BOOK RECOMMENDATIONS

Translated version

Social network analysis: The initial bibliography

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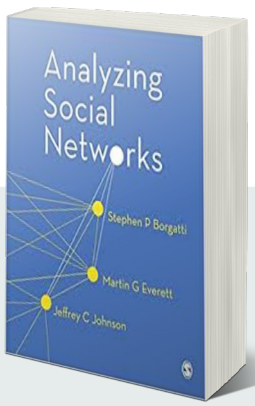
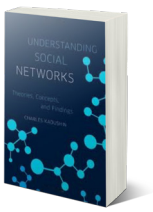
The social network analysis (SNA) approach covers a wide range of methodological tools and aims at integrating concepts from mathematics (graph theory) to economy sociology (relational mechanisms). It also receives contributions from various disciplines, including physics, statistics, economics, and psychology, among others. In business administration studies, where it is used in an increasing number of articles, this approach is considered mainstream. With the rapidly increasing computational capacity and wide sources of data in various online environments, social network analysis is now a promising approach in Big Data analysis. How can a neophyte enter this vast field? These books provide a means to approach this challenge from a theoretical and methodological point of view while focusing on the relationship between social network analysis and economic sociology.



ANALYZING SOCIAL NETWORKS

Stephen P. Borgatti, Martin G. Everett, and Jeffrey C. Johnson. Los Angeles, CA: SAGE, 2013. 296 p.

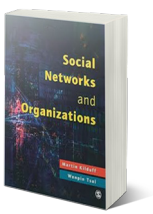
Borgatti and Everett published several articles in the *Social Networks* journal. Johnson is a well-known authority on the use of ethnographic methods for social network data collection. This book integrates qualitative and quantitative methods in SNA, with concepts explained in an accessible way. It covers topics from data collection to the most common analyses. All explanations are based on Ucinet software.



UNDERSTANDING SOCIAL NETWORKS: Theories, concepts, and findings.

Charles Kadushin. New York, NY: Oxford University Press, 2012. 252 p.

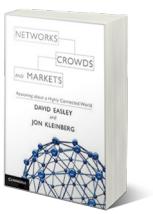
Kadushin is one of the pioneers in using social network analysis to understand the dynamics of American elites. This book offers a unique discussion of SNA concepts from a sociological perspective. Especially recommended for readers who need to be "convinced" that the approach has a high potential for theoretical dialogue. The book contains minimal use of formal mathematics, which makes the concepts accessible to the general public.



SOCIAL NETWORKS AND ORGANIZATIONS.

Martin Kilduff and Wenpin Tsai. Thousand Oaks, CA: SAGE, 2003. 172 p.

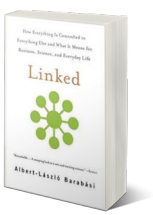
Kilduff and Tsai offer important insights into the adoption of social network analysis in the context of organizational behavior. Like Kadushin's text, this work deepens the discussion of whether SNA could be considered a theory. One of the book's most important features is a discussion of the cognitive dimension in the formation and evolution of networks.



NETWORKS, CROWDS AND MARKETS: Reasoning about a highly connected world.

David Easley and Jon Kleinberg. Cambridge, UK: Cambridge University Press, 2010. 819 p.

Kleinberg and Easley are professors in computer science and information science at Cornell University. Compared with the books presented above, it brings a more concise theoretical explanation of concepts. This book is suitable for researchers familiar with quantitative methods, which require some degree of formalization (in mathematics or graphs), and those who appreciate the intersection between economic reasoning and social network analysis.



LINKED: How everything is connected to everything else and what it means for business, science, and everyday life.

Albert-László Barabási. New York, NY: Plume, 2003. 298 p.

Barabási borrows concepts from the emerging "network science," strongly influenced by physics. The driving question of the book is this: "How do networks form?" He emphatically shows that actual networks are different from the utopian vision of flat and egalitarian forms. Using clear language, he makes accessible to the general public widely cited but often misunderstood terms as "small world," "hubs and connectors," and "six degrees of separation."

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