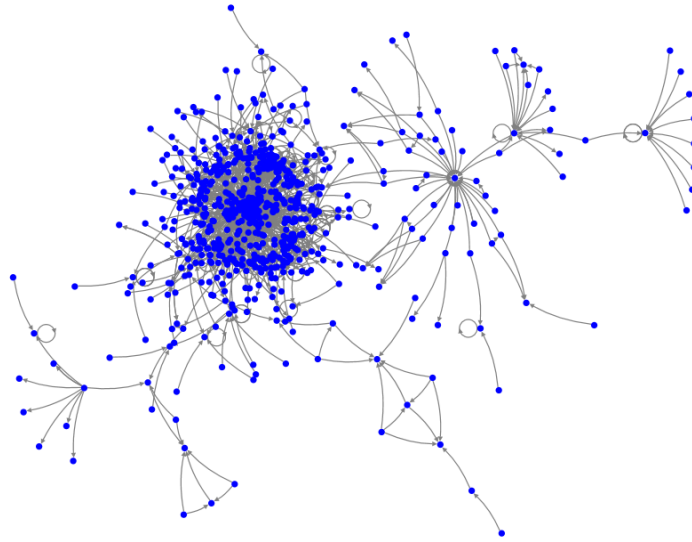


Network Analysis: COM 674
Natalie Lambert, Ph.D.
TR Noon-1:15pm
Fall 2018



Network analysis is a computational research method focused on uncovering the patterns of relationships that arise from the interactions of people, groups, organizations, information sources, or any other social entities. Network analysis is an in-demand approach to data analysis because it enables scholars to:

- Identify patterns of relationships within large-scale social media data
- Reveal power structures within a group or society
- Predict diffusion of information within a population
- Identify structural weaknesses within an information network
- Determine how the structure and functioning of an organization changes during a crisis
- Target a health campaign at influential individuals within an at-risk population
- Model the dynamic structuring of communication networks

This course introduces students to basic network characteristics and analytic approaches. Students will become familiar with seminal network science scholarship across many disciplines, including: communication, health sciences, sociology, political science, business, information sciences, and advertising. Students will learn how to analyze real-world datasets using social network analysis software, and will practice data analysis and interpretation in homework assignments. This seminar will culminate in a research paper in which students design and execute a small-scale network analysis study related to their individual research interests. No programming skills are required, and this course is structured to be applicable to students of any disciplinary background who have an interest in relational data.