

The Hidden Power Of Social Networks

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The Hidden Psychology of Social Networks: How Brands Create Authentic Engagement by Understanding What Motivates Us - Joe Federer 2020-09-15

From the former Head of Brand Strategy at Reddit comes a proven and thought-provoking approach to the digital economy and how brands can create authentic engagement that is rooted in the fundamental motivations behind human psychology. Leading marketing practitioner and thought leader Joe Federer draws on evolutionary biology, anthropology, neuroanatomy, and psychology, as well as more than a decade of hands-on experience, to explain why people act so differently in various online spaces and what they are seeking from participating in each one. With a framework based on Freud's Id, Ego, and Superego model of the human psyche, he demonstrates how the internet is a digital reflection of the collective human psyche and how different social networks correspond to different mindsets: platforms like Reddit to the unfiltered Id, Facebook and Twitter to the managed Ego, and Instagram to the ideal Superego. In the same way you behave differently when you're home alone, out with friends, communicating with family, or interacting with coworkers, people act and express themselves differently in these various online spaces. Context matters.

Understanding this will enable you to develop and execute effective engagement strategies to reach your target audiences on each social network. Learn: how to create content that drives sharing and word-of-mouth how brands can fit natively into different types of social channels how to balance branded social presences across different networks why authenticity will only grow in importance to consumers Fascinating and deeply compelling, *The Hidden Psychology of Social Networks* will equip you to make vastly more efficient use of your media buys, establish more thoughtful strategies, develop better creative, and, in the end, deliver more effective marketing that provides value.

Socialized! - Mark Fidelman 2016-10-21

Most companies today realize the imperative to connect with their customers, employees, and partners through social technologies - Facebook, Twitter, Google+, YouTube, and elsewhere. But a huge challenge is still in the way: how to build programs and teams for accomplishing all that. While organizations have been fixated on how to use the latest social tool, they've lost sight of how to create a talent pool capable of adjusting to the next wave of technology around the corner.

For corporations to successfully transform into social business enterprises they must shift the focus from computers and tools to developing skills and attitudes around technology. *Socialized!* represents a "playbook" on how to create such a high-performing social enterprise. Filled with clear strategies and real-life stories from visionaries and change makers, the book is designed to help leaders motivate employees throughout the organization to adopt a "social" mindset, ensuring success against the competition.

It's Complicated - Danah Boyd 2014-02-25

Surveys the online social habits of American teens and analyzes the role technology and social media plays in their lives, examining common misconceptions about such topics as identity, privacy, danger, and bullying.

Hidden Assets - Charles Ehin 2005-09-12

Provides insights in cutting-edge models to put to practical use in order to increase an organization's intellectual capital and new knowledge. Softcover version of the original that published in August 2004.

Testimonials "Finally, a real breakthrough in management theory and philosophy. In *Hidden Assets* Ehin breaks the mold of current management thinking and presents a comprehensive and practical framework specifically designed for the knowledge economy." (Chris Tomecek, President, Bank of New York Separate Accounts Division) "Where was all of this when I needed it??? Over 40 years of management knowledge, experience, and tools packed into one book! What an incredible jump-start into a management career found in one quick-read

work!" (Peter F. Gerity, Ph.D., Vice President for Academic Affairs, New Mexico Tech)

The Secret Language of Intimacy - Robert G. Lee 2020-10-12

In *The Secret Language of Intimacy*, shame and its consequences are foregrounded as a major, if not the major, impediment to the healthy functioning in the relationships of couples. In the first part of the book, Robert Lee presents the "Secret Language of Intimacy Workshop," developed and presented for the first time at the 1998 Annual Conference of the Association for the Advancement of Gestalt Therapy. Lee not only describes how the hidden forces of shame and belonging regulate couple dynamics, but also how the workshop itself has facilitated the acceptance of these forces and promoted therapeutic resolution, utilizing clinical vignettes. The second half of the book is comprised of internationally contributed essays from leading names in the Gestalt perspective, each adding to and redefining the role of shame and belonging in the theory and practice of Gestalt couples therapy. Their conclusions, however, are just as insightful for purveyors of other psychoanalytic and psychodynamic therapies as well.

The Organizational Network Fieldbook - Robert L. Cross 2010-06-15

The Organizational Network Fieldbook "This is the ultimate resource for practitioners who want to implement insights from organizational network analysis and thinking. Dozens of concrete examples, interventions, and practical advice from network experts show you what you can do to strengthen networks and boost performance. This book is essential for anyone in business, government, or consulting who wants to get network thinking from analysis to action in organizations." WAYNE BAKER, professor of management and organizations, Stephen M. Ross School of Business, University of Michigan "What a great idea this book is! *The Organizational Network Fieldbook* will demand to be read by anyone undertaking any social network efforts in their organization. It is not only a unique book, but it is also very well thought-out, finely written, and exceptionally pragmatic. It's a great achievement for the authors and a great boon to all practitioners." LARRY PRUSAK, researcher and consultant, and the founder and former director of the Institute for Knowledge Management In this practical companion to the best-selling *Driving Results Through Social Networks*, the authors draw on their network-building activities in organizations such as ConocoPhillips, 3M, and the United States Department of Defense in order to provide a compilation of highly practical approaches to help leaders shift their focus from formal organizational structures to a better understanding of flexible networks.

Serious Games - Stefan Göbel 2015-05-27

This book constitutes the proceedings of the First Joint International Conference on Serious Games, JCSG 2015, held in Huddersfield, UK, in June 2015. This conference bundles the activities of the International Conference on Serious Games Development and Applications, SGDA, and the Conference on Serious Games, GameDays. The total of 12 full papers and 5 short papers was carefully reviewed and selected from 31 submissions. The book also contains one full invited talk. The papers were organized in topical sections named: games for health; games for learning; games for other purposes; game design and development; and poster and demo papers.

The Square and the Tower - Niall Ferguson 2018-01-16

The instant New York Times bestseller. A brilliant recasting of the turning points in world history, including the one we're living through, as a collision between old power hierarchies and new social networks. "Captivating and compelling." —The New York Times "Niall Ferguson has again written a brilliant book...In 400 pages you will have restocked your mind. Do it." —The Wall Street Journal "The Square and the Tower, in addition to being provocative history, may prove to be a bellwether work of the Internet Age." —Christian Science Monitor Most history is hierarchical: it's about emperors, presidents, prime ministers and field marshals. It's about states, armies and corporations. It's about orders

from on high. Even history "from below" is often about trade unions and workers' parties. But what if that's simply because hierarchical institutions create the archives that historians rely on? What if we are missing the informal, less well documented social networks that are the true sources of power and drivers of change? The 21st century has been hailed as the Age of Networks. However, in *The Square and the Tower*, Niall Ferguson argues that networks have always been with us, from the structure of the brain to the food chain, from the family tree to freemasonry. Throughout history, hierarchies housed in high towers have claimed to rule, but often real power has resided in the networks in the town square below. For it is networks that tend to innovate. And it is through networks that revolutionary ideas can contagiously spread. Just because conspiracy theorists like to fantasize about such networks doesn't mean they are not real. From the cults of ancient Rome to the dynasties of the Renaissance, from the founding fathers to Facebook, *The Square and the Tower* tells the story of the rise, fall and rise of networks, and shows how network theory--concepts such as clustering, degrees of separation, weak ties, contagions and phase transitions--can transform our understanding of both the past and the present. Just as *The Ascent of Money* put Wall Street into historical perspective, so *The Square and the Tower* does the same for Silicon Valley. And it offers a bold prediction about which hierarchies will withstand this latest wave of network disruption--and which will be toppled.

[Impact of International Business](#) - Heinz Tusemann 2016-07-01

The international community is confronted with a new set of challenges, the scale and complexity of which is virtually unprecedented. In this connection, there are heightened demands for international business research to provide guidance for decision-makers on how to solve actual problems. *Impact of International Business* addresses current challenges and issues, and provides fresh insights that are pertinent for policy and practice. The book examines various contemporary international business issues from various viewpoints, draws on research conducted in different countries, examines IB issues in both developed and emerging country contexts, offers various theoretical perspectives and different methodologies. It provides both rigorous empirical and conceptual advances and insights that are useful and relevant for managers and policy makers in their search for solutions in face of current challenges posed by the international environment.

[The Hidden Connections](#) - Fritjof Capra 2004-01-06

Fritjof Capra, bestselling author of *The Tao of Physics* and *The Web of Life*, here explores another frontier in the human significance of scientific ideas--applying complexity theory to large-scale social interaction. In the 1980s, complexity theory emerged as a powerful alternative to classic, linear thought. A forerunner of that revolution, Fritjof Capra now continues to expand the scope of that theory by establishing a framework in which we can understand and solve some of the most important issues of our time. Capra posits that in order to sustain life, the principles underlying our social institutions must be consistent with the broader organization of nature. Discussing pertinent contemporary issues ranging from the controversial practices of the World Trade Organization (WTO) to the Human Genome Project, he concludes with an authoritative, often provocative plan for designing ecologically sustainable communities and technologies as alternatives to the current economic globalization.

[Bursts](#) - Albert-Laszlo Barabasi 2010-04-29

A revolutionary new theory showing how we can predict human behavior--from a radical genius and bestselling author Can we scientifically predict our future? Scientists and pseudo scientists have been pursuing this mystery for hundreds and perhaps thousands of years. But now, astonishing new research is revealing patterns in human behavior previously thought to be purely random. Precise, orderly, predictable patterns... Albert Laszlo Barabasi, already the world's preeminent researcher on the science of networks, describes his work on this profound mystery in *Bursts*, a stunningly original investigation into human nature. His approach relies on the digital reality of our world, from mobile phones to the Internet and email, because it has turned society into a huge research laboratory. All those electronic trails of time stamped texts, voicemails, and internet searches add up to a previously unavailable massive data set of statistics that track our movements, our decisions, our lives. Analysis of these trails is offering deep insights into the rhythm of how we do everything. His finding? We work and fight and play in short flourishes of activity followed by next to nothing. The pattern isn't random, it's "bursty." Randomness does not rule our lives in the way scientists have assumed up until now. Illustrating this revolutionary science, Barabasi artfully weaves together the story of a

16th century burst of human activity--a bloody medieval crusade launched in his homeland, Transylvania--with the modern tale of a contemporary artist hunted by the FBI through our post 9/11 surveillance society. These narratives illustrate how predicting human behavior has long been the obsession, sometimes the duty, of those in power. Barabasi's astonishingly wide range of examples from seemingly unrelated areas include how dollar bills move around the U.S., the pattern everyone follows in writing email, the spread of epidemics, and even the flight patterns of albatross. In all these phenomena a virtually identical, mathematically described bursty pattern emerges. *Bursts* reveals what this amazing new research is showing us about where individual spontaneity ends and predictability in human behavior begins. The way you think about your own potential to do something truly extraordinary will never be the same.

[A New Psychology for Sustainability Leadership](#) - Steve Schein 2017-09-08

During the last decade, the sustainability position in multinational corporations has grown in influence. Much literature has explored how corporations can play an important role in solving the environmental challenges facing the planet. However, until now, there has been little research on sustainability leadership at the individual level. In this book, Schein explores the deeper psychological motivations of sustainability leaders. He shows how these motivations relate to overall effectiveness and capacity to lead transformational change and he explores the ways in which the complexity of sustainability is driving new approaches to leadership. Drawing on interviews with 75 leaders from over 40 multinational corporations and NGOs, Schein explores how ecological worldviews are developed and expressed in global sustainability practice. By applying key theories from developmental psychology, integral ecology and eco-psychology to sustainability practice, Schein encourages us to think about leadership in a different way. *A New Psychology for Sustainability Leadership* will be of interest to an interdisciplinary audience of social scientists, educators, corporate executives, and social entrepreneurs. The insights from this book can be usefully integrated into leadership curriculum and development programs to help the next generation of leaders respond to global challenges.

[Linked](#) - Albert-László Barabási 2014-06-24

The best-selling guide to network science, the revolutionary field that reveals the deep links between all forms of human social life A cocktail party. A terrorist cell. Ancient bacteria. An international conglomerate. All are networks, and all are a part of a surprising scientific revolution. In *Linked*, Albert-László Barabási, the nation's foremost expert in the new science of networks, takes us on an intellectual adventure to prove that social networks, corporations, and living organisms are more similar than previously thought. Barabási shows that grasping a full understanding of network science will someday allow us to design blue-chip businesses, stop the outbreak of deadly diseases, and influence the exchange of ideas and information. Just as James Gleick and the Erdős-Rényi model brought the discovery of chaos theory to the general public, *Linked* tells the story of the true science of the future and of experiments in statistical mechanics on the internet, all vital parts of what would eventually be called the Barabási-Albert model.

[Off the Network](#) - Ulises Ali Mejias 2013-06-01

The digital world profoundly shapes how we work and consume and also how we play, socialize, create identities, and engage in politics and civic life. Indeed, we are so enmeshed in digital networks--from social media to cell phones--that it is hard to conceive of them from the outside or to imagine an alternative, let alone defy their seemingly inescapable power and logic. Yes, it is (sort of) possible to quit Facebook. But is it possible to disconnect from the digital network--and why might we want to? *Off the Network* is a fresh and authoritative examination of how the hidden logic of the Internet, social media, and the digital network is changing users' understanding of the world--and why that should worry us. Ulises Ali Mejias also suggests how we might begin to rethink the logic of the network and question its ascendancy. Touted as consensual, inclusive, and pleasurable, the digital network is also, Mejias says, monopolizing and threatening in its capacity to determine, commodify, and commercialize so many aspects of our lives. He shows how the network broadens participation yet also exacerbates disparity--and how it excludes more of society than it includes. Uniquely, Mejias makes the case that it is not only necessary to challenge the privatized and commercialized modes of social and civic life offered by corporate-controlled spaces such as Facebook and Twitter, but that such confrontations can be mounted from both within and outside the network. The result is an uncompromising, sophisticated, and accessible

critique of the digital world that increasingly dominates our lives.

The Hidden Power of Social Networks - Robert L. Cross 2004-06-02

A powerful, visual framework helps managers discover how employees really communicate and collaborate to get work done - and helps them identify ways they can influence these social networks to improve performance and innovation. In *The Hidden Power of Social Networks*, Cross and Parker, experts in "social network analysis"—a technique that visually maps relationships between people in large, distributed groups - apply this powerful tool to management for the first time. Based on their in-depth study of sixty informal employee networks in well-known companies around the world, Cross and Parker show managers how to conduct a social network analysis of their organization.

One Green Thing - Heather White 2022-04-19

The climate crisis is the biggest challenge of our time, and we all have a unique role to play. Start here and now with this book. In this revolutionary call to action, unlock your superpower through a daily practice of sustainability. Noted environmentalist Heather White offers an easy-to-follow guide for climate action while brilliantly weaving together warm and funny stories from her childhood in East Tennessee, anecdotes from 20+ years of environmental advocacy, and scenes from parenting two GenZ daughters in Bozeman, Montana. In *One Green Thing*, White shows you how to contribute to the climate movement through self-discovery - your personality, interests, and strengths. First, you'll take the Service Superpower Profile Assessment, which will reveal your special gifts in service to others and the planet. Based on your profile, you'll then be equipped to: Begin your adventure with a 21-Day Kickstarter Plan that shares specific actions you can take Use the Eco-Impact Top Ten—the primary areas that can affect positive, lasting change—to develop an individualized Eco-Action Plan Log the mental health benefits and measure your progress with the Joy Tracker Write about your journey and your "why" for taking action with exercises and journal prompts that encourage you to reflect Listen and talk with members of Gen Z about their climate anxiety Commit to being an awesome ancestor for future loved ones as you inspire your family, friends, and community to work toward a regenerative, sustainable world Setting the intention each day to take a small step— a "one green thing" to care for the planet--can help ease your eco-anxiety, push the culture toward climate solutions, and create a sense of joy.

Social Physics - Alex Pentland 2014

"From one of the world's leading data scientists, a landmark tour of the new science of idea flow, offering revolutionary insights into the mysteries of collective intelligence and social influence" If the Big Data revolution has a presiding genius, it is MIT's Alex "Sandy" Pentland. Over years of groundbreaking experiments, he has distilled remarkable discoveries significant enough to become the bedrock of a whole new scientific field: social physics. Humans have more in common with bees than we like to admit: We're social creatures first and foremost. Our most important habits of action--and most basic notions of common sense--are wired into us through our coordination in social groups. Social physics is about "idea flow," the way human social networks spread ideas and transform those ideas into behaviors. Thanks to the millions of digital bread crumbs people leave behind via smartphones, GPS devices, and the Internet, the amount of new information we have about human activity is truly profound. Until now, sociologists have depended on limited data sets and surveys that tell us how people "say" they think and behave, rather than what they actually "do." As a result, we've been stuck with the same stale social structures--classes, markets--and a focus on individual actors, data snapshots, and steady states. Pentland shows that, in fact, humans respond much more powerfully to social incentives that involve rewarding others and strengthening the ties that bind than incentives that involve only their own economic self-interest. Pentland and his teams have found that they can study "patterns" of information exchange in a social network without any knowledge of the actual "content" of the information and predict with stunning accuracy how productive and effective that network is, whether it's a business or an entire city. We can maximize a group's collective intelligence to improve performance and use social incentives to create new organizations and guide them through disruptive change in a way that maximizes the good. At every level of interaction, from small groups to large cities, social networks can be tuned to increase exploration and engagement, thus vastly improving idea flow. "Social Physics" will change the way we think about how we learn and how our social groups work--and can be made to work better, at every level of society. Pentland leads readers to the edge of the most important revolution in the study of social behavior in a generation, an entirely new way to look at life itself.

The SAGE Encyclopedia of Communication Research Methods -

Mike Allen 2017-04-11

Communication research is evolving and changing in a world of online journals, open-access, and new ways of obtaining data and conducting experiments via the Internet. Although there are generic encyclopedias describing basic social science research methodologies in general, until now there has been no comprehensive A-to-Z reference work exploring methods specific to communication and media studies. Our entries, authored by key figures in the field, focus on special considerations when applied specifically to communication research, accompanied by engaging examples from the literature of communication, journalism, and media studies. Entries cover every step of the research process, from the creative development of research topics and questions to literature reviews, selection of best methods (whether quantitative, qualitative, or mixed) for analyzing research results and publishing research findings, whether in traditional media or via new media outlets. In addition to expected entries covering the basics of theories and methods traditionally used in communication research, other entries discuss important trends influencing the future of that research, including contemporary practical issues students will face in communication professions, the influences of globalization on research, use of new recording technologies in fieldwork, and the challenges and opportunities related to studying online multi-media environments. Email, texting, cellphone video, and blogging are shown not only as topics of research but also as means of collecting and analyzing data. Still other entries delve into considerations of accountability, copyright, confidentiality, data ownership and security, privacy, and other aspects of conducting an ethical research program. Features: 652 signed entries are contained in an authoritative work spanning four volumes available in choice of electronic or print formats. Although organized A-to-Z, front matter includes a Reader's Guide grouping entries thematically to help students interested in a specific aspect of communication research to more easily locate directly related entries. Back matter includes a Chronology of the development of the field of communication research; a Resource Guide to classic books, journals, and associations; a Glossary introducing the terminology of the field; and a detailed Index. Entries conclude with References/Further Readings and Cross-References to related entries to guide students further in their research journeys. The Index, Reader's Guide themes, and Cross-References combine to provide robust search-and-browse in the e-version.

The Psychology of Social Networking Vol.1 - Giuseppe Riva

2015-01-01

Using a novel approach to consider the available literature and research, this book focuses on the psychology of social media based on the assumption that the experience of being in a social media has an impact on both our identity and social relationships. In order to 'be online', an individual has to create an online presence - they have to share information about themselves online. This online self is presented in different ways, with diverse goals and aims in order to engage in different social media activities and to achieve desired outcomes. Whilst this may not be a real physical presence, that physicality is becoming increasingly replicated through photos, video, and ever-evolving ways of defining and describing the self online. Moreover, individuals are using both PC-based and mobile-based social media as well as increasingly making use of photo and video editing tools to carefully craft and manipulate their online self. This book therefore explores current debates in Cyberpsychology, drawing on the most up-to-date theories and research to explore four main aspects of the social media experience (communication, identity, presence and relationships). In doing so, it considers the interplay of different areas of psychological research with current technological and security insight into how individuals create, manipulate and maintain their online identity and relationships. The social media are therefore at the core of every chapter, with the common thread throughout being the very unique approach to considering diverse and varied online behaviours that may not have been thus far considered from this perspective. It covers a broad range of both positive and negative behaviours that have now become integrated into the daily lives of many westernised country's Internet users, giving it an appeal to both scholarly and industry readers alike.

The Science of Effective Mentorship in STEMM - National Academies of Sciences, Engineering, and Medicine 2020-01-24

Mentorship is a catalyst capable of unleashing one's potential for discovery, curiosity, and participation in STEMM and subsequently improving the training environment in which that STEMM potential is fostered. Mentoring relationships provide developmental spaces in which

students' STEM skills are honed and pathways into STEM fields can be discovered. Because mentorship can be so influential in shaping the future STEM workforce, its occurrence should not be left to chance or idiosyncratic implementation. There is a gap between what we know about effective mentoring and how it is practiced in higher education. The Science of Effective Mentorship in STEM studies mentoring programs and practices at the undergraduate and graduate levels. It explores the importance of mentorship, the science of mentoring relationships, mentorship of underrepresented students in STEM, mentorship structures and behaviors, and institutional cultures that support mentorship. This report and its complementary interactive guide present insights on effective programs and practices that can be adopted and adapted by institutions, departments, and individual faculty members.

The Hidden Power of Social Networks - Robert L. Cross 2004
Identifying and Leveraging the Hidden Social Networks That Drive Corporate Performance In today's flatter organizations, collaboration in employee networks has become critical to innovation and to both individual and companywide performance. Executives spend millions on new organizational designs, cultural initiatives, and technologies to promote the sharing of knowledge and expertise across functional, hierarchical, and divisional lines. Yet these efforts have achieved disappointing results. Rob Cross and Andrew Parker argue that's because most managers have little understanding of how their employees actually interact to get work done. In fact, formal "org charts" fail to reveal the often hidden social networks that truly drive--or hinder--an organization's performance. In this eye-opening book, Cross and Parker show managers how to find, assess, and support the networks most crucial to competitive success. Based on their in-depth study of more than sixty informal networks within organizations around the world, Cross and Parker show how managers can implement a wide range of specific and inexpensive actions--from bridging strategically important disconnects in a network to eliminating information "bottlenecks" to recognizing key connectors--that will enhance the powerful impact networks can have on performance and innovation.

The Hidden Power of F*cking Up - The Try Guys 2019-06-18
#1 NEW YORK TIMES BESTSELLER The Try Guys deliver their first book--an inspirational self-improvement guide that teaches you that the path to success is littered with humiliating detours, embarrassing mistakes, and unexpected failures. To be our best selves, we must become secure in our insecurities. In *The Hidden Power of F*cking Up*, The Try Guys - Keith, Ned, Zach, and Eugene - reveal their philosophy of trying: how to fully embrace fear, foolishness, and embarrassment in an effort to understand how we all get paralyzed by a fear of failure. They'll share how four shy, nerdy kids have dealt with their most poignant life struggles by attacking them head-on and reveal their - ahem - sure-fail strategies for achieving success. But they're not just here to talk; they're actually going to put their advice to work. To demonstrate their unique self-improvement formula, they'll each personally confront their deepest insecurities. A die-hard meat-lover goes vegan for the first time. A straight-laced father transforms into a fashionista. A perpetually single sidekick becomes the romantic lead. A child of divorce finally grows more intimate with his family. Through their insightful, emotional journeys and surprising, hilarious anecdotes, they'll help you overcome your own self-doubt to become the best, most f*cked up version of yourself you can be!

Network Science - Albert-László Barabási 2016-07-21

Illustrated throughout in full colour, this pioneering text is the only book you need for an introduction to network science.

Your Network Is Your Net Worth - Porter Gale 2013-06-04
Outlines new approaches to networking that reflect shifting cultural values and improved digital technologies, sharing instructional case studies and practical tips for network building using online social media and in-person interactions.

Networks, Crowds, and Markets - David Easley 2010-07-19

Are all film stars linked to Kevin Bacon? Why do the stock markets rise and fall sharply on the strength of a vague rumour? How does gossip spread so quickly? Are we all related through six degrees of separation? There is a growing awareness of the complex networks that pervade modern society. We see them in the rapid growth of the Internet, the ease of global communication, the swift spread of news and information, and in the way epidemics and financial crises develop with startling speed and intensity. This introductory book on the new science of networks takes an interdisciplinary approach, using economics, sociology, computing, information science and applied mathematics to

address fundamental questions about the links that connect us, and the ways that our decisions can have consequences for others.

Encyclopedia of Social Networks - George A. Barnett 2011-09-07

Request a FREE 30-day online trial to this title at

www.sagepub.com/freetrial This two-volume encyclopedia provides a thorough introduction to the wide-ranging, fast-developing field of social networking, a much-needed resource at a time when new social networks or "communities" seem to spring up on the internet every day. Social networks, or groupings of individuals tied by one or more specific types of interests or interdependencies ranging from likes and dislikes, or disease transmission to the "old boy" network or overlapping circles of friends, have been in existence for longer than services such as Facebook or YouTube; analysis of these networks emphasizes the relationships within the network. This reference resource offers comprehensive coverage of the theory and research within the social sciences that has sprung from the analysis of such groupings, with accompanying definitions, measures, and research. Featuring approximately 350 signed entries, along with approximately 40 media clips, organized alphabetically and offering cross-references and suggestions for further readings, this encyclopedia opens with a thematic Reader's Guide in the front that groups related entries by topics. A Chronology offers the reader historical perspective on the study of social networks. This two-volume reference work is a must-have resource for libraries serving researchers interested in the various fields related to social networks.

The Hype Machine - Sinan Aral 2021-09-14

A landmark insider's tour of how social media affects our decision-making and shapes our world in ways both useful and dangerous, with critical insights into the social media trends of the 2020 election and beyond "The book might be described as prophetic. . . . At least two of Aral's three predictions have come to fruition."—New York NAMED ONE OF THE BEST BOOKS OF THE YEAR BY WIRED • LONGLISTED FOR THE PORCHLIGHT BUSINESS BOOK AWARD Social media connected the world—and gave rise to fake news and increasing polarization. It is paramount, MIT professor Sinan Aral says, that we recognize the outsize effect social media has on us—on our politics, our economy, and even our personal health—in order to steer today's social technology toward its great promise while avoiding the ways it can pull us apart. Drawing on decades of his own research and business experience, Aral goes under the hood of the most powerful social networks to tackle the critical question of just how much social media actually shapes our choices, for better or worse. He shows how the tech behind social media offers the same set of behavior influencing levers to everyone who hopes to change the way we think and act—from Russian hackers to brand marketers—which is why its consequences affect everything from elections to business, dating to health. Along the way, he covers a wide array of topics, including how network effects fuel Twitter's and Facebook's massive growth, the neuroscience of how social media affects our brains, the real consequences of fake news, the power of social ratings, and the impact of social media on our kids. In mapping out strategies for being more thoughtful consumers of social media, *The Hype Machine* offers the definitive guide to understanding and harnessing for good the technology that has redefined our world overnight.

Driving Results Through Social Networks - Robert L. Cross 2009-01-09

Driving Results Through Social Networks shows executives and managers how to obtain substantial performance and innovation impact by better leveraging these traditionally invisible assets. For the past decade, Rob Cross and Robert J. Thomas have worked closely with executives from over a hundred top-level companies and government agencies. In this groundbreaking book, they describe in-depth how these leaders are using network thinking to increase revenues, lower costs, and accelerate innovation.

Friend Of A Friend . . . - David Burkus 2018-05-01

What if all the advice we've heard about networking is wrong? What if the best way to grow your network isn't by introducing yourself to strangers at cocktail parties, handing out business cards, or signing up for the latest online tool, but by developing a better understanding of the existing network that's already around you? We know that it's essential to reach out and build a network. But did you know that it's actually your distant or former contacts who will be the most helpful to you? Or that many of our best efforts at meeting new people simply serve up the same old opportunities we already have? In this startling new look at the art and science of networking, business school professor David Burkus digs deep to find the unexpected secrets that reveal the best ways to grow

your career. Based on entertaining case studies and scientific research, this practical and revelatory guide shares what the best networkers really do. Forget the outdated advice you've already heard. Learn how to make use of the hidden networks you already have.

Networked - Lee Rainie 2014-02-14

How social networks, the personalized Internet, and always-on mobile connectivity are transforming—and expanding—social life. Daily life is connected life, its rhythms driven by endless email pings and responses, the chimes and beeps of continually arriving text messages, tweets and retweets, Facebook updates, pictures and videos to post and discuss. Our perpetual connectedness gives us endless opportunities to be part of the give-and-take of networking. Some worry that this new environment makes us isolated and lonely. But in *Networked*, Lee Rainie and Barry Wellman show how the large, loosely knit social circles of networked individuals expand opportunities for learning, problem solving, decision making, and personal interaction. The new social operating system of “networked individualism” liberates us from the restrictions of tightly knit groups; it also requires us to develop networking skills and strategies, work on maintaining ties, and balance multiple overlapping networks. Rainie and Wellman outline the “triple revolution” that has brought on this transformation: the rise of social networking, the capacity of the Internet to empower individuals, and the always-on connectivity of mobile devices. Drawing on extensive evidence, they examine how the move to networked individualism has expanded personal relationships beyond households and neighborhoods; transformed work into less hierarchical, more team-driven enterprises; encouraged individuals to create and share content; and changed the way people obtain information. Rainie and Wellman guide us through the challenges and opportunities of living in the evolving world of networked individuals.

Connecting to Change the World - Peter Plastrik 2014-09-29

Something new and important is afoot. Nonprofit and philanthropic organizations are under increasing pressure to do more and to do better to increase and improve productivity with fewer resources. Social entrepreneurs, community-minded leaders, nonprofit organizations, and philanthropists now recognize that to achieve greater impact they must adopt a network-centric approach to solving difficult problems. Building networks of like-minded organizations and people offers them a way to weave together and create strong alliances that get better leverage, performance, and results than any single organization is able to do. While the advantages of such networks are clear, there are few resources that offer easily understandable, field-tested information on how to form and manage social-impact networks. Drawn from the authors' deep experience with more than thirty successful network projects, *Connecting to Change the World* provides the frameworks, practical advice, case studies, and expert knowledge needed to build better performing networks. Readers will gain greater confidence and ability to anticipate challenges and opportunities. Easily understandable and full of actionable advice, *Connecting to Change the World* is an informative guide to creating collaborative solutions to tackle the most difficult challenges society faces.

The Human Network - Matthew O. Jackson 2019-03-05

Here is a fresh, intriguing, and, above all, authoritative book about how our sometimes hidden positions in various social structures—our human networks—shape how we think and behave, and inform our very outlook on life. Inequality, social immobility, and political polarization are only a few crucial phenomena driven by the inevitability of social structures. Social structures determine who has power and influence, account for why people fail to assimilate basic facts, and enlarge our understanding of patterns of contagion—from the spread of disease to financial crises. Despite their primary role in shaping our lives, human networks are often overlooked when we try to account for our most important political and economic practices. Matthew O. Jackson brilliantly illuminates the complexity of the social networks in which we are—often unwittingly—positioned and aims to facilitate a deeper appreciation of why we are who we are. Ranging across disciplines—psychology, behavioral economics, sociology, and business—and rich with historical analogies and anecdotes, *The Human Network* provides a galvanizing account of what can drive success or failure in life.

The Hidden Power of Systems Thinking - Ray Ison 2020-03-05

The Hidden Power of Systems Thinking: Governance in a Climate Emergency is a persuasive, lively book that shows how systems thinking can be harnessed to effect profound, complex change. In the age of the Anthropocene, the need for new ways of thinking and acting has become urgent. But patterns of obstacles are apparent in any action, be they

corporate interests, lobbyists, or outdated political and government systems. Ison and Straw show how and why failure in governance is at the heart of the collective incapacity to tackle the climate and biodiversity emergencies. They go beyond analysis of the problem and demonstrate how incorporating systems thinking into governance at every level would enable us to break free of historical shackles. They propose 26 principles for systemic governance. This book will be inspiring reading for students applying their systemic methods, specialists in change management or public administration, activists for ‘whole system change’ and decision makers wanting to effect challenging transformations. It is for anyone with the ambition to create a sustainable and fair world.

Beyond Collaboration Overload - Rob Cross 2021-09-14

A plan for conquering collaborative overload to drive performance and innovation, reduce burnout, and enhance well-being. Most organizations have created always-on work contexts that are burning people out and hurting performance rather than delivering productivity, innovation and engagement. Collaborative work consumes 85% of employees' time and is drifting earlier into the morning, later into the night, and deeper into the weekend. The dilemma is that we all need to collaborate more to create effective organizations and vibrant careers for ourselves. But conventional wisdom on teamwork and collaboration has created too much of the wrong kind of collaboration, which hurts our performance, health and overall well-being. In *Beyond Collaboration Overload*, Babson professor Rob Cross solves this paradox by showing how top performers who thrive at work collaborate in a more purposeful way that makes them 18-24% more efficient than their peers. Good collaborators are distinguished by the efficiency and intentionality of their collaboration—not the size of their network or the length of their workday. Through landmark research with more than 300 organizations, in-depth stories, and tools, *Beyond Collaboration Overload* will coach you to reclaim close to a day a week when you: Identify and challenge beliefs that lead you to collaborate too quickly Impose structure in your work to prevent unproductive collaboration Alter behaviors to create more efficient collaboration It then outlines how successful people invest this reclaimed time to: Cultivate a broad network—not a big one—for innovation and scale Energize others—a strong predictor of high performance Connect with others to reduce micro-stressors and enhance physical and mental well-being Cross' framework provides relief from the definitive problem of our age—dysfunctional collaboration at the expense of our performance, health and overall well-being.

Connected - Nicholas A. Christakis 2011

Based on exciting discoveries in mathematics, genetics, psychology and sociology, 'Connected' is an innovative and fascinating exploration of how social networks operate.

The Oxford Handbook of Social Networks - Ryan Light 2020-11-20

While some social scientists may argue that we have always been networked, the increased visibility of networks today across economic, political, and social domains can hardly be disputed. Social networks fundamentally shape our lives and social network analysis has become a vibrant, interdisciplinary field of research. In *The Oxford Handbook of Social Networks*, Ryan Light and James Moody have gathered forty leading scholars in sociology, archaeology, economics, statistics, and information science, among others, to provide an overview of the theory, methods, and contributions in the field of social networks. Each of the thirty-three chapters in this Handbook moves through the basics of social network analysis aimed at those seeking an introduction to advanced and novel approaches to modeling social networks statistically. They cover both a succinct background to, and future directions for, distinctive approaches to analyzing social networks. The first section of the volume consists of theoretical and methodological approaches to social networks, such as visualization and network analysis, statistical approaches to networks, and network dynamics. Chapters in the second section outline how network perspectives have contributed substantively across numerous fields, including public health, political analysis, and organizational studies. Despite the rapid spread of interest in social network analysis, few volumes capture the state-of-the-art theory, methods, and substantive contributions featured in this volume. This Handbook therefore offers a valuable resource for graduate students and faculty new to networks looking to learn new approaches, scholars interested in an overview of the field, and network analysts looking to expand their skills or substantive areas of research.

Animal Social Networks - Dr. Jens Krause 2015

This book demonstrates the application of network theory to the social organization of animals.

Connected - Nicholas A. Christakis 2009-09-28

Celebrated scientists Nicholas Christakis and James Fowler explain the amazing power of social networks and our profound influence on one another's lives. Your colleague's husband's sister can make you fat, even if you don't know her. A happy neighbor has more impact on your happiness than a happy spouse. These startling revelations of how much we truly influence one another are revealed in the studies of Dr. Christakis and Fowler, which have repeatedly made front-page news nationwide. In *Connected*, the authors explain why emotions are contagious, how health behaviors spread, why the rich get richer, even how we find and choose our partners. Intriguing and entertaining, *Connected* overturns the notion of the individual and provides a revolutionary paradigm—that social networks influence our ideas, emotions, health, relationships, behavior, politics, and much more. It will change the way we think about every aspect of our lives.

Social Chemistry - Marissa King 2021-01-05

One of 2021's Most Highly Anticipated New Books—Newsweek One of The 20 Leadership Books to Read in 2020—Adam Grant One of The Best New Wellness Books Hitting Shelves in January 2021—Shape.com A Top Business Book for January 2021—Financial Times A Next Big Idea Club Nominee *Social Chemistry* will utterly transform the way you think about “networking.” Understanding the contours of your social network can dramatically enhance personal relationships, work life, and even your global impact. Are you an Expansionist, a Broker, or a Convener? The answer matters more than you think. . . . Yale professor Marissa King shows how anyone can build more meaningful and productive relationships based on insights from neuroscience, psychology, and network analytics. Conventional wisdom says it's the size of your network that matters, but social science research has proven there is more to it. King explains that the quality and structure of our relationships has the greatest impact on our personal and professional lives. As she shows, there are three basic types of networks, so readers can see the role they

are already playing: Expansionist, Broker, or Convener. This network decoder enables readers to own their network style and modify it for better alignment with their life plans and values. High-quality connections in your social network strongly predict cognitive functioning, emotional resilience, and satisfaction at work. A well-structured network is likely to boost the quality of your ideas, as well as your pay. Beyond the office, social connections are the lifeblood of our health and happiness. The compiled results from dozens of previous studies found that our social relationships have an effect on our likelihood of dying prematurely—equivalent to obesity or smoking. Rich stories of Expansionists like Vernon Jordan, Brokers like Yo-Yo Ma, and Conveners like Anna Wintour, as well as personal experiences from King's own world of connections, inform this warm, engaging, revelatory investigation into some of the most consequential decisions we can make about the trajectory of our lives.

Hidden Power - James Cockayne 2017-10-01

What should we make of the outsized role organized crime plays in conflict and crisis, from drug wars in Mexico to human smuggling in North Africa, from the struggle in Crimea to scandals in Kabul? How can we deal with the convergence of politics and crime in so-called 'mafia states' such as Guinea-Bissau, North Korea or, as some argue, Russia? Drawing on unpublished government documents and mafia memoirs, James Cockayne discovers the strategic logic of organized crime, hidden in a century of forgotten political-criminal collaboration in New York, Sicily and the Caribbean. He reveals states and mafias competing - and collaborating -- in a competition for governmental power. He discovers mafias influencing elections, changing constitutions, organizing domestic insurgencies and transnational terrorism, negotiating peace deals, and forming governmental joint ventures with ruling groups. And he sees mafias working with the US government to spy on American citizens, catch Nazis, try to assassinate Fidel Castro, invade and govern Sicily, and playing unappreciated roles in the Bay of Pigs fiasco and the Cuban Missile Crisis.