



International School of
Information Management



Workshop on Social Network Analysis

April 7-9, 2010, Mysore.

Faculty : Prof. Kevin Crowston, Syracuse University, USA



Organized by

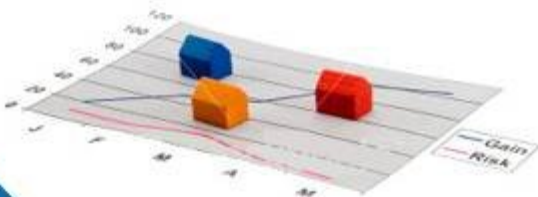
International School of Information Management
University of Mysore, Mysore & Udream, Bangalore

Context and Relevance



Social Network Analysis (SNA) as a field of study is growing rapidly and in popularity. It is now evolving into a new paradigm across academia, business, industry, popular culture and folklore. It is both an approach and a tool to uncover and understand the hidden side of connections that drive certain phenomenon involving a network of human players.

With the success of social networking tools like Facebook, Twitter, Myspace and Orkut with the masses, their influence on the group behavior, opinions are being increasingly felt everyday. SNA has gained currency as an effective tool to study those invisible paths or lines that show the ties or links between people, organizations and phenomena themselves.



Course Objective

Introduce the audience to the goals and perspectives of network analysis.

- Understanding of network data and issues related to collection, validity, visualization and mathematical/computer representation.
- Methods of detection and description of structural properties such as centrality, cohesion, subgroups, cores, roles etc.

At the end of the course, the participants will be,

- Able to examine data in 'social networks way'
- Identify and formulate network analysis problems
- Solve them using network analysis software and
- Interpret the obtained results.

The course will be blend of lectures and lab sessions.

About the Faculty



Prof. Kevin Crowston

Kevin Crowston is a Professor of Information Studies at the Syracuse University since 1996.

Prior to moving to Syracuse, he taught for five years at the University of Michigan Business School.

He received his A.B. (1984) in Applied Mathematics (Computer Science) from Harvard University and a Ph.D. (1991) in Information Technologies from the Sloan School of Management, Massachusetts Institute of Technology. He has articles and book chapters on IT and new organizational forms. His current research projects include the NSF sponsored "VOSS: Theory and design of virtual organizations for citizen science" and "Collaborative Research: CRI: CRD: Data and analysis archive for research on Free and Open Source Software and its development." He is visiting faculty @ ISiM.



Who should attend?

Healthcare Professionals: One of the many applications of SNA is to understand how patterns of human contact aid or inhibit the spread of diseases such as HIV.

Information Managers: Modeling of social network's growth can provide insights into the interplay between communication rules, rumor spreading and social structure.

Administrative Agencies: SNA can also be an effective tool for mass surveillance - for example to determine whether or not a particular individual has criminal tendencies.

Innovators/Change Managers: Diffusion of innovations theory explores social networks and their role in influencing the spread of new ideas and practices.

Brand Managers: Understanding of SNA can be leveraged to influence on forming opinions about products/brand among the masses.

Marketing Executives: The Social Networks have proven to be one of the best ways to advertise and sell.

Academic Researchers: SNA has gradually gained currency as an effective research tool to analyze phenomena and go beyond the standard quantitative methods.

Workshop Venue : International School of Information Management (ISiM), Mysore

Contact for registration : Jayanth (+91 9663376680) & Shweta (+91 9663317770)

Registration Fee		Incentives
Regular:	INR. 8,000	Early Bird: Discount of INR. 1,000 if registered before 25 Mar 2010 (Not applicable to students) Group Discount: 10% discount if 3 or more delegates from the same organization
Academic:	INR. 6,000	
Students:	INR. 2,000	
(Accommodation available on twin sharing mode for 4 nights at Rs. 4000.)		

DETAILED PROGRAM SCHEDULE

Day 1	Day 2	Day 3
<ul style="list-style-type: none"> ▶ The network perspective ▶ Basic graph-theoretic concepts ▶ Network data collection ▶ Network data management ▶ Types of networks. ▶ Pajek and network analysis software. 	<ul style="list-style-type: none"> ▶ Structural Holes and Ego Network Analysis ▶ Measuring Centrality ▶ Detecting Cohesive Subgroups ▶ Measuring Structural Equivalence ▶ Affiliation Networks / Co-Membership 	<ul style="list-style-type: none"> ▶ Clustering and block modeling. ▶ Temporal, multi relational and sequences of networks





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International School of Information Management

University of Mysore

Manasagangotri, Mysore – 570 006 India

Tel: + 91 821 2514699

Fax: +91 821 2519209

www.isim.ac.in

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Collaborating Partners

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