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# **Social Networks Analysis: Theory and Practice**

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## **Description and Rationale**

Currently, our life is made out of lots of distinct elements. The connections between them, analysis of factors that influence on these connections and understanding of key elements in the network can help us to see better the reality where we have to operate. Social networks analysis (SNA), being a process of study of the social structures through the use of networks and graph theory, helps us to deal with all the elements and relationships present in our lives. Basic SNA measures evaluate the quality of connections between them, the grade of influence and other characteristics of the network. Knowing how to operate them the person can gain better understanding of the environment, information flows, business, personal or professional relations, etc.

The present workshop will help participants to learn about SNA from theoretical and practical perspectives and to become introduced to software that is used by researchers in the field. We would like to discuss several examples of researches conducted with application of SNA tools and identify how the participants can use these instruments in their studies.

As a practical exercise the participants will be asked to create their personal networks. It will help them to evaluate the connection that they have with others, determine key players in their environment and analyze the influence of each of the people present there on themselves.

**Pre-workshop session** will be held to support the installation of the software, if needed.

## Intended Goals and Outcomes

During the workshop participants will acquire knowledge on:

- basic SNA theory (nodes, edges, centrality measures, clusters, etc.);
- software used in SNA (Ucinet, Pajek, ORA, Automap, visone, Gephi, etc.);
- practical application of SNA in their research.

Also, the practical tasks will be given to create participants' social networks and analyse it.

## Intended Audience

Anyone without previous expertise or background in SNA or with basic SNA knowledge.

Maximum number of participants: 35

## Format and Outline

Time	Activity	Outcome
90 min (Part 1)	Lecture on theoretical basis of SNA	Basic SNA theory (nodes, edges, centrality measures, clusters, etc.)
90 min (Part 2)	Lecture on software used in SNA, practical exercises	Software used in SNA (Ucinet, Pajek, ORA, Automap, visone, Gephi, etc.)  Practical application of SNA in participants' research, and creation of participants' social networks

# Requirements and Resources

Prior to workshop each participant will have to fill out a table in Excel with names of people they are in constant contact with and relationships between them. This table will be used in the second part of the workshop for practical exercises.

Each participant will need to use PC or laptop with Ucinet (<https://sites.google.com/site/ucinetsoftware/downloads>) and visone (<http://visone.info/html/download.html>) preinstalled.

## Organizers' Bios and Contacts

**Name:** Deniza Alieva, PhD

**Affiliation:** Management Development Institute of Singapore (MDIS) in Tashkent, Uzbekistan / University of Seville, Spain

**Expertise:** Social network analysis, HRM, tourism

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**Brief Bio:** Leading researcher in MDIS Tashkent (Uzbekistan) and research fellow in Personal Networks and Communities Lab of the University of Seville (Spain). Lecturer in business and management modules, trainer in community mediation, conflict resolution techniques and social networks analysis in institutions and organizations of Uzbekistan, Spain, and Ecuador.

**Name:** Gulnoza Usmonova, ABD

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**Brief Bio:** Sustainable Tourism Planning specialist, educator with years of successful experience in Tourism Education, Community Based Tourism engagement and destination marketing. Research Fellow of Institute of Tourism and Sustainable Economic Development, Spain. Leads lectures on Tourism trends, such as tour product design, people factor in authentic routes, and analytics of destination attractiveness tools at leading universities of Uzbekistan, Spain and Italy.