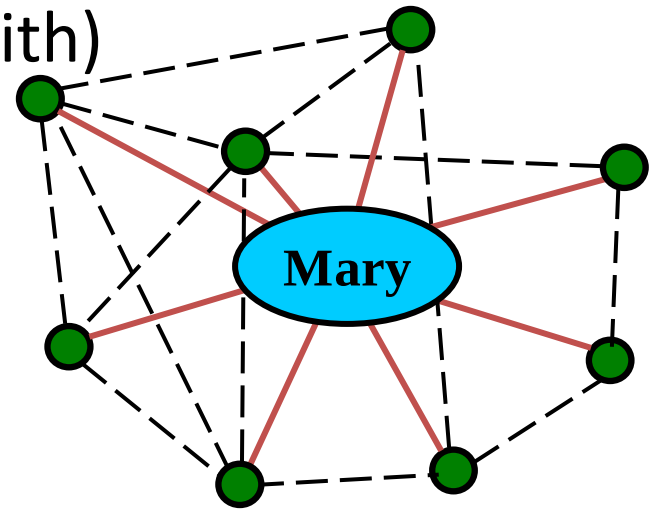
Ego Network Analysis I

Steve Borgatti

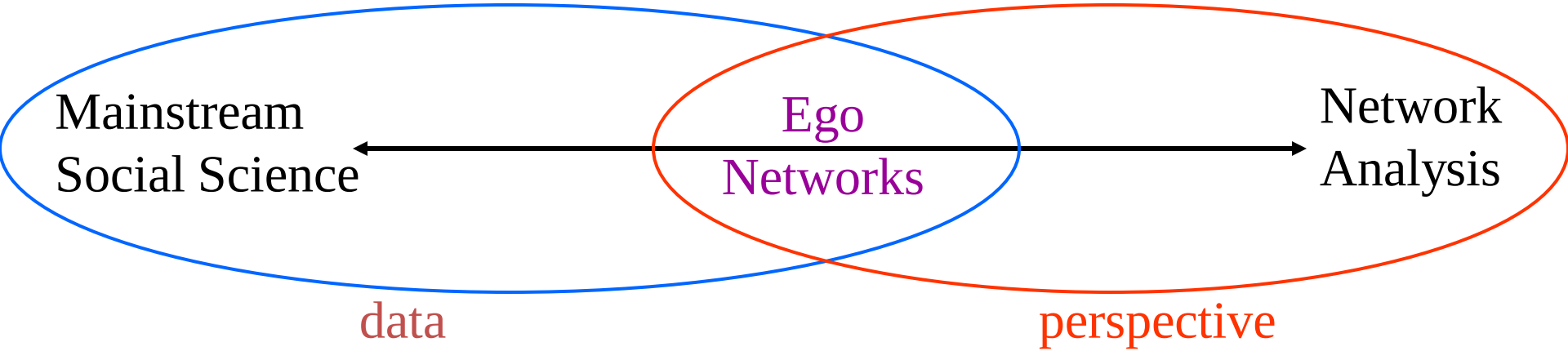
MGT 780 Social Network Analysis

definition

- Full network
- Ego network (aka personal network, first-order zone, 1-neighborhood , etc.)
  - Ego (the respondent)
  - Alters (actors ego has ties with)
  - Ties among the alters



A compromise



- Combine the perspective of network analysis with the data of mainstream social science

EGO NET RESEARCH DESIGN AND DATA COLLECTION

sampling

- Same as ordinary social science studies
- Random/probability samples

sources

- Every full network contains every node's ego network
- (Ideally random) sample of nodes
  - Each sampled node called an "ego"
- Each is asked for set of contacts called "alters"
- Ego also asked (usually) about ties among alters
- Connections between ego's or between alters of different egos are not recorded
  - Each ego is a world in itself

Survey data collection

- Each ego (“index person”) is asked for set of contacts called “alters”
  - Don’t need real or complete names
- Ego asked about the attributes of each alter
- Ego asked about various dimensions of their relationship to each alter
- Ego also asked (usually) about ties among alters
- Connections between egos or between alters of different egos are not obtained
  - Each ego is a world in itself

Name generator

- Series of open-ended questions asking about the people in a person's life
  - Don't need real or complete names
  - (variant is a position generator, which asks about the types of people in resp's life)
- End result is a list of unique names that is compiled into a roster

Name interpreter

- For each alter generated by the name generator ask two sets of questions:
  - Attributes of each alter – age, sex, social class, etc.
  - Nature of the relationship with alter
    - Friends? Coworkers? Kin? How long known? Frequency of communication?
    - These questions can be same as in name generator. Difference is that the resp is reacting to roster of names, eliminating recall issues

Ego net structure

- (optional) Ask ego to indicate the ties among their alters
  - Typically a reduced set of ties, such as whether they know each other or how often they communicate with each other

ANALYZING EGO NET DATA

Network size

- Same as degree
- Could be asked more simply, but less accurately, by ‘how many friends have you got?’
- Well-correlated with lots of outcomes

Strength

- Average/median/maximum strength of tie with others
- How well connected to people in your neighborhood, department, etc.
- Strength of weak ties theory

Reciprocity

- Extent to which, when ego sends tie to alter, alter responds in kind
- Status differences?
- Cultural differences in meaning of social relations?

Composition

- How many of X kind of alters are in ego's network neighborhood
  - Frequency or proportion of women among ego's friends
  - Number of gay people among ego's kin

Heterogeneity

- Given attribute X, and relation Y how diverse is ego's personal network?
  - Friends mostly white? Does ego talk regularly with people from different walks of life?
  - How much variance in age in ego's friends?
- Categorical versus continuous attributes
  - For continuous vars, just use standard deviation

Categorical Heterogeneity

- Given attribute X, and relation Y how diverse is ego's personal network?
  - Friends mostly white? Does ego talk regularly with people from different walks of life?
- Herfindahl, Hirschman, Blau heterogeneity measure $H = 1 - \sum_k p_k^2$
  - p_k gives proportion of alters that fall into category k
- IQV – normalization of H so that it can achieve max value of 1

$$IQV = \frac{1 - \sum_k p_k^2}{1 - 1/k}$$

Egonet Homophily

- Concept
  - To what extent an ego's alters are like ego on a given attribute
- Approach
  - Construct relational contingency table for each node
- Measures
  - Pct homophilous (%H) = 0.67
  - E-I index = -0.333
  - PBSC = 0.24

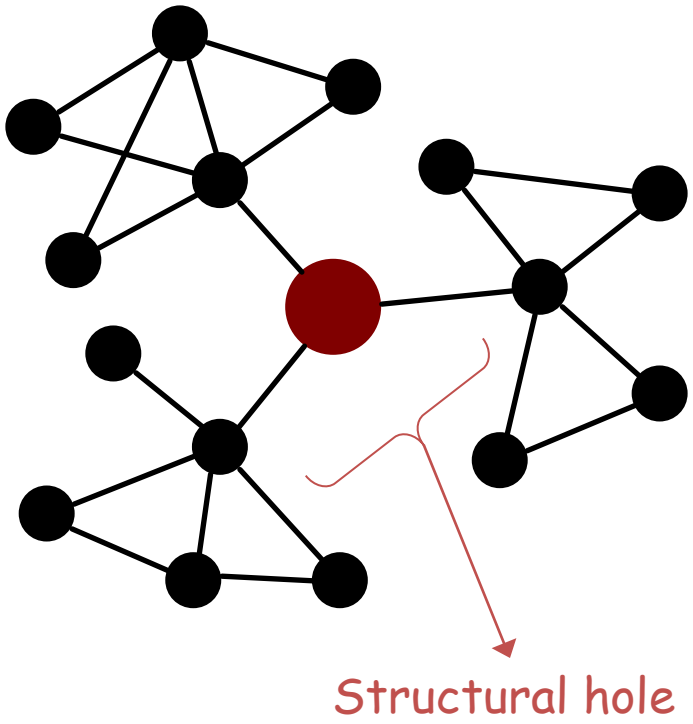
HOLLY		Same	
		1	0
R	1	2	1
	0	5	9

“Quality”

- Average/median/max of ego’s alters’ attributes
- E.g.,
  - How wealthy are ego’s friends?
  - How prestigious?
- Lin social resource theory / social capital
  - You are as good as your network

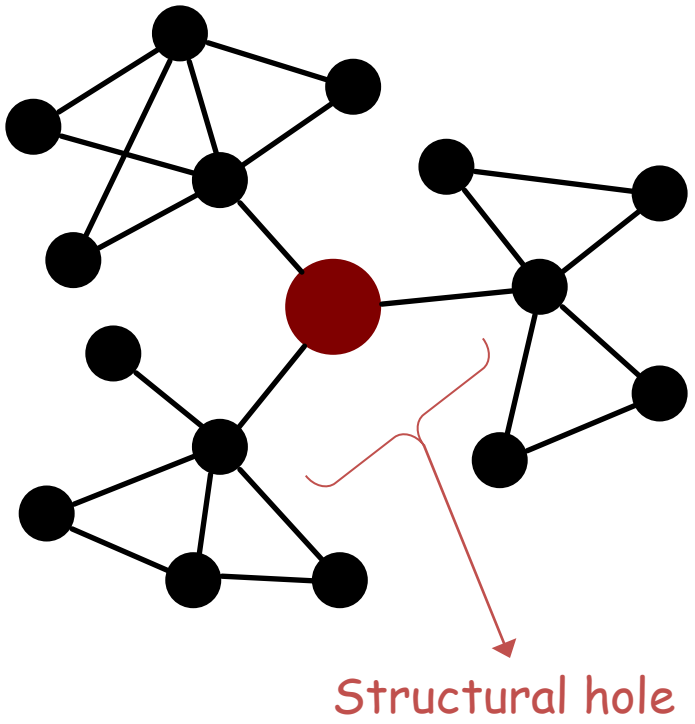
Structural holes

- Burt ‘92
- A theory of individual social capital
  - Predicting promotion speed
- Not based on the attributes of ego’s alters, but on the structure of the ego network

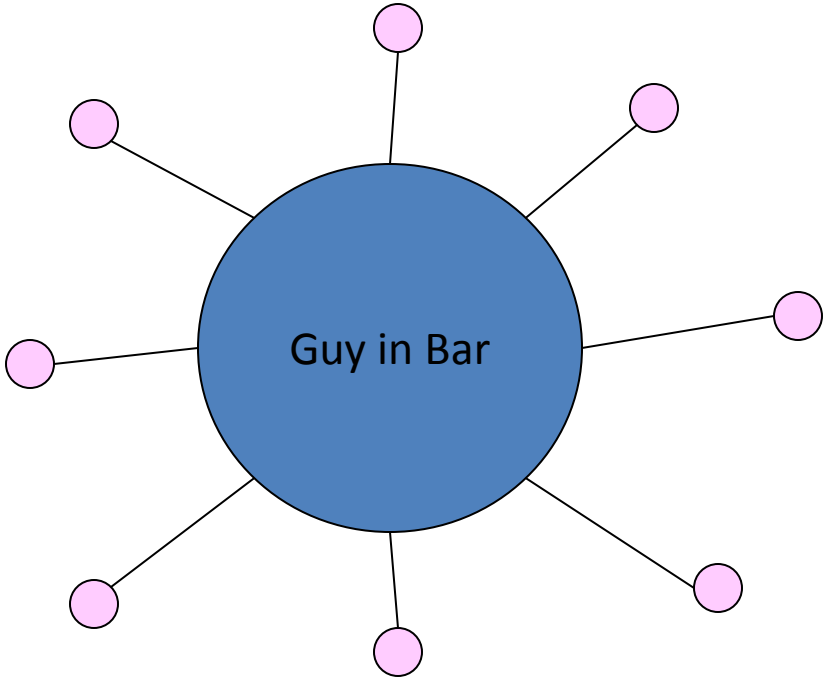


Structural Holes

- Basic idea
  - Lack of ties among alters may benefit ego
- Benefits
  - Autonomy
  - Control
  - Information

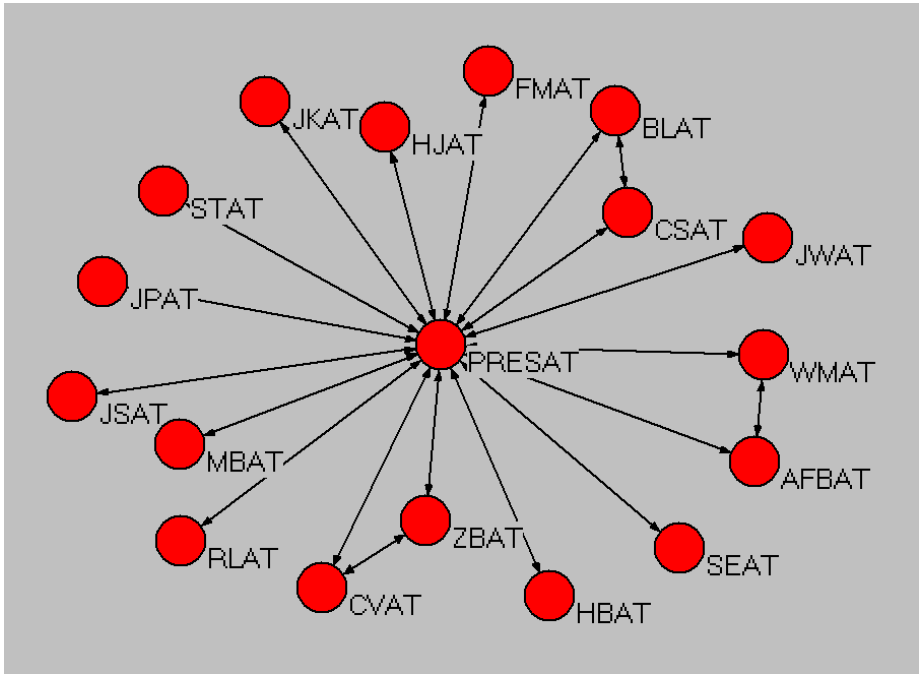


Autonomy

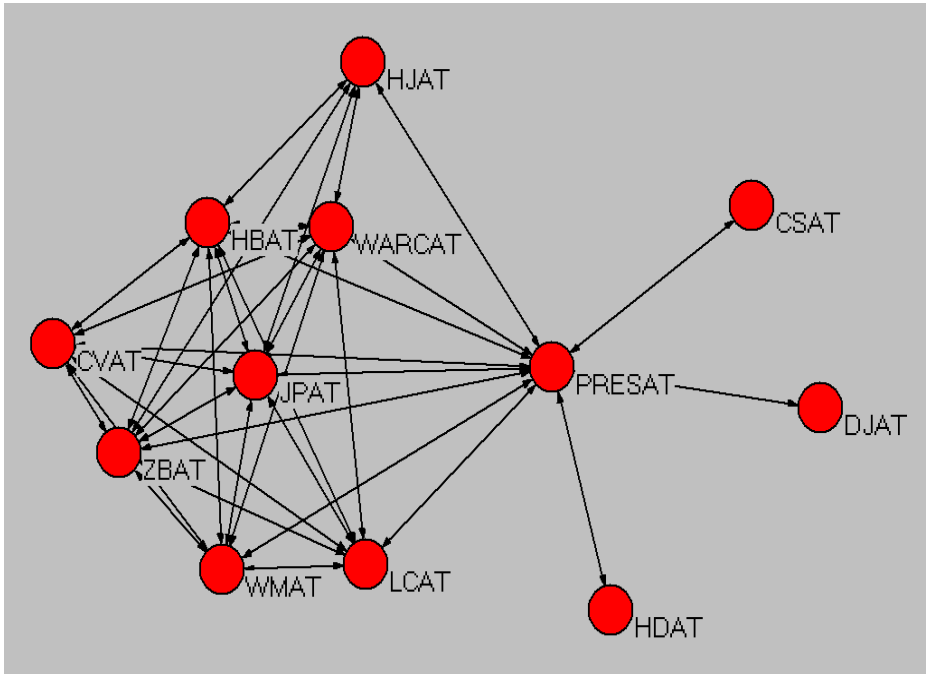


Control Benefits of Structural Holes

White House Diary Data, Carter Presidency



Year 1



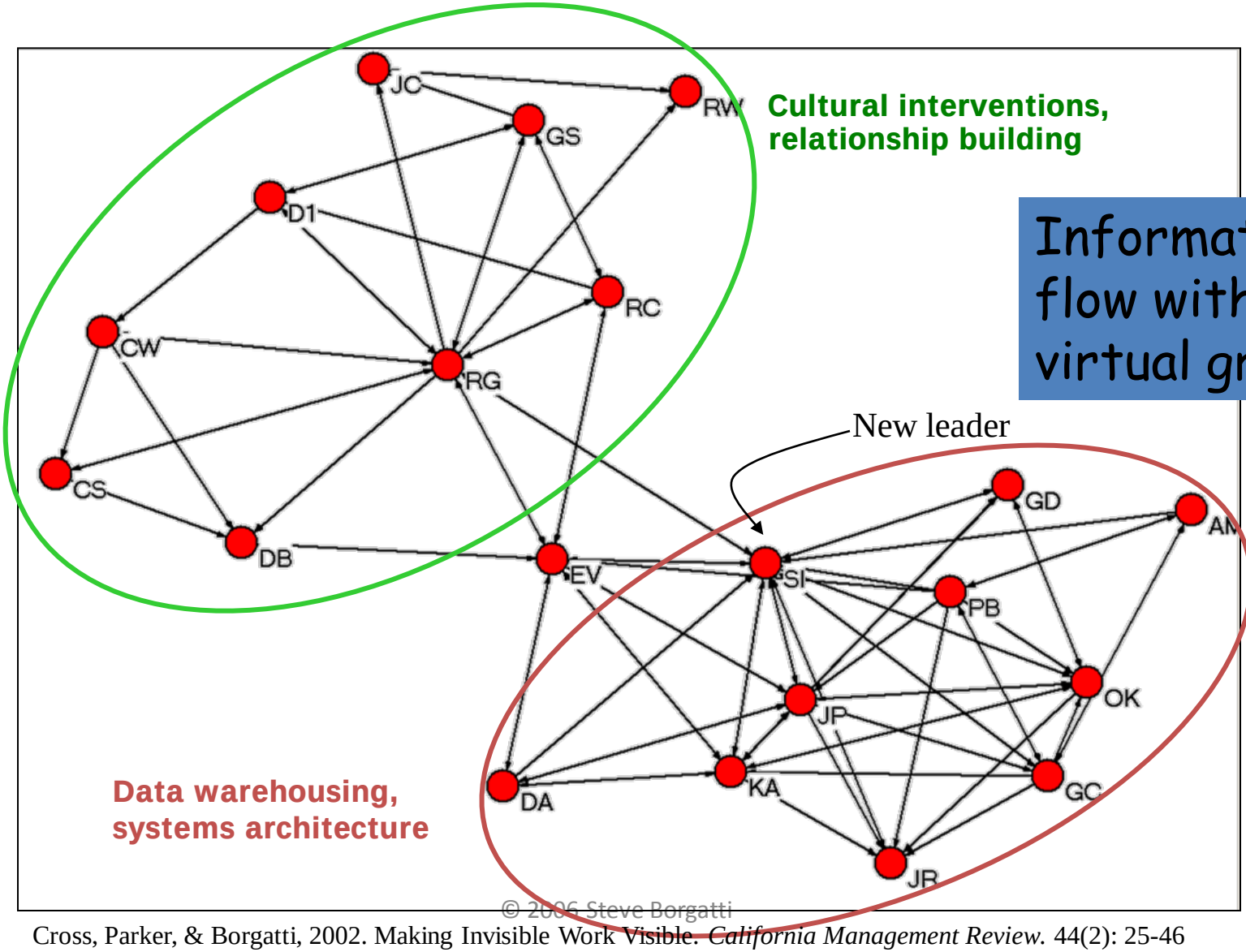
Year 4

Data courtesy of Michael Link

Information Benefits

- (Assume a fixed relational energy budget)
- Direct connection to outsiders means earlier, more actionable knowledge
- Bridging position provides control of information, agenda
- Value from
  - Bringing across ready-made solutions
  - Analogizing from others' situations
  - Synthesizing others' thinking

Information & Success



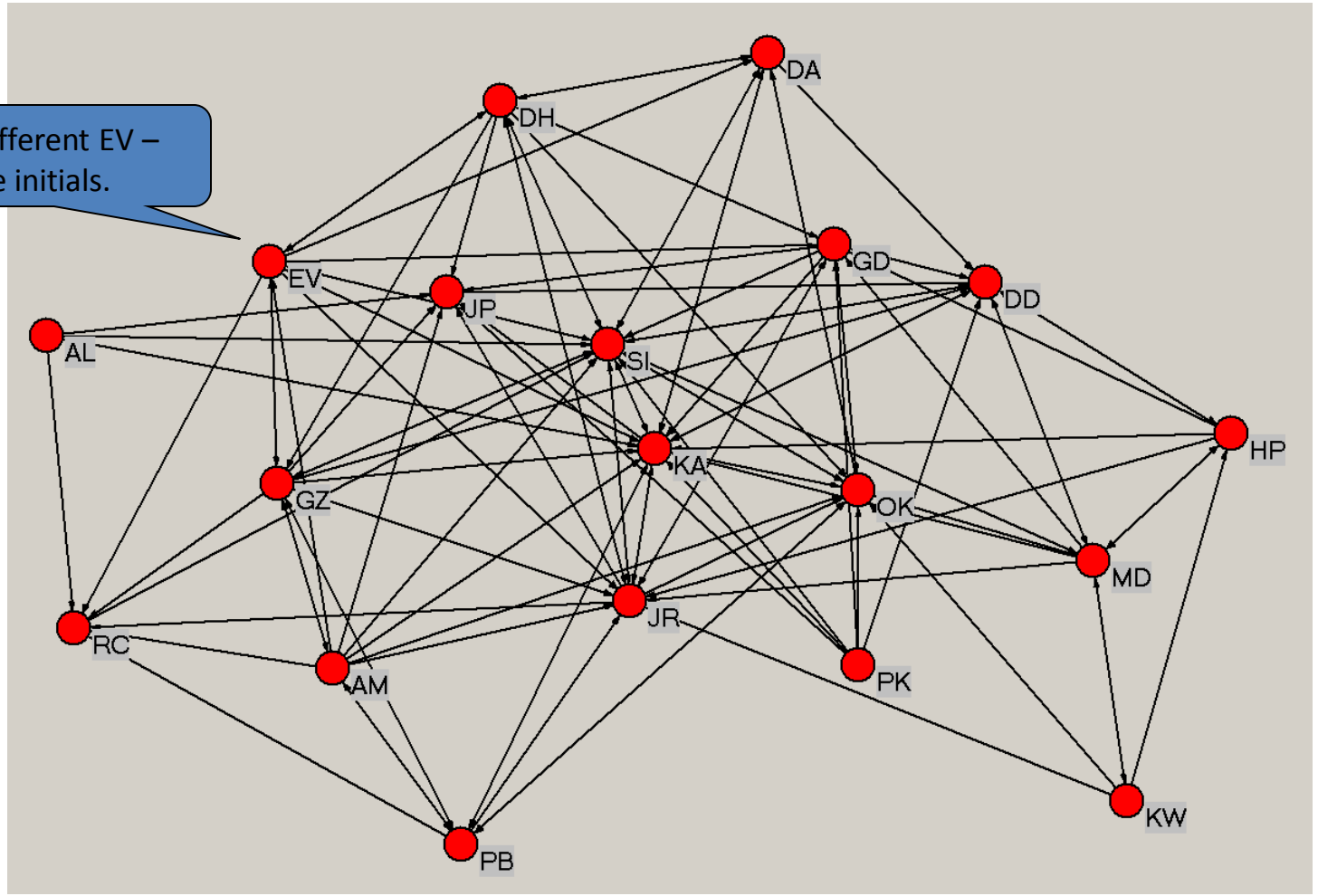
Cross, Parker, & Borgatti, 2002. Making Invisible Work Visible. *California Management Review.* 44(2): 25-46

Changes Made

- Cross-staffed new internal projects
  - white papers, database development
- Established cross-selling sales goals
  - managers accountable for selling projects with both kinds of expertise
- New communication vehicles
  - project tracking db; weekly email update
- Personnel changes

9 Months Later

Note: Different EV – same initials.



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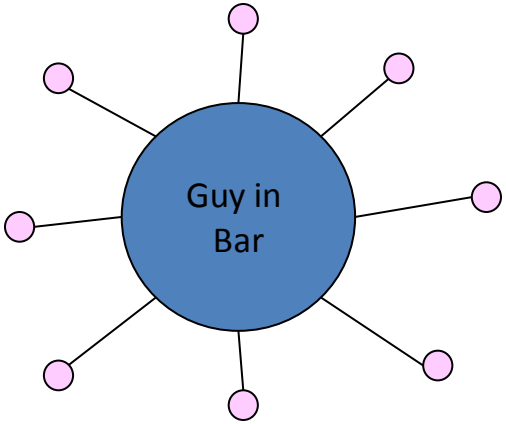
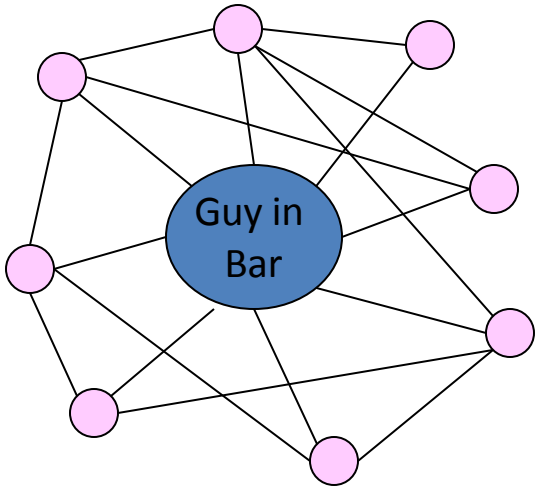
Measures of Structural Holes

- Burt's effective size
- Burt's constraint





Effective Size

m_{jq} = j's interaction with q divided by j's strongest relation with anyone
p_{iq} = proportion of i's energy invested in relation with q

$$ES_i = \sum_j \left[1 - \sum_q p_{iq} m_{jq} \right], \quad q \neq i, j$$

$$ES_i = \sum_j 1 - \sum_j \sum_q p_{iq} m_{jq}, \quad q \neq i, j$$

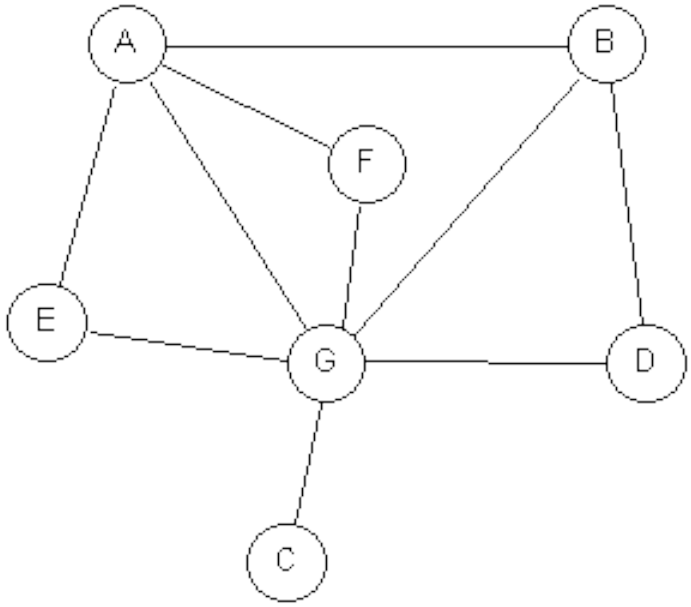


Figure 1. Adapted from Burt (1995:56)

- Effective size is network size (N) minus redundancy in network

Effective Size in 1/0 Data

- M_{jq} = j's interaction with q divided by j's strongest tie with anyone
  - So this is always 1 if j has tie to q and 0 otherwise
- P_{iq} = proportion of i's energy invested in relationship with q
  - So this is a constant 1/N where N is ego's network size

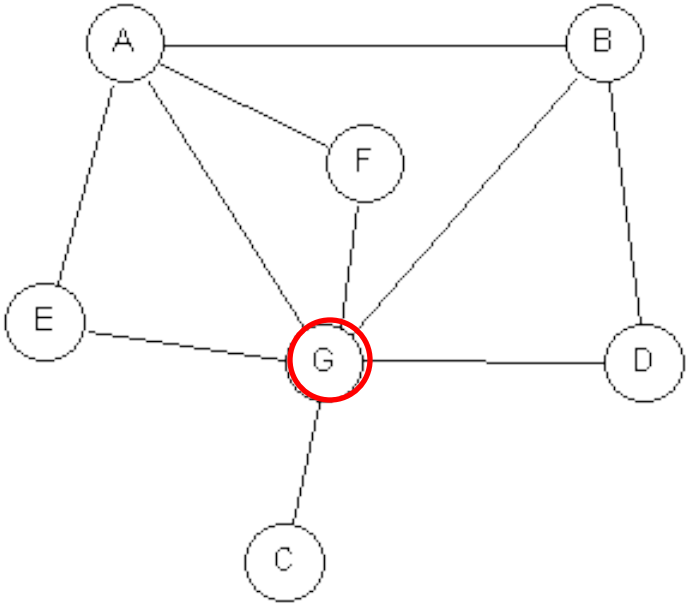
$$ES_i = \sum_j \left[1 - \sum_q p_{iq} m_{jq} \right], \quad q \neq i, j$$

$$ES_i = \sum_j \left[1 - \frac{1}{n} \sum_q m_{jq} \right], \quad q \neq i, j$$

$$ES_i = \sum_j 1 - \sum_j \frac{1}{n} \sum_q m_{jq}, \quad q \neq i, j$$

$$ES_i = n - \frac{1}{n} \sum_j \sum_q m_{jq}, \quad q \neq i, j$$

Effective Size



Adapted from Burt (1995:56)

Node "G" is EGO	A	B	C	D	E	F	Total
Redundancy with EGO's other Alters:	3/6	2/6	0/6	1/6	1/6	1/6	1.33

Effective Size of G = Number of G's Alters – Sum of Redundancy of G's alters
= 6 – 1.33 = 4.67

Constraint

Mjq= j's interaction with q divided by j's strongest relationship with anyone

So this is always 1 if j has tie to q and 0 otherwise

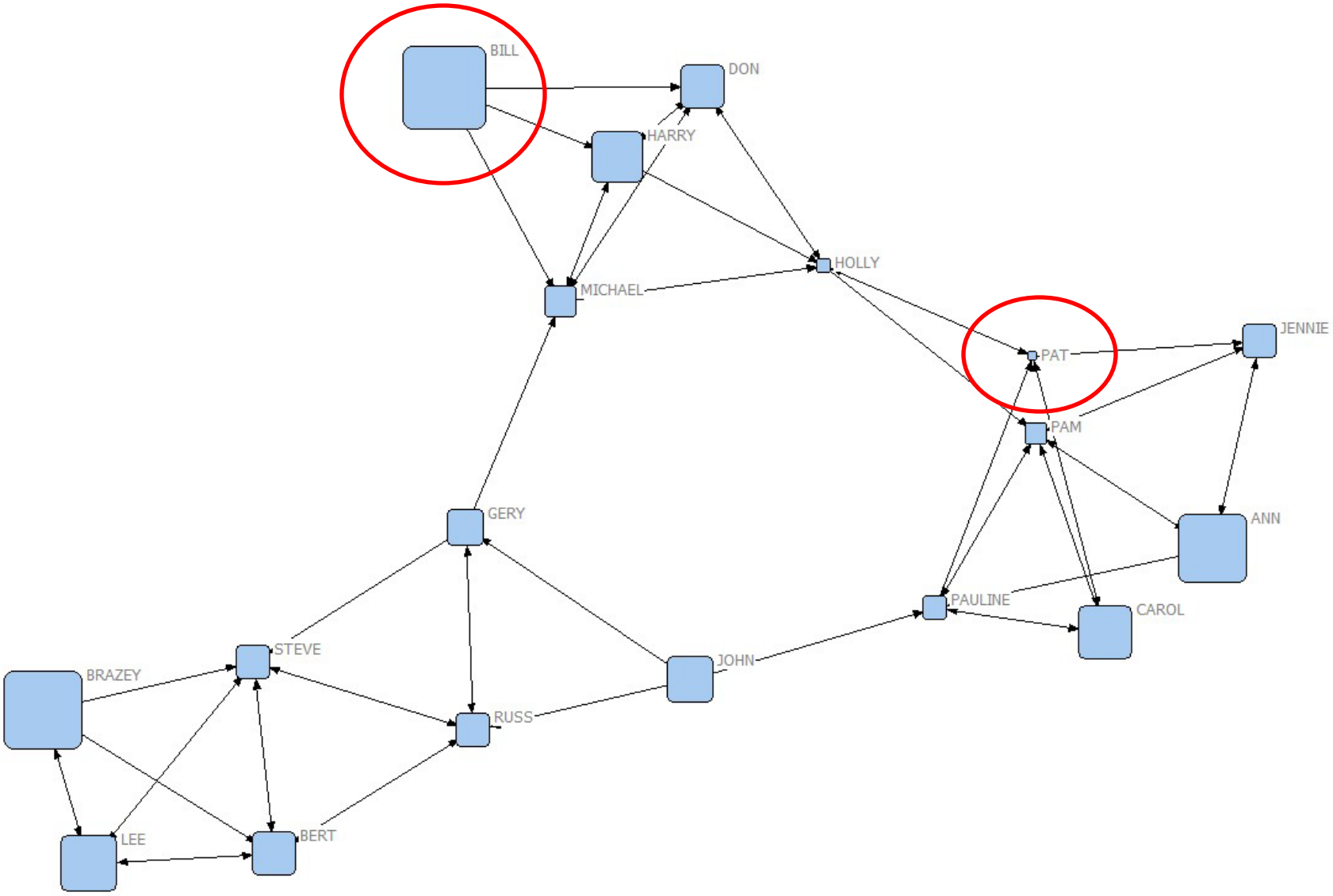
P_{iq} = proportion of i's energy invested in relationship with q

So this is a constant 1/N where N is network size

$$c_{ij} = p_{ij} + \sum_{q} p_{iq} m_{qj}, \;\; q \neq i, j$$

- Alter j constrains i to the extent that
  - i has invested in j
  - i has invested in people (q) who have invested heavily in j. That is, i's investment in q leads back to j.
- Even if i withdraws from j, everyone else in i's network is still invested in j

Sized by Constraint

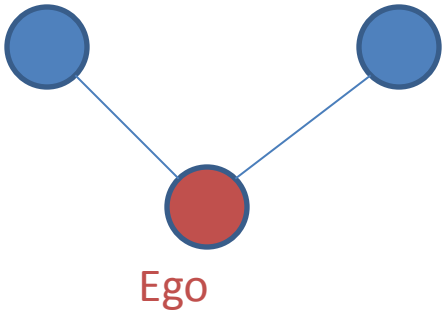


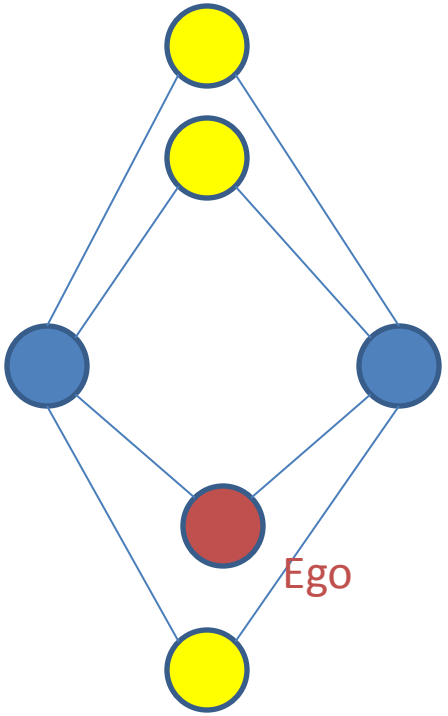
Controlling for size

- Should one control for degree when using measures of structural holes?

Limitations of burt measures

- What if ego is not the only broker between alter 1 and alter 2





Ego betweenness

- The number of points that ego gets for being between two others is inverse function of the number of other members of ego's neighborhood that are also between two others
  - G is between E and B, but so is A. So G only gets a half a point of brokerage

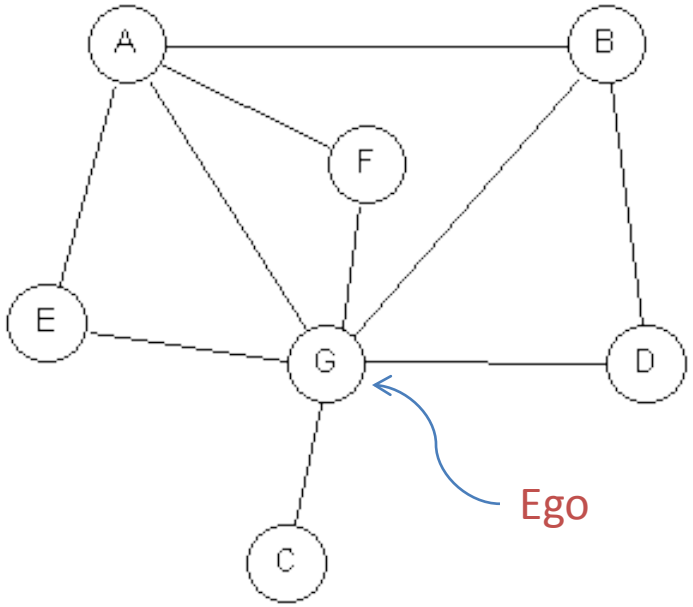


Figure 1. Adapted from Burt (1995:56)

Do actors need to be aware of structural holes to benefit from them?

- For information benefits, no
  - Although it might help to recognize that your group 1 friends have solutions that group 2 doesn't
- For control benefits, more so

Ajay's Sample

- College Sorority
- N = 137
- 75% response rate

Ego Network Structure and Perceived Ego Network Structure Descriptive Statistics

	Means (Std. Dev.)	1	2	3	4	5
1.Density	.36 (.27)					
2.Bridging	.46 (.21)	-.77***				
3.Eigenvector	17.96 (8.11)	-.34***	.71**			
4. Perceived Density	3.81 (.70)	.10	.10	.26*		
5. Perceived Bridging	3.09 (.98)	-.23**	.27**	.20*	-.02	
6. Perceived Eigenvector	2.21 (.59)	-.04	.15	.30**	.16	.07

Observations

- Different measures of objective (inter-subjective, to be more precise) ego network structure are modestly correlated. But different measures of perceived ego network structure are not.
- Greater variance in measures of objective ego network structure than in measures of perceived ego network structure.
- In analyses not reported here: subjective measures of network structure are significant predictors of member satisfaction with how the organization is run; objective measures are not.
- Potentially sobering implications for validity of how ego network data are often collected (i.e., based solely on ego's reports)

Brokerage as process

- So far we have identified brokerage with a particular network shape
- But brokerage can also occur when the brokered are already connected
  - Catalyst to do something
- Marriage and real estate brokers both exist to create a tie of some kind