

Network Analysis of Online Behavior Chicago-Tsinghua Conference, 2016

The conference goal is to launch new collaborative research bringing together American and Chinese scholars in big data analyses informed by deeper understanding of the social science mechanisms by which social networks display and affect behavior.

Characteristics of OnLine Networks	Friday, June 10, 2016
1:30-2:10	Jie Tang, "TBA" Tsinghua University (jietang@tsinghua.edu.cn)
2:50-3:30	Toby Stuart, "Network structure in email messaging" University of California, Berkeley (tstuart@haas.berkeley.edu)
3:30-4:10	Xiaoming Fu & Hong Huang, "Some structural analysis of online social networks" Tsinghua University (fu@cs.uni-goettingen.de , hong.huang@cs.uni-goettingen.de)
4:10-4:30	Tea break
4:30-5:10	Yong Li, "TBA" Tsinghua University (liyong07@tsinghua.edu.cn)
5:10-5:50	James A. Evans, "TBA" University of Chicago (jevans@uchicago.edu)
6:30	Conference DINNER at the Crowne Plaza restaurant, xxxx

Network Advantage and Achievement	Saturday, June 11, 2016
8:40-9:20	Yanjie Bian, "Guanxi and Online Networking" Xi'an Jiaotong University (yjbian@mail.xjtu.edu.cn)
9:20-10:00	Ron Burt, "Brokerage and Closure in Online Behavior" University of Chicago (ron.burt@chicagobooth.edu)
10:00-10:40	Jar-Der Luo, "TBA" Tsinghua University (jarderluo@126.com ; 280922681@qq.com)
10:40-11:00	Tea break
11:00-11:40	HuaWei Shen, "TBA" Xxx university (shenhuawei@gmail.com)
12:00-13:30	Conference LUNCH downstairs (in xxxx)

Trust, Status, and Reputation	Saturday, June 11, 2016
1:30-2:10	Yunsong Chen, "Reverse Cultural Transmission and Regional Contagion: Evidence from Cyber-Slang in Sina-Microblog and Baidu Search" Nanjing University (yunsong.chen@nju.edu.cn)
2:50-3:30	Wenwu Zhu, "TBA" Tsinghua University (wwzhu@tsinghua.edu.cn)
3:30-4:10	Chris Yenkey, "Fraud and market participation: social capital as a moderator of misconduct" University of Chicago (cyenkey@chicagobooth.edu)
4:10-4:30	Tea break
4:30-5:10	Nan Lin, "Embedding Economy in Cybernetworks" Duke University (nanlin@soc.duke.edu)
6:30	Conference DINNER (bus at 6:15 from Crowne Plaza to Bialia Garden)

This is the address of the Crowne Plaza hotel.

HOTEL 酒店信息

北京中关村皇冠假日酒店

Crowne Plaza Beijing Zhongguancun

地址：北京市海淀区知春路 106 号

Add: No. 106 Zhi Chun Road, Haidian District, Beijing 100086, China

电话/Tel: 86-10-5993-8888

<http://www.ihg.com/crowneplaza/hotels/gb/en/beijing/pegzg/hoteldetail>

This is the address of the conference venue.

UCHICAGO Center in Beijing

芝加哥大学北京中心信息

芝加哥大学北京中心

UChicago Center in Beijing

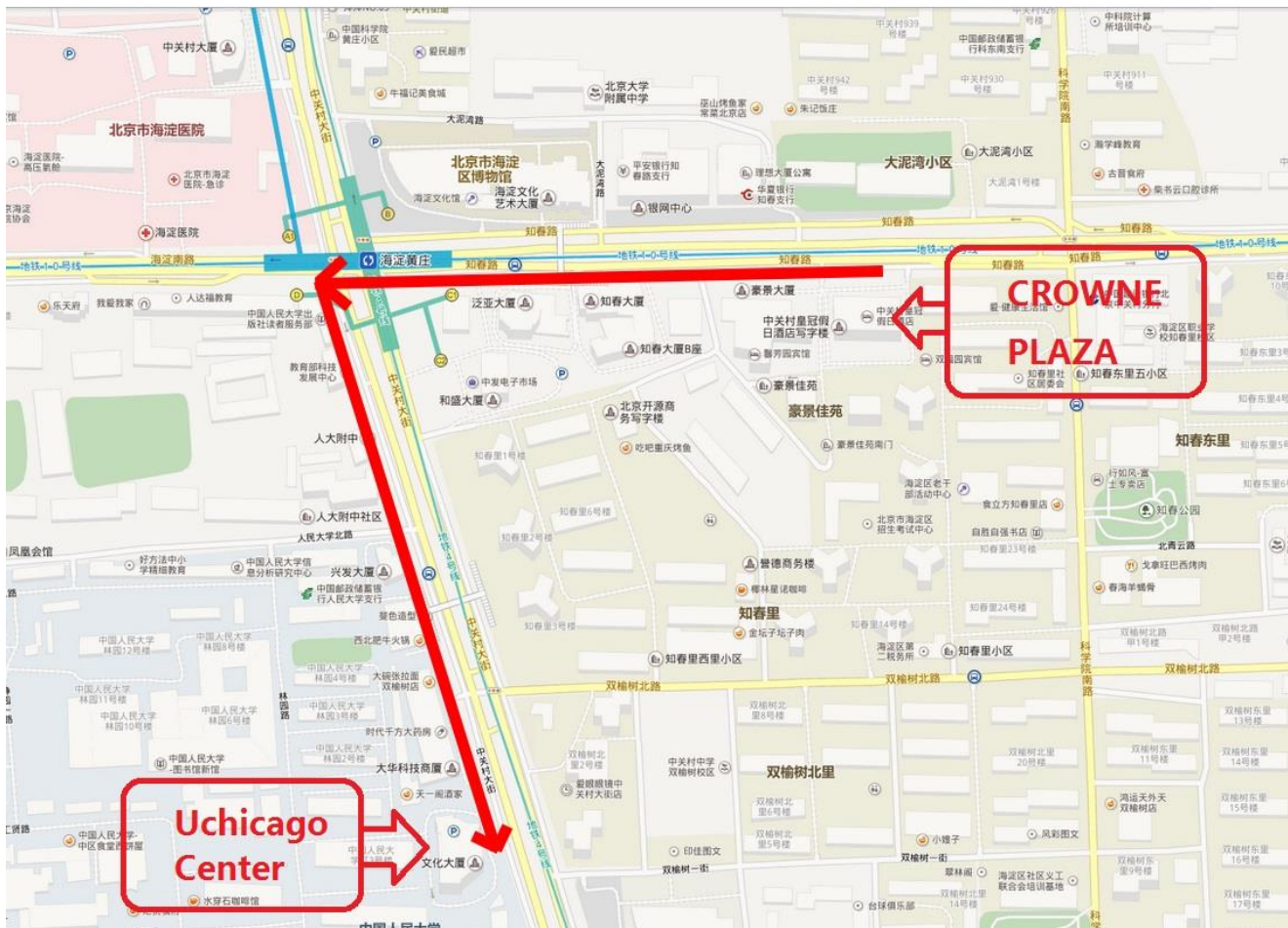
地址：北京市海淀区中关村大街甲 59 号文化大厦 20 层

Add: 20th Floor, Culture Plaza, No. 59A Zhong Guan Cun Street,
Haidian District, Beijing 100872, China

电话/Tel: 86-10-8250-5800

<http://www.uchicago.cn/>

**It is a 10-15 minute walk
between the conference venue
and the Crowne Plaza.**



ABOUT THE CENTER 中心简介

Established in 2010, the University of Chicago Center in Beijing provides **a physical presence that enhances and strengthens** the University's traditionally strong ties to Chinese thought and culture.

Building on more than a century of collaboration between scholars from UChicago and China, the Center in Beijing enables the University to expand existing activities and form new alliances and partnerships with universities, businesses, medical centers, policy groups, government agencies, and cultural organizations in China. The 23,000-square-foot center is located in the Haidian District of Beijing, known for its top universities, research academies, and government agencies.

Focusing on three core areas where University of Chicago scholarship and the concerns of contemporary China intersect—business, economics, and policy; science, medicine, and public health; culture, society, and the arts—the center capitalizes on a substantial body of work already under way, including faculty research and programs for students.

A base for University of Chicago faculty, graduate students, and undergraduates working in China, the center houses the University's East Asian Civilizations Program for undergraduate students, an intensive language training program, and the Beijing Social Sciences Program, and supports research and study at all levels from each of the University's divisions and schools and the College. The center also serves as a gathering space for alumni throughout Asia and acts as a resource for Chinese researchers and students.

芝加哥大学北京中心创办于2010年。中心的成立巩固和加强了芝加哥大学与中国思想界和文化界之间由来已久的紧密联系。

芝大学者与中国同行之间的合作已逾百年。在此基础上创办的北京中心使芝大得以拓展现有活动项目，与中国高校、企业、医学机构、政策团体、政府部门和文化组织结成新的联盟和伙伴关系。芝大北京中心总面积2100平方米，位于名校云集、科研院所林立、政府机构众多的北京市海淀区。

芝大北京中心专注于三大核心领域：商业、经济和政策；科学、医学和公共健康；文化、社会和艺术。这些领域是我校学术研究 with 当代中国热点领域之间存在的交集。中心成立之前，芝大已经在这些领域开展了不少教师科研和学生项目，这些项目为中心的发展奠定了基础。

作为芝加哥大学教师、研究生和本科生在中国学习与工作的基地，芝大北京中心为本科生开设了语言强化培训课程——“东亚文明项目”以及“北京社会科学项目”，并为我校各院系不同层次的研究与学习提供支持。此外，芝加哥大学北京中心还是亚洲各地校友聚会见面的场所，同时也为中国研究人员和学生提供资源。

Yanjie Bian

Professor of Sociology
University of Minnesota
Dean of Humanities and
Social Sciences, and
Director, Institute for
Empirical Social Science
Research
Xi'an Jiaotong University



Professor Bian has made contributions to *guanxi* networks. In addition to his earlier works on the efficacies of strong ties in China and Singapore, his most recent publications on the prevalence and the rising significance of *guanxi* in China's reform era include "Corporate Social Capital in *Guanxi* Culture" (with Lei Zhang, 2014, *Research in the Sociology of Organizations*), "Information and Favoritism: The Network Effect on Wage Income in China" (with Xianbi Huang and Lei Zhang, 2015, *Social Networks*), "Beyond the Strength of Social Ties" (with Xianbi Huang, 2015, *American Behavioral Scientist*), and "The *Guanxi* Influence on Occupational Attainment in Urban China" (with Xianbi Huang, 2015, *Chinese Journal of Sociology*).

Professor Bian was a student in the 1981 Nankai University Sociology Class taught by, among others, Peter Blau, Fei Xiaotong, and Nan Lin. He received his PhD in sociology from State University of New York at Albany. His past positions include Chair Professor, Head, and Associate Dean of Social Science and the Founding Director of Survey Research Center, Hong Kong University of Science and Technology. He is a co-founder (with Professor Li Lulu) of the Chinese General Social Survey and current board member for the International Network for Social Network Analysis. Author of 11 books and more than 100 research articles, his current projects include the development of the sociology of *guanxi*, a panel study about networks and jobs in Chinese cities, and East Asian social networks. He was recognized as one of the 2014 and 2015 Elsevier most-cited Chinese researchers in social science.

Ron Burt

Hobart W. Williams

Professor of Sociology
and Strategy

Booth School of Business
University of Chicago

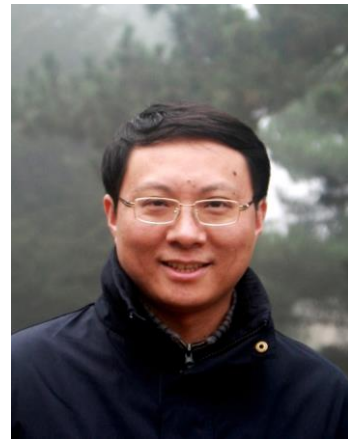


Professor Burt's work describes social networks creating advantage. Applications focus on personal networks and the network structure of markets. In addition to computer software and articles in research journals, Professor Burt's last three books are the one that proposed the concept of structural holes, *Structural Holes: The Social Structure of Competition* (1992, Harvard University Press), a broad review of links between network structure and performance, *Brokerage and Closure: An Introduction to Social Capital* (2005, Oxford University Press), and argument and evidence on the substantial extent to which network advantage depends on the person at the center of the network, *Neighbor Networks: Competitive Advantage Local and Personal* (2010, Oxford University Press, which received the 2011 Academy of Management George R. Terry Book Award for the work that most advanced management knowledge in the last two years). Research and teaching materials can be downloaded at <http://faculty.chicagobooth.edu/ronald.burt>.

Professor Burt's college work at Johns Hopkins University included pre-medical training, physiological psychology, and behavioral science. He graduated from the University of Chicago with a Ph.D. in sociology, then was on the faculty at the University of California Berkeley, SUNY Albany, and Columbia University before returning to join the University of Chicago faculty in 1993. In 1999, he began a leave of absence to learn more about European business as the Shell Professor of Human Resources at INSEAD. In 2000, he began a leave of absence to learn more about practical implementation as the Vice President of Strategic Learning in Raytheon Company. He continues today at the University of Chicago.

Yunsong Chen

Associate Professor of Sociology
Nanjing University
Deputy Chief of Xuanwu District Government
Nanjing



Yunsong Chen is an Associate Professor of Sociology at Nanjing University; the Deputy Chief of Xuanwu District Government in Nanjing. Supported by the Clarendon Scholarship, he earned his D.Phil. in Sociology at Nuffield College, the University of Oxford in 2012. He has broad research interests within the fields of social networks and social relations. To date, his research includes empirically assessing the counterfactual causal effects of social networks in labor markets under different institutional contexts, using 'big data' to identify the long-term relationship between macro-level social-economic indicators and cultural phenomena, and subjective wellbeing and social status in China. His recent and forthcoming articles appear in leading English-language journals including *Social Networks*, *Social Science Research*, and *British Journal of Sociology*, as well as top Chinese journals including *Social Science in China*, *Journal of Chinese Sociology* and *Chinese Journal of Sociology*. In 2015 he was awarded various honors including the Distinguished Scholarly Publication Award by the Lu Xueyi Sociology Development Foundation, and the Fei Hsiao-Tung Scholarship for Distinguished Teachers.

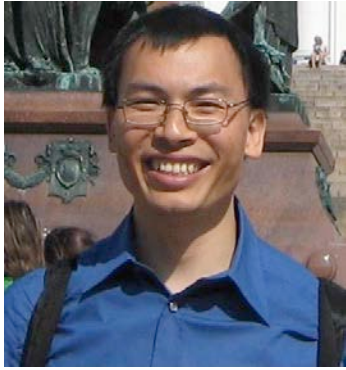
His newer research agenda extends his earlier research to broader fields with novel data from historical and contemporary China. He is organizing a project gleaning data from historical records to visualize social networks among ten thousand Chinese poets in the Tang and Song Dynasties to assess whether social networks affected their career and literary success. Aside from social network analysis, some of his current projects make use of information extracted from enormous volumes of digitized data (e.g., Google Books N-gram corpus, New York Times corpus, Google, Baidu, Sina-Microblog, to name a few) to conduct sociological analysis. For example, he analyzes the relationship between stock market and online emotions in China, the connection between suicide in written media and suicide rate in the U.S., and the international visibility of thousands of cities in the world city system.

James A. Evans

Associate Professor
and Director of the
Knowledge Lab
Department of Sociology
University of Chicago



My research focuses on the collective system of thinking and knowing, ranging from the distribution of attention and intuition, the origin of ideas and shared habits of reasoning to processes of agreement (and dispute), accumulation of certainty (and doubt), and the texture—novelty, ambiguity, topology—of human understanding. I am especially interested in innovation—how new ideas and practices emerge—and the role that social and technical institutions (e.g., the Internet, markets, collaborations) play in collective cognition and discovery. Much of my work has focused on areas of modern science and technology, but I am also interested in other domains of knowledge—news, law, religion, gossip, hunches and historical modes of thinking and knowing. I support the creation of novel observatories for human understanding and action through crowd sourcing, information extraction from text and images, and the use of distributed sensors (e.g., RFID tags, cell phones). I use machine learning, generative modeling, social and semantic network representations to explore knowledge processes, scale up interpretive and field-methods, and create alternatives to current discovery regimes. My research is funded by the National Science Foundation, the National Institutes of Health, the Templeton Foundation and other sources, and has been published in *Science*, *American Journal of Sociology*, *Social Studies of Science*, *Administrative Science Quarterly*, *PLoS Computational Biology* and other journals. My work has been featured in *Nature*, the *Economist*, *Atlantic Monthly*, *Wired*, *NPR*, *BBC*, *El País*, *CNN* and many other outlets.



Xiaoming Fu received his Ph.D. degree in computer science from Tsinghua University, Beijing, China in 2000. He was then a research staff at the Technical University Berlin until joining the University of Göttingen, Germany in 2002, where he has been a professor in computer science and heading the Computer Networks Group since 2007. He has spent research visits at Cambridge, Columbia, UCLA, Tsinghua, Uppsala and UPMC, and is an IEEE senior member and Distinguished Lecturer.

Dr. Fu's research interests include Internet-based systems, applications, and social networks. He is currently an editorial board member of IEEE Communications Magazine, IEEE Transactions on Network and Service Management, Elsevier Computer Networks, and Computer Communications, and has published over 150 peer-reviewed papers in renowned journals and international conference proceedings; more recently book co-edited by him, "Social Network Analysis: Interdisciplinary Approaches and Case Studies" will be published by CRC Press, Taylor & Francis Group in 2016. He has served on the program or organization committees of several networking conferences such as ACM MOBICOM, MOBIHOC, CoNEXT, COSN, IEEE INFOCOM, ICNP, ICDCS, ANCS, IWQoS, CCW, IFIP Networking and is currently general co-chair of ACM ICN'16 and program co-chair of ACM CFI'16 and IEEE/ACM/VDE NetSys'17. He is a founding steering committee member of ACM COSN, MobiArch and HotPlanet. He has served as secretary (2008-2010) and vice chair (2010-2012) of IEEE Communications Society Technical Committee on Computer Communications (TCCC), as well as chair (2011-2013) of the Internet Technical Committee (ITC), a joint committee of the Internet Society and the IEEE Communications Society. He is currently the coordinator of three EU FP7 projects (GreenICN, CleanSky and MobileCloud).

Dr. Fu is the recipient of the ACM ICN 2014 and IEEE LANMAN 2013 Best Paper Awards, and the 2005 University of Göttingen Foundation Award for Exceptional Publications by Young Scholars.

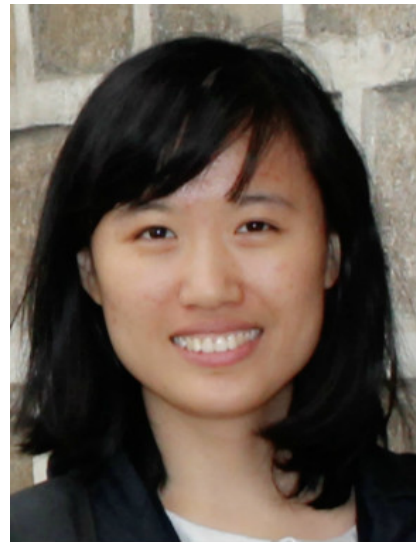
For more information: <http://user.informatik.uni-goettingen.de/~fu/>

Hong Huang

Ph.D. Student

Institute of Computer Science

University of Göttingen



Hong Huang is currently a Ph.D. candidate at the University of Göttingen, Germany. She received her M.E. degree in Electronic Engineering from Tsinghua University, Beijing, China in 2012. She has been a visiting student at the University of Chicago, Tsinghua University, Fudan University and Nanjing University. During her graduate, she has also been an intern at NEC Lab and SAP.

Her research interests lie in social network analysis, social influence and data mining. Her current work mainly focus on triad structure in social networks. For example, she examined triadic closure process and interaction dynamics within a triad, and proposed mathematical models to predict these patterns.

Yong Li

Nan Lin

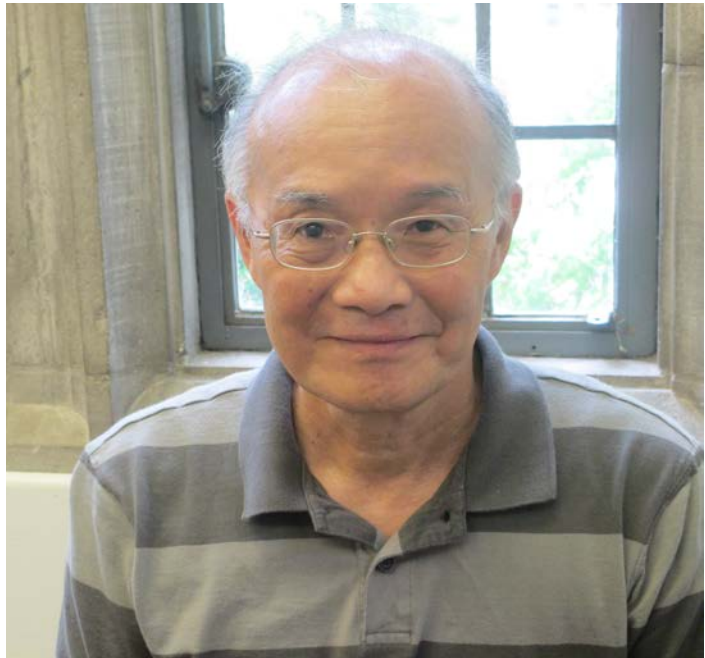
Oscar L. Tang Family

Professor of Sociology

Emeritus

Department of Sociology

Duke University



Professor Lin, born in China, graduated from Tunghai University, Taiwan, and received his doctorate degree from Michigan State University. He taught at Johns Hopkins University and the State University of New York at Albany, before joining Duke University as professor of sociology and director of the Asian Pacific Institute. His primary research interests include: social capital, social networks, economic sociology, social stratification, social support and coping, and China. For the past three decades, he has endeavored to develop an integrated approach to social capital: in theory (e.g. *Social Capital: A Theory of Social Structure and Action*, Cambridge 2001), measurement (i.e., the position generator; *Social Capital: An International Research Program*, edited with Bonnie Erickson, Oxford 2008) and research (e.g., a three-society study; *Social Capital and Its Institutional Contingency: A Study of the United States, Taiwan and China*, edited with Yang-chih Fu and Chih-jou Chen, Routledge 2014). He also edited four volumes of *Social Capital: Critical Concepts in Social Sciences* (Routledge 2011). Lin is an academican at the Academia Sinica, Taiwan. He delivered the Fei Xiao-tong Memorial Lecture at Peking University in 2008, and was honored, also in 2008, at the “Re-construction and Development of Sociology in China and Nan Lin’s Intellectual Thoughts” at Tsinghua University. He holds an honorary doctorate degree from the National Chengchi University, and numerous distinguished visiting or honorary professorships in China and Taiwan. He received the Distinguished Research Contribution Award from the International Association of Chinese Management Research in 2010 and was the Vice President of the American Sociological Association (1999-2000). Currently he is working on several projects including: (1) capitalism in China, (2) social networks embedding economy, and (3) the development of home owners associations in China.



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3- date of birth 1960/11/01
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Luo, Jar-Der is a professor of Sociology Dept. , Tsinghua University in Beijing, president of Chinese Network for Social Network Studies, and chairman of Tsinghua Social Network Research Center. He earned his Ph.D degree in Sociology Dept. of State U. of New York at Stony Brook. He researches numerous topics in social network studies, including social capital, trust, social network analysis in big data, self-organization process and Chinese indigenous management researches, such as guanxi and guanxi circle.

Luo Jar-Der, with a group of voluntary network theorists, organized Chinese Network for Social Network Studies (in brief, CNSNS) in 2005. Its purposes aim at promoting Network Theories and Social Network Analysis in China and developing network theories suited for Chinese management. Chinese always describe themselves as a “Ren-Ching society”, that is, roughly saying, a society built upon social ties (guanxi) and favor exchanges (Ren-Ching-jiau-huan).

Luo Jar-Der organized Community Revitalization Research Center in Tsinghua U., which aims at doing experiments in communities and establishing a model for sustainable revitalization in urban and rural areas that emphasizes sustainability of the local ecology, economy, and social systems. We will endeavor to implement a revitalization model combining private-public partnership and sustainable concepts into practice, incorporating scientific planning, balanced development, step-by-step implementation and self-reliance of local community into our plan.

HauWei Shen



Toby E. Stuart is the Helzel Chair in Entrepreneurship, Strategy and Innovation; the Faculty Director of the Lester Center for Entrepreneurship; Associate Dean, External Affairs; and Chair of the Department of Management and Organizations at the Haas School of Business, UC Berkeley. Previously, he has been: The Charles Edward Wilson Professor of Business Administration at Harvard Business School; the Arthur J. Samberg Professor and Faculty Director of the Eugene M. Lang Entrepreneurship Center at Columbia Business School; and the Fred G. Steingraber-A.T. Kearney Professor of Leadership & Strategy at University of Chicago's Graduate School of Business. He received his Ph.D. from the Graduate School of Business, Stanford University. He holds an A.B., summa cum laude, in economics from Carleton College.

Professor Stuart is the recipient of the 2007 Kauffman Prize Medal for Distinguished Research in Entrepreneurship, which is granted every second year to recognize one individual's contributions to entrepreneurship research. He has received the Dean's Award for Teaching Excellence at Columbia Business School; the Award for Teaching Excellence at Cornell / NY-Tech; and the Cheit Award for Teaching Excellence for multiple courses at Berkeley Haas. He has won the Administrative Science Quarterly's Scholarly Contribution (best paper) award, and other recognitions for scholarly contributions. Much of Professor Stuart's research has examined social networks, particularly their role in entrepreneurship, innovation, and strategy. In some of his current projects, he is investigating email networks, organizational structure and employment outcomes in a variety of companies; matching in online networks; entrepreneurship in technology; and the collaboration network in the academic life sciences. He currently serves as a Department Editor at *Management Science*, an editorial board member at the *Strategic Management Journal*, among other editorial roles.

Jie Tang



Yunjie (Calvin) Xu, Professor
Dpt. of Information Management and Information Systems
School of Management
Fudan University

Dr. Xu obtained his Ph.D. in Management Information Systems from Syracuse University, New York. Before joining Fudan, he was with the National University of Singapore. His research interests cover electronic commerce and knowledge management. In the area of knowledge management, his research focuses on information seeking behavior, including both human interactions with search engines and offline knowledge seeking process in organizational and team setting. In the area of e-commerce, his research focuses on web design and online marketing. In both areas, he applies social network analysis for some research projects.

His recent research interest covers precision online advertising, leveraging both product and individual social networks. His research grants involves major telecom firms in China, i.e., China Mobile and China Telecom, and UnionPay (the China counterpart of VISA/MasterCard).

His research publications appeared in various information systems journals, including *Information Systems Research*, *Journal of Management Information Systems*, *Journal of Association for Information Systems*, *Journal of the American Society for Information Science and Technology* and so on. He is also on the editorial board of four journals.

Christopher B. Yenkey
Assistant Professor of
Organizations and Markets
University of Chicago Booth
School of Business



Professor Yenkey's research extends sociological theories of social diversity, social capital, and inter-group trust to the analysis of market development. This line of work is exemplified by his work on multiple aspects of investor participation in Kenya's frontier stock market, the Nairobi Securities Exchange. Here, he analyzes how ethnic group boundaries influence the transmission of market information through a diverse society and how coethnicity paradoxically increases investors' vulnerability to fraud without reducing their trust in the market. Professor Yenkey extends his research on the effects of misconduct on market participation in a new project that uses bilateral country-level data on capital flows to explain variation in foreigners' reactions to fraud and corruption across African states.

Professor Yenkey received his bachelors degree in economics in 2001 from the University of Texas-Austin, served as a macro-economic forecaster for the Federal Reserve Bank of Kansas City from 2001-2003, and earned his PhD in Economic Sociology at Cornell University in 2011. Professor Yenkey was a visiting scholar at the Institute for Economic Affairs in Nairobi, Kenya from 2008-2010 and was the Associate Director of the Center for the Study of Economy and Society at Cornell University from 2010-2011. His research has been published in *Administrative Science Quarterly* and *Social Forces* and has won several awards including the Academy of Management's William H. Newman Award for Best Dissertation Paper in 2011.

Wenwu Zhu