

## Assignment #4: Network Measures

Comm 481: Social Networks

Prof. Keith Hampton

### 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 and interpreter. One quarter of your interviews must be with each of the following Penn students: freshman, sophomores, juniors, and seniors. 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. It is recommended that you enter your completed survey in a spreadsheet and do some basic statistics (frequencies, averages, crosstabs, etc.). 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 (i.e. the Internet, mobile phones, and related technologies), 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 types of survey participants. For example, comparing men and women, cohorts, 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 1250-2000 words. 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.

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. Are you currently a full-time undergraduate student at the University of Pennsylvania?**

IF YES: Are you a:

- Freshman
- Sophomore
- Junior
- Senior

**2. Sex:**             Male             Female

**3. Do you have a Facebook account?**             Yes     No

**4a. Looking over the following list of occupations, place a check next to any occupation in which someone you know works. Consider anyone you know by first name, and know well enough that if you were to ask a favor they would be likely to help you:**

FACEBOOK USERS ASK: ARE YOU "FRIENDS" WITH THIS PERSON ON FACEBOOK?

- |   |  |
|---|--|
| <input type="checkbox"/> A (C-E-O) of a Large Company | <input type="checkbox"/> Facebook Friend |
| <input type="checkbox"/> Congressman                  | <input type="checkbox"/> Facebook Friend |
| <input type="checkbox"/> Middle school teacher        | <input type="checkbox"/> Facebook Friend |
| <input type="checkbox"/> Nurse                        | <input type="checkbox"/> Facebook Friend |
| <input type="checkbox"/> Bookkeeper                   | <input type="checkbox"/> Facebook Friend |
| <input type="checkbox"/> Policeman                    | <input type="checkbox"/> Facebook Friend |
| <input type="checkbox"/> Farmer                       | <input type="checkbox"/> Facebook Friend |
| <input type="checkbox"/> Operator in a factory        | <input type="checkbox"/> Facebook Friend |
| <input type="checkbox"/> Taxi driver                  | <input type="checkbox"/> Facebook Friend |
| <input type="checkbox"/> Security guard               | <input type="checkbox"/> Facebook Friend |
| <input type="checkbox"/> Full-time babysitter         | <input type="checkbox"/> Facebook Friend |
| <input type="checkbox"/> Janitor                      | <input type="checkbox"/> Facebook Friend |
| <input type="checkbox"/> Hotel bell boy               | <input type="checkbox"/> Facebook Friend |

**5. 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 ON ATTACHED SHEET [RECORD FIRST FIVE NAMES ONLY]

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

**6. 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: Are they a 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?

[FACEBOOK USERS ONLY] Are you “friends” with this person on Facebook?

In the last 30 days, on how many days did you:

- see them in person
- talk on a land line telephone
- talk on a cell phone
- send or receive a text message on a cell phone
- send or receive an email
- send or receive an instant message

**THANK YOU FOR YOUR PARTICIPATION**

