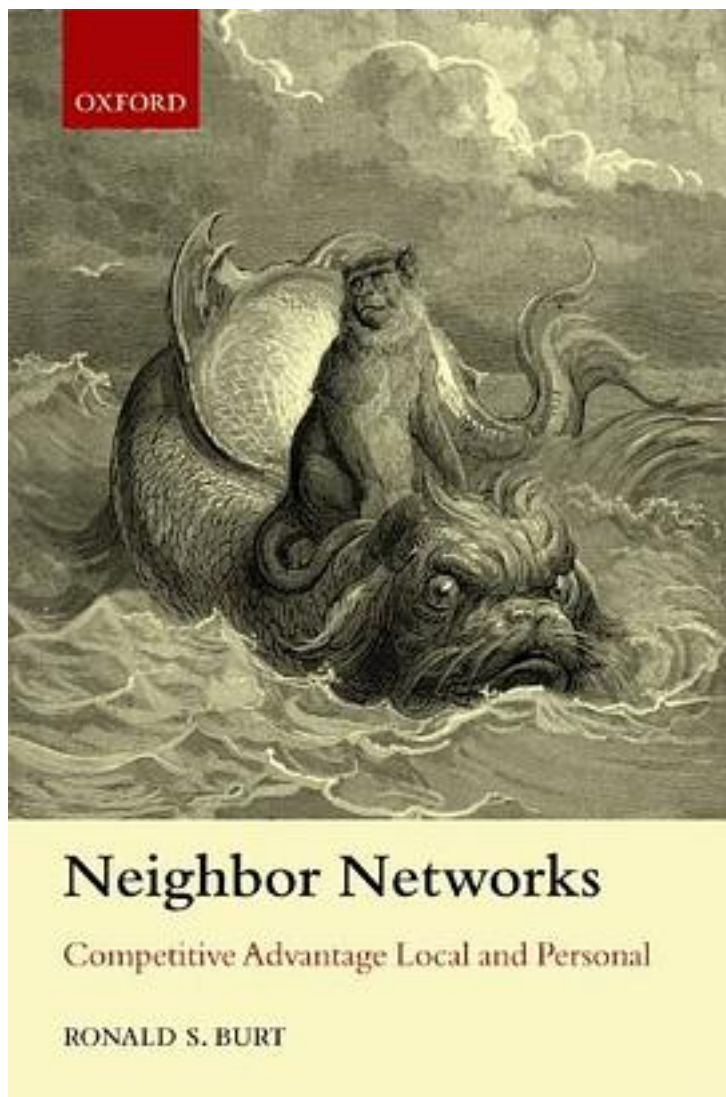# Neighbor Networks

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There is a moral to this book, a bit of Confucian wisdom often ignored in social network analysis: "Worry not that no one knows you, seek to be worth knowing." This advice is contrary to the usual social network emphasis on securing relations with well-connected people. Neighbor Networks examines the cases of analysts, bankers, and managers, and finds that rewards, in fact, do go to people with well-connected colleagues. Look around your organization. The individuals doing well tend to be affiliated with well-connected colleagues. However, the advantage obvious to the naked eye is misleading. It disappears when an individual's own characteristics are held constant. Well-connected people do not have to affiliate with people who have nothing to offer. This book shows that affiliation with well-connected people adds stability but no advantage to a person's own connections. Advantage is concentrated in people who are themselves well connected. This book is a trail of argument and evidence that leads to the conclusion that individuals make a lot of their own network advantage. The social psychology of networks moves to center stage and personal responsibility emerges as a key theme. In the end, the social is affirmed, but with an emphasis on individual agency and the social psychology of networks. The research gives new emphasis to Coleman's initial image of social capital as a forcing function for human capital. This book is for academics and researchers of organizational and network studies interested in a new angle on familiar data, and as a supplemental reading in graduate courses on social networks, stratification, or organizations. A variety of research settings are studied, and diverse theoretical perspectives are taken. The book's argument and evidence are supported by ample appendices for readers interested in background details.

作者介绍:

目录:

[Neighbor Networks_下载链接1_](#)

标签

社会资本；社会网络；社会理论

社会网络

评论

书评

为了做研究设计，花了一天阅读这本书，其中第一部分读的最仔细。
Burt是结构洞理论的提出者。他的结构洞理论主要是针对ego-centric的网络。该理论认为：处在桥梁位置的占有者，会因为结构而获得多样化信息和信息控制的优势，进而获得对占有者有利的结果。 这本书的精华在于它...