**Module 4 Assignment**

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**1.** Note the appropriate social force next to the explanation for the following statements (choose from social forces: Homophily, Reciprocity, Proximity, Prestige, Social Conformity, Transitivity, and Balance).

**A.** Geoff and Ted are friends, but Ted’s wife does not like Geoff, so Ted no longer sees Geoff socially.

- Balance

**B.** Tow individuals belong to the same tennis club.

- Homophily

**C.** A group of five people who work in the same physical office area trust each other.

- Proximity

**D.** Joe purchased an iPhone so Bill also purchased an iPhone

- Social conformity

**E.** Three agents of the same religion spend private time on family outings together.

- Homophily

**F.** Jake took up golf because the rest of his peers play golf

- Social conformity

**G.** Casey invited Mary to dinner when she took up a new position in the department. Mary returned the invitation and they now share recipes.

- Reciprocity

**H.** Lance and Fred are both engineers but are situated at different locations. Despite their separate physical locations they frequently use Skype and emails to share knowledge and ask advice.

- Homophily

**I.** Charles is respected because he has a degree in law and is very knowledgeable about legal matters.

- Prestige

**J.** Gillian met Susan at John’s party, then again at a local fund raising event managed by John. They got talking and realized they had common interests.

- Transitivity

**2.** How does proximity drive the formation of social relations?

Proximity creates more opportunity for interaction and discovery which drives perceived homophily and leads to social ties. For example, a group of people who always work together online or offline would likely build trusts and bonds through interaction over time and eventually leads to the formation of social relations.

**3.** How can a common employee lounge area in an office increase collaboration?

By having a common employee lounge area, people have a higher chance to see each other more often which leads to more opportunities for interactions and discovery. As a result, the homophily drives the increase in collaboration

**4.** If you were a manager of a knowledge intensive organization, what kind of policies and practices would you implement to increase social interaction?

- Proximity: initiate more team events such as team lunch, learning session, training session, meetings to give people more opportunities to interact and discover other people within the organization

- Reciprocity: push for employees to help each other in order to help create links among them

- Transitivity: team events with ice break and introduction activities to create more links within the organization

- Balance: try to make sure employees all have a positive relationship between each other

**5.** How can social media improve collaboration within a knowledge intensive organization?

- Homophily: interest groups or discussion forums can bring people with similar background and interest together

- Reciprocity: people can have other people solve technical issues and work questions online which help create links among them

- Transitivity: social media platform is more efficient in building new relationships which creates more links within the organization

**6.** How can social media disrupt collaboration within a knowledge intensive organization?

- Balance: if A doesn’t like B, A’s friends C might end up stop communicating with B

- Social conformity: If a lot of people agree on the wrong information, people know the truth might less likely to speak up due to peer pressure.

- Social media might cause people exposure to too much information and knowledge which costs a lot of time to handle, validate, and digest

**7.** What strategies can an individual employ to increase their prestige within a social group?

- Lead conversations in a meaningful way

- Express opinions that demonstrates their knowledges and experiences

- Posse high value and unique physical goods

- Obtain a higher education degree

**8.** What strategies might an individual employ to increase their prestige on social media? How are those strategies similar or different for offline networks?

- Post their achievements thoughts, education degrees in the social media sites

- Share knowledges and experiences online

Similarity: they both include displaying people their higher social, education status and demonstrating more advanced skills and experiences

Difference: online information tends to have more fake or manipulated information compared to offline. In my opinion, this would lead to lower efficiency in the increase in prestige. However, if the information they posted online is validated by other individuals or organizations, the impact might be minimized.

**9.** What does a scale-free network topology tell you about influence and social interaction in a social media network?

We can calculate degree, betweenness, closeness, eigenvector from the graph, each would tell us:

Degree: each node’s exposure to network and its opportunity to directly influence other nodes

Betweenness: each node’s informal powers including gate keepking, brokering, controls flow of info, and liaison among nodes

Closeness: the estimated time for each node to hear info and participate in the social interaction. This would lead to indirect influence and point of raid diffusion

Eigenvector: how each node is connected to influential nodes of high degree