

SOCI 41803: Social Network Analysis – Methods and Examples

Spring 2026

SYLLABUS ONLINE AT

<https://yangwang.hosted.uark.edu/soci41803/soci41803.htm>

INSTRUCTOR Dr. Song Yang
Office Hours: Wednesday 10:30 – 11:30 am or by Appointment
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PLACE AND TIME FOR THE CLASS

Lecture Place: GRAD 210
Lecture Time: MW 3:05 – 4:20 pm
January 12 (Monday) – April 29 (Wednesday), 2026

COURSE DESCRIPTION AND OBJECTIVES

Social network analysis has been experiencing explosive growth recent years. Two reasons are behind such massive popularity of social network analysis. On the theoretical and methodological fronts, social network analysis draws interests from diverse fields, such as psychology, anthropology, sociology, criminal justice/criminology, and lately, political science, economics, and management sciences. In fact, network studies go beyond the “social,” it has roots in physics, computer science/engineering, biology, information science, and food science. Such greatly multidisciplinary efforts enhance the network studies tremendously, and improve the fundamental research in network methods, theories, and its applications. Another reason lies in the popular application of network studies. We are living in a generation of Facebook and Twitter (now X), which capitalize on the network way of thinking and socializing, and network technology. The two forces meet up with each other, creating a hugely unprecedented enthusiasm about the network studies.

This course focuses on social network analysis (SNA), introducing fundamentals of SNA, and its applications in various social phenomenon, particularly related to Asian societies, such as Chinese Guanxi Network and Japanese Business Network. Upon completing this course, students should be able to comprehend the basic concepts and methods of SNA, and to apply them into their respective research studies.

REQUIRED TEXTBOOK

Yang, Song, Franziska B Keller, Lu Zheng, 2016, Social Network Analysis: Methods and Examples, SAGE Publications (ISBN-13: 978-1483325217) – available at U of A bookstore or online

RECOMMENED BOOK

Yang, Song, 2024, Social Network Analysis in Action: Basic Methods and Applications, Springer, ISBN-10: 3031666607; ISBN-13: 978-3031666605

GRADING 1 – undergraduate students

The class contains three exams and attendance credits. The following table shows the score distribution for the class.

<u>SOCI41803</u>	
Test 1	30%
Test 2	30%
Test 3	30%
<u>Attendance</u>	<u>10%</u>
Total	100 %

The following chart converts raw scores to letter grade

A:	91% - 100%
B:	81% - 90%
C:	71% - 80%
D:	60% - 70%
F:	Below 60%

The grading will be based on absolute scale rather than a curve. Regular and active participation is the key to the success of the class. Notice that we do not have plus or minus signs in the grading system. All decimal place will be rounded up to its nearest integer value.

GRADING 2 – graduate students

This is an upper division course that occasionally draws registration from graduate students. The grading for graduate students is different from it for undergraduates – in addition to the requirements, which are stated above; graduate students need to complete a project assignment. The project component accounts for 40% of the total grades, the remaining 60% comes from the performance in the undergraduate grade component. If you are a graduate student, please contact me within the first two weeks of the class to discuss the details of the project component.

POLICIES

Incomplete will NOT be granted except for prior agreement with the instructor for some extreme situations.

Late Assignment will NOT be accepted except for prior consent from the instructors for some extreme cases.

Attendance is extremely crucial for this course. I will be awarding you 20 points (20% of your total grade) for your participation in our Friday meetings, which will be held ten times this semester (only applicable if this class is scheduled MWF).

However, I shall remind you that **Good Classroom Conduct** is indispensable to your completion of this course. **Disruptive behaviors**, such as constant interruptions that interfere with classroom lecturing or presentations made by the instructor or other students, confrontational behaviors toward the instructor should be avoided by all means. I will be sending out warning note to those students exhibiting disruptive behaviors, inviting them for a personal meeting between me and the students for a solution to their disruptive behaviors. If the students refuse to participate in the meeting or after the meeting the behaviors are not corrected

immediately, I will be deducting 10 points from their total grade and produce written document for such decision. The 10-point deduction could be exercised multiple times for those who repeatedly commit disruptive behaviors.

Academic Integrity is essential to completing your courses. Violations carry severe consequences; please consult the University of Arkansas webpage for the details (<http://provost.uark.edu/245.php>)

Exam Makeup will NOT be granted unless with prior consent from the instructor for some very rare situations.

Email is the best way to contact me. I check my email many times a day, and normally respond your email within a couple of days.

Students with CEA request must request a meeting with me. The meeting is to discuss how to accommodate your needs. You can request such meeting any time during the semester. However, keep in mind that we must have such meeting before we can provide any CEA accommodations.

Being late to the class should be avoided by all means. I strongly recommend you NOT to come in to the class if you are more than 10 minutes late for the class. Repeated offenses to this are considered disruptive behaviors, and maybe subject to the point deduction (see the attendance policy).

I will determine the inclement weather, and send you a group-email before 7:30 am if I decide to cancel classes due to the inclement weather condition. If U of A issues an inclement weather in effect, our class is automatically cancelled.

Grade Disputes for SOCI41803 should be addressed directly to the instructor, Song Yang.

Grade release/notification is taking place at the classroom only during the class sessions. If you miss the classes when we hand back your homework or exams, you can stop by my office. Such policy applies during the semester and after the semester. As we will be having no classes after the semester, any inquiries about your grades will be handled through your personal visit to my office (223 Old Main). No need for scheduling appointment, I should be in my office morning 9:00 to 11:00 Monday through Friday. We will NOT be responding to your email or phone inquiries of your grades during and after the semester.

Good faith effort is expected, especially when students are called upon to resolve the disruptive behaviors. Those good faith efforts include, but not limited to, respectful behaviors to the instructor, responsible act by students to correct those disruptive behaviors or other issues that impede class lecturing and instructor's efforts to manage students. Violations to good faith efforts exemplify in rude/disrespectful treatment to the instructor, repeatedly dispute on the issues that were clarified by the instructor, excessive demand placed to the instructor to elucidate the issues that were clearly communicated with the students. Students exhibiting those "bad faith acts" after they receive the "disruptive behavior notice" are subject to 10-point deduction to their total grade.

The instructor holds the right to interpret those policy terms, and in addition....

EMERGENCY PROCEDURES

Many types of emergencies can occur on campus; instructions for specific emergencies such as severe weather, active shooter, or fire can be found at emergency.uark.edu.

Severe Weather (Tornado Warning):

- Follow the directions of the instructor or emergency personnel
- Seek shelter in the basement or interior room or hallway on the lowest floor, putting as many walls as possible between you and the outside
- If you are in a multi-story building, and you cannot get to the lowest floor, pick a hallway in the center of the building
- Stay in the center of the room, away from exterior walls, windows, and doors

Violence / Active Shooter (CADD):

- **CALL-** 9-1-1
- **AVOID-** If possible, self-evacuate to a safe area outside the building. Follow directions of police officers.
- **DENY-** Barricade the door with desk, chairs, bookcases or any items. Move to a place inside the room where you are not visible. Turn off the lights and remain quiet. Remain there until told by police it's safe.
- **DEFEND-** Use chairs, desks, cell phones or whatever is immediately available to distract and/or defend yourself and others from attack.

CAPS and UofA Cares

As a student, you may experience a range of issues that can cause barriers to learning such as relationship issues, anxiety, depression, alcohol/drug issues, difficulty concentrating, and lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce one's ability to participate in daily activities, and the University of Arkansas has resources to help! If you or a friend are in need of assistance, please reach out to the following resources:

- **U of A CARES** – resources, referrals, and advocacy for students in need, <https://uofacares.uark.edu/>
- **UARK Wellness/Wellness Coaching** – supporting academic and personal success, <https://urec.uark.edu/wellness/wellness-coaching.php>
- **Counseling and Psychological Services (CAPS)** – (479) 575-5276, services available 24/7 (after hours by phone), <https://health.uark.edu/mental-health/index.php>
- **Substance Education, Assessment, and Recovery (SEAR)** sear@uark.edu, <https://health.uark.edu/sear/>

CLASS SCHEDULE

WEEK January 12

Orientation to the class

Yang, Franziska, and Lu: Chpt 1 – Basics of SNA (1)

WEEK January 19

No class on January 19 (Monday) for Martin Luther King Day Holiday

Yang, Franziska, and Lu: Chpt 1 – Basics of SNA (2)

WEEK January 26

Yang, Franziska, and Lu: Chpt 1 – Basics of SNA (3)

Yang, Franziska, and Lu: Chpt 2 – Data collection (1)

WEEK February 2

Yang, Franziska, and Lu: Chpt 2 – Data collection (2)

Yang, Franziska, and Lu: Chpt 2 – Data collection (3)

WEEK February 9

Yang, Franziska, and Lu: Chpt 3 – Descriptive Analytics in SNA (1)

Yang, Franziska, and Lu: Chpt 3 – Descriptive Analytics in SNA (2)

WEEK February 16

Yang, Franziska, and Lu: Chpt 3 – Descriptive Analytics in SNA (3)

Class Review

WEEK February 23

Test 1 on February 23 (Monday) in class for Group A

Test 1 on February 25 (Wednesday) in class for Group B

WEEK March 2

Yang, Franziska, and Lu: Chpt 4 – Inferential methods in SNA (a primer 1)

Yang, Franziska, and Lu: Chpt 4 – Inferential methods in SNA (a primer 2)

WEEK March 9

Yang, Franziska, and Lu: Chpt 5 – SNA of work and organizations (1)

Yang, Franziska, and Lu: Chpt 5 – SNA of work and organizations (2)

WEEK March 16

Yang, Franziska, and Lu: Chpt 5 – SNA of work and organizations (3)

Special topic: Social Network in Asian Cultures

WEEK March 23

No class this week, Enjoy your Spring Break

WEEK March 30

Yang, Franziska, and Lu: Chpt 6 – SNA of crime and terrorism (1)

Yang, Franziska, and Lu: Chpt 6 – SNA of crime and terrorism (2)

WEEK April 6

Test 2 on April 6 (Monday) in class for Group B

Test 2 on April 8 (Wednesday) in class for Group A

WEEK April 13

Yang, Franziska, and Lu: Chpt 6 – SNA of Public Health (1)

Yang, Franziska, and Lu: Chpt 6 – SNA of Public Health (2)

WEEK April 20

Yang, Franziska, and Lu: Chpt 7 – SNA of Political Network (1)

Yang, Franziska, and Lu: Chpt 7 – SNA of Political Network (2)

WEEK April 27

Ego-centric network: design and analysis

Ego-centric network: American Core Discussion Group

WEEK May 4

Final exam on May 4 (Monday) from 3:00 to 5:00 pm in the classroom