Network Theories and Theories of Networks*

NETWORK THEORIES ("networks as *cause*")			THEORIES OF NETWORKS ("networks as *effects*")
	Explanatory Goal		*Explanatory Goal*
Explanatory Model	Social Capital/ Performance ("why are the benefits?")	Homogeneity ("why are nodes similar?")	Network Structure ("why is the network this way?")
Network Flow (ties as pipes)	<u>Capitalization</u> Definition: Acquisition to resources through ties and this influences human capital which contributes to performance. Examples: Access to unique information via bridging ties. Information control benefits of structural holes. Solving problems through access to diverse knowledge.	<u>Contagion</u> Definition: Nodes become similar through a process of "infection" where various "bits" are passed from one node to the other. Examples: Diffusion of innovations. Peer influence. Disease transmission.	Examples: Homophilous Selection ("why do people with the same attitudes cluster together? They sort into these groups")
Network Coordination (ties as bonds or "prisms")	<u>Cooperation</u> Definition: Networks provide benefits that can coordinate multiple nodes in order to bring all their resources to bear on a problem. Examples: Unionization. Collective efficacy in neighborhoods.	<u>Convergence</u> Definition: Nodes adapt to their environments, and as a result nodes with similar structural environments will demonstrate similarities. Examples: Administrative assistants have higher levels of communication in organizations.	Examples: Popularity ("why do some individuals receive more ties than others?")

*Adapted From Borgatti and Halgin (2011) and adams (2020).