
Foreword

This book contains a course in social capital, covering both substantive and analytic material. Part I introduces basic theory, concepts and terminology and applies them to business and human resource management. Part II covers considerations in obtaining relational data and preparing the data for analysis on the computer. Part III presents the methods for social network analysis.

Social network analysis was until recently a relatively unknown branch of sociology and anthropology. The development of menu-driven computer software packages has opened up access for business and human resource managers, among others. Two of the more popular software packages are UCINET and Pajek. The software and tutorials are easy to obtain on the internet.

Yet the tools themselves are of little value without an understanding of concepts that can relate the computed measures to relevant applications. In this text, the focus is foremost on gaining such an understanding. Social capital provides a framework for relating the abstract world of graph theory, which underlies network analysis, to the concrete world of human behavior.