

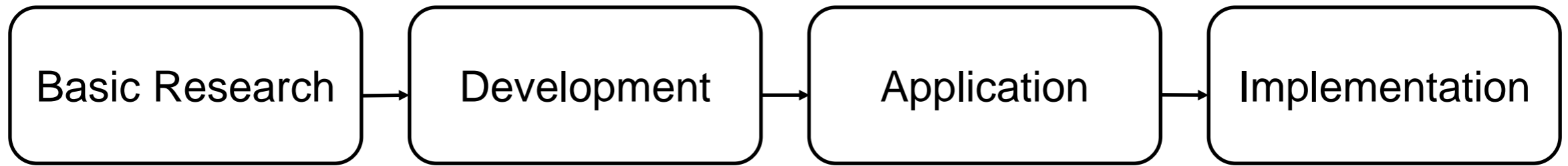
Introduction to Social Network Analysis

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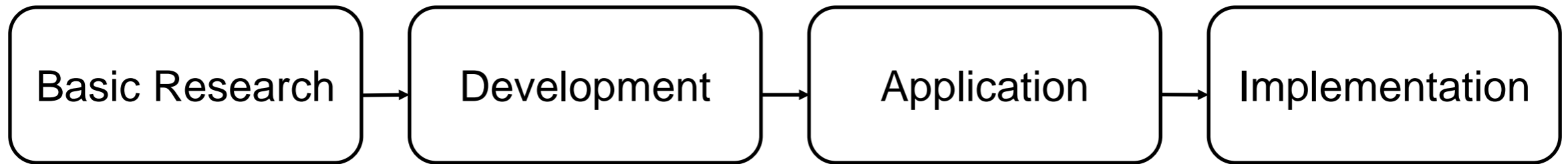
Guiding Questions

What does it mean to take a social network perspective?

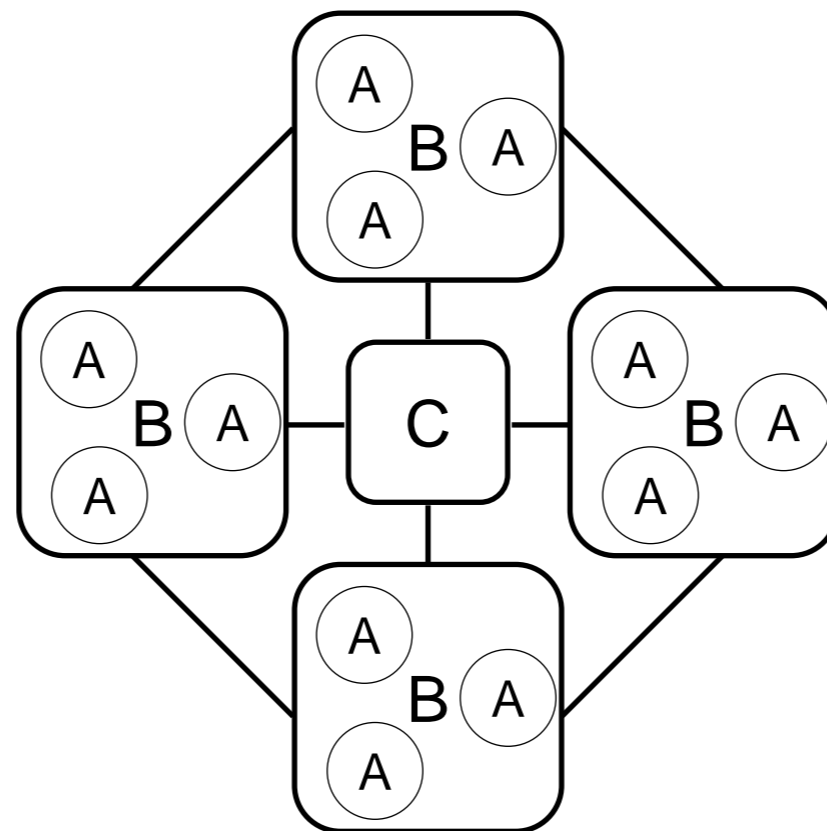
How can we integrate social network data into designing and implementing NICs?



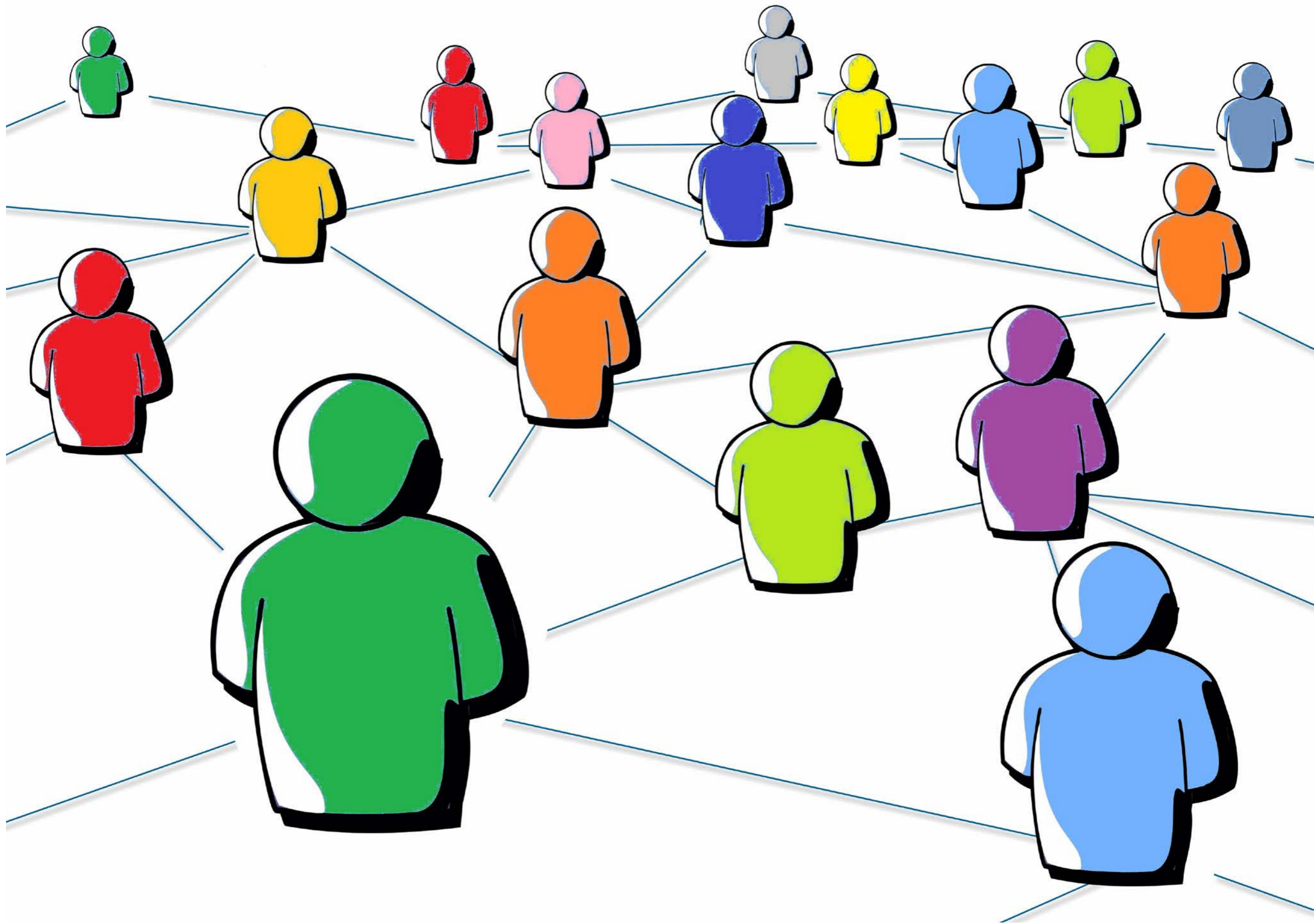
Post-WWII Linear Research & Development



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NICs are a “social reorganization”



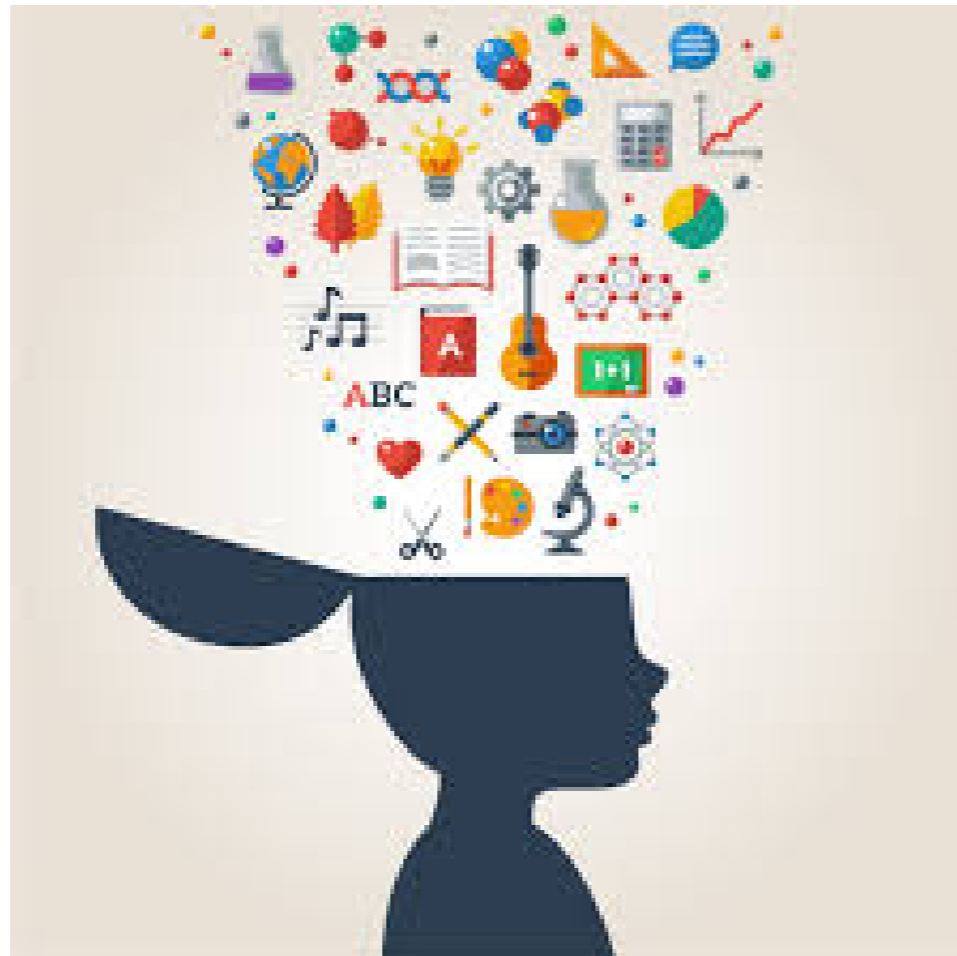
Economic Capital



Economic Capital



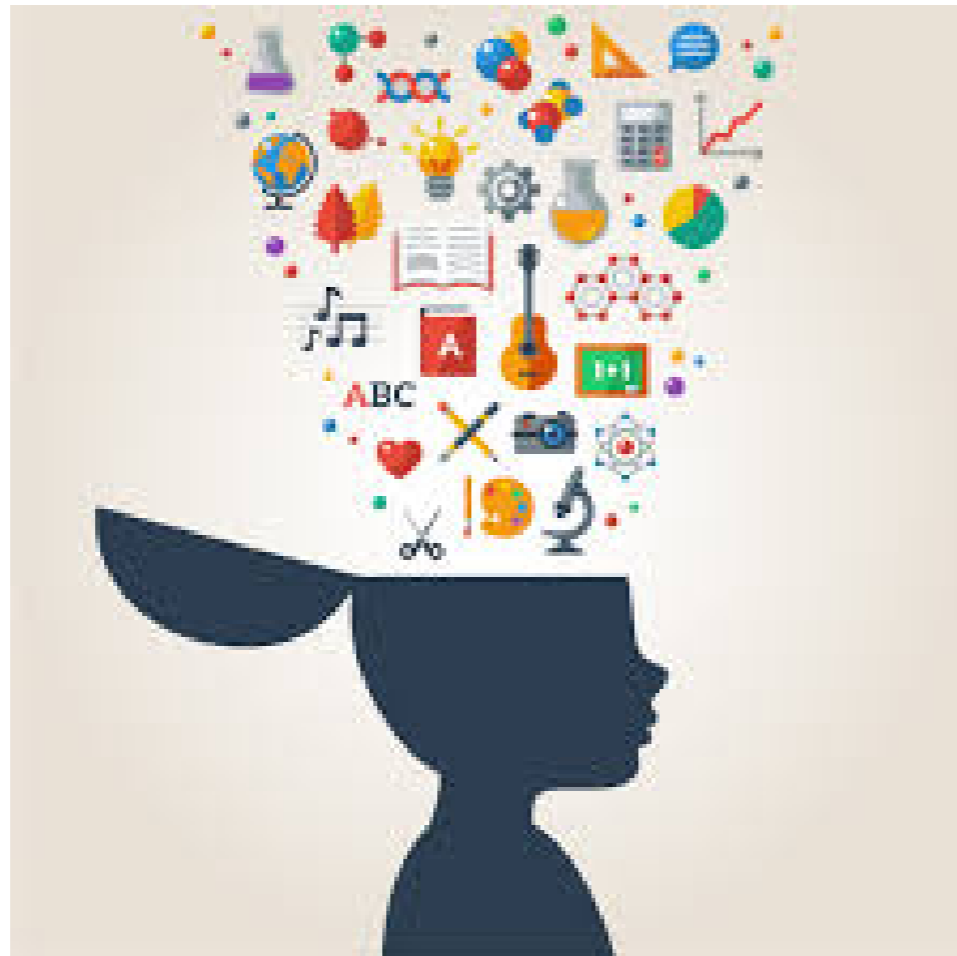
Human Capital



Economic Capital



Human Capital



Social Capital

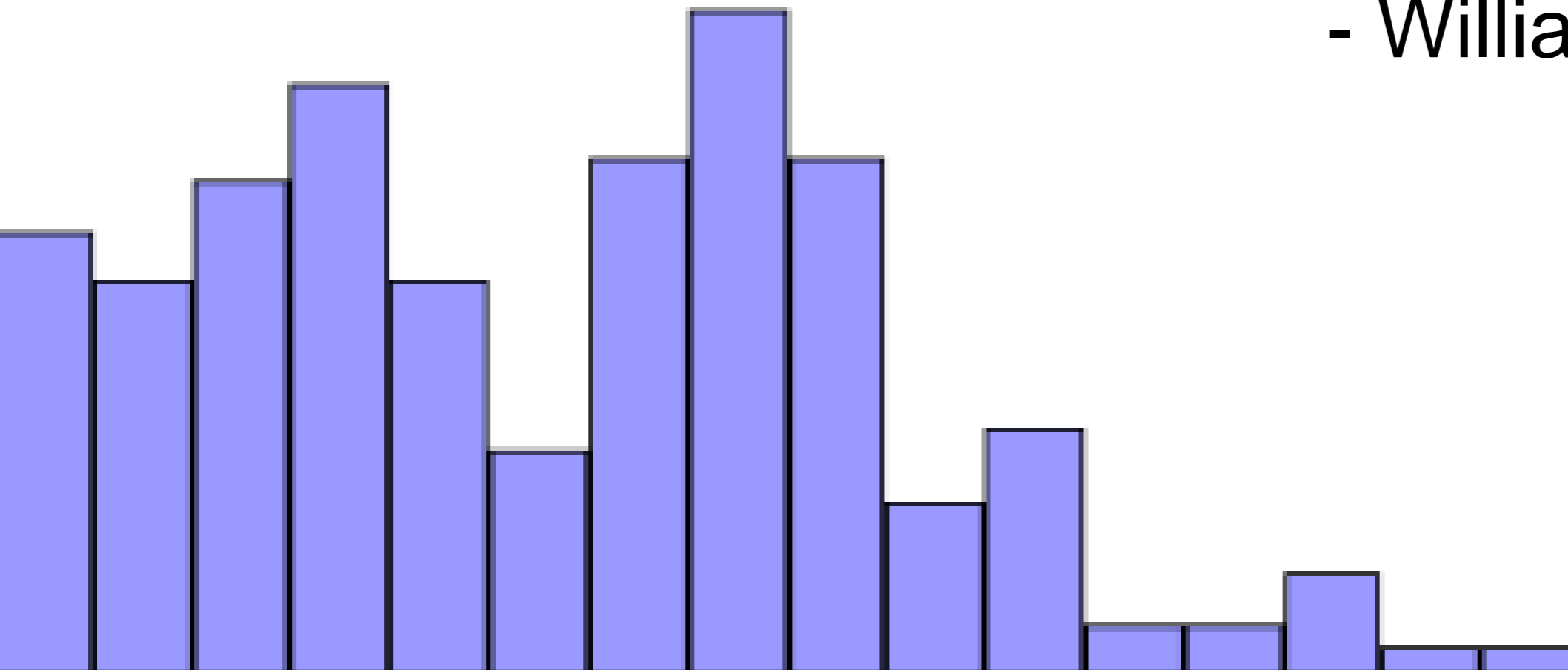


“Chance favors the connected mind”

- Steven Johnson

“The future is already here,
it’s just not evenly distributed”

- William Gibson



What does it mean to take a social network perspective?

- We are all embedded in network of relationships, and any intervention is layered on top of these
- Social capital is an asset toward solving complex problems
- Networks provide flow of ideas, innovation already happening, and wisdom

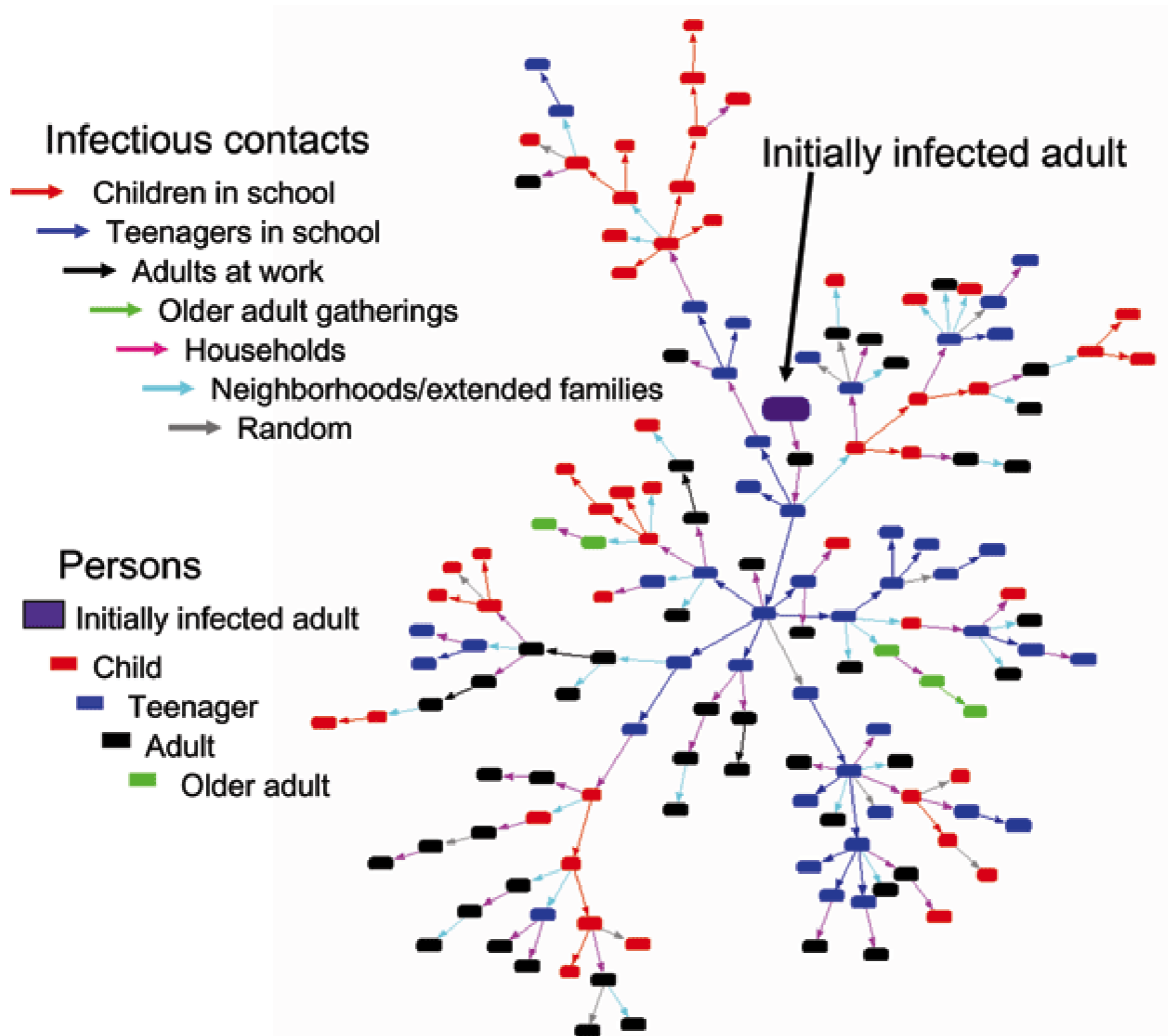
1. Stuff flows through the network



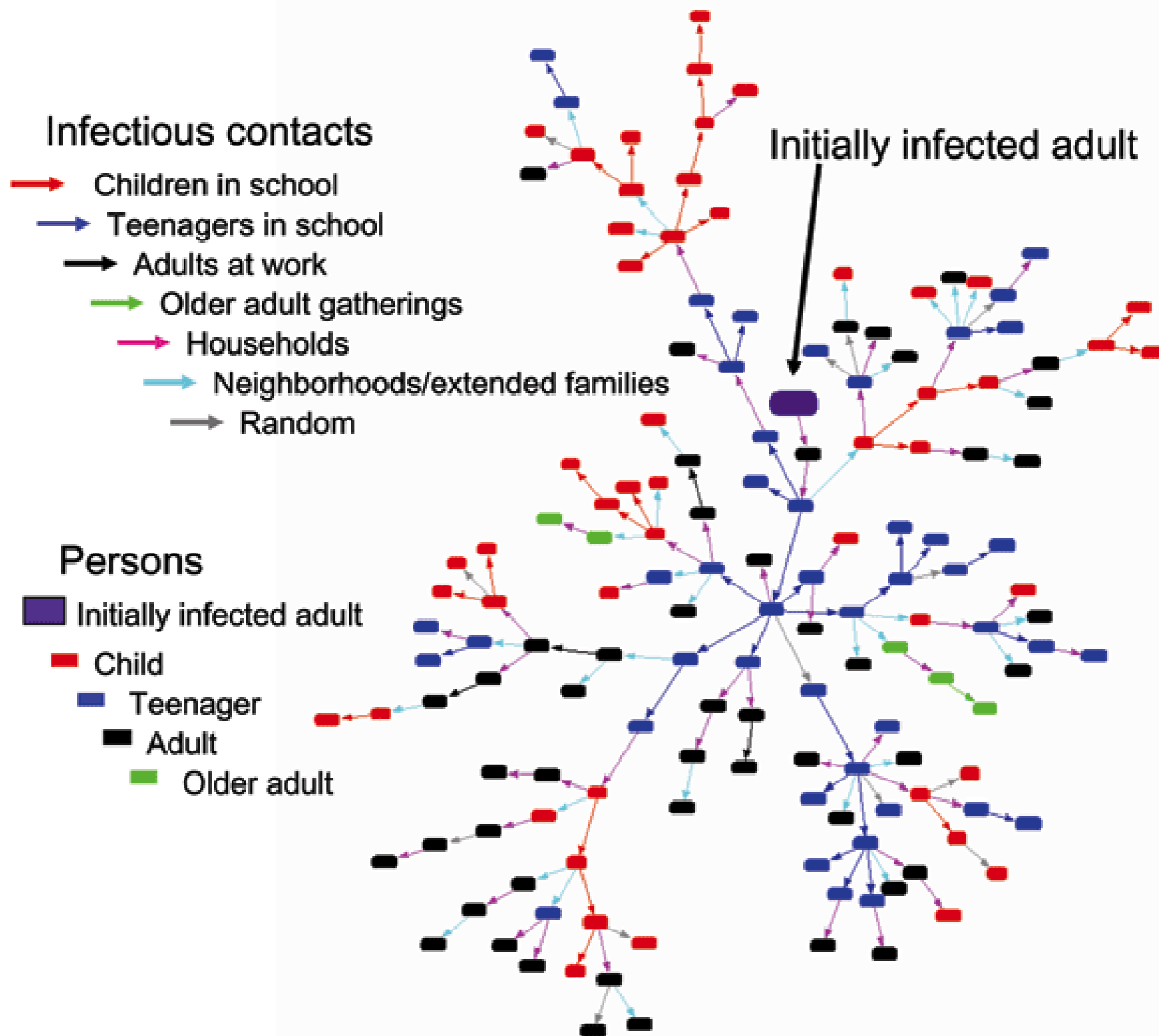
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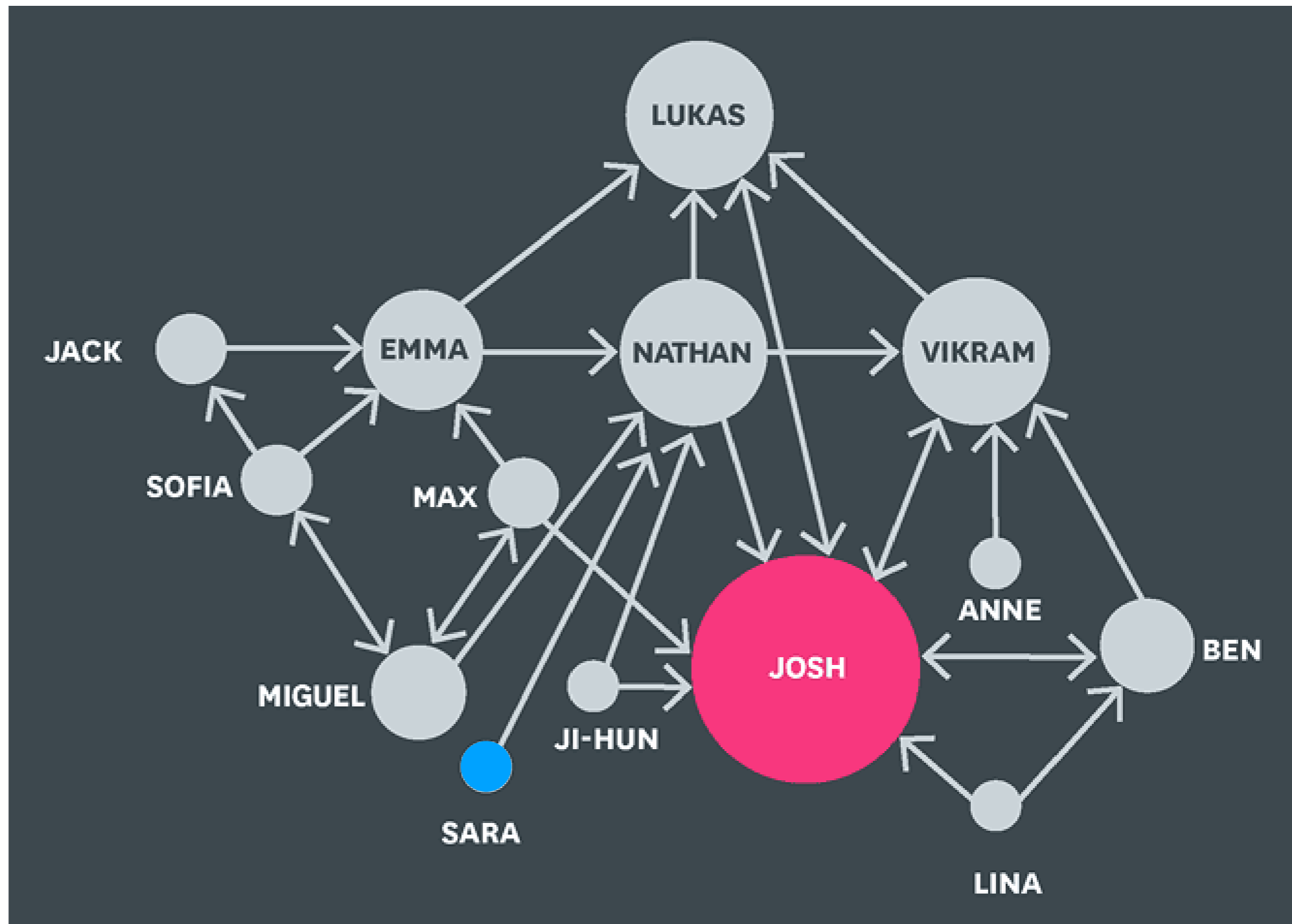
2. Structure matters

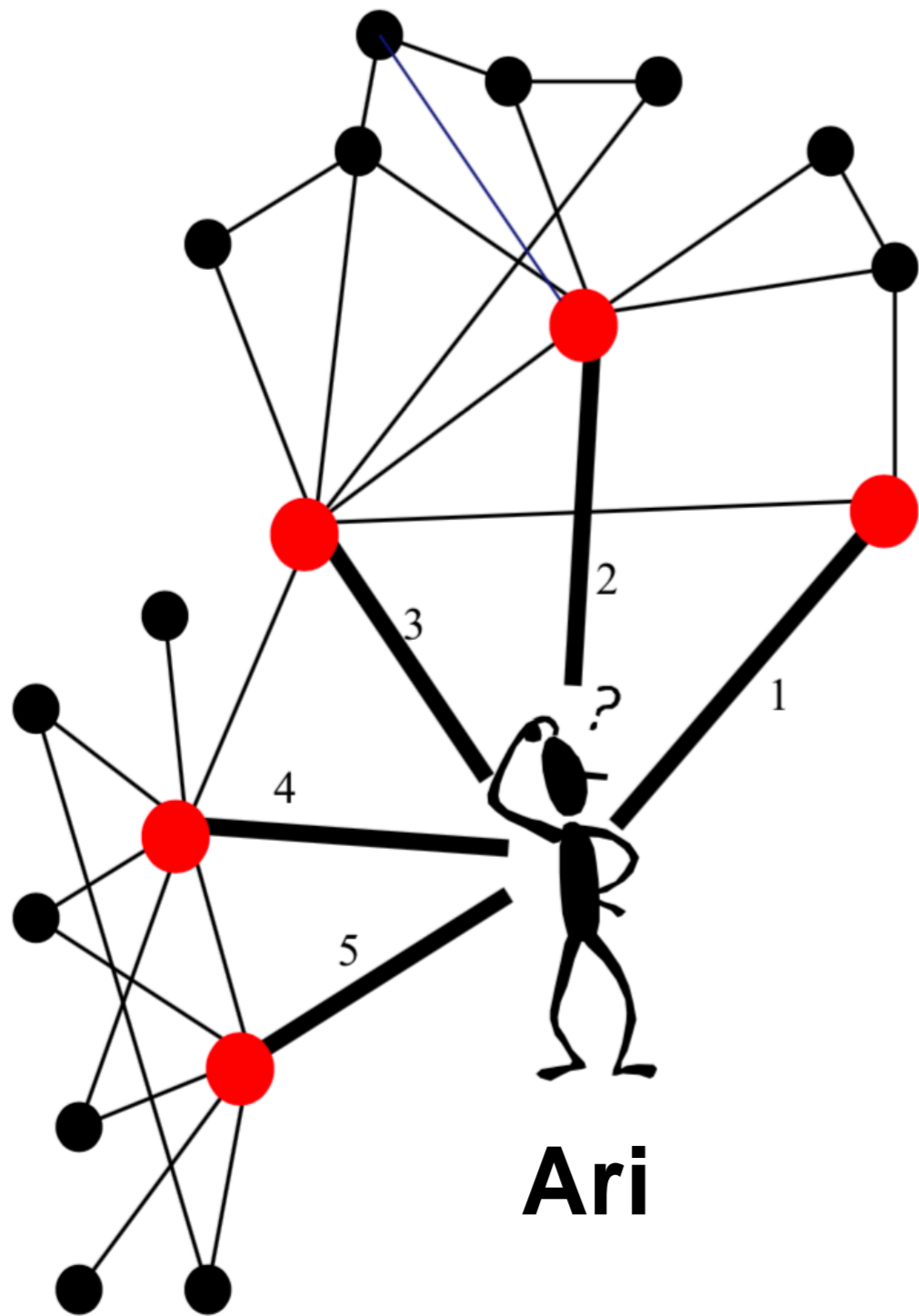


2. Structure matters

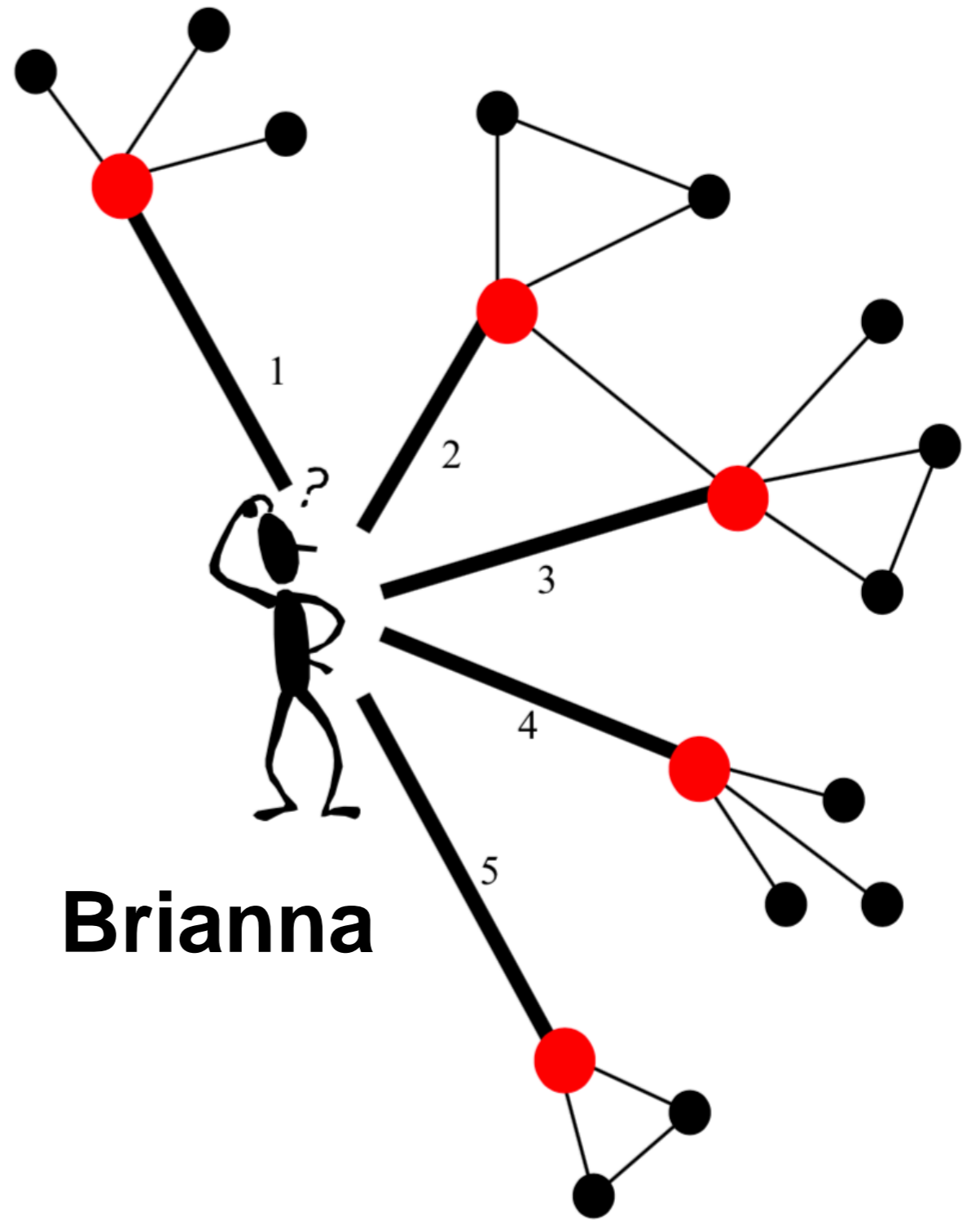


2. Structure matters

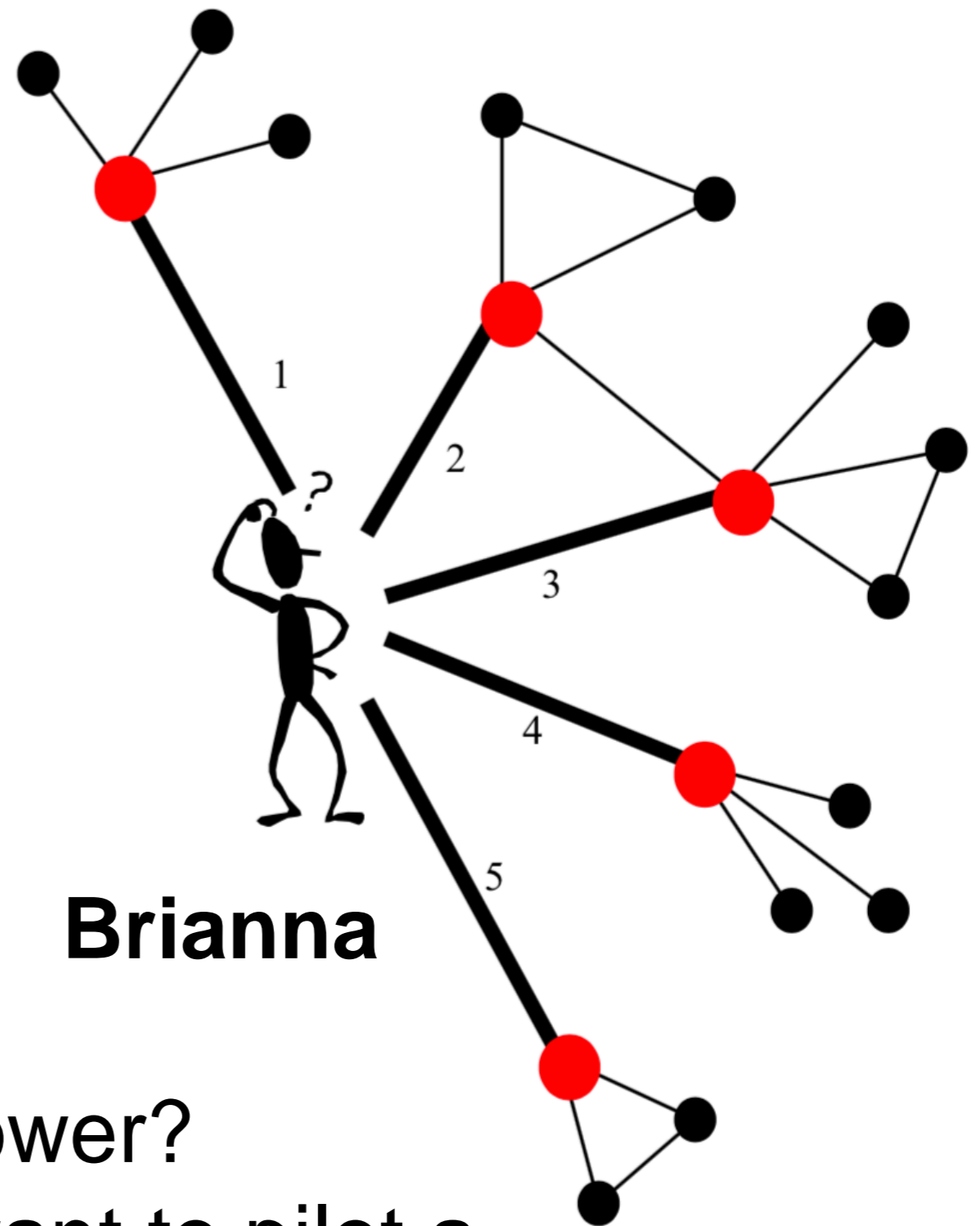
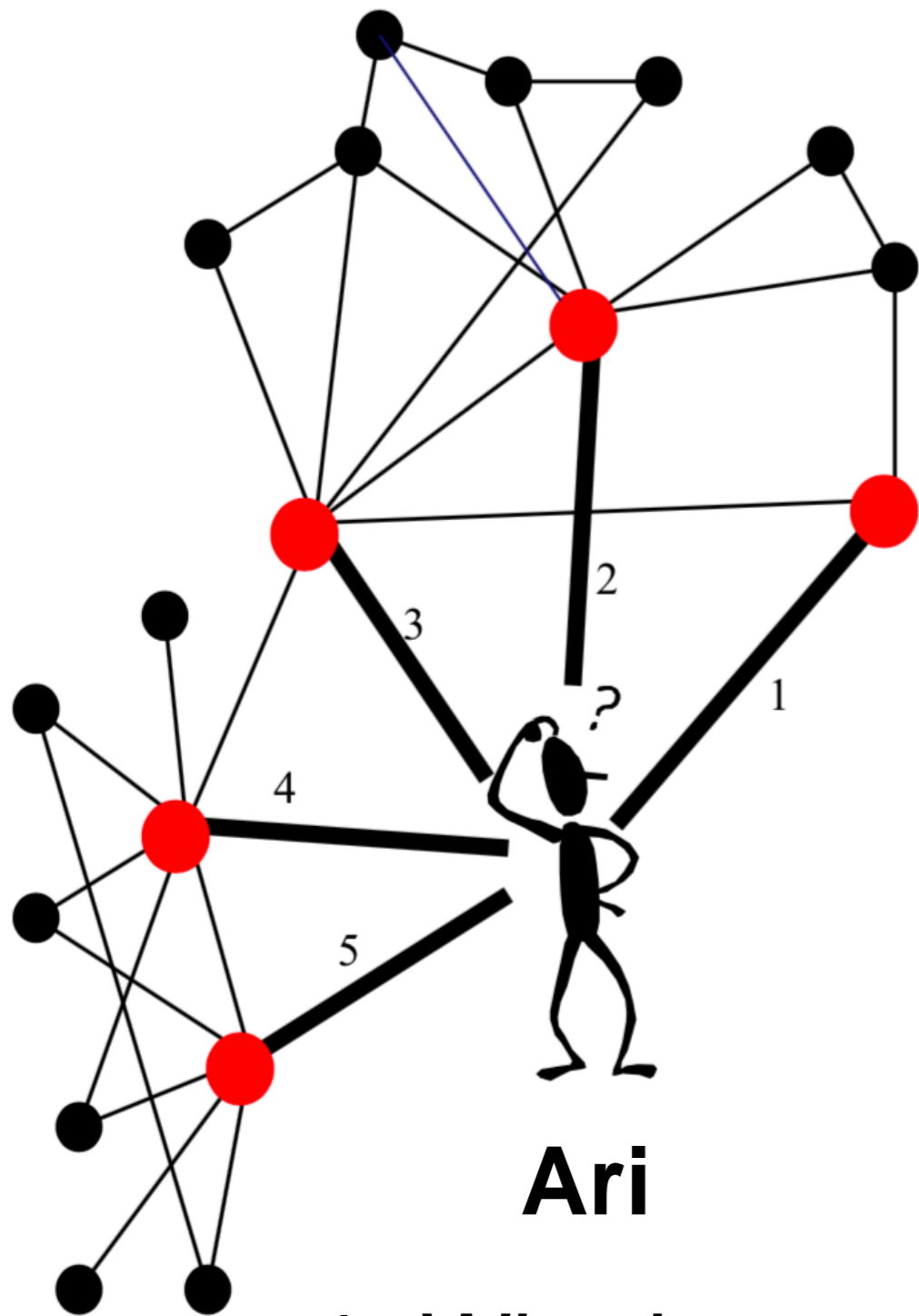




Ari



Brianna



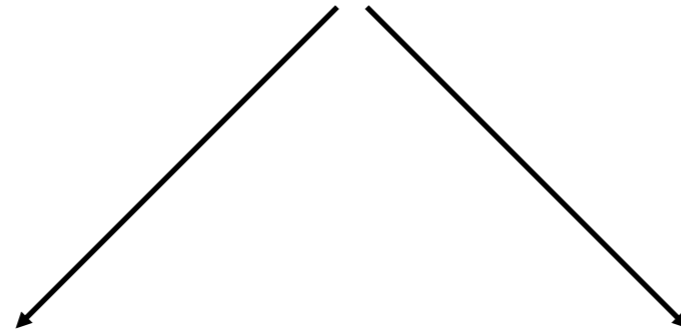
1. Who has more power?
2. Who would you want to pilot a new educational initiative?

Guiding Questions

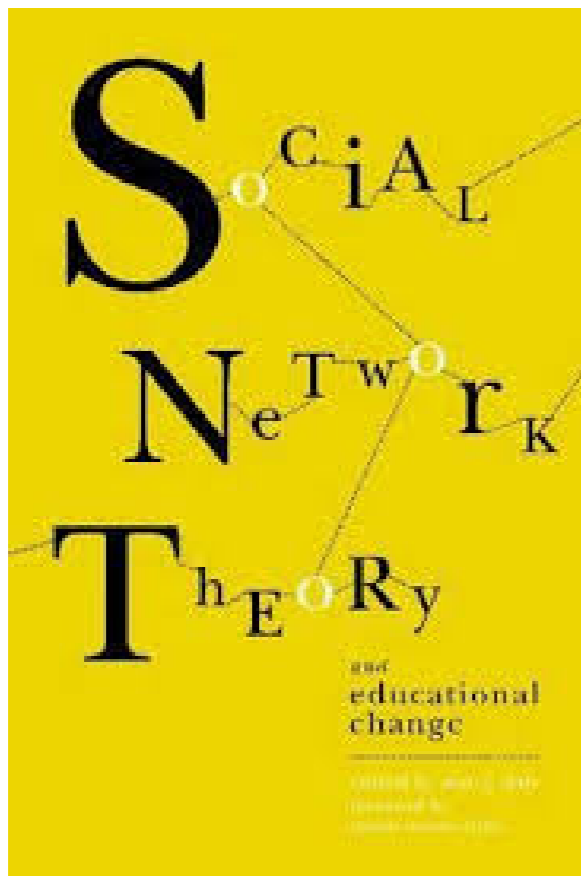
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Interventions



Network Design

