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## 8 Social Capital Glossary

**alters**: individuals connected to one focal individual called the ego in a structure of social relationships called the ego-network.

**betweenness centrality**: an indicator of centrality; the number of shortest paths between dyads that pass through a focal individual, to capture the control of information in advice networks (Freeman, 1979; Flynn and Wiltermuth, 2010).

**bond**: a strong relationship in a closed network between the people connected (Burt, 2005). See also strong ties.

**bridge**: a tie that connects a person who is not connected to the other people of a given network; a bridge is a relationship (strong or weak) or which there is no effective indirect connection through other people; a bridge is a relationship that spans a structural hole (Burt, 2005).

**brokerage**: action of coordinating across holes in a relationship network (Burt, 2005).

**broker**: people who build bridges. A broker has a competitive advantage building relations to other disconnected groups (Burt, 2005).

**centrality**: network centrality is the shape of the distribution of social ties among network members. Many measures have been developed such as degree centrality, closeness centrality and betweenness centrality, information centrality, eigenvector, etc. Different measures of centrality make different assumptions about the flow in the network (Borgatti, 2005; Carpenter et al. 2012).

**closure**: high network closure is when each member of a social network has a tie (strong direct or short indirect connection) with all the other members; closure is important for the emergence of norms and trust (Coleman, 1990). Closure is also referred to as network cohesiveness or closed network.

cohesiveness: see closure

**constraint**: network constraint is the "structure hole" theory index (Burt, 1992). A network concentrated on few contacts (contacts among ego and alters and among

all alters) means few structural holes. Structure holes (or brokerage) is calculated using the ego network data as 1 – Constraint (Burt, 1992; Burt 2005).

**density**: network density captures the degree of connectivity within a network and is measured by the ratio of the number of actual ties (does not include the focal individual's ties) in a network, divided by the number of all possible ties (Wasserman and Faust, 1994). For an undirected network with n nodes, the number of possible ties in n(n-1)/2. This formula represents the level of cohesion necessary for coordinated action, and can be seen as a proxy to structure holes (Obstfeld, 2005; Poldony and Baron, 1997). For a directed network the number of possible ties is n(n-1).

**ego-network**: network composed of the ego (the focal individual) and all the alters who are connected to the ego. An ego-network collects data about the relationships of the ego and each alter, as well as among alters (Burt, 1992).

**embeddedness**: economic transactions that are embedded in social relations (Granovetter, 1985).

**g-transitivity**: one of the assumptions of the weak tie theory (Granovetter, 1973); states that if A and B have a strong tie, and B and C also have a strong tie, then there is a chance that A and C will have at minimum a weak tie.

**homophily**: principle in social relationships which states that people tend to have stronger relationships with people who are similar to themselves; the "people like me" principle, "similarity breeds connection" (McPherson, Smith-Lovin and Cook, 2001).

**multiplexity**: existence of more than one type of connections among two people, such as friendship and advice at work.

**node**: any element (person, organization or other entity) that can be connected (or not) to other nodes through relational ties in a network. In social capital research at the individual level, a node is a person.

**social capital**: there are many definitions of social capital according to the theory applied. That said, there is common agreement among scholars that social capital encompasses investment in social relations with expected return (power, information, influence) in the market place (Lin, 2001).

**social network**: the network structure of relations among people or organizations. Social network structure is a proxy for social capital. Social capital research

should have at least one individual variable; social network research can be applied to the network structure of organizations (Carpenter, Li and Jiang, 2012).

**strong ties**: network ties that provide mutual trust and reciprocity; also called as close ties or bonding ties. The strength of a tie is a combination of the amount of time, the emotional intensity, the intimacy (mutual confiding) and the reciprocal services that characterize the tie (Granovetter, 1973).

**structure holes**: a place in a network where brokerage may create value. A structural hole exists when there is a missing element of coordination (a tie) that would be valuable. (Burt, 2005).

**structuralists**: social capital or social network scholars who focus on the structural partners of the network (such as number of ties, density, strength of the tie, bridges); non-structuralists suggest the analysis of both structure and the content (the resources available through the network).

**tertius gaudens**: "third who enjoys" (Simmel, 1950) – exploitation of relationships; basis of the structure hole theory which concerns the advantage of a broker who can play people off against one another for personal benefit (Obstfeld, 2005).

**tertius iungens:** "third who joins" – behavioral orientation toward connecting people in one's social network by introducing disconnected people or facilitating coordination among connected people; contrast with the exploitative behavior of the tertius gaudens (Obstfled, 2005).

## 9Appendix A – Web Data Collection Tool (Print Screen)































