



BOSTON COLLEGE
SOCIAL NETWORK ANALYSIS MASTER CLASS

June 13-15, 2005
Wallace E. Carroll School of Management
Boston College

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OVERVIEW

The 21st century is clearly the age of the network. From the emergence of web based networking tools and collaborative filtering, to the popularity of concepts like tipping points, structural holes, social capital, embeddedness, and network organizations, network analysis seems to be all around us. More and more consulting firms are offering network analysis to their clients as a way of identifying and improving formerly hidden organizational dynamics. In academic organizational research, network analysis has been used to study organizational phenomena at the small group, organizational, market and institutional level. Despite its growing popularity among consultants and scholars, many people find it hard to begin using social network analysis (SNA) because its methods and software programs seem too daunting or complex. This workshop addresses this issue by presenting a non-technical but hands-on introduction to social network analysis that is directed at experienced consultants and academic researchers with a practical bent.

Offered on the campus of Boston College's Wallace E. Carroll School of management, this master class will give you access to **Steve Borgatti**, one of the founders of organizational network research and the author of its most popular software packages, UCINET, NETDRAW and KEYPLAYER. The master class will also include **Bill Torbert**, a leading organizational scholar and action research consultant who will help participants explore the complex behavioral and ethical challenges of using social network analysis as an organizational intervention, and **Patti Anklam**, a well-known consultant at the intersection of social networks and knowledge management. By the end of the workshop, you will be able to use social network analysis to:

- Diagram the connections among actors and groups in your organization
- Identify the central actors in work processes and groups
- Uncover the hidden connections among individuals and groups that drive organizational performance
- Learn to recognize and improve problematic network structures and group dynamics

Taught by Inga Carboni and Pacey Foster, two organizational researchers with over 25 years of combined experience in organizational consulting and management, this master class provides a practical introduction to the theory and practice of social network analysis.

The course fee of \$799 includes continental breakfast and lunch each day, an evening dinner with Steve Borgatti and a notebook of course materials. Participants will be responsible for making their own accommodation arrangements and for downloading a free trial copy of UCINET from www.analytictech.com prior to the course.