



SOCIAL THEORY FOR QUANTITATIVE RESEARCHERS AND DATA  
SCIENTISTS

Session 13 |

SOCIAL COLLECTIVES: GROUPS,  
ORGANIZATIONS, MARKETS, AND COMMUNITIES

# SOCIAL COLLECTIVES

Cooley and Primary Groups

Tönnies and Gemeinschaft and Gesellschaft

Simmel and the Web of Group Affiliations

Scott and Organizations as Rational, Natural, and  
Open Systems

Granovetter and the Problem of Embeddedness

