

The background of the slide is a dark blue to black gradient, overlaid with a complex, glowing network of thin white lines and small, semi-transparent circular nodes. These nodes and lines are interconnected, creating a web-like structure that suggests a social network or data connectivity. The lines and nodes are more prominent in the upper right and lower right areas, while the left side is darker and less detailed.

SOCIAL THEORY FOR QUANTITATIVE RESEARCHERS AND DATA
SCIENTISTS

Session 15 | SOCIAL NETWORKS

SOCIAL NETWORKS

What Are Social Networks?

Mark Granovetter and the Strength of Weak Ties

Gabriel Tarde and Diffusion

Harrison White's Identity and Control

