

Barry Wellman



Ties & Bonds

BBS

Jeremy Daniel Mische Gibson was born 10Dec05 to David Gibson (Soc, U Penna) & Ann Mische (Soc, Rutgers).... Tom Snijders has received a half-time professorship at Nuffield College, Oxford for statistics in the social sciences. He continues living and working in Groningen at other times..... Emmanuel Koku now Asst Prof of Soc, Drexel U.... Paulette Lloyd now Asst Prof of Soc, Indiana U.... A party was held at the National Oceanography Centre in Southampton, England, 21-22Sept06 to honour Peter Killworth who has diagnosed with motor neuron disease (also known as amyotrophic lateral sclerosis/ALS). Peter, you know you have all of our love and best wishes, but it doesn't hurt to repeat it. And it was great to see you at the Vancouver Sunbelt 5/06.... Eytan Adar and associates (U Washington) have won a Microsoft Live Labs grant for "Vinegar: Leading Indicators in Query Logs" while Lada Adamic & Suresh Bhavani have won one for "VISP: Visualizing Information Search Processes".... David Tindall, Jeffrey Cormier and Mario Diani have received a grant from the Social Science and Humanities Research Council of Canada: "Linking Framing and Social Network Analysis in Social Movements Research." Merrijoy Kelner and Bev Wellman have received a grant from the same agency to hold an international planning conference to study integrative medicine (which links official doctors/hospitals and alternatives such as naturopathy).... Carolyn Mullins passed away April 06. Not only was Carolyn a founding member of the network network at Harvard in the mid-1960s, she participated heavily in the work of the late Nick Mullins in social network theory and studies of scholarly networks. She had a huge impact on my life (and on others) through her workshops and books on how to write clearly in the social sciences.

Is Economics Becoming Networked?

Tom Schelling (MIT) & **Robert Aumann** (Hebrew U) have won 2005 Nobel Prize in Economics for their game theory work. The Royal Swedish Academy noted its usefulness for "security and disarmament policies, price formation on markets, as well as economic and political negotiations." We know it is useful for much more. Schelling points out that "a very small preference not to have too many people unlike in the neighborhood, or even merely a preference for some people like you in the

neighborhood ... could lead to such very drastic equilibrium results that looked very much like extreme separation." [Financial Times, 17Dec 05].

Does this mean that economists are being forced to realize that there is action beyond the individual? I dunno. A year ago (10/05), I heard a bunch of Toronto business school graduates being discomfited by Ron Burt (visiting from Chicago) showing how being in brokerage situations is associated with individual success.

Founding Mothers and Fathers

Elizabeth Bott Reminisces: Our founding mother, Elizabeth Bott Spillius, has an article in *The Sociological Review* 53, 4 (2005): "Anthropology and Psychoanalysis: A Personal Concordance." It's part of a festschrift for Ronald Frankenberg. Here are some excerpts

"I started to become an anthropologist when I was 18, living in Toronto, Canada, when my then boyfriend, Erving Goffman, got me to read Emile Durkheim." [p. 658].

"'Go away and write a novel', said Max Gluckman when I presented my early findings [about networks and family structure in London] at a seminar at [the University of] Manchester." [p. 661].

"Eventually after much painstaking work and sitting hopelessly looking at the data and knowing there should [be] a way of understanding it, an idea floated into my head from nowhere. I had that Archimedes feeling. I remember silently saying ... 'I don't know who you are or how you thought of that, but thank you very much.'... A particular thrill was that an anthropological colleague (Barnes, 1954) had thought of a very similar idea when analysing a very different social situation, a Norwegian fishing village. [p. 662]." [BW: Bott's dissertation and book became *Family and Social Network* (1957). Details follow in the paper on the ideas of the book, which should be familiar to all readers.]

"[The book] was finally published in 1957, but to be honest I was already changing direction. I was gratified that the book had such a large impact, and that network approaches were taken up both in Britain and abroad. However, even though I did write a long afterword about network methods to the 2nd

edition, published in 1971, I only did this so that I could claim copyright on the book, since the Tavistock had copyright on the first edition. I employed a researcher to do much of the ground work for this afterword, and found it really quite painful to write. My interests had shifted ... [to] psychoanalysis." [p. 663].

"When I returned from Tonga, ... I thought I would be expected to continue working on families, which I did not want to do, and that network research would probably take a new form that I would not enjoy. (I think I was proved right when I read some of the more quantitative studies which began to emerge.)" [p. 663].

"[In this paper,]I have tried to show that although I did not do new anthropological fieldwork after the 1950s, I did not desert anthropologists. Those ideas and excitements have coloured the way I subsequently practiced psychoanalysis." [p.670].

Andre Gunder Frank died April 23, 2005 in his adopted Luxembourg home, after long battles with cancer. Despite illness, Gunder kept working until 2 weeks before he died. Some folks might not consider Gunder to be a network analyst, but I do because of his centrality in the thought and work of world systems folk, including coining the phrase, "the development of underdevelopment". Moreover, Gunder hung out with social network folks in Toronto in the late 1990s-early 2000s, and married one: Nancy Howell. Beverly Wellman and I were the "best people" at the wedding.

Gunder was born in Berlin (1929), his family soon fled the Nazis, and Gunder attended Ann Arbor H.S., Swarthmore Col. and received a PhD in Economics from U Chicago (1957). His career was varied, including an early appointment at Michigan State U, leaving for 10 years in Latin America including being Allende's advisor in Chile (the heyday of fighting against globalizing underdevelopment) which led inevitably to being expelled by the Pinochet regime in 1973. He then had a variety of appointments in Europe, Canada and the U.S.

Gunder published 40 books, and wrote > 1K articles and chapters. When I knew him best in the late 1990s, he was especially proud of his work in non-Eurocentric cycles of development. He was gleeful that his last book, *ReOrient: Global Economy in the Asian Age*, pointed out the flourishing of Chinese economic dynamism centuries before the 21st century's march of manufacturing from America and Europe to China. (As I write, I am in Los Angeles on leave, where folks tell me that hazardous waste is now the largest export from L.A. harbor to China.) Gunder was always passionate and usually cantankerous, but was also warm and caring. I miss my conversations cum debates with him.

Anatol Rapoport was the subject of a nice story by Jean Drèze in *Peace* magazine, 10/05: 6. Here's an excerpt: "Back in the 1950s and 1960s, when most game theorists were working for the military establishment and its offshoots, Rapoport (himself not only a game theorist, but also a distinguished psychologist, biologist, philosopher, mathematician, systems theorist and musician) attempted to take the discipline in a completely

different direction, oriented towards conflict resolution. His book, *Strategy and Conscience*, published in 1964, still makes illuminating reading today. Late on, Rapoport played a crucial role in building the foundations of peace science, a unique fusion of science and ethics. In his writings, which have had a deep influence on what follows, one tastes the true joy of scientific enquiry oriented towards human progress – not only material but also ethical." [BW: No wonder Anatol was investigated in the 1950s by homeland security types.]

Alvin Wolfe (U S. Florida) also had a retrospective piece. You can read it in the UrbAnth-L online list, 11Mar06. Here's an excerpt:

"In the early 1960s my studies of the problems of new African states ... led me to appreciate the importance of multinational enterprises in the mining and metals industries – not so much in their individual actions as in their systematic organization at a supranational level. My 1962 paper, 'The Rules of Mining in Southern Africa', was the first presentation of the network of corporations that is the 'team' of the title. A 1963 paper, entitled 'The African Mineral Industry: Evolution of a Supranational Level of Integration,' is the first where I recognize the development of a supranational system as a major evolutionary saltation...."

BW: While speaking of southern Africa, remember J. Clyde Mitchell's pioneering "The Kalala Dance" about men from various tribes dancing together on weekends? Those of you who can find the 2005 movie, *The Swenkas*, directed by Jeppe Ronde, will see Zulu men in Johannesburg who are engaged in a ritualistic fashion show know as the "swanking," as they dress up and compete for prizes (via NY Times review, 10Nov05).

Getting What They Deserved

James Lincoln & Michael Gerlach won the Economic Sociology section of the American Sociological Assoc's Viviana Zelizer Distinguished Scholarship Award (2006) for Japan's Network Economy (Cambridge U Press). See a recent Social Networks for Yuki Yasuda's strong review essay based on this book.

Jon Kleinberg (Comp Sci, Cornell U) has won a MacArthur Foundation "genius" award. The ComputerWorld story announcing this emphasizes Jon's contribution to understand web networks and social network structure (24Oct05).

Vincent Lemieux (Pol Sci, Laval U) elected to the Order of Canada. (That's the closest you get to a knighthood up here.) He's written extensively in French on social networks and social capitals.

Sigi Lindenberg (Groningen) is now "Sir Sigmund": he's been anointed a "Knight of the Order of the Dutch Lion". That makes at least 4 network knights: Vincent Lemieux, Sigi, Manuel Castells and Frans Stokman.

Peter Monge (USC Annenberg) has won the 2006 B. Aubrey Fisher Mentorship Award of the Int'l Communication Assoc.

The award recognizes scholars, teachers and advisors who have served as role models and had a major impact on the field of communication by their own accomplishments and those of their students.

Anabel Quan-Haase received a Certificate of Appreciation (2005) for her doctoral dissertation from the Assoc. for Library & Information Science Education (ALISE).

Lynn Smith-Lovin has won the ASA's Social Psych section's Cooley-Mead Award for career achievement.

Charles Tilly was awarded the ASA's Career of Distinguished Scholarship, August 05. As a book reviewer once said, "Tilly writes books faster than I can review them." The ASA's award citation says that his "writings have transformed our understanding of politics, contestation and social change more generally. From his influential early work on urbanization and industrial conflict, to his research on collective action, revolution, and state formation, through his recent emphasis on social relations, identity, and culture...[using] a relational view [and a] secure structural foundation." ASA Footnotes, Nov05: 8]

Brian Uzzi and **Bryan Lancaster** won the ASA's Organization, Occupations and Work section's Best Paper award (2006) for "Embeddedness and Price Formation in the Large Law Firm Market," Amer Soc Review 69: 319-44.

Barry Wellman (U Toronto) won two awards this year. In August 06, he received the Robert and Helen Lynd Career Lifetime Achievement Award from the American Sociological Assoc's Community and Urban Sociology section. The citation for this explicitly mentioned his (ok, my) work in developing and studying a social network conception of community, originally in meatspace and now integrating meatspace and the Internet.

A month later (Sept 2006), Wellman was awarded his Sociology department's only endowed chair: "The S.D. Clark Chair". Who was S.D. Clark? Now deceased, he founded sociology at U Toronto and, in fact, appointed Wellman as Asst Prof way back in 1967.

Chris Winship has won the ASA's Methodology section's Paul Lazarsfeld award, 2006.

Science Networks (which is different from "network science")

Primate Communication may have co-evolved with social bonding. A meta-analysis showed strong relationships between the size of vocal repertoire and both group size and the amount of time spent grooming. [Karen McComb & Stuart Semple, Royal Society Biology Letters, DOI: 10.1098/4wbi.2005. 036]

Animal Learning Networks: Two studies have shown that killer whales & chimps pass on to others cultural learning about feeding. Michael Noonan (Canisius Col, NY) found imitation among Marineland killer whales in luring gulls into their swimming tanks. Andrew Whiten, et al. (U of St Andrews, Scotland) found chimps passing on info on how to use sticks to get food even when it was sub-optimal. [NewScientist. com 27Aug05]

The Internet as Jellyfish: Researchers report using graph theory to show that the web "with its central nucleus of nodes, highly interconnected group outside the nucleus and another group of isolated clusters connected directly to the nucleus, resembles a jellyfish. The nucleus "consists of about 15K nodes, and the simple tendrils contain about 5K nodes." [IST Results, 13Oct06].

"**Close or Far: Many Networks Look the Same**" is the surprising (to me) sub-headline of an article by Erica Klarreich in Science News Online (167, 5; 05Jan29). "In recent years, researchers have found that a surprising range of networks has a common structure: a few major hubs with many connections and many minor nodes with only a few connections." "It's a fundamental advance," says Albert-Lázló Barabási, a physicist who studies networks at the University of Notre Dam." "Researchers have identified self-similarity in 4 types of complex networks: the World Wide Web, a network of actors who have been in films together, networks of proteins with links between those that can bind to each other, and networks of other cellular molecules with links between molecules involved in the same biochemical reactions." [BW: OTOH, I can show you lots of networks of real people in real situations that do not look the same – or like this.]

Terrorism Networks (if you think I have overloaded the column with this stuff, I left out 3x as many pieces)

Cash in on Terrorism: Neumann College (Aston PA) is offering a certificate program in "Intelligence Analysis" that it says will make you "eligible for intelligence analyst jobs with national, state and local law enforcement agencies". For details: www.neumann.edu. And tell 'em that Osama sent you. [Philadelphia Inquirer, 25Aug05]. If you're reluctant to leave the house, Long Island U (near NYC) is offering an online Master's Program in Homeland Security.

Meanwhile the city of Toronto is getting the secretariat of the Egmont Group, "an organization of 101 of the world's financial intelligence units." [Cdn Dept of Finance, 7July06 press release]. I wonder if the government made any overtures.

Communicating by Unsent Emails: Want to communicate with cell mates without coming to the authorities' notice? Set up an email address / password that is known to all your cell mates. Then type a message into it, but don't send it. Your mates can then login to the email address and read the unsent emails. Reportedly used by the Spanish train bombers. [Intelligence, Number 478, 1May 06]

Want "the largest database ever assembled in the world"? USA Today (11May06) says that the USA's National Security Agency's goal is to create a database of "every call ever made" within the US borders". This follows on news that the NSA is interested in "pattern analysis" on calls within the US and those to and from interesting countries, such as Afghanistan. (New York Times, 24Dec05).

Although I don't play with the spooks, I once talked with a scientist at a US phone company about such data. There were so many terabytes that my brain boggled. I was interested in what

exchanges/localities were connected to what others. The project foundered, among other reasons, by the fragmentation of the US phone system. So many calls go to other carriers, and the originating company loses the data at that point. And now there are mobile phones, Internet phones, etc.

Viral Network Immunization of Computers? Eran Shor & associates at Tel-Aviv U have proposed building a network of “honeypot” computers that would attract and analyze viruses, and then quickly transmit the anti-virus solution to others thru a dedicated and secure network. Such computers would then be hubs, distributing the solution to others in their own networks. Simulations suggest that the idea scales positively and non-linearly. A net with 50K computers of which 0.4% are honeypots would see 5% of the net infected before the anti-virus kicks in. By contrast, a 200M computer net with the same % of honeypots would see 0.001% infected. [Nature Physics, DOI: 10.1038/nphys177].

Counterinsurgency: According to a document of this same name, the US Army has recently figured out that the fight in Iraq and Afghanistan is with networks, rather than groups (Version FM3-24; June 06). The 10 page Appendix E is called “Social Network Analysis” which it says “is characterized by a distinct and unique methodology for collecting data, performing statistical analysis, and making visual representations”. It says that SNA was especially helpful when used by the US Marines in capturing Saddam Hussein and “the calming of the Fallujah region” (p. E-1). I always thought that it was their leveling of the city that chased folks away. Only 1 paragraph (on E-10) deals with SNA as a perspective rather than a method.

Meanwhile, US Army majors Brian Reed and Scott Efflandt argued in 2001 that “for those leaders at the tip of the spear, an academic grounding in sociology may be the most efficient and useful collegiate specialization.” Reed was the primary planner for “Operation Red Dawn”, the military operation that apprehended Hussein. “Developing the Warrior-Scholar.” Military Review, July: 82-89. [BW: Did the name makers know that in the silly movie Red Dawn, the resistance network overcame the formal armed forces?]

Beware of Greeks Turning on the Taps: Something to think about for the Corfu Sunbelt. Seems that the Greek government mandated that Vodafone make its mobile phone network tappable. And it has been not only for government spooks but for bad guys who hacked in. When confronted with this information, the Greek authorities “denied the possibility that the culprits could be Greek, on the theory that Greek geeks lack the technical knowledge necessary to pull off such a sophisticated hack.” [Johna Till Johnson, “A Case of Wiretapping Gone Awry,” ComputerWorld Canada, 26May06: 10].

“Right Questions Key to Data Mining” is the headline from the Chicago Tribune, 12May06. Guess SNA is not just a method after all. I look forward to a headline saying: “Right Questions Key to War Starting”.

“The Dangers of Social Network Analysis” is the title of the Daily Kos blog, [written by “beerm,” 15May06]. Taking off from

the US NSA’s surveillance, it warns: “Social Network Analysis, despite its academic and impersonal sounding name, is probably the most dangerous use of this information and is a far greater danger to our democracy than the monitoring of individual phone calls”. That’s because it looks at links, rather than at mere individuals. The blogger warns that the next time NSA actions get revealed, this very agency will look for high network traffic to ID dissidents, or that high-value nodes within the business community will be targeted with newsletters from the ultra right-wing Scaife Foundation. “The misuses of personal information ... has the capability to destroy individuals. The misuse of Social Network Analysis has the capability to destroy individuals and the communities in which they live and work.” INSNA and the Wikipedia article on SNA are identified as “a couple of good resources”. MiGod, does this mean that the NSA hasn’t discovered Wasserman & Faust yet?

MySpace, The NSA’s Space: The NSA is funding research into semantic web technologies that “could extract meaning from the mountains of personal data posted on social networking web sites” and combine this with information from banking, retail and property records. The work will benefit from the Semantic Web’s common Resource Development Framework which can turn the web into “a kind of universal spreadsheet”. [www.newscientist.com/article/mg19025556.200.html].

However, odds are that the variety of language and life will seriously impact surveillance activity. Meanwhile, that old-line blog (aka e-newsletter), Government Computer News warns that even the NSA is hampered by the lack of massive real-time online storage. (www.gcn.com/print25_13/40827-1.html).

Six Degrees Getting Hot

“Six Degrees Medical Consulting” says it is “1 of Canada’s leading pharmaceutical communications practitioners, specializing in medical comm., PR and clinical research.” And in Oct 06, I met the head of a marketing company also called “Six Degrees” who didn’t have a clue who Stan Milgram was, much less Russ Bernard, Peter Killworth or Duncan Watt. “Didn’t Marconi come up with the term first?” she asked.

6 Degrees on TV: ABC TV network in the US has a new show (Fall 2006) called, “Six Degrees.” Its press release asks: “Who will you touch? Who will touch you? They say that anyone on the planet can be connected to any other person, through a chain of 6 people, which means that no one is a stranger... for long.... This intriguing tale of intertwined destinies....” Can you spot the false premise and grammatical goofs in this release? [The Dec 06 movie Babel also explores the interconnectedness of strangers.]

Lonely Planet Degrees: Also using the concept, the Lonely Planet folks (who do great travel books) brings “Lonely Planet Six Degrees” to the TV world. Their press release says that it “explores the world’s coolest cities by connecting with the people who live in them.” Each “journey begins with a traveller arriving in a new city with just a single point of contact. From this initial

encounter a chain of connectivity is forged across the city as 1 person leads to another and another another.” [sic]

Red Auerbach Number: The great Boston Celtic basketball coach died Oct 2006. At least 25 current NBA coaches and 5 general managers have a direct connection to him, And then there are the indirect ties, such as former player, TV analyst and current Celtics coach Doc Rivers who played for Pat Riley who played for Bill Sharman who played for Auerbach.

Abramoff Number: NY Times columnist Paul Krugman introduced a trivia game, “Two Degrees of Jack Abramoff,” tracing politicians who have been linked to the convicted influence pedlar. “Grover Norquist, the powerful antitax lobbyist, is a 1-degree man” because he was Abramoff’s campaign manager when he ran for chair of the College Republican National Committee. Karl Rove, the president’s political advisor, is a 2-degree man because he hired Abramoff’s assistant as his own assistant, as is former Republican House Majority leader Tom DeLay. [26Sept05: “Find the Brownie”]. These are all Republicans; I remember in the 1950s when those on the left refused to believe in “guilt by association”.

MySpace as a Virus: Reportedly teenager “Sami” wrote an AJAX worm and put it on his MySpace profile. It caused anyone who looked at his site to “friend” him and propagate the worm on their own pages. Within a day, Sami had > 1M new “friends” [Quinn Norton, “Beguiling but Beware.” Wired News, 3Oct06].

Negative Networks: “In the office in which I work, there are 5 people of whom I am afraid. Each of these 5 people is afraid of 4 people (excluding overlaps), for a total of 20, and each of these 20 people is afraid of 6 people, making a total of 120 people who are feared by at least 1 person.” [From Joseph Heller’s novel, *Something Happened*, as quoted in Report on Business Magazine, Toronto, May 06: 78].

Six Apart makes really good blogging tools (Moveable Type, Typepad) plus running an adult-oriented blog, Vox, and a well-liked teen-oriented one, LiveJournal. Although my friends have used the tools for years, it took The Economist’s 25Nov06 story to make me aware that the sum is greater than the parts. For one thing, Vox is the only blog I know of that allows bloggers to specify who gets to read what.

Networked Publications

Management and Organizational Review is the name of a year-old journal dedicated to publishing China-related studies, both theoretical and empirical. The issues I’ve seen are high quality. Networkers Yanjie Bian (HK U of Science & Technology) & Joseph Galaskiewicz (Soc, U Arizona) are senior editors. Info: www.iacmr.org/MOR.htm

Structure and Dynamics was announced Sept 05 as an e-journal for anthropology and related sciences, especially cross-disciplinary research. Networker Douglas White (Anthro, U Cal Irvine) is the editor in chief.

Networks and Heterogeneous Media was announced Jan 06 as a new applied math journal. Social networks is included in its list of topics. Info at: http://cpde.iac.cnr.it/Convegno_NHM/aim.php].

Short Schticks

Network Survey Cache: David Tindall & Todd Malinick are developing a web repository at the Anthro/Soc Dept, U British Columbia of survey instruments for collecting network data and associated publications. Contact them: tindall@interchange.ubc.ca

The Weakness of Board Ties: Antonio Villar, who used to be the largest benefactor of the (NY) Metropolitan Opera, says that once he was under fraud indictment, no other Met board member ever contacted him to offer help or even to express sympathy.

Networking Communication Research was the theme of the International Communication Assoc conf in Dresden May/06. Not surprisingly, Ronald Rice (U of California - Santa Barbara) was ICA’s President-elect and conference chair.

God as an Agent-Based Networker: “God in his infinite freedom continuously creates a world that reflects that freedom at all levels of the evolutionary processes to greater and greater complexity. He is not continually intervening, but rather allows, participates, loves.” Rev. George Coyne, director of the Vatican Observatory, as quoted by Nicole Winfield, “Vatican Official Refutes Intelligent Design” [AP, 18Nov05].

SNA as a Hot Area: In mid-Aug 2006, Gartner.com identified social network analysis as one of 4 areas it thinks will have the great impact on businesses over the next decade, forecasting it will reach maturity in 2 years. Gartner sees SNA as using the information and knowledge gathered from people’s personal networks to identify target markets, create project teams and discover unvoiced conclusions. Gartner says SNA involves “collecting massive amounts of data from multiple sources, analyzing the data to identify relationships and mining it for new information.” [Antone Gonsalves, Information Week, 9Aug06].

Cleaning up Wikipedia: Which reminds me: While I’ve been impressed by almost all of the Wikipedia entries I’ve seen recently, the one on “social networks” is badly contaminated by proponents (vendors?) of social networking software (such as MySpace) touting their virtues. Would someone please clean this entry up, and move the social-software folks to their own sandbox.

Sing a Song of Networks: There’s a song CD out called, “The Strength of Weak Ties” by the group called Lotus. Lotus is an instrumental jamband that “splices light electronica sounds and standard-issue Phisheadry, samples and strums; jazz and funk-heavy world beats.... [This \$16 13disc] is too much of a combination platter to truly hold a new listener’s interest ... as the songs drift and dip and float from genre to genre”. [David Berger, “Lotus: The Strength of Weak Ties” Harmonium Archive, 05May06]. Perhaps this is why Mark is not claiming royalties or trademark violation.

The Center for Collective Intelligence is a new MIT outfit that hopes to use “large numbers of people” to solve business, scientific, and societal problems. Director Tom Malone says that its basic research question will be: “How can people and computers be connected so that, collectively, they act more intelligently than any individuals, groups, or computers have ever done before? One of the center’s first projects will be a Wikipedia-style business book about the effects of social networks on business operations.” [Chronicle of Higher Education, 13Oct06. See also <http://cci.mit.edu>].

Ancestral Networks: Steve Olson, et al. calculate that every person who was alive 5K-7K years ago was an ancestor to all 6B people living now, or their line died out earlier. [In *Mapping Human History*, as described by Matt Crenson, “Roots of Human Family Tree are Shallow,” AP, 1July06].

Always Talk to Strangers is David Wygant’s guide to single (American) adults wanting to find a partner (Perigee, 2005). It includes tips on a mental and psychological makeover. [BW: What about sociological?]. Perhaps it is coincidence, but Wharton Business School’s “Strategic Management” newsletter had a 2005 article, “Do Talk to Strangers: Encouraging Performative Ties to Create Competitive Advantage” – through “impromptu communications made by colleagues who are strangers in which critical knowledge is transferred with no expectation of a quid pro quo. The advocate is Sheen Levine, from Singapore Management University.

Networking for Fun and Profit: When entrepreneur Donna Messer (head of “ConnectUS Communications Canada” works a room, she uses these tips: 1. Carry plenty of business cards. Wear a jacket with 2 pockets – right pocket to carry your cards, the left pocket to collect others. 2. Quickly scan name tags while looking around but not while talking to someone – always maintain eye contact. 3. Look for people on their own, so that you can interact one-on-one. (Just like in my high school dances). 4. Ask for a business card before offering your own – it’s less presumptuous. 5. Try to enlist a mutual acquaintance to make an intro to someone you’d like to know – but don’t tell Ron Burt.

Not a Retiring Sort: I asked Elihu Katz (8/05) when he was going to retire, he answered: “I am too busy working to think about it!” When he gave permission to quote his non-retirement line, he asked that I also present his bon mot at the American Political Science Assoc. conference, 8/05: “Bush can’t blame God,” to which Kathleen Jamieson added, “But God can blame Bush!”. He also has a new intro to the legendary Katz & Lazarsfeld, *Personal Influence*, which discusses social networks.
