Theory and Methods for the Analysis of Social Networks

Alexander Volfovsky
Department of Statistical Science, Duke University

Lecture 4: January 22, 2019

Karate Club Network

- 1977 paper by Wayne W. Zachary — 2652 citations on Google Scholar.

Karate Club Network

- 1977 paper by Wayne W. Zachary — 2652 citations on Google Scholar.
- (Essentially a part of a PhD dissertation)

Karate Club Network

- 1977 paper by Wayne W. Zachary — 2652 citations on Google Scholar.
- (Essentially a part of a PhD dissertation)
- Goal: study how and why fission takes place in *small* and *bounded* groups.

Karate Club Network

- 1977 paper by Wayne W. Zachary — 2652 citations on Google Scholar.
- (Essentially a part of a PhD dissertation)
- Goal: study how and why fission takes place in *small* and *bounded* groups.
- Is this a reasonable structure for many statistical graph models?

Karate Club Network

- 1977 paper by Wayne W. Zachary — 2652 citations on Google Scholar.
- (Essentially a part of a PhD dissertation)
- Goal: study how and why fission takes place in *small* and *bounded* groups.
- Is this a reasonable structure for many statistical graph models?
- Why do we still use this then?

Karate Club history

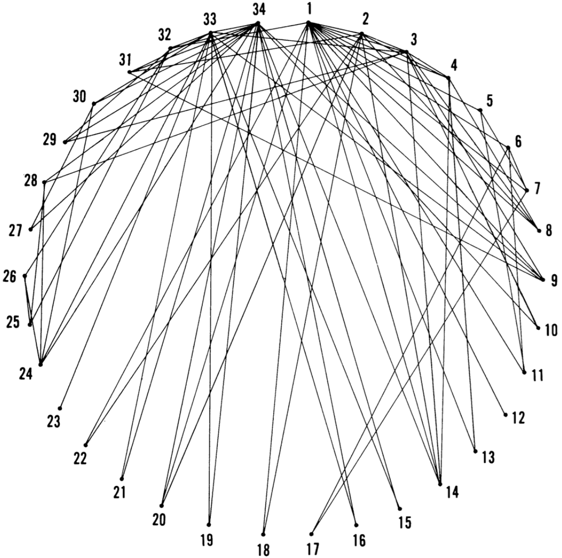
- Data collected over three years (1970-1972)
- 50-100 people observed but only 34 used for analysis.
- Instructor: Mr. Hi.
- Club president: John A.
- Conflict at the beginning of the study over price of classes:
- Mr. Hi wanted higher prices and claimed he could change prices himself.
- Supporters see him as fatherly figure who is a spiritual and physical mentor.
- John A. disagreed and wished to stabilize prices.
- Supporters see Mr. Hi as a paid employee demanding a higher salary.
- Fission event: supporters of Mr. Hi resign when Mr. Hi is fired.

Social network data

- Can the fission be foreseen?
- "The feature of the karate club that appeared most important in the ethnographic data was the network of friendship relationships among club members"
- Zachary captured affective relationships (?)
- Social network section of the paper summarizes the graph and the adjacency matrix as two, arguably differing in formality, representations of the data.
- Zachary is considering the network as something that information can flow over.

What is the network?

FIGURE 1
Social Network Model of Relationships in the Karate Club



Why is this paper ahead of its time?

Individual Number

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34
1	0	4	5	3	3	3	3	2	2	0	2	3	2	3	0	0	0	2	0	2	0	2	0	0	0	0	0	0	0	0	0	2	0	0
2	4	0	6	3	0	0	0	4	0	0	0	0	0	5	0	0	0	1	0	2	0	2	0	0	0	0	0	0	0	0	2	0	0	0
3	5	6	0	3	0	0	0	4	5	1	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	2	2	0	0	0	3	0
4	3	3	3	0	0	0	0	3	0	0	0	0	3	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5	3	0	0	0	0	0	2	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
6	3	0	0	0	0	0	5	0	0	0	3	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
7	3	0	0	0	2	5	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8	2	4	4	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9	2	0	5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	4	3
10	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
11	2	0	0	0	3	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
13	1	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
14	3	5	3	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3
15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	2
16	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	4
17	0	0	0	0	0	3	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
18	2	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
19	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	2
20	2	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
21	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	1
22	2	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
23	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0
24	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	0	4	0	2	0	0	5	4
25	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	3	0	0	0	2	0	0
26	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	2	0	0	0	0	0	0	7	0	0
27	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	0	0	0	2
28	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	3	0	0	0	0	0	0	0	0	4
29	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	2
30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	4	0	0	0	0	0	3	2
31	0	2	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	3
32	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	7	0	0	2	0	0	0	4	4
33	0	0	2	0	0	0	0	0	3	0	0	0	0	0	3	3	0	0	1	0	3	0	2	5	0	0	0	0	0	4	3	4	0	5
34	0	0	0	0	0	0	0	0	4	2	0	0	0	3	2	4	0	0	2	1	1	0	3	4	0	0	2	4	2	2	3	4	5	0

Why is this paper ahead of its time?

Individual Number

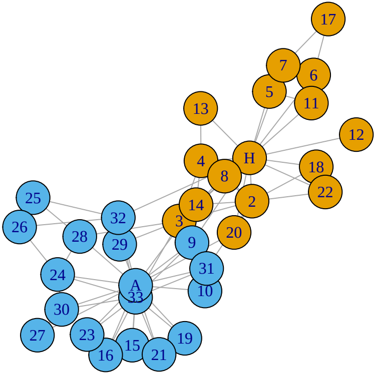
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34
1	0	1	1	1	1	1	1	1	1	0	1	1	1	1	0	0	0	1	0	1	0	1	0	0	0	0	0	0	0	0	0	1	0	0
2	1	0	1	1	0	0	0	1	0	0	0	0	0	1	0	0	0	1	0	1	0	1	0	0	0	0	0	0	0	0	1	0	0	0
3	1	1	0	1	0	0	0	1	1	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0	0	1	0
4	1	1	1	0	0	0	0	1	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5	1	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
6	1	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
7	1	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	1
10	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
11	1	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
13	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
14	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1
16	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1
17	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
18	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
19	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1
20	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
21	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1
22	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
23	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
24	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	1	0	0	1	1
25	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	1	0	0
26	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0	1	0	0
27	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1
28	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	1
29	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1
30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	1	1
31	0	1	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1
32	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0	1	0	0	0	1	1
33	0	0	1	0	0	0	0	0	1	0	0	0	0	0	1	1	0	0	1	0	1	0	1	1	0	0	0	0	0	1	1	1	0	1
34	0	0	0	0	0	0	0	0	1	1	0	0	0	1	1	1	0	0	1	1	1	0	1	1	0	0	1	1	1	1	1	1	1	0

What did Zachary do?

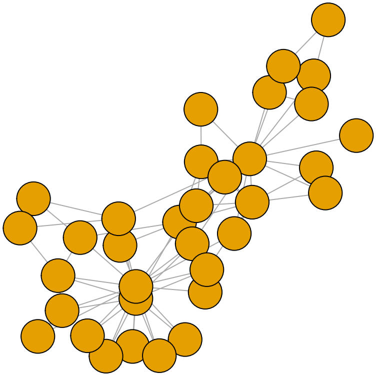
- He implemented a “maximum flow-minimum cut labeling procedure”.
- Essentially he tested the hypothesis of how information flowed through the network by where/how communication would break down.
- Two hypothesis:

1. information from Mr. Hi would not flow to John A. (and vice versa)
2. there is a bottleneck in the network.

Zachary's labeling

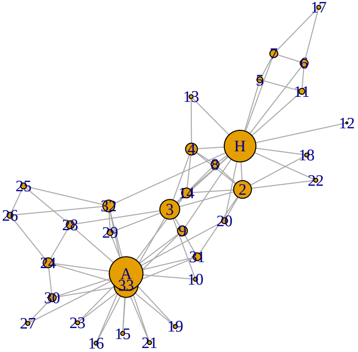


Social network properties

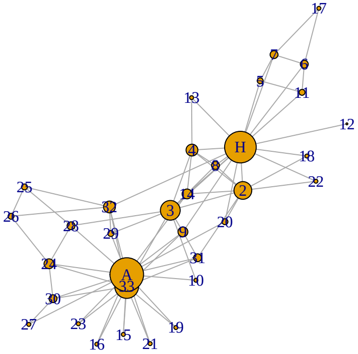


What if we don't know who the important nodes are?

Social network properties: degree centrality

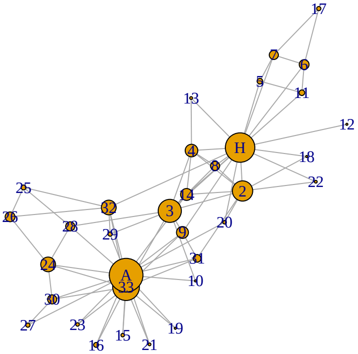


Social network properties: degree centrality

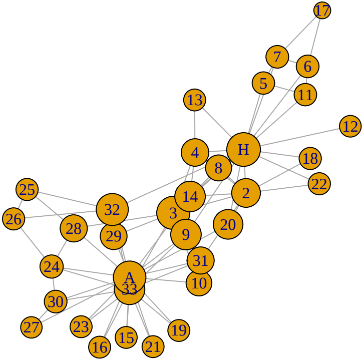


Degree centralization: $\frac{\sum(d_{\max}-d_i)}{(n-1)(n-2)} = \frac{422}{1056} \approx 0.4$

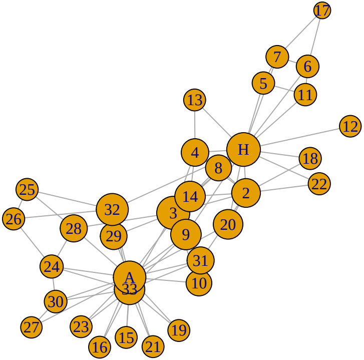
Social network properties: weighted degree centrality



Social network properties: closeness centrality

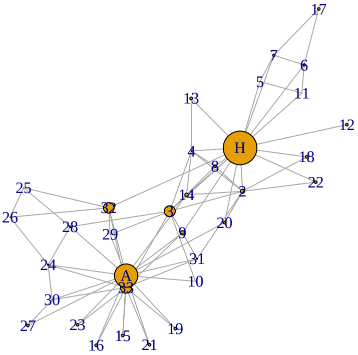


Social network properties: closeness centrality

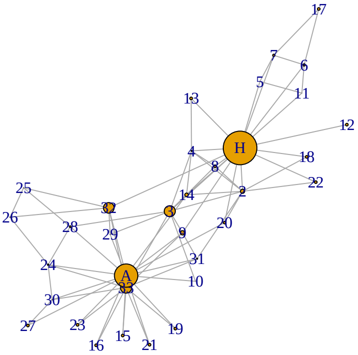


Closeness centralization: $\frac{\sum(c_{\max} - c_i)}{(n-1)(n-2)/(2n-3)} = \frac{4.844}{16.246} \approx 0.3$

Social network properties: betweeness centrality

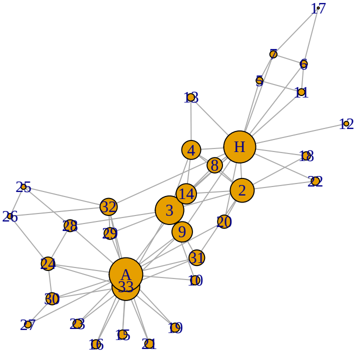


Social network properties: betweeness centrality

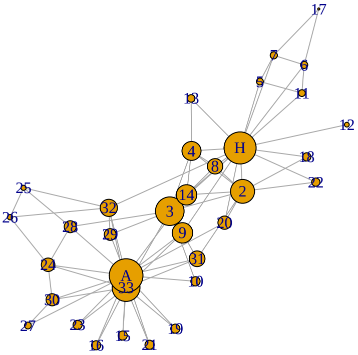


Betweeness centralization: $\frac{\sum(b_{\max}-b_i)}{(n-1)\binom{n-1}{2}} = \frac{7066.429}{17424} \approx 0.4$

Social network properties: eigenvector centrality

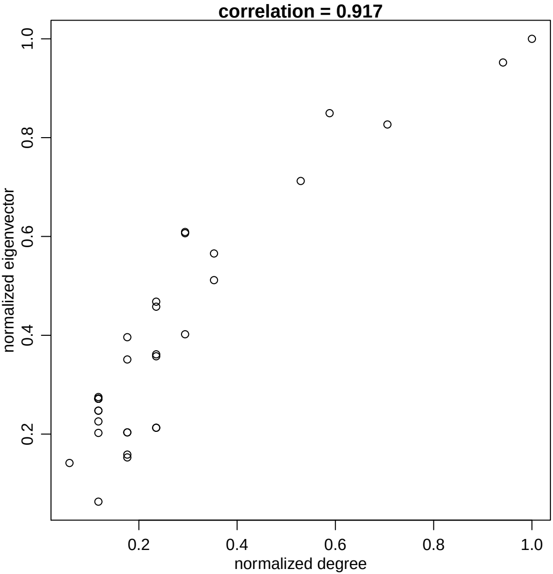


Social network properties: eigenvector centrality



Eigenvector centralization: ≈ 0.64

Social network properties: comparison



Social network properties: PageRank centrality