9th International Conference on Applications of Social Network Analysis

ASNA 2012

University of Zurich, September 4-7, 2012

Conference Program

1   Welcome to ASNA 2012

Dear conference participants

Welcome to the 9th conference on Applications of Social Network Analysis (ASNA 2012) in Zurich. ASNA 2012 will take place in a building of the North Campus of the **University of Zurich in Oerlikon** (same place as last year). The conference is supported by the Swiss National Science Foundation (SNF), in particular by its SCOPES funding scheme allowing eight East European scholars to present their work at ASNA, as well as by the Association of Non-Professorial Academic Staff, University of Zurich (VAUZ).

We are proud to host several SNA methods and sofware workshops, **keynotes by Prof. Dirk Helbing and Prof. John Skvoretz**, and around 60 full papers or presentations.

As is now the custom we will welcome presenters and participants from all around the globe, from various scientific backgrounds and at different career stages. Papers and presentations clearly demonstrate the interdisciplinary nature of social network analysis.

We start the conference with an informal gathering, our **Get Together** on Wednesday evening and will meet once more on the ETH Zurich roof top terrace for the **conference dinner** on Thursday. We then close our conference with a **farewell reception** and a **guided city tour** through one of the most vibrant parts of Zurich on Friday. Last but not least, please make room in your diaries for **ASNA 2013**, our tenth edition which will take place early in **September 2013.**

Uwe Serdült (chair), Manuel Fischer, Karin Ingold,

Sabrina Ruggieri & Fabio Sticca

ASNA 2012 organizing committee

2 Program

2.1 Program Overview

	Tuesday, September 4, 2012	
08:00 – 09:00	Registration	Entrance Area
09:00 – 12:00	Workshops: Introduction to SNA / Siena I	AFL-E-20, 22
12:00 – 13:30	*Lunch at Restaurant Cityport*	Cityport
13:30 – 17:00	Workshops: Applications of SNA / Siena II	AFL-E-20, 22
	Wednesday, September 5, 2012	
08:00 – 09:00	Registration	Entrance Area
09:00 – 12:00	Workshops: ERGM / visone	AFL-E-20, 22
12:00 – 13:30	*Lunch at Restaurant Cityport*	Cityport
13:30 – 17:00	Workshops: Pajek / Discourse Network Analysis	AFL-E-20, 22
Starts 18:00	*Get Together*	Cheyenne
	Thursday, September 6, 2012	
08:00 – 09:00	Registration	Entrance Area
09:00 – 10:15	**Welcome & Keynote by Prof. Dr. Dirk Helbing**	AFL-F-121
10:15 – 11:00	*Coffee break*	
11:00 – 13:00	**Session 1**	AFL-E-15, 20, 22
12:45 – 14:15	*Lunch at Restaurant Cityport*	Cityport
14:15 – 16:15	**Session 2**	AFL-E-15, 20, 22
16:15 – 16:45	*Coffee break*	
16:45 – 18:00	**Keynote by Prof. John Skvoretz**	AFL-F-121
Starts 18:30	*Conference Dinner*	ETHZ
	Friday, September 7, 2012	
08:30 – 09:00	Registration	Entrance Area
09:00 – 10:30	**Session 3**	AFL-E-15, 20, 22
10:30 – 11:00	*Coffee break*	
11:00 – 12:30	**Session 4**	AFL-E-15, 20, 22
12:30 – 14:00	*Lunch at Restaurant Cityport*	Cityport
14:00 – 15:45	**Session 5**	AFL-E-15, 20, 22
15:45 – 16:30	*Farewell Reception*	
17:15 – 19:15	*City tour*	Zurich HB

2.2 Keynote Presentations

Prof. Dirk Helbing, ETH Zurich

FuturICT – Global Participatory Computing for Our Complex World

The ultimate goal of the FuturICT flagship project is to understand and manage complex, global, socially interactive systems, with a focus on sustainability and resilience. Revealing the hidden laws and processes underlying societies probably constitutes the most pressing scientific grand challenge of our century and is equally important for the development of novel robust, trustworthy and adaptive information and communication technologies (ICT), based on socially inspired approaches. Integrating ICT, Complexity Science and the Social Sciences will create a paradigm shift, facilitating a symbiotic co-evolution of ICT and society. Data from our complex globe-spanning ICT system will be leveraged to develop models of techno-socio-economic systems. In turn, insights from these models will inform the development of a new generation of socially adaptive, self-organized ICT systems. FuturICT as a whole will act as a Knowledge Accelerator, turning massive data into knowledge and technological progress. In this way, FuturICT will create the scientific methods and ICT platforms needed to address planetary-scale challenges and opportunities in the 21st century. Specifically, FuturICT will build a sophisticated simulation, visualization and participation platform, called the Living Earth Platform. This platform will power Crisis Observatories, to detect and mitigate crises, and Participatory Platforms, to support the decision-making of policy-makers, managers, and citizens.

Prof. John Skvoretz, University of Southern Florida

Diversity, Integration, and Networks – Attraction vs Repulsion as Drivers of Interethnic and Intergroup Relations

Interethnic and intergroup social ties are critical to knitting together increasingly diverse societies into cohesive wholes. Yet their formation faces the homophily hurdle: the tendency for important and intimate social ties to be disproportionately between those sharing significant social attributes. In the spirit of analytical sociology as applied to the formation of social ties in networks, I explore two mechanisms that could drive intergroup relations: attraction to similar vs repulsion from dissimilar others. The models differ in predictions as illustrated by data on interethnic marriages in Britain and the USA, on USA dating and cohabitation relations by religion and education, on educational diversity in marriages in 24 EU countries, and on native and foreign born marriages in Austria. Analyses suggest that repulsion provides the better account for ascribed dimensions while attraction fits better data for achieved dimensions. I conclude with a discussion of the implications for the social integration of diverse modern societies through their relational structures.

2.3 Conference Programme

Thursday, September 6, 2012, morning

09:00–10:15	WELCOME ADDRESS KEYNOTE PRESENTATION BY PROF. DIRK HELBING		
Session 1	**Internet 1** Chair: TBD	**Economy 1** Chair: Skyler Cranmer	**Politics** Chair: Manuel Fischer
Room	**AFL-E-015**	**AFL-E-020**	**AFL-E-022**
10:45–11:00	**Haris Memic** *Friendship Structural Micro Forces in Online Social Networks* (Hamid Zargari)	**Stefano Gurciullo** *Organised crime's infiltration in the legitimate economy* (TBD)	**Birute Mikulskiene & Birute Pitrenaite** *Policy Networks - Manageability of Participation at Operational Policy Level* (Tetiana Kostiuchenko)
11:00–11:15			
11:15–11:30	**Tobias Fritsch** *An Approach towards Success Criteria of Social Network Sites for Elderly People*		**Diego Galafassi** *Social-ecological scales mismatches: A network analysis of urban Stockholm region*
11:30–11:45	**Carlos Pina-Garcia** *Mathematical spirals exploring and sampling Facebook* (Haris Memic)		**Philipp Chapkovski** *Structural changes of elites in regimes under transition*
11:45–12:00			**Tetiana Kostiuchenko** *Policy-making in Ukraine: Network embeddedness and interlocks* (Jiri Navratil)
12:00–12:15	**Hamid Zargari Asl et al.** *Finding correlation between daily climate changes and mobile social network centrality* (Carlos Pina-Garcia)		
12:15–12:30			**Jiri Navratil, Ondrej Cisar** *Green networks: the dynamics of protest alliances within the field of post-communist environmental contention in the Czech Republic* (B. Mikulskiene)
12:30–12:45			

Thursday, September 6, 2012, afternoon

Session 2	Methods Chair: Philip Leifeld	Environment Chair: Karin Ingold	Organizations 1 Chair: TBD
Room	AFL-E-015	AFL-E-020	AFL-E-022
14:15–14:30	**Skyler Cranmer** *Micro-Level Interpretation of Exponential Random Graph Models with Application to Estuary Networks* (Yugo Hayashi)	**Olle Persson & Prabir Dastidar** *The Antarctic ozone hole is closing - What about research?* (Tobias Böhmelt & Jürg Vollenweider)	**Fatemeh Nikayin & Mark De Reuver** *How are business ecosystems for smart living services generated?* (Sayed Rebehy & Kon Shing Kenneth Chung)
14:30–14:45			
14:45–15:00	**Yugo Hayashi, Victor Kryssanov & Hitoshi Ogawa** *Understanding the cognitive mechanisms of trust in a social network* (Usha Sridhar & Sridhar Mandyam)	**Tobias Luthe, et al.** *Network governance and community resilience to climate change*	**Marc Chastand & Sana Elouaer-Mrizak** *Detecting Communities within French Intercorporate Network* (Fatemeh Nikayin & Mark De Reuver)
15:00–15:15		**Tobias Luthe & R. Wyss** *Comparing quantity and quality of ties in SNA – a case study*	
15:15–15:30	**Johan Koskinen & Alessandro Lomi** *Elaborating on dyadic models for foreign direct investment - can orbiting economies be pulled by "social" distance?*	**Tobias Böhmelt & Jürg Vollenweider** *Information Flows and Social Capital through Linkages: The Effectiveness of the CLRTAP Network* (Olle Persson & Prabir Dastidar)	**Vlad Popov** *What Multiple Relations Can Tell about Globalisation: A Network Analysis of Multiple Ownership Ties in Public Utilities*
15:30–15:45	**Tobias Vorlaufer, C. Stich & C. Huisman** *Adolescents' Smoking Behavior revisited*		**Sana Elouaer-Mrizak** *Interorganizational collaboration network: An actor-oriented dynamic network approach*
15:45–16:00	**Usha Sridhar & Sridhar Mandyam** *Portfolio Optimization Application as a Cooperative Network Game* (Skyler Cranmer)	**Mart Verhoog** *Application of Social Network Analysis to assess Retrofitting Decisions*	**Sayed Rebehy & Kon Shing Kenneth Chung** *Understanding Performance through Complex Social Systems* (Marc Chastand & Sana Elouer-Mrizak)
16:00–16:15			
16:45–18:00	**KEYNOTE PRESENTATION BY PROF. JOHN SKVORETZ**		

Friday, September 7, 2012, morning

Session 3	Internet 2 Chair: TBD	Information Chair: TBD	Friendship 1 Chair: Dorian Mihai Tanase
Room	AFL-E-015	AFL-E-020	AFL-E-022
09:00–09:15 09:15–09:30	**Golshan Afzali & Alireza H. Golpayegani** *Context aware recommender system in m-commerce platform using social networks* (Abeer M. El-Korany)	**Ye Ryung Kim-Chung, Liaquat Hossain & Kon Shing Kenneth Chung** *Expertise, Access and Sharing through Social Networks for Complex Disaster Coordination* (Thomas Chesney)	**Dave Griffiths, Paul S. Lambert, Mark Tranmer** *Multilevel modelling of social networks and occupational structure* (TBD)
09:30–09:45	**Aleksandr Semenov** *Social Network Analysis of Russian Protest in Twitter*	**Vladimir Gonzalez, Jan Barkmann & Rainer Marggraf** *Cohesive ethnic groups: Explaining social network effects on the information flow in ethno-diverse rural communities in Southern Ecuador*	**Anna Domaradzka** *Interdependence of personal and public networks in global media-based society*
09:45–10:00 10:00–10:15	**Mohamed El-Korany** *Society in Hand: Toward Community service through social network* (Golshan Afzali & Alireza H. Golpayegani)	**Thomas Chesney** *Networked individuals predicting a community wide outcome from local information* **Thomas Hills, Elad Segev** *The News and Memories of the World: Comparing China, Israel, Switzerland and the U.S.*	**Mark Tranmer, David Steel & William Browne** *Multilevel models for social network and group dependencies*

Friday, September 7, 2012, morning

Session 4	Internet 3 Chair: Thomas Friemel	Organizations 2 Chair: TBD	Data and Measures Chair: TBD
Room	AFL-E-015	AFL-E-020	AFL-E-022
10:45– 11:00	**Seyed Amin Tabatabaei, Narges Ziragchianzadeh & Masoud Asadpour** *Mining Social Network of Persian Blogsphere* (Aleksandr Semenov)	**Olaf Rank, Garry Robins, Philippa Pattison & Artur Baldauf** *The Relationship between Organizational Structure and Performance: A Network Approach* (Malick Faye)	**Nikita Naidyonov & Archil Maysuradze** *Analysis of the open questions* (Eva Huszti et al.)
11:00– 11:15			
11:15– 11:30	**Takashi Ishikawa** *An Agent-Based Simulation of Information Resonance in Social Media* (Seyed Amin Tabatabaei, et al.)	**Malick Faye** *Social Networks in Collective Decision Making Processes*	**Eva Huszti, Bea David & Kinga Vajda** *Strong tie, weak tie and in-betweens: a continuous measure of tie strength based on contact diary datasets* (Philipp Drieger)
11:30– 11:45		**Franziska Zuber** *A Ripple Effect: Exploring the Spread of Misconduct in Organizational Contexts*	
11:45– 12:00	**Seyyed Mohammad Hossein Mousavi Shoushtari & Masoud Asadpour** *Influence and Collaboration Network among Users of Balatarin Community Website* (Takashi Ishikawa)		**Marina Curran, Yvette Evers, Silje Hexeberg Tornblad, Tobias Luthe, Roderick Lawrence & Ilan Kelman** *Comparing full census SNA and snowball sampling methods for accuracy, completeness and efficiency*
12:00–12:15			**Philipp Drieger** *Semantic Network Analysis as a Method for Visual Text Analytics* (Nikita Naidyonov & Archil Maysuradze)
12:15–12:30			

Friday, September 7, 2012, afternoon

Session 5	Academia Chair: TBD	Friendship 2 Chair: TBD	Economy 2 Chair: TBD
Room	AFL-E-015	AFL-E-020	AFL-E-022
14:00–14:15	**Nadine Kegen** *Science networks in cutting-edge research institutions: Gender homophily and embeddedness in formal and informal networks* (Kerstin Sailer et al.)	**Susan Pike & Mark Lubell** *Social Network Influences and Travel Behavior of University Students* (Rahman Oloritun et al.)	**Ana Ramirez** *The Influence of Social Networks on Agricultural Technology Adoption* (TBD)
14:15–14:30			
14:30–14:45	**Rahila Hasanova** *Evaluation of scientific articles with the new algorithm ArticleRank*	**Nadine Meidert** *Value homophily in the friendship formation process of adolescents*	**Sonja Christina Sperber** *The Impact of Top Managers and their Social Networks on Innovations in the Fashion and Jewelry Industry*
14:45–15:00	**Monika Cerinsek, Vladimir Batagelj, Boris Horvat & Tomaz Pisanski** *How mathematics really looks like?*	**Per Block** *Homophilous Influence in social networks*	**Soren Poder** *Trading in social and economic capital in emerging markets. Regional socioeconomic networks in the last part of the 18th century*
15:00–15:15	**Kerstin Sailer, Alexi Marmot & Alan Penn** *Spatial Configuration, Organisational Change and Academic Networks* (Nadine Kegen)	**Rahman Oloritun, Alex Pentland & Inas Khayal** *Identifying Interactions between Close friends in Face-to-Face Networks* (Susan Pike, Mark Lubell)	**Wilko Schröter** *The creditor's network of Rudolf II during the "Long Turkish war", 1593-1606*
15:15–15:30			

3   Social Events

3.1   Get Together

Most of the conference participants will arrive on Wednesday, September 5. So why not have a drink together? Join us at the "Cheyenne" close to the conference site where we offer you a free drink and snacks. **No registration needed, just drop in …**
Address: Querstrasse 3

3.2   Conference Dinner

Thursday September 6, starting with an Apéro 18:30, ETH Faculty Club, ETH Zurich main building which can be reached with tram no 10 (ETH/Universitätsspital). In the entrance hall, on the left side, you will find an elevator taking you up to the top floor where the restaurant (Dozentenfoyer) is located. Enjoy one of the nicest views on Zurich and join us for dinner.
Registration needed!

3.3   City Tour

Explore one of the most vibrant areas of Zurich to round off your stay. The guided walking tour will take 2 hours and is included in the conference fee. Meeting points for Friday September 7: 16:55 at the registration desk; or 17:15 directly at the meeting point inside the main hall of Zurich Main Station (see picture on the left).
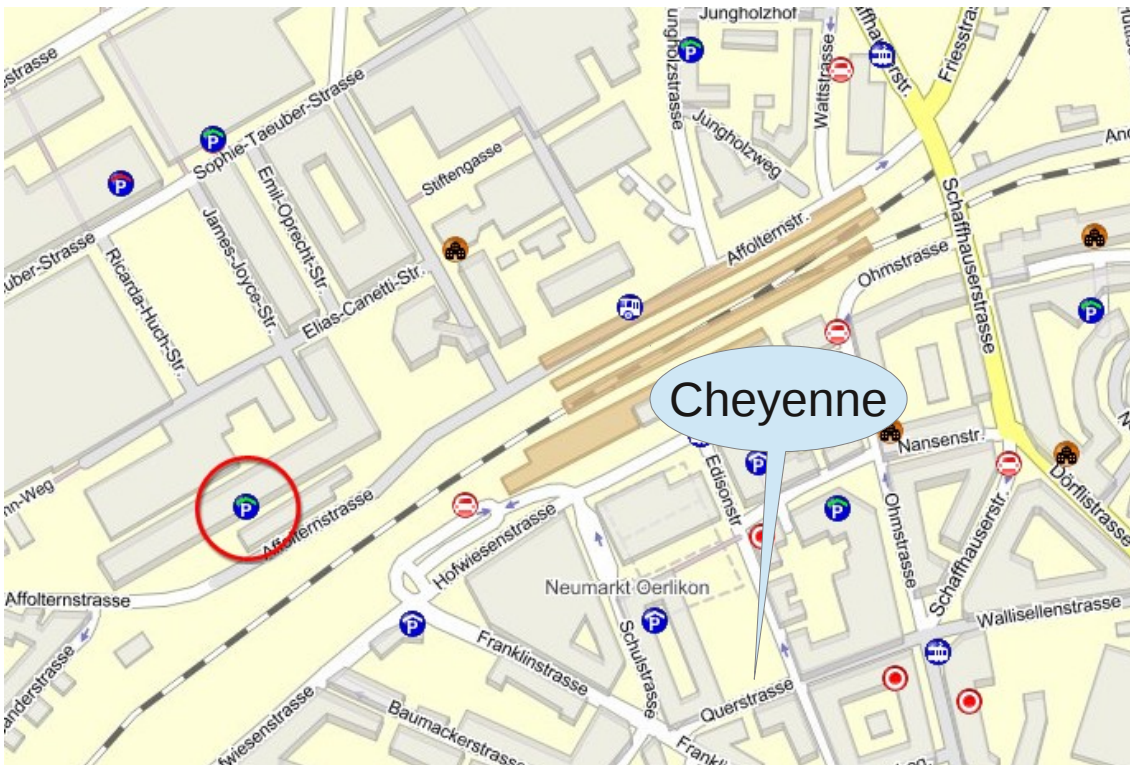**Registration needed (email to Sabrina)!**

4   Useful information

4.1   General directions

From Zurich Airport to Zurich Oerlikon (NOT Zurich Hauptbahnhof):

Zurich's Airport (www.zurich-airport.com) is about 11km northeast of Zurich. The fastest and cheapest way to get to the conference location is by train. Follow the signs to the airport train station located underground. Trains depart every few minutes and take only 4-5 minutes. Make sure the train stops at Zurich Oerlikon. A few more steps and you are there (red circle). The Get Together is in Querstrasse 3 at Restaurant Cheyenne.

Area map with conference location

University of Zurich, North Campus, AFL-Building, Affolternstrasse 56.

4.2 Internet Access

Wireless internet is available in all conference rooms. In order to activate WLAN access, please visit:

http://www.id.uzh.ch/dl/mobil/kongresskonten/registration_en.html

Your Event-ID is: **nnn**

4.3 Guidelines for Presenters, Discussants and Session Chairs

ASNA 2012 offers two types of presentations: Standard presentations and full paper presentations. **Standard presentations** have a total of 15 minutes and the session chairs are asked to stop presenters after 12 minutes to have 3 minutes for questions. **Full paper presentations** have a total of 30 minutes available. Presentations should not exceed 20 minutes to allow the discussant to provide feedback (5 minutes) and take some questions from the audience (5 minutes). **We ask all presenters to copy their presentation on the computer before the session starts.**

All presenters of full papers are assigned as **discussant** to one other paper. Please check the conference program to find out which paper has been assigned to you. Your role as a discussant is the following:

- Download and read the paper you are assigned to.
- Prepare to give a valuable feedback to the presenter.
- You may use the laptop and a short presentation if necessary to illustrate your arguments.
- Limit your feedback to maximum 5 minutes to keep some time for questions of the audience.

Every session is chaired. The minimum requirement for a **session chair** is to shortly announce the presenter and make sure that every presenter holds on to the time table. Additionally you have the opportunity to bring in some extra flavor to the session. Read the papers in advance and prepare some extra questions. Connect the different presentations by a red line. What do the papers have in common? What are the differences? You may add some concluding remarks at the end of the session or start a concluding discussion. Feel free to make it the best session you have ever attended.

Session chairs are asked to stick to the time table as published in the program (also in case a presentation stops early or a presentation is skipped entirely).

5   Conference Publication

A selection of papers presented at ASNA 2012 can be published in the peer reviewed journal **Procedia - Social and Behavioral Sciences (Elsevier)**. All full paper presenters are invited to submit a (revised) version of their conference paper or serve as a reviewer. By submitting your paper you agree to act as a reviewer for max. two other papers.

The journal will be published in 2012 by Elsevier and is edited by members of the conference committee.

Deadlines for the ASNA 2012 conference publication:

September 30, 2012:   Send a short note to info@asna.ch if you are interested in publishing your paper in the conference proceedings.

November 30, 2012:   Submission of the (revised) conference paper as pdf (information about further format guidelines will provided by e-mail)

January 31, 2013:   Deadline for reviewers

February 28, 2013:   Paper givers receive the feedback of the editor

April 30, 2013:   Deadline for submission of the (revised) final papers

Mai/June 2013:   Publication

ASNA 2012 is supported by: