

Assignment #4: Network Measures

Comm 481: Social Networks

Prof. Keith Hampton

November 9, 2006

Instructions

Administer the attached survey to a minimum of 20 people. The survey consists of a small number of demographic questions, a position generator, and a name generator. Half of your interviews must be with people between the age of 18 and 22, the other half must be over the age of 33. Within each age group half of your interviews must be with men, the other half with women.

After completing your surveys analyze and discuss your findings in relation to the course readings. At a minimum, your findings should include a discussion of the following course themes and topics: social support, network size, network density, community, privatization, network diversity, strong ties, weak ties, homophily, the role of new media, and issues of measurement as they pertain to this survey. Some of these topics may be overlapping, you may address them point-by-point or you may integrate them into a more holistic or focused analysis. You may find it helpful to conduct your analysis as a comparison between different survey participants. For example, comparing men and women, young and old, big networks vs. small networks, those with diverse networks vs. those who are less diverse, etc. (there are many possibilities for comparison).

You must provide evidence and references from the course readings to substantiate your findings / conclusions.

Submit your findings in the form of a blog post of 1250-1750 words. Your blog post is due by 1:30pm on December 7. Print your full name and your blog username on the top of each survey, staple them together and hand in to the course instructor at the end of class on December 7.

Note that the occupations listed in the position generator included in this survey are ranked in order of occupational prestige, highest at the top, lowest at the bottom.

Social Network Survey

A senior undergraduate class at the University of Pennsylvania (COMM 481) is studying the structure of people's social networks at different stages in their life. Please help us with this class project by completing this simple, short, anonymous survey. Your participation is purely voluntary. You are free to discontinue participation at any time. You are also free to decline to answer specific survey questions. Your participation is valued and by participating in this survey you will help build a better understanding of how social relationships vary over the life course.

1. Sex: Male Female

2. How old did you turn on your last birthday? _____

3. What is the highest level of education that you have completed?

- < high school
- High School or GED
- Attended College, not complete
- 2 year Associate's degree
- 4 year Bachelor's degree
- Some graduate training
- Graduate or professional degree

4. Are you currently a full-time student? Yes No

5. Looking over the following list of occupations, place a check next to any occupation in which someone you know works. Consider anyone that you have known by their first name:

- Judge
- Aircraft Pilot
- Pharmacist
- Professional Journalist
- Nurse
- Secretary
- Flight Attendant
- Mechanic
- Police Officer
- Truck Driver
- Cook
- Store Clerk
- Hairdresser
- Dry Cleaner
- Laborer

6a. From time to time, most people discuss important matters with other people. Looking back over the last six months—who are the people with whom you discussed matters important to you? Just tell me their first names or initials.

RECORD NAMES ON ATTACHED SHEET.

IF LESS THAN 5 NAMES MENTIONED, PROBE: Anyone else?

6b. Please think about the relations between the people you just mentioned. Some of them may be total strangers in the sense that they wouldn't recognize each other if they bumped into each other on the street. Others may be especially close, as close or closer to each other as they are to you.

Are they especially close? PROBE: As close or closer to each other as they are to you?

	1				
2	<input type="checkbox"/> Strangers <input type="checkbox"/> Know each other <input type="checkbox"/> Especially close	2			
3	<input type="checkbox"/> Strangers <input type="checkbox"/> Know each other <input type="checkbox"/> Especially close	<input type="checkbox"/> Strangers <input type="checkbox"/> Know each other <input type="checkbox"/> Especially close	3		
4	<input type="checkbox"/> Strangers <input type="checkbox"/> Know each other <input type="checkbox"/> Especially close	<input type="checkbox"/> Strangers <input type="checkbox"/> Know each other <input type="checkbox"/> Especially close	<input type="checkbox"/> Strangers <input type="checkbox"/> Know each other <input type="checkbox"/> Especially close	4	
5	<input type="checkbox"/> Strangers <input type="checkbox"/> Know each other <input type="checkbox"/> Especially close	<input type="checkbox"/> Strangers <input type="checkbox"/> Know each other <input type="checkbox"/> Especially close	<input type="checkbox"/> Strangers <input type="checkbox"/> Know each other <input type="checkbox"/> Especially close	<input type="checkbox"/> Strangers <input type="checkbox"/> Know each other <input type="checkbox"/> Especially close	5
6	<input type="checkbox"/> Strangers <input type="checkbox"/> Know each other <input type="checkbox"/> Especially close	<input type="checkbox"/> Strangers <input type="checkbox"/> Know each other <input type="checkbox"/> Especially close	<input type="checkbox"/> Strangers <input type="checkbox"/> Know each other <input type="checkbox"/> Especially close	<input type="checkbox"/> Strangers <input type="checkbox"/> Know each other <input type="checkbox"/> Especially close	<input type="checkbox"/> Strangers <input type="checkbox"/> Know each other <input type="checkbox"/> Especially close

6c. I am now going to ask you for some information about each of the people you mentioned. Please answer to the best of your ability.

READ EACH NAME AND ASK:

Are they male or female?

How old are they

What is the highest level of education they have completed?

How is (NAME) connected to you? PROBE: What other ways? : Spouse, Parent, Sibling, Child, Other family, Co-worker, Member of group, Neighbor, Friend, Advisor, Other.

How long have you known each other?

How far away does this person live?

In the last 30 days, on how many days did you: see them in person, talk on a land line telephone, cell phone, send or receive postal mail, send or receive an email, send or receive an instant message?

THANK YOU FOR PARTICIPATION

