



**FEEDBACK PERSONAL
NETWORKS**

WHY LOOKING AT OUR PERSONAL NETWORKS ?

It is important to know our own personal network (as it is for a company to know its organisational network)

Nonetheless most people do not pay attention to their own personal network, or think that having a good personal network is linked to each personality

But that is not true- extroverts do not necessarily have a better quality or more robust network

A good network has to do with the behavioral patterns , in work and in relationships



WHY LOOKING AT OUR PERSONAL NETWORKS ?

When we have an “outside” look at our personal networks we tend to detect patterns and possibly fragilities that we did not expect

This outside look allows

- to obtain information about our social capital and our social circles (those social circles in which we move around) obtain
- To understand the limitations of our ego-network : its capacity of bringing in resources that we need
- To understand the behavioral changes that can improve our ego-network



WHY LOOKING AT OUR PERSONAL NETWORKS ?

QUESTIONS WE CAN ASK OURSELVES:

Do I have fresh sources of information in my network ? Does it provide me with the information I need for my life?

Does it provide me with the social support I need for my life? (to get by but also to get ahead)

Am I happy with it?

Am I depending excessively on someone /small group?

What can I do to change it? Should I diversify my relations? Should I join different groups of relations?

Do we spend too much time with those physically proximate or do we also make efforts to be with those more distant ?

Do we hang out with colleagues from other majors or with people that see things differently from us ? Do we get info only from those that are proximate or with whom we study together?

Do we spend too much time with those we have met for a long time and do not let other people come in our network?

WHAT DO WE KNOW ABOUT THE QUALITY OF OUR EGO-NETWORKS

- Personal networks influence us, gives us opportunities or constrain us (limit our freedom)
- Those with a diverse Personal network tend to obtain a greater variety of resources, be more successful, get jobs more easily, be promoted more rapidly, have more initiative etc
- These tend to have a greater social capital



SOCIAL CAPITAL

- Social capital is the sum of all resources *embedded* in the social network of an individual, i.e. The contacts (taking into account their **quantity** and **quality**) which are willing to help ego in fulfilling his/her goals

(Lin 94, Bourdieu, 8, Coleman 90, Flap, 95)

(in Wittek,03)



THE IMPACT OF SOCIAL CAPITAL

- Here we have “measured” your social capital through the evaluation of social support
- Research also measures social capital impact on performance, productivity, creativity, power, ect
 - E.g. People who have structural holes in their ego-network – they link people otherwise not linked – are promoted more rapidly (Burt,)
 - (Borgatti e foster, 03)

MAIN INFLUENCES DRIVING OUR SOCIAL NETWORKS – THE PUSH FOR HOMOPHILY

- There is a strong tendency for us to relate to those similar to us (which is general are also geographically proximate)
 - We spend most of the time with others similar to ourselves, who study the same subjects, same age, same social class, same race , etc

We must be aware if we are letting new and different people

- This has to be a conscious effort



TWO GREAT BEHAVIOURAL MOTIVATIONS THAT STRUCTURE SOCIAL NETWORKS

1) Safety or affiliation → dense/cohesive networks

Strong ties are activated (Granovetter, 1973); idea behind: cohesion (Coleman, 1990); *closure* (Burt, 2005); *bonding* social capital (Putnam, 2001) – there are social systems with high levels of trust and capacity to coordinate efforts (*help to get by*)

WO GREAT BEHAVIOURAL MOTIVATIONS THAT STRUCTURE SOCIAL NETWORKS

2) effectiveness, to get ahead, to risk → sparse networks with structural holes (Burt 1992)

weak links are activated (Granovetter, 1973) and the capacity of brokerage (Burt, 2005); *bridging* social capital (Putnam, 2001)– these social systems have the capacity to innovate , to be creative (*help to get ahead*)

These two forces are in permanent tension in social systems and are complementary

it is a delicate balance

(Kadushin, 2012, p. 63)



STRUCTURE OF PERSONAL NETWORKS

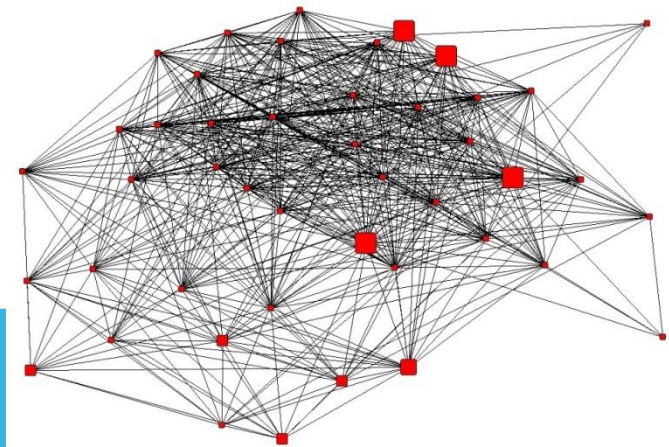
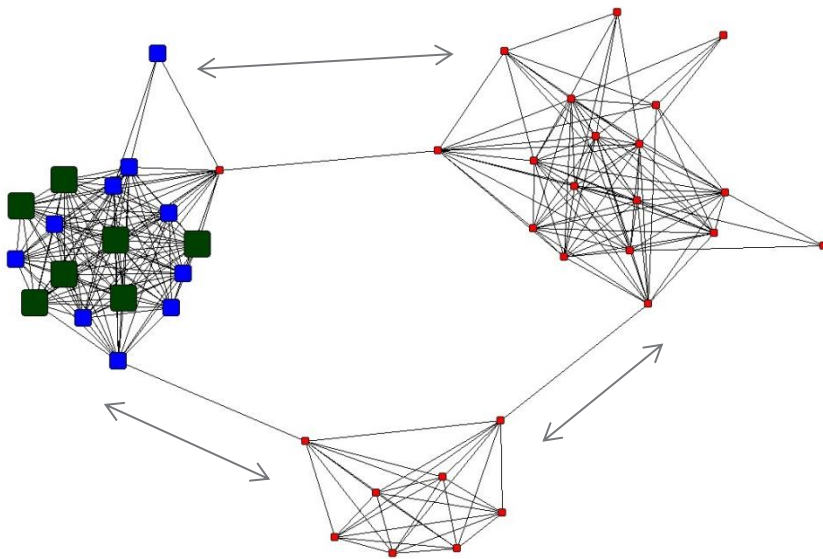
STRUCTURAL HOLES (BURT);
WEAK LINKS
(GRANOVETTER)

DIVERSITY: MORE DIFFICULT
TO MANAGE; DEMANDS
MORE TIME AND ENERGY

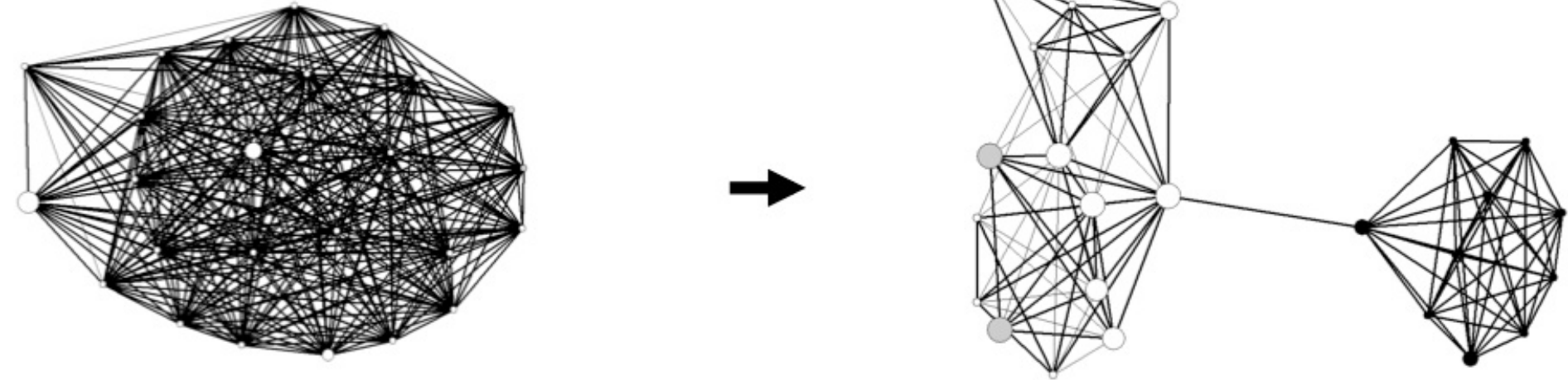
COHESION (COLEMAN); WEAK
LINK (GRANOVETTER)

SIMILARITY

EASIER TO MANAGE, MORE
COMFORTABLE (IF NOT
OVERWHELMING)



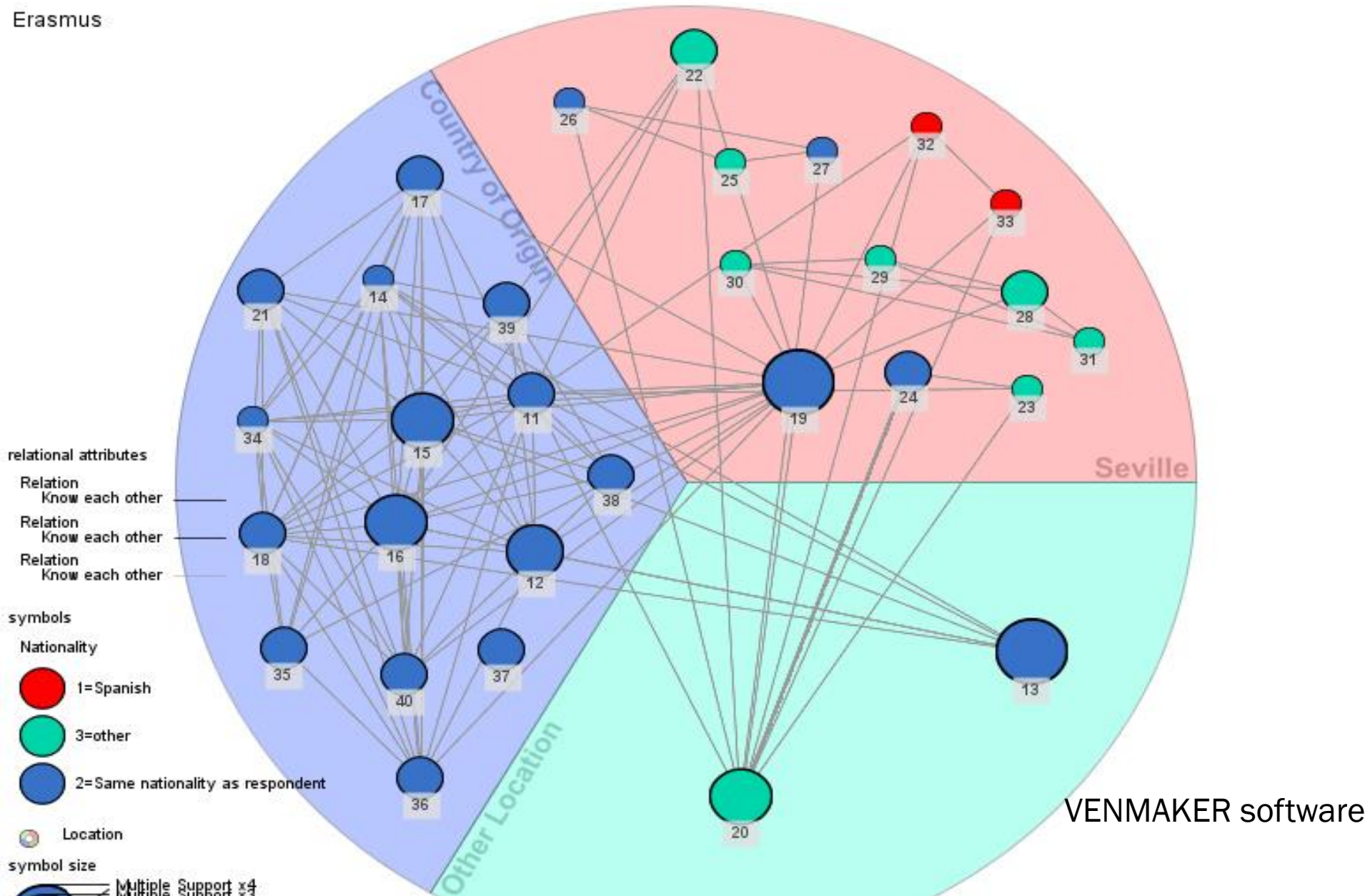
ERSMUS : A MOMENT OF CHANGE



ERASMUS : SUPPORT * LOCATION *

NATIONALITY

Erasmus



ERASMUS: LOCATION OF ALTERS

Table x: Location of Alters

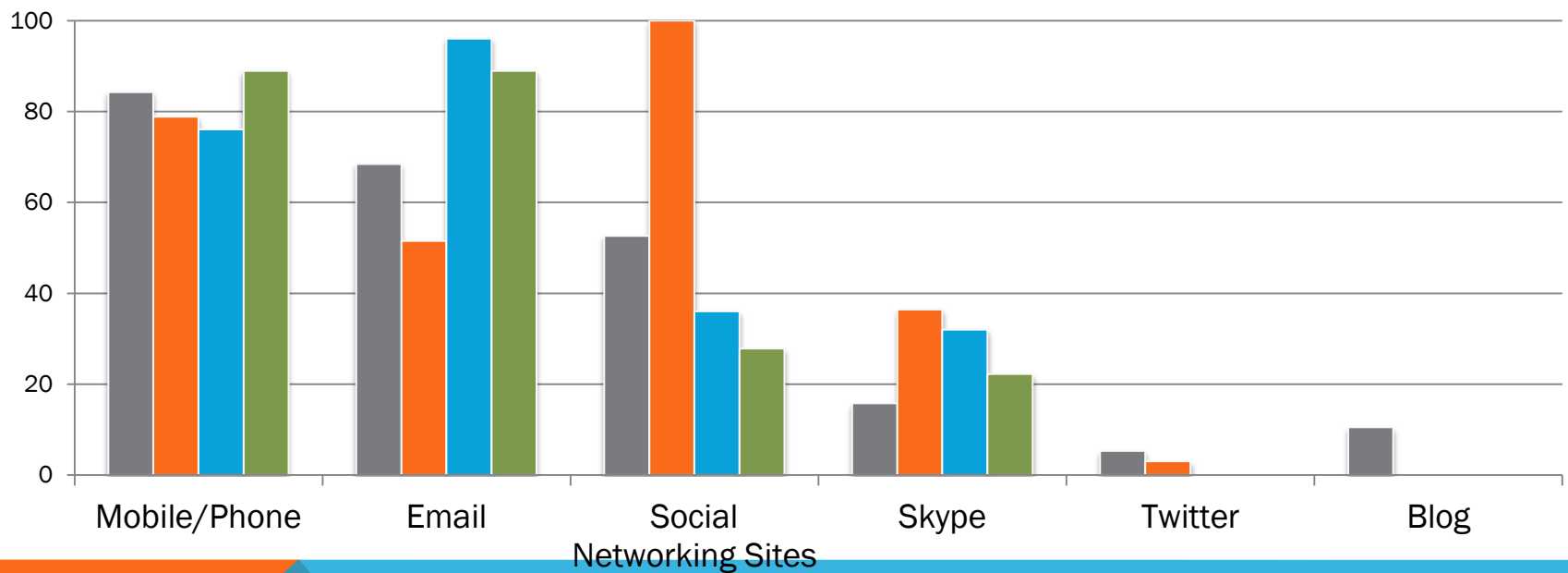
Location of Alters	Flamenco		Erasmus		IPTS		Orchestra		Total	
	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%
1. Seville	315	55,3	290	33,3	284	37,9	306	56,7	1195	43,8
2. Country of Origin	169	29,6	460	52,9	291	38,8	136	25,2	1056	38,7
3. Other Location	86	15,1	120	13,8	175	23,3	98	18,2	479	17,5
Total	570	100	870	100	750	100	540	100	2730	100

ERASMUS: NATIONALITY OF ALTERS

Table x: Nationality of Alters

	<i>Flamenco</i>		<i>Erasmus</i>		<i>IPTS</i>		<i>Orchestra</i>		<i>Total</i>	
	<i>f</i>	<i>%</i>	<i>f</i>	<i>%</i>	<i>f</i>	<i>%</i>	<i>f</i>	<i>%</i>	<i>f</i>	<i>%</i>
Nationality of Alters										
Spanish	208	38,5	90	9,1	167	22,3	228	42,2	693	24,6
Same Nationality as Respondent	229	42,4	679	68,6	390	52,0	185	34,3	1483	52,6
Other Nationalities	103	19,0	221	22,2	193	25,7	127	23,6	644	22,7
Total	540	100	990	100	750	100	540	100	2820	100

ERASMUS : DAILY USAGE OF MEDIA: RESPONDENTS N=95



■ Flamenco ■ Erasmus ■ IPTS ■ Orchestra

GENERAL EVALUATION OF YOUR SOCIAL NETWORKS

- Just 30/40 others mentioned
 - not illustrative of people outside the close family and friends – insufficiently informative
- Most are happy with their Social network;
- Similarity of age
- Usually Diversity of areas of interest and backgrounds in people close by

EGO NETWORKS IN GENERAL

Proportion of family on average 25%, workmates around 20%, neighbours around 6%

Strong centre periphery structure: centre dense, periphery disperse

centre is very stable; 1/3 of the periphery changes with time ; strong links (more intensity, frequency and antiquity) are more stable than the weak links ; family links persist more

Changes along the life:

young people: friends → confidence; family → social support
older people : workmates → confidence; neighbours → social support (change again after the 60's)

YOUR SOCIAL CIRCLES

Family ; boy/girl friend; Old friends; University friends; Work colleagues ; Friends from different groups (army, church, sports etc)

Erasmus friends – big change for most , increase diversity

Boy/girl friend – help make the linkages between groups

Options: to let these social groups meet each other or not ?

some of you prefer that they do not meet ; you socialise in some kind of islands; others like them to meet, makes life easier



SIMILARITY/PROXIMITY IN YOUR EGO-NETWORK

- Age - very similar in general
- Most family and friends cited; often no professional contacts (or potential contacts) cited
- Most live nearby and have Easy access
 - Just a few of these friends are in different countries/regions
- Hard to leave comfort zone – but feel the pressure to do so; you feel the need to contact unknown people for instance , due to professional life
 - how to go about it : friends of friends in labor mkt, friends of parents, attend lectures, and check companies

SOCIAL SUPPORT

Need help: going for those most proximate vs those knowledgeable (with greater social capital in general).

What are the trade offs? Can we reach anyone we like ? Is everyone ready to help us?

Most social support comes from family and old friends + girl/boy friend



Friends/colleagues in other countries/regions (smart, cosmopolite...)

Parents & Parents conatcts

Diversity – attitudes, areas of work etc

Amount of social support

Solid relationships (these give you honest opinions , but can be biased)

Easy to manage

Reliability

Having differetn groups that are not linked

Working and studying

Lack professional contacts

Not enduring more “distant” conatctcs including professional

Limited geographical area

Lack of age , cultural and race diversity

Few sources of info

Few trustworthy people

Social support being distant

Trading comfort relations with effective/more reliable ones (e.g. For infor gathering)

Lack of relation among the different groups

Friends of friends + Colleagues + old friends

Bringing together the diverse groups

Reach for new groups e.g parents contacts, alumni etc

Continuing education

Linkages to associations or other groups

Reliable sources of info e.g family

Make a list of professional contacts and engage wiht them

Attendance of workshps and masterclasses to enrich professional contacts

Growth of online market and recrutiment

Social media

Competition from colleagues

Losing contact with colleagues

Strong dependency on a few people e.g family

Balancing professional vs personal relationships – how to handle both adequately

Disconnections linked to emmigration/geographical distance

Spending too much time with the same people

Molina

McCarty, 2002 Joss

