to řeklo.

001: **determination**No tak nejdůležitější je, aby to tady nebylo. Aby se to tady vůbec nestavělo, to úložiště. Jako já **seless\_repository** chápu, že se s tím odpadem něco musí dělat, ale myslím si, že se to dá řešit i jiným způsobem než tím, že se tady prostě postaví úložiště. **selest** já tedy nevím, kde berou ty informace o tom, že je to bezpečné, když to ještě nikde není vyzkoušené, to zaprvé, zadruhé **state\_mistrust** nechápu, proč tak velké úložiště na tak malý [???], podle mě jsou v tom úplně jiné zájmy, **selvironmental\_ham** úplně to poslední, co si myslím, kdyby to třeba mělo být bezpečné, to úložiště, tak by tím úložištěm, vlastně tou stavbou, zdevastovali úplně všechno.

001: Ano, ten Hrádek.

001: Ty vrty jsou jakoby, ta voda jde z Čeřínku, takže...

\_ 🗆 ×

#### Incidence matrix

	concept 1		concept j		
actor 1 (interview)	<i>ij</i> cell indicates how many times actor <i>i</i> uses concept <i>j</i>	0	3		
•					
•					
•					
actor i	0	2	1		



#### Network communities

 Network community is a segment of the network created by a set of nodes (members) that are more densely connected internally than with the nonmembers of the community.



community 1	14 MAYs, 1 NGO, 4 STOs
community 2	15 MAYs, 9 NGOs
community 3	3 MAYs
"community" 4	STO_046
<i>p</i> ≤ 0.001	



false_value_loss
state_decides
employment other_oenefit
cost_acknowledgement
compensation
inconsistent_state
false_rep0sitory_fail
community pressure vain (negotiation
other@harm
low_compensationmistrust water_oss
participation determination
environmental_harm
place_augeliment
public_coruptionalue_depository_fail
waste cimport useless repository
false_entployment

density	0.31
deg. centralization	0.43
bet. centralization	0.12



state mistrust: "Man cannot believe... that this project, or anything else about the project, is gonna be proper ... the rules are not set, they are changing as it goes ... they are changing according to current political situation, how sirs need them, so they can move towards their goals." (NGO 038: 82-87)

#### Euclidean distances (concepts)



#### **Reconstructed frames**

Responsibility	<ul> <li>We consume electricity and thus produce radioactive waste.</li> <li>We (as well as state) have a moral and legal obligation to deal with this burden.</li> <li>The repository is the only viable solution.</li> <li>By delays and opposition we transfer this responsibility to further generations.</li> <li>Opposition is irresponsible and based on emotional/irrational argumentation.</li> <li>State has (legitimately) the last word; localities will be financially compensated.</li> </ul>
Risk	<ul> <li>The siting process as well as potential construction of the repository is accompanied by number of risks (environmental, economic, social, health etc.).</li> <li>We have responsibility to further generations to preserve the localities.</li> <li>It is necessary to stop or to slow down the project till another (technological) solution is available.</li> </ul>
Dysfunctional state	<ul> <li>The state is not able to deal with the issue competently and legitimately.</li> <li>The localities are not effectively involved in the selection process.</li> <li>The Working group is just a facade; the final decision depends solely on the state.</li> <li>There is a lack of trust among stakeholders and the whole process lacks legitimacy.</li> </ul>

#### R: advantages

- Freeware
- Open source
- Worldwide active community
- Flexible and developed



### R community / sources

- There is huge number of free resources
- R package / library manuals
- R site: <u>http://cran.r-project.org</u>
- Community forums:
  - <u>http://stackoverflow.com</u>
  - <u>http://www.statmethods.net</u>
  - <u>http://www.r-bloggers.com</u>
- Youtube videos: <u>https://www.youtube.com/watch?v=qHfSTRNg6jE</u>
- Googling (often fastest)

### R libraries / packages

- Library / package:
  - Can be though of as an extension that adds new functionality.
  - Libraries must be installed (just before the first use) and loaded.
  - Sometimes there can be conflicts among libraries (e.g. different functions with same names) – we can unload them.
  - Often there are dependencies among libraries (some libraries use functions from other libraries).

#### R: disadvantages

- Not as easily accessible as "clicking-programs"
- Data preparation could be demanding
- Could be slower for large datasets

#### R language

- object-oriented programming
  - object: instance of certain data class that can be manipulated according set of procedures (methods)
- functional-oriented programming
  - function: relation that associates input(s) with output(s)
- We can define certain objects and apply functions on them and vice versa.

#### Data types

- Numeric: continuous numeric data (-1, 0.5, 10.49)
- Integer: discrete numeric data (-1, 0, 1, ...)
- Character: string values = "anythingwithinquotes"
- Logical: output of logical operation
   5 > 10 = FALSE
  - 5 < 7 | 7 > 10 = **TRUE**

#### Data types: factor

- Factor: variable that take limited number of discrete values levels (categorical variable).
- Factor function converts vector of values into vector of **factor values** (always have form of **character**).
- Factors can be unordered (nominal variable) or ordered (ordinal variable).
  - > data = c(1,2,2,3,1,2,3,3,1,2,3,3,1)
  - > fdata = factor(data)
  - > fdata

[1] 1 2 2 3 1 2 3 3 1 2 3 3 1

Levels: 1 2 3

#### R: object and function

• Object:

vector <- c(1,2,3,4,5)

• Function:

fun <- function(x) { x^2 }</pre>

• Output:

fun(vector) = 1, 4, 9, 16, 25

• Nesting:

fun\_2 <- function(x) { fun(x) + 1 }</pre>

#### **R** functions

- *word()* indicates function
- mean(vector)
- function(argument\_1, argument\_2, ...)
- sample(0:100, 10, rep=FALSE)
- basic functions (part of the basic R package)
- package functions (part of the particular package)
- user functions (user-defined functions)

## R objects

- Vector
  - Sequence (1-dimensional) of elements of same data type
- Matrix
  - 2-dimensional rectangular collection of elements of same data type
  - Array: n-dimensional matrix.
- List

- Vector that can contain elements of **different data types** 

#### Data frame

- List of vectors of equal length
- Table data

http://www.r-tutor.com/

# > c(TRUE, FALSE, TRUE, FALSE, FALSE) [1] TRUE FALSE TRUE FALSE FALSE

> c("aa", "bb", "cc", "dd", "ee")
[1] "aa" "bb" "cc" "dd" "ee"

> c(2, 3, 5) [1] 2 3 5

#### Vector

#### Matrix

 $\begin{bmatrix} 1,1 \end{bmatrix} \begin{bmatrix} 2,2 \end{bmatrix} \begin{bmatrix} 3,3 \end{bmatrix}$  $\begin{bmatrix} 1,1 \end{bmatrix} \begin{bmatrix} 2 & 4 & 3 \end{bmatrix}$  $\begin{bmatrix} 2,1 \end{bmatrix} \begin{bmatrix} 1 & 5 & 7 \end{bmatrix}$ 

#### List

```
> n = c(2, 3, 5)
> s = c("aa", "bb", "cc", "dd", "ee")
> b = c(TRUE, FALSE, TRUE, FALSE, FALSE)
> x = list(n, s, b, 3)  # x contains copies of n, s, b
```

```
> x[c(2, 4)]
[[1]]
[1] "aa" "bb" "cc" "dd" "ee"
[[2]]
[1] 3
```

#### Data frame

> mtcars

	mpg	cyl	disp	hp	drat	wt	• • •
Mazda RX4	21.0	6	160	110	3.90	2.62	
Mazda RX4 Wag	21.0	6	160	110	3.90	2.88	
Datsun 710	22.8	4	108	93	3.85	2.32	