

Comunicació resultats científics de la 1st European Conference on Social Networks, UAB 1-4 Juliol 2014

La 1st European Conference on Social Networks (www.eusn.org) es celebra a la Facultat de Filosofia i Lletres de la Universitat Autònoma de Barcelona i està organitzada per grup de recerca egolab-GRAFO del Departament d'Antropologia social i cultural amb col·laboració amb altres Departaments i Instituts de la mateixa UAB (Departament de Sociologia, Departament de Prehistòria, ICTA, etc.) i d'altres universitats, com ara el Departament de Psicologia social de la Universitat de Sevilla, i el grup de recerca Algorithmics de la University of Konstanz (Alemanya). A més, la Conferència gaudeix del suport de CIS (Centro de Investigaciones Sociológicas). Aquesta conferència disposa del suport de l'associació internacional per l'estudi de les xarxes socials (INSNA).

Aquesta conferència inaugura una sèrie regional que agrupa en un únic event a l'any les conferències que abans es desenvolupaven a Europa de forma paral·lela a diferents països. A més, en aquesta conferència, representats d'universitats d'Iberoamèrica que investiguen en xarxes socials decidiran en quin país tindrà lloc el seu propi event regional el proper any. Les altres àrees regionals són Estats Units-Canadà i Àsia-Pacífic. La conferència internacional "Sunbelt" es continuarà duent a terme cada 3 anys, agrupant així tots els events regionals.

Contribucions científiques presentades a la EUSN

En aquesta conferència es presenten 350 ponències i 23 pósters sobre recerques en marxa. Els àmbits d'aplicació són molt diferents, des de avenços metodològics fins descobertes substantives. Es destaquen algunes contribucions presentades a la ESUN.

Algorismes per analitzar xarxes socials.

- (Conferència inaugural) [Com analitzar efectivament les grans bases de dades de conducta humana quan l'estadística convencional ja no serveix.](#)
- [Quan costa compartir informació? Algunes claus des de les xarxes socials.](#)
- [Nou mètode per identificar comunitats en xarxes on-line.](#)

Xarxes socials i recolzament social

- [Les webs dedicades a l'anorèxia ajuden a la moderació d'aquestes conductes, en contra del que es diu popularment.](#)
- [Qui ajuda a les parelles de joves durant la crisi?](#)

Xarxes socials dins de les empreses

- [Diga'm on seus a la feina i et diré amb qui parles: importància de l'espai físic per a la comunicació a les empreses.](#)

Xarxes socials i societat

- [Els gustos musicals individuals estan influïts per les xarxes personals.](#)
- [Els efectes del narcisisme a les xarxes socials](#)

Xarxes socials, negocis i mercats

- [El capitalisme financer a la francesa: nous partenariats públics i privats.](#)
- [Ni egoisme ni altruisme: el mix ideal de la cooperació empresarial.](#)

Desenvolupament local i xarxes

- [Radiografia del despotisme i clientelisme a l'Espanya rural.](#)
- [La nefasta gestió dels fons europeus de desenvolupament per part de l'Administració Valenciana hipoteca El Rincón d'Aldamuz](#)
- [Claus per a un efectiu desenvolupament local: lliçons del programa LEADER.](#)

Xarxes socials i medi ambient

- [L'anàlisi de la xarxa social del Parc Natural de Sant Llorenç del Munt i l'Obac permetrà millorar els mecanismes participatius del parc.](#)
- [Viticultors orgànics innoven mitjançant la cooperació.](#)

Avenços en mesurament de les xarxes socials.

- [Com mesurar les xarxes criminals.](#)

Xarxes socials on-line.

- [L'ús de social media entre empleats d'IBM augmenta la col·laboració.](#)
- [El paper de les emocions en els sistemes de recomanació on-line.](#)
- [Qui ets tu a les xarxes socials?](#)
- [Per què participes a comunitats on-line?](#)
- [Els grups de Facebook en el País Vasc mostren una dualitat d'usuaris: locals i orientats per la llengua, estatals i orientats pels continguts](#)

Xarxes d'acció política.

- [Els jutges espanyols i italians es queden fora del lobby europeu sobre la propietat intel·lectual.](#)

Educació universitària i xarxes socials.

- [La cooperació social durant els estudis universitaris proporciona millors resultats acadèmics.](#)
- [Les xarxes socials dels estudiants de medicina prediu el seu rendiment.](#)

Governança de xarxes de recerca

- [Com augmentar la productivitat de les xarxes de recerca amb les xarxes socials.](#)

Xarxes socials i salut

- [Com prevenir les epidèmies de grip vacunant el personal sanitari ... i les seves xarxes.](#)

Xarxes socials històriques.

- [Les xarxes socials revelen el paper dels banquers a la Corona d'Aragó durant els segles XIV i XV](#)

Altres temàtiques que es tractaran a la conferència són les següents:

- Xarxes socials i moviments socials.
- Xarxes de parentiu.
- Migració, mobilitat i xarxes transnacionals.
- Evolució de les xarxes socials dels adolescents.

Es presenten a continuació algunes contribucions rellevants.

Contribucions destacades

The Positional Turn in Social Network Analysis: If data is the new oil, novel approach to network analytics may lead to better valorization.

With more and more data about their clients' actions at hand, businesses and officials need more than computing power and fast algorithms to make informed decisions. As much of that data is generated from technology-enhanced social interactions, human agency and inherent dependencies may prove too complex to handle by conventional statistical techniques.

While social network analysis is often perceived as a solution, it is also criticized for a lack of scientific rigor. In his keynote at the EUSN, Ulrik Brandes, a researcher from the University of Konstanz, thus advocates a shift away from analogy-driven number crunching. Substantively defined concepts of network positions could be a keystone idea to increase confidence in this burgeoning field and thus shape future research and practice.

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Anorexia websites evolve towards moderate orientations, if left to themselves", study finds

At the EUSN Conference, researchers from the Paris Institute of Technology (ParisTech) and the University of Greenwich present a socio-computational model elaborated from a ground-breaking research about web communities on eating disorders (known as 'pro-ana' websites). The conclusion is clear: despite the moral

panic about web users radically refusing medical intermediation, moderate opinions tend to prevail in online social networks of persons with eating disorders.

Study description:

Whole online communities revolve around 'Ana' and 'Mia'—anorexia and bulimia nervosa in Internet jargon. The provocative stance of some of them, going as far as to claim that eating disorders are a lifestyle choice rather than a disease, has attracted media attention, earning them the derogatory label of 'pro-ana' and 'pro-mia'.

“Users describe their 'crises', their quest for a thin and perfect body”, explains Paola Tubaro, member of the international team of researchers who present the results of the study ANAMIA in the EUSN conference. “For long it was impossible to obtain good data on these websites, as their authors hid contents to circumvent censorship”.

Does discussing their eating disorders equate to advocating them? Do ana-mia blogs and forums lock users into risky behaviours, or do they rather inform and raise awareness? The ANAMIA study answers these questions by combining innovative social network analysis, in depth-interviews, and computer simulations.

Results show that the promotion of anorexia is far from being universally accepted. Instead, ana-mia websites offer a space to build self-help networks, offering peer support not available otherwise. Users rarely refuse medical treatment, but rather seek complementarity with it.

Despite media-induced moral panic, the research shows how extreme 'pro-ana' orientations are unlikely to prevail in these online communities. “When these internet users are free to express themselves”, explains Antonio Casilli, researcher at the Paris Institute of Technology (ParisTech), “moderate opinion messages emerge. It would be counter-productive to censor their contents or to force explicit pro-medical messages on them”.

The article that illustrates this research will be published in *Revue Française de Sociologie* and is available upon request (contact: coordination@anamia.fr).

To cite the article:

AA Casilli, P Tubaro, J Rouchier (2014) How to build consensus in a health-oriented online community: modelling a "pro-ana" forum, *Revue Française de Sociologie*, (in press).

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More information on the ANAMIA project is available at <http://www.anamia.fr/en/>

Need of support: who is helping young Italian couples?

The need for support has become stronger in the current situation of global economic crisis. Especially in countries - such as Italy - where an adequate welfare system is lacking, the individual's social space can represent a resilience tool through the activation of an informal network (named as "support ego-centered network"), represented by the group of people on whom an individual (ego) can rely on. Focusing on couples living in Italy in the first stages of their family formation, with data collected from a national survey carried out in 2009 by the Italian National Statistical Institute, we detected several network typologies, ranging from the "empty" to the "complete". Our findings suggested the emergence of new and less traditional support ties: friends and neighbors, besides family and relatives. We also noted some interesting gender differences: male partners had more (traditional) ties and wider networks in comparison with their female counterparts.

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Spanish and Italian judges are outside the European Lobby of intellectual property

This study focus on a network of European (including Spanish) judges specialized in intellectual property. These judges (driven by corporate lawyers) lobbied the EU for 30 years to create a European Patent Court. They succeeded last year. It will start working in 2015. Without Spanish or Italian, judges, Northern Europe constructed this institution to suit its needs (that of its four industries producing many patents), and the hell with the others, left behind. Spain and Italy, for ex., did not participate in the last political moments, one of the reasons being because their languages are not official languages in this European court. Some pictures and analyses of the networks of judges are in a paper of mine on my website (Utrecht Law Review) and available in a ppt on the internet.

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The dreadful management of the European Development Funds by the Valencian Administration hampers the Rincón de Ademuz

This work that one presents in the conference EUSN 2014 we emphasize the brake and destruction of the social fabric of the Valencian region of Rincón de Ademuz,

principally due to the change in the model of management of the European of rural development funds by the Valencian administration.

The Valencian administration has changed a model centered in reinforcing the join of the local society and with the participation of the local actors, for other one in the local society isn't the addressee of the funds, and decisions already aren't taken by the local actors. This has happened especially in the last period of community programming (2007-2013). The main element of construction and development of the social capital of the territory, the Local Action Groups, where the local actors were presented, have disappeared. Without this element of decision-making and control, the distribution of funds from the autonomous administration has been uneven between the public local institutions and the private initiatives. Most of the funds has been going to spot to the town hall (95,4 %), but the beneficiaries are specially the mayoralties that share political party with the Valencian administration. This distribution and management of funds has gone to which the justice investigates even to the *Conselleria* of Agriculture for possible corruption and embezzlement of public funds. In addition, this process has had consequences for Rincón de Ademuz. With respect to the previous programs LEADER, missing social capital and although we find a cohesive social network, this one is much weaker than a few years ago, and his aptitude to transmit information and knowledge between the actors is much more limited.

The conclusion is clear: "The change of management of the programs LEADER in the Valencia Community by the public regional administration has led to the destruction of social fabric and has been supposed a brake on the development of the region".

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Cooperative learning focused to the cooperative network: A study with nursing students

Researchers from the University of Leon present in the EUSN conference the alternative models elaborated with students from Health Sciences.

The research team designed a co-operative teaching and learning method which involved co-ordination between subjects, optimization of effort and the creation of a relational network that would encourage satisfactory achievement of goals and objectives. They hoped to demonstrate that the building of a co-operative network in the process of teaching and learning would be positive in heightening the engagement or commitment of students to their educational responsibilities, increasing knowledge transfer through inter-personal relationships and achieving good academic results.

The teaching methods used were:

- Co-operative work. Students worked in teams on a case study.
- Role-playing intended to give students appropriate competencies. Simulation was built up through role-playing in which students had to apply the knowledge they had acquired to simulate the actions of nursing professionals in situations related to culture, sex, or both, using communication and social skills competently. The action scenarios were very varied and focused on various niche areas of strategic interest to the Spanish health system. Students had to

gather information from a range of sources to write the simulation scripts and make the video.

- Peer counselling was carried out by students from the Communication and Social Skills course (from the Third Year of the Degree in Nursing)
- Co-operative networking was undertaken through a forum which was established on a moodle platform, stimulating collaborative learning among all the participants in the project.

Measurements

- Network measures: Degree centrality and eigenvector.
- Engagement (Commitment) Variable
- Academic Performance Variable (results of assessment by instructors)
- Subject Evaluation Variable (as assessed by students)
- Control Variables: Sex and age.

Results

The general aim of this work was to improve the process of teaching and learning for students of the Degree in Nursing through application of a co-operative work method. This aim took shape as the following phases and specific objectives: improving coordination among subjects in the Degree in Nursing, designing a method for students to work in a co-operative network so that they would have increased motivation and commitment to their studies, evaluating the structure of the network formed by participants, and obtaining a high level of good academic results. To sum up, there are positive correlation between engagement variables (Vigour, Dedication and Absorption) and networks centrality variables (degree and eigenvector).

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Support structures for undergraduate medical students – an approach using social network analysis.

Researchers from Lancaster University, in the UK, have studied the social support networks of their undergraduate medical students. By using an approach called social network analysis, the researchers found that medical students rely on a wide range of social support sources whilst at medical school. Students form significant relationships with their medical student peers, especially within their own year group. When choosing social support, students would commonly seek a source that was of the same sex as them, with other female medical students being the most popular support source in all areas.

Additionally, the researchers found that when asked to name one student who exhibited professional behaviour, medical students only identified medical students in their same year or senior year groups as exhibiting professional behaviours. Therefore, sources of support may influence the skills, attitudes and behaviours a medical student acquires – such as professionalism.

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Bank as Master of Debt: the intermediary role of bank in the French market of Public-Private Partnership.

This research from a team of French researchers aims to understand the structures of a new kind of market in France that mix up public interest and private initiatives. Public-Private Partnerships in France are under a renewal since 2004 with a new kind of contract called "Contrat de Partenariat". This research aim to understand the place of each kind of actors in those consortium as PPPs blend State representative, builder, maintenance, law and business consultant and Banks. Social network analysis contribution is clear in this case: it shows how the Bank sector become central is this business as it sets as an intermediary in the market structures.

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How Much Do We Pay for Spreading Information? Advantages and Disadvantages of Node Selecting by Centralities

A researcher from Mediterranea University of Italy criticizes the methods of the information diffusion in different social networks. Maximizing the spread of information in social networks is desired for different objectives. For instance, the bigger ratio of informed consumers about new products brings big profits to companies. Optimizing its process is discussed in recent years and different methods have been suggested.

One of the most important approaches is the selecting methods of the initial informed nodes (seeds) and their effect on the information propagation process. He believes that ignoring the new suggested parameters can neutralize the effect of all previous algorithms. By defining a set of new parameters and applying them in three different experiments about centrality based node selecting algorithms, he justifies the claim.

His new measurement metrics may be used to reconstruct all previous algorithms.

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Social Network Analysis reveals clientelistic and despotic structures in Spanish rural areas

At the University of Valencia a research team is carrying out different investigations based on the approach of Social Network Analysis (SNA) in different rural areas in Spain. These areas have benefited from European development programmes, designed in part to better articulate local actors and local society, managed by local actors. After 20 years, although not in all cases it is possible to speak of failure, many

rural areas do not reached a high relational social capital as might be expected as a result (or influence) of these rural development programmes. Rather, the SNA has allowed us to detect structures in which the rural development programmes have contributed to the emergence, development and / or enhancement of power structures.

However significant differences are detected. We may highlight, first, the results in Catalan rural areas with structures in which power is more distributed among the different actors (and we may talk on leadership). On the opposite side, in other rural areas, such as interior of Murcia and especially Galician rural areas, SNA allow us to emphasize a high concentration of power in a few local actors. Certainly there are phenomena which go far beyond the rural development programmes. Those programmes, rather than introduce major changes and build balanced social networks based on cooperation, have been used for some actors to develop and consolidate the power structures.

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Social networks and local development in rural areas: a comparative analysis from two study areas (Serranía-Cuenca and Ports-Castellón, Spain).

Through social network analysis it has been done a case study about relational social capital in the rural zones of the Leader PORTMADER area (Province of Castellón, Spain) and the Leader PRODESE area (Province of Cuenca, Spain). The comparative analysis which has been carried out in these areas has allowed us to demonstrate how administrative changes affect the management of the local action group and the pre-existent social network. The social network in the Leader PRODESE area is integrated, although it isn't remarkable for its coordination. On the other hand, the Leader PORTMADER area shows a different situation: prestige is concentrated in a lesser number of actors, meanwhile the rest of notable actors remain in marginal positions with low closeness values, what confers more power to intermediary and central actors. Therefore, we are present at a social network that is less integrated and coordinated because of the change in the management model of Valencian rural development.

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Aprendizaje colectivo entre viticultores orgánicos y biodinámicos

Los viticultores que deciden certificar su producción en agricultura orgánica o biodinámica, se enfrentan a nuevos desafíos técnicos que son resueltos de manera colectiva.

A partir del estudio de los intercambios de consejos técnicos entre más de 60 viticultores de gama alta en la región de Borgoña, Francia, los resultados de nuestra investigación muestran que estos productores se apoyan de manera intensiva en sus pares a través del intercambio de conocimiento tanto para tomar decisiones estratégicas, como por ejemplo llevar a cabo la certificación del viñedo; como para resolver problemas técnicos a los cuales están confrontados en el día a día (por ejemplo el control de enfermedades de la viña como el oídio o el mildiu).

Algunas tendencias presentes dentro de estos intercambios de conocimiento son el trabajo grupal y la importancia de los pioneros de la agricultura orgánica en el proceso de aprendizaje colectivo.

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Social network research reveals importance of office space for communication

Research from University College London shows how important office space is for informal communication networks in the workplace. Who talks to whom, who finds whom useful and the strength of ties between co-workers is a direct result of who sits where in the office. Surprisingly, being on the same floor is a stronger influence on communication patterns than being part of the same team. The overall structure of the office building matters, too, since more compact workplace layouts increase the numbers of people that are found useful by co-workers.

Dr Kerstin Sailer will present a comparative analysis of 17 different UK-based offices across different sectors including advertising, media, financial and legal services at the EUSN conference in Barcelona on 4th July.

Kerstin Sailer

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Short stories from the long war on criminal networks

Imagine you are a fisherman, going on the sea each day, assessing the power of the wind, the clouds, setting your gear each day, preparing the bait each and every day. You don't fish to support the local restaurants, but instead you are hunting an aquatic monster that seems to ruin the blue ecosystem. This terrible monster threatens the democratic rules of the sea, not only because it feeds itself in an uncontrollable manner (eating material resources, men, women, kids of all kinds and shapes etc), but also because it weakens the spirit and the energy of the ecosystem. There are voices that claim the monster is there, but nobody seems to have seen it, there are signs of its presence. You, the fisherman, will you search for big, small or medium fishes? Are there a few big monsters or are there many medium ones, violently acting as a whole through their relations? Social network analysis is aimed at supporting you to represent, to assess the situation, to decide on the tools you take in your boat each

day, hunting for the monster of the abyss. And now imagine that the fisherman is a police or an intelligence officer.

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Social relationships play an important role in the dissemination of musical tastes

Research on social relationships and musical tastes of 15-25 years in the region of Toulouse (2000 questionnaires) shows that interpersonal relationships play an important role in the dissemination of music. Respondents cited 5566 songs produced by more than 1,000 different musicians. 56.4% of respondents cited at least one person who advised them one of their 5 favorite pieces of music of the time and 66.2% cited at least one person to whom they recommended one of these pieces. Relations are particularly used to recommend music by emerging artists."

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The Effects of Vulnerable and Grandiose Narcissism on Liking-based and Disliking-based Centrality in Social Networks)

In a study using network analysis of liking and disliking nominations within university student groups we found that narcissists are not popular in well-acquainted peer settings. What is more, two different types of narcissists have different standing in their peer groups, are unpopular in different ways. So called "grandiose narcissists", the "classic" or stereotypical narcissists who openly show their high self-esteem and expectations of special privileges, are actively disliked by more peers – their classmates nominated them more often as the ones they liked least. "Vulnerable narcissists", persons who also have grandiose desires but do not act upon them because of their low self-esteem, instead they secretly dream of success and popularity, were rather disregarded than openly disliked: they received fewer nominations from their classmates as the ones they liked. In sum, the study shows that being a narcissist, of any kind, is something that brings negative interpersonal consequences in a long run.

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Discovery and analysis of intra-organizational networks from social media data

Instituto de Ingeniería del Conocimiento (IIC) and IBM joint forces in a pilot study to unveil the collaboration network in a subset of the IBM Corporation. We anonymously collected from IBM social software platform around 450.000 interactions over a 12 months period from 9.000 IBM employees. In this communication we present our ONA (Organizational Network Analysis) methodology which is complemented with a direct comparison between the detected collaborative network to the formal structure (hierarchical reporting structure) of the company to detect and monitor the gaps and overlaps between them. Social software platforms foster the creation of non formal connections among employees in a company by which they share information and knowledge, or workflows take place. This work is a step further in the ongoing challenge of transforming online data into valuable and accurate information that provide qualitative and quantitative understanding of the organization.

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¿Quién eres en las redes sociales? ¿Te dejas llevar por el ego o eres de los que comparten? ¿Eres de los que piden o de los que dan?

Los resultados de la investigación en las redes sociales de una gran empresa sugieren seis tipologías de comportamiento: algunos sólo comparten trabajos si son ellos mismos los creadores (ególatras), otros comparten lo que otros hacen (altruistas), otros sólo preguntan (oportunistas), otros sólo responden (expertos) y mientras la mayoría son pasivos (espectadores), otros están en el centro de la red y hacen un poco de todo (guardianes de conocimiento)

La investigación profundiza también en estos perfiles: por ejemplo lo expertos comparten para mantener su estatus, los espectadores no toleran la ambigüedad y es su falta de confianza y conocimiento lo que les impide compartir. Los ególatras, sin embargo suelen tener muchas ideas y variadas y les motiva que los jefes les reconozcan. Los guardianes buscan la excelencia y son como electrones libres: trabajan mejor sin el apoyo formal de la organización....

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The influence of governance on research network performance: a combined analysis.

After studying the performance of the 11 research networks financed by the Government of Galicia (a region in Spain), a group of researchers from the University of Vigo present in EUSN conference their findings on governance factors with greatest influence on performance. Highlights included that those networks formed by research

groups with strong ties (frequent and varied relationships), has higher performance. Authors have also found that those deciders desiring higher performance should also establish structures with a defined collective strategy and with clear roles among members. However, those managers should also take care with the centrality of groups that negatively influences performance, instead should favor the negotiation power of groups in the network as an antecedent of performance. In consequence, in order to improve collective performance, strengthening relationships among research networks players, establishing clear structures with defined roles, and analyzing the position of groups in the network resembles good tips should think about network managers.

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Emotions and online media: fostering innovation on recommendation systems avoiding the social echo-chamber effect

Research undertaken at University of Porto and University of Texas at Austin and presented in the EUSN conference reveals that the current use of social data to improve personalized recommendation is reducing the access to novelty and isolating people from a diversity of viewpoints or content. The conclusion is clear: it is necessary to know more about the cognitive and emotional behavior of users' to better understand the social dynamics to avoid a Social Echo Chamber Effect. As matter of fact, the main constraints to better performance of personalized recommendation seem to be more rooted at cognitive level than at technological level.

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The dynamics of participation in online communities: self-control vs supervision

Ethnographical approach to the research of community practices and behaviours in motivational online communities is mostly descriptive and therefore I cannot present ultimate results, but may be it can draw quick media attention in context of other papers that are to be presented at EUSN. I attempt applying ethnographical methods in order to understand how people organize intercommunication within the particular motivational online social network and why they participate in such networks. Among the first results following the qualitative analysis is the conclusion that online social networks that deal with self-motivation appear to be the tool of self-control, but equally the participation in the community creates the illusion of social control. Importantly one can leave the zone of such social control any time by deleting the account. Thus the main reason for participating in motivational social networks is to test one's self-control under the "safe" supervision of online society.

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Facebook communities, pages and groups in the Basque Country

The paper by Alexander Ronzhyn from the University of Deusto (Bilbao, Spain) provides a glance at the user-generated content in Spanish Facebook. There are around three hundred popular (with 100+ members) user-created Facebook groups in the Basque Country region of Spain. The exploration of the content and connections between groups uncovered some interesting results. Users tend to prefer groups from the same geographic region, but not on all the topics. Language-learning groups tend to share the same user-base regardless of their localization. Similar patterns can be seen in political and social action groups. Vast majority of groups are oriented towards Spanish consumers and predominantly use Castilian Spanish as their main language, while both region-native Euskera and English are underrepresented.

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Social network research explores influences on the uptake of the influenza vaccine in medical students.

Researchers at Lancaster University, in the UK, have been using an approach called social network analysis to look at the influenza vaccination practices of medical students. We found that students didn't seem to group together according to whether or not they had received their "flu vaccine". We believe that this may have a positive effect by limiting the potential for an influenza outbreak, as individuals with protection against seasonal influenza are spread throughout the social structure. Also, it was found that students were more likely to have the vaccine if they also expected a large proportion of their peers to be vaccinated. This research will ultimately aid the debate as to whether healthcare worker influenza vaccination is an effective tool for outbreak prevention as well as potentially improving future vaccination campaigns.

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Firm's performance in the cluster: a question of balancing its role and intermediation in the knowledge system

Researchers from Universitat Jaume I (Castellón) and Universidad Pablo de Olavide (Sevilla) present in EUSN their study about the benefits of giving vs. taking knowledge from other companies. This investigation is based on a particular industrial sector, the ceramic tile industry in Castellón de la Plana. Their results show how selfish behaviors when sharing knowledge do not payoff in terms of profit. Neither altruism is the best choice. When it comes to enhance business results, matching the amount of

knowledge given and taken from other companies is the most valuable option in this particular case.

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Social networks beyond simple social circles

It is well known that people in social networks like Facebook and Twitter cluster into densely linked groups or communities. Communities can represent family, friends, schoolmates and colleagues, while often coincide with social circles of common interests, beliefs, political orientation or other. Yet, recent research shows that social networks also reveal groups, where otherwise unrelated individuals share a common linking pattern with the rest of the population. A simple example is a group on Twitter following the same set of movie actors or pop stars. At the EUSN conference, researchers from the University of Ljubljana present a novel algorithm for detecting different types of groups in social networks. The proposed algorithm clearly outperforms the existing ones with benefits in social group detection, social hierarchy discovery and social ties prediction. Although the true practical value of the revealed network structure remains unclear, many of the social groups remain overlooked by other standard approaches. The structure of social networks thus appears to be more complex than one might assume.

Šubelj, L. & Bajec, M. (2014). "Network group discovery by hierarchical label propagation", Proceedings of the European Conference on Social Networks (EUSN), pp. 1.

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L'anàlisi de la xarxa social del Parc Natural de Sant Llorenç del Munt i l'Obac permetrà millorar els mecanismes participatius del parc

Investigadors de l'Institut de Ciència i Tecnologia Ambientals (ICTA) de la Universitat Autònoma de Barcelona han fet un estudi sobre les relacions de comunicació entre les persones i organitzacions vinculades amb el parc natural. L'anàlisi de la xarxa social de comunicació ha permès veure quins individus i organitzacions tenen un paper més central i a quin sector pertanyen (p.ex. gestors del parc, agricultors, restauradors). Els resultats de l'estudi mostren que la xarxa social del parc natural està molt centralitzada al voltant dels gestors del parc, sobretot el director i que existeix poca comunicació entre les diferents persones vinculades al parc natural. Alhora, l'anàlisi de la xarxa ha permès identificar una manca d'accés a informació diversa, provinent de diferents fonts d'informació, que resulta en una visió homogènia per part dels gestors de les qüestions que afecten al parc natural. Aquest estudi permetrà seleccionar les persones més adients per formar part de tallers participatius que avaluaran els mecanismes de participació del parc i l'efectivitat de certes polítiques implementades a Sant Llorenç del Munt. Finalment també podrà servir per enfortir la xarxa social potenciant la participació dels agents del territori per assegurar l'efectivitat de les polítiques que s'hi desenvolupen.

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Las redes sociales desvelan el papel de los banqueros en la Corona de Aragón durante los siglos XIV y XV

Sin olvidar que el pasado es siempre un país extraño, las herramientas más cotidianas de la actualidad pueden ser útiles para acercarnos a él. La extraordinaria difusión del estudio de las redes sociales, así como de las imágenes y de los programas informáticos asociados a este, nos ofrece sugerentes perspectivas para analizar el comportamiento de grupos humanos de épocas históricas. En nuestro caso, los trabajos presentados se centran en el estudio de dos grupos de agentes financieros. Por un lado, nuestro interés se centra en los inversores que participaron en el negocio generado simultáneamente, durante la baja edad media, por las haciendas municipales y la dependiente del General de Cataluña. Cabe decir que, junto al resto de territorios de la Corona de Aragón, éstas se situaban en la vanguardia europea en el desarrollo de unas estructuras fiscales propias independientes del aparato regio. Por otro lado, el segundo enfoque se centra en el análisis de los vínculos establecidos entre los primeros banqueros castellanos a fines del medievo. Unas relaciones que tuvieron un papel destacado en la financiación de grandes empresas de exploración y conquista y, mucho más interesante, con la mejora de las condiciones de vida de muchos castellanos a través de un mejor acceso al crédito. Pensar en estos financieros de los siglos XIV y XV como sujetos integrados en una red es fundamental y nos da muchas claves para interpretar su comportamiento y, en definitiva, para comprender mejor el funcionamiento del conjunto del sistema socioeconómico y de su evolución en los territorios peninsulares.

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