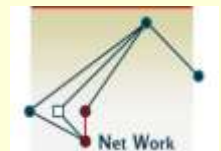
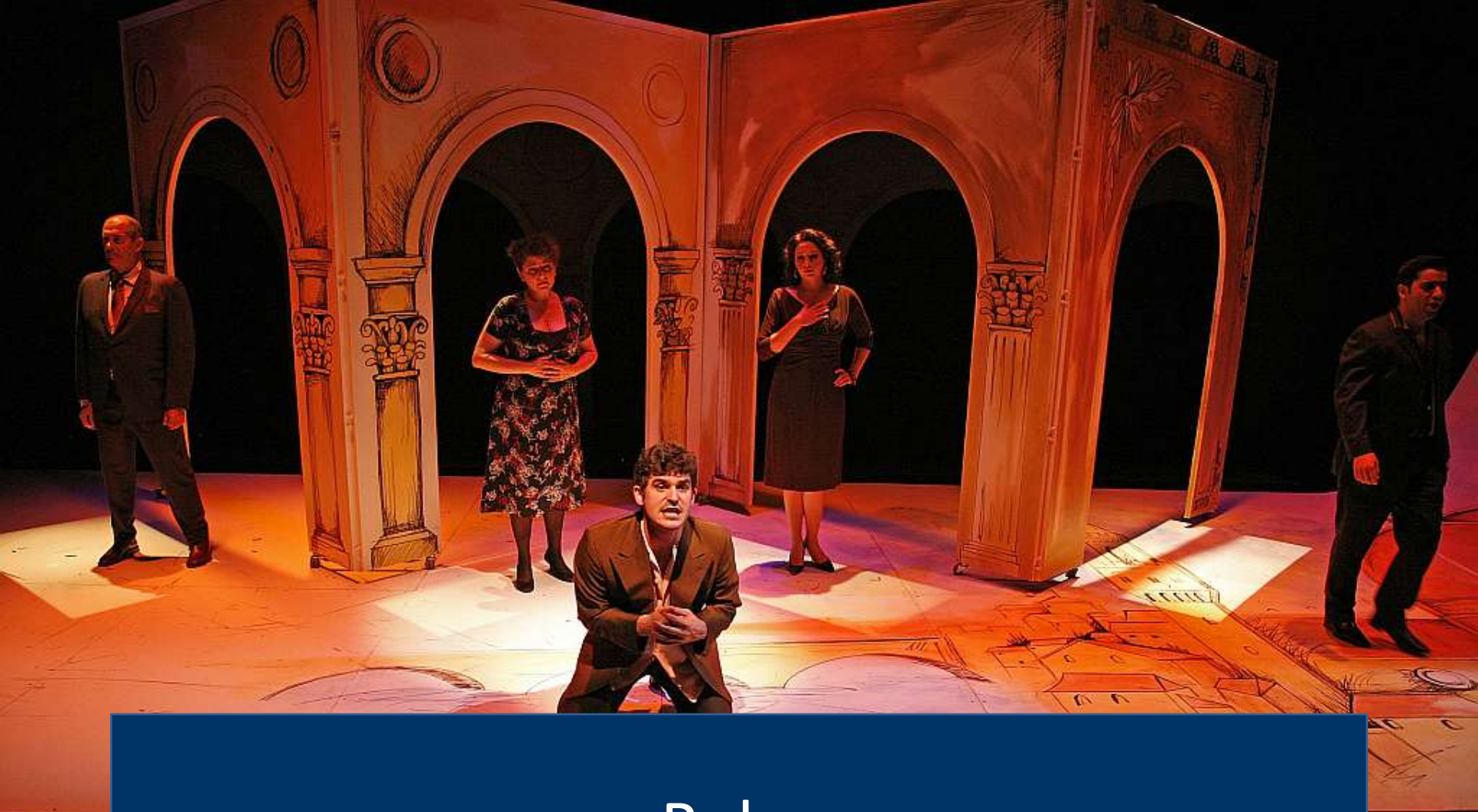




# Network Roles

Produced for The Community Roundtable from an upcoming on-line self-paced course,  
Introduction to Social Network Analysis  
-- Patti Anklam, Net Work





# Roles

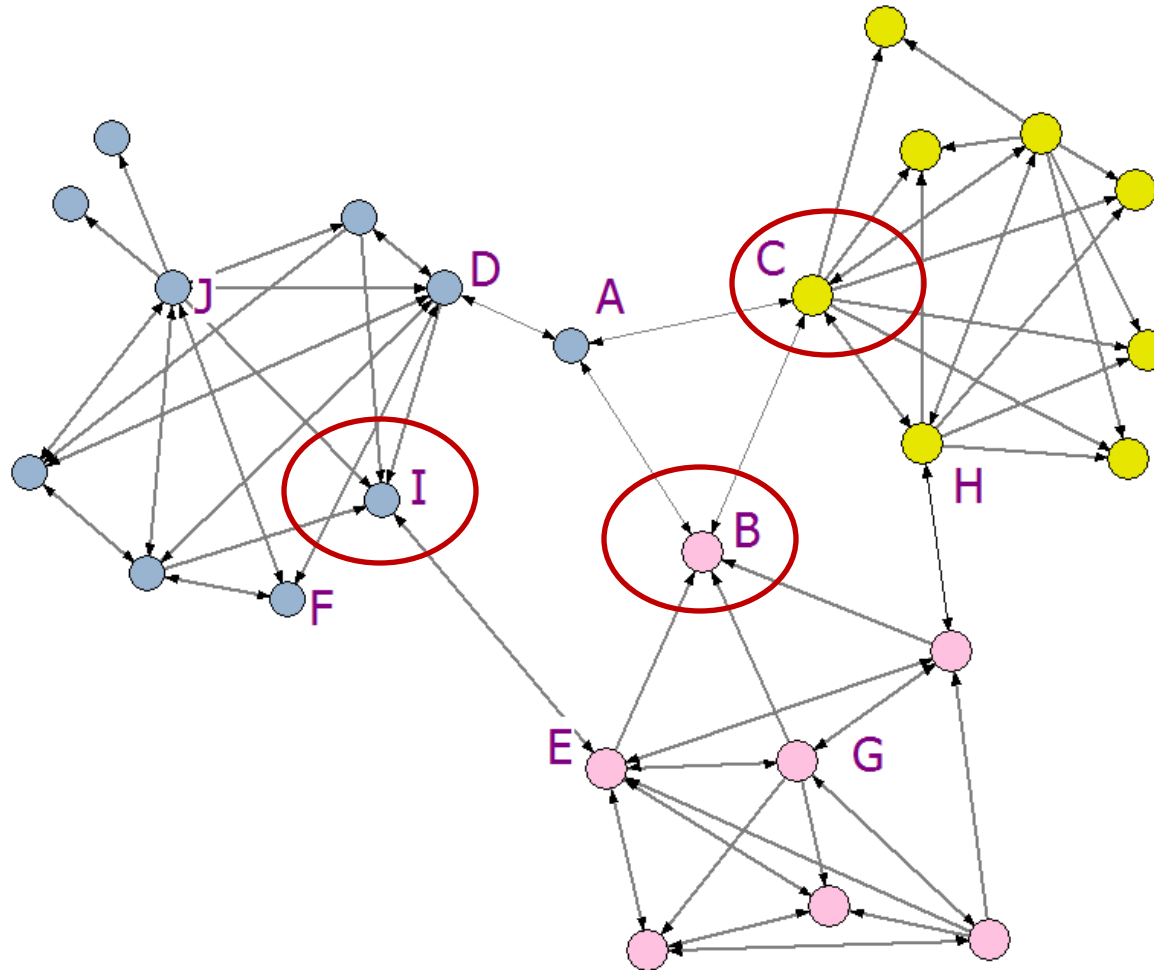
# Roles in Networks

Role	Function of the Role	Formal Term
Connector	Connects people who are in two different groups	Liaison
Gatekeeper	Buffer between their group and other groups – influences what information comes into the group	Gatekeeper
Broadcaster	Conveys information from the group to the outside.	Representative
Coordinator	Connects people within the same group	Coordinator
Peripheral specialist	Provides expertise that is important to the group as needed. Connected to very few people.	Pendant. (Connected to the network by only one person.)
Lurker	Potential broadcaster	Isolate



# A View of the Roles: Broadcasters\*

B, C, and I share (broadcast) information outside their groups

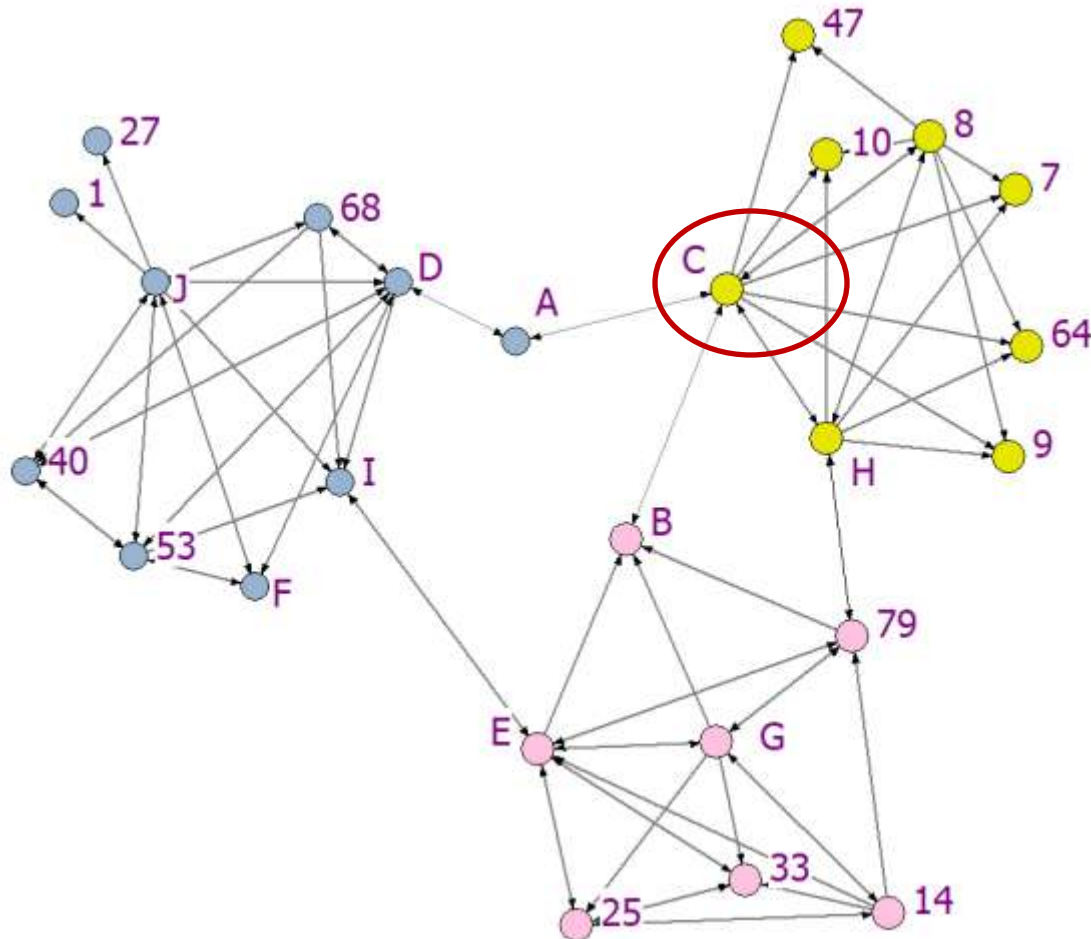


\*aka *Representatives*



# A View of the Roles: Connector

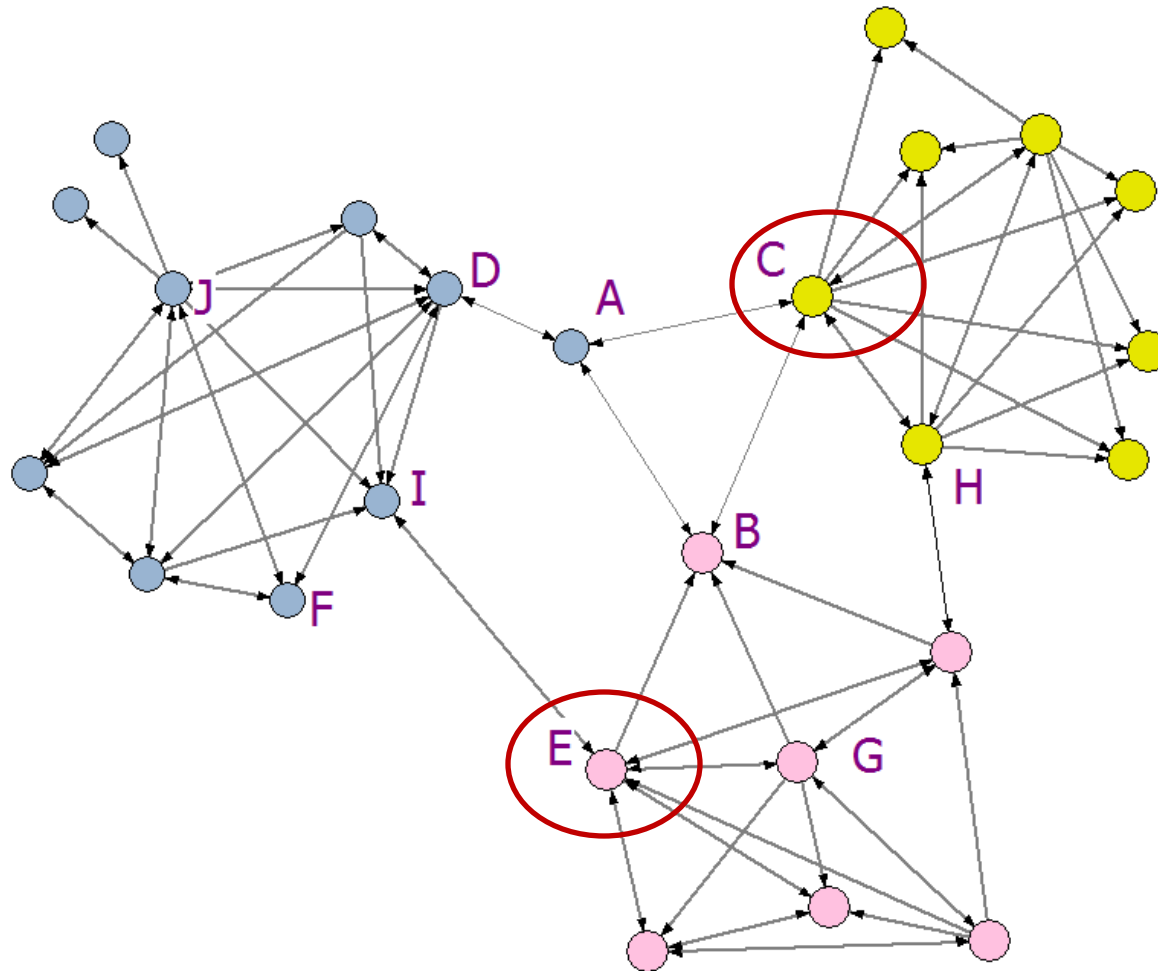
C is connecting (is a liaison to) two other groups





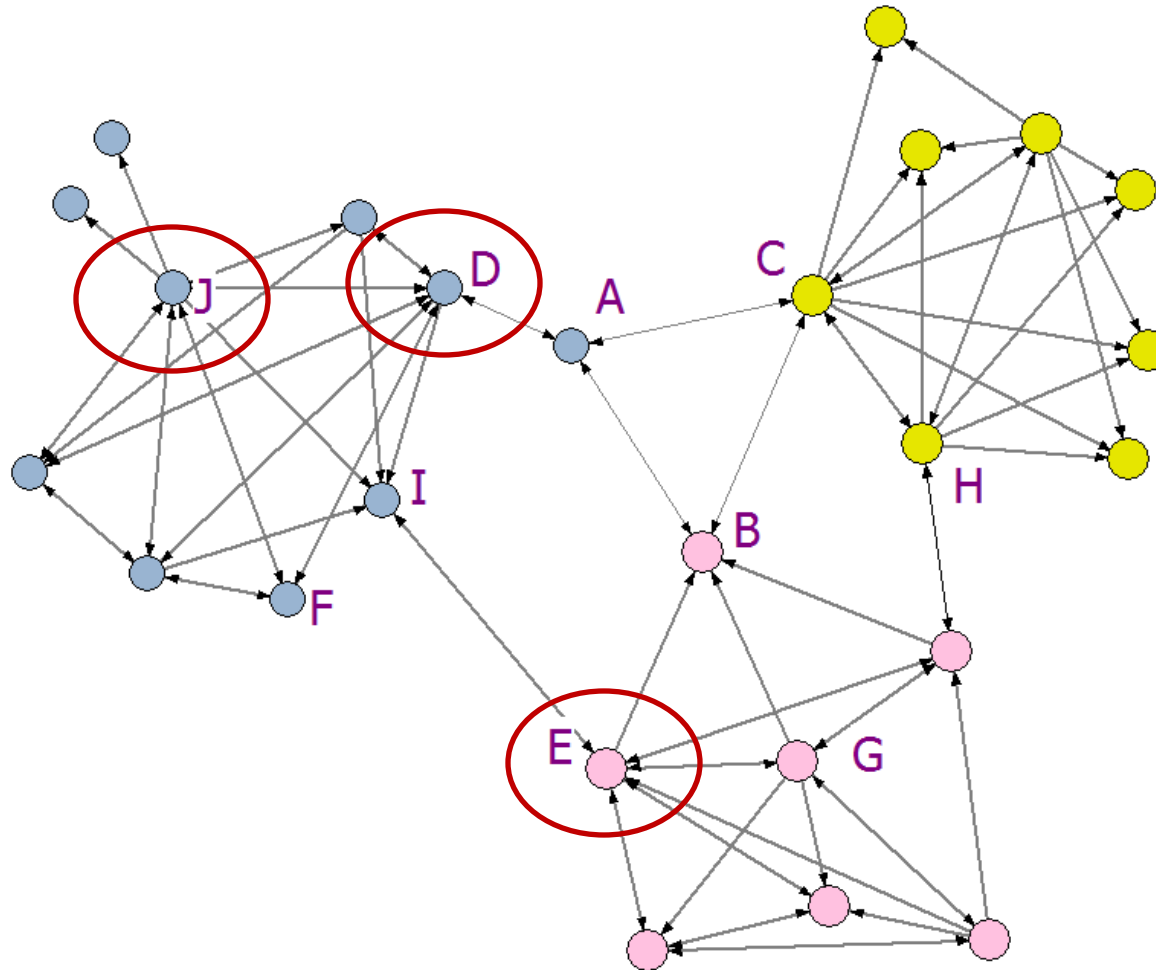
# A View of the Roles: Gatekeepers

C and E control the flow of information into their groups



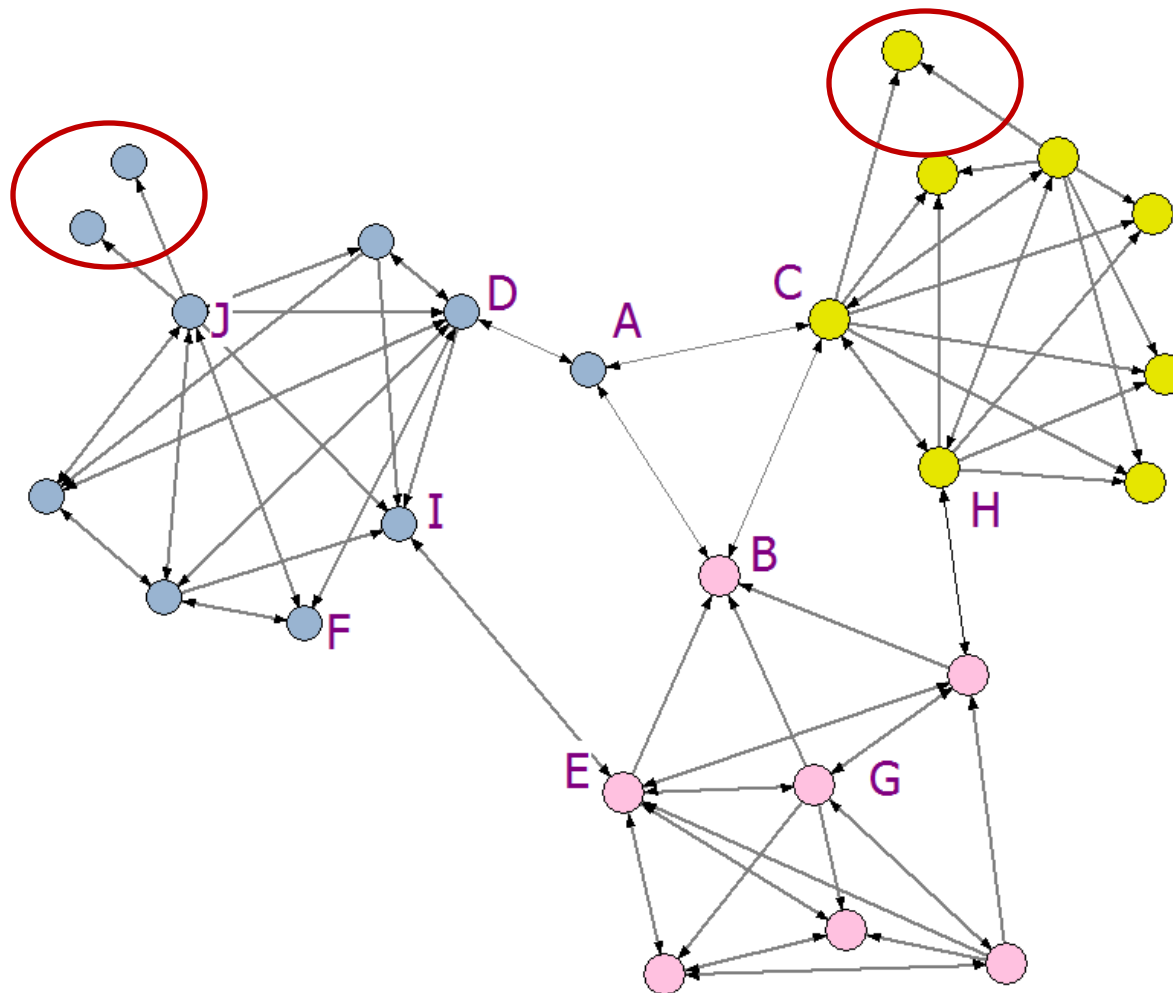
# A View of the Roles: Coordinators

D, E, and J move information around in their groups



# A View of the Roles: Peripheral Specialists

Nodes that have very few connections to any group

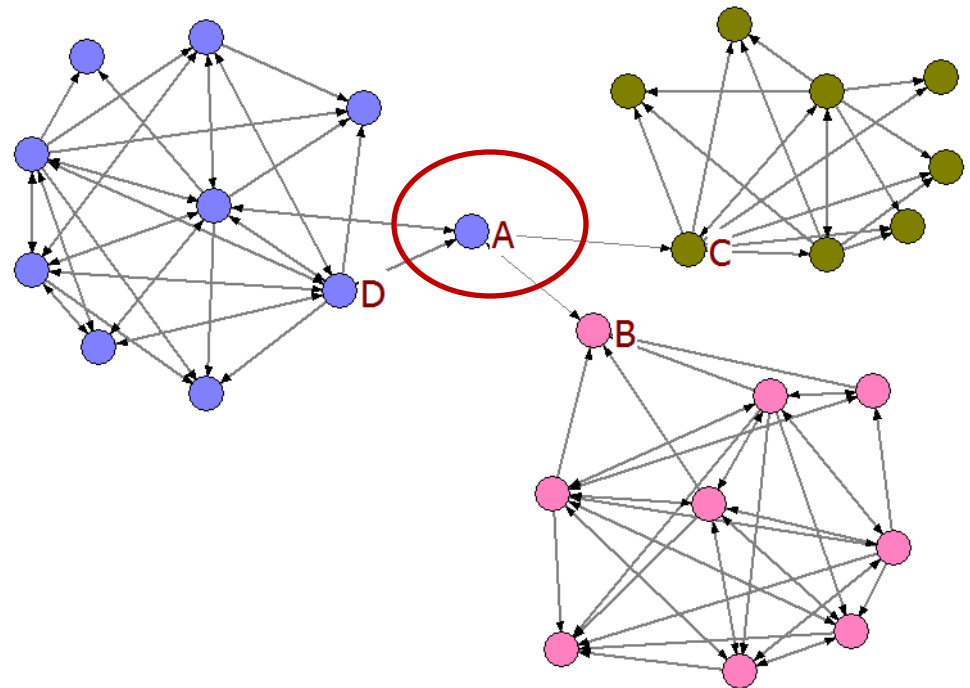




# Structural Holes

A unique and potentially powerful position

- A structural hole exists when a single node connects two groups
- These are potentially very powerful positions
- In many cases, the structural hole's ties outside its own network may be weak ties



# Lurkers

May be more important than you think

- Weakly connected to the network
  - Usually on the periphery
  - May infrequent play the role of peripheral specialist
- Absorb more than they share
- But may move information to other networks

