

# SOCIAL NETWORKS – ROLE IN DEVELOPMENT PART-1

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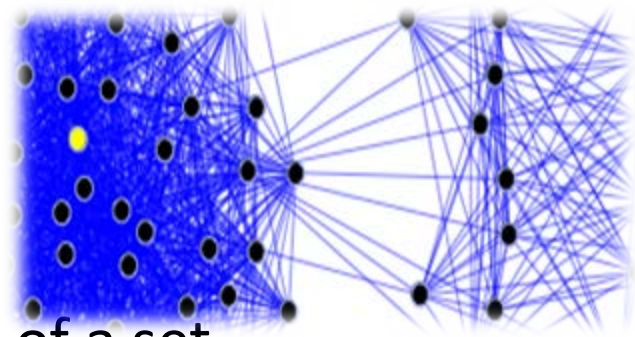


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# What is a Social Network?



A **social network** is a social structure made up of a set of social actors (such as individuals or organizations) and a set of the *dyadic* ties between these actors. <wikipedia>

Your network is who you talk to, who you know or who you have the potential to know. Thus, connections among individuals are referred to as social networks

When individuals are embedded within a dense network of social ties so that cooperation can be monitored and rewarded by others, it improves knowledge sharing and wellbeing of the community

The social network perspective provides a set of methods for analyzing the structure of whole social entities as well as a variety of theories explaining the patterns observed in these

# Social Capital



- Relatively new concept in economic discourse to explain long term local economic development
- Refers to *intangible social dimensions to economic activity such as trust and community*
- In today's society does not matter WHAT or HOW MUCH you know but WHO you know

# Social Capital



- a set of associations, both horizontal and vertical, governed by networks and norms which foster social trust and are capable of working for the mutual benefit of the group by fostering cooperation and co-ordination
- formation of assets that allows and facilitates certain actions while it restricts others. Eg: a school: education vs. gambling
- a resource that opens up access to (embedded) assets while requiring effort to maintain.
- the aggregate of the actual or potential resources linked to possession of a durable network of institutionalized relationships of mutual acquaintance or recognition
- facilitates the achievement of goals that could not be achieved in its absence or could be achieved at a higher cost

# M4D and Social Capital

- Advent of technology, eg. television has undermined social capital as social networks have weakened.
- However, information and communication technology has (the potential to reverse) arrested this somewhat, as a new set of networks are forming a deepening through facebook friends or long interactions on the mobile with friends and family owing to lower call rates
- Social relations with the associated concepts of trust, reciprocity and cooperation are linked to the success of any ICT initiative.
- A successful ICT initiative to transform existing offline communities to vibrant online ones can foster existing social relations as well as build new relationships enhancing social capital

