



Склонность устанавливать социальные связи и структурный капитал пользователей социальной сети.



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SOCIAL CAPITAL

**Social capital is ‘the aggregate of the actual or potential resources which are linked to possession of a durable network of more or less institutionalized relationships of mutual acquaintance and recognition’
Bourdieu (1986, p. 51)**

Social capital as “friends, colleagues, and more general contacts through whom you receive opportunities to use your financial and human capital” (Burt, 1992, p. 9)

Structural data from social network and ego-networks

Research question:

What factors influence dynamics of ego-network size?



BEHAVIORAL AND PSYCHOLOGICAL FACTORS

SNS usage

Directed communication, unlike passive content consumption, is related to bonding social capital, while consumption is associated with bridging social capital (Burke et al., 2010)

Relationship maintenance - Ellison et al (2014) contributes to social capital

Individual's orientation towards making connections with other people that has three distinct components: making friendships, making acquaintances, and joining others (Totterdell et al., 2008)

Structural variables:

Amount of friends (Matthew effect)

Centrality coefficients (closeness, betweenness, etc., communities)



SAMPLE

Representative sample of 375 Russian VKontakte SNS users from Vologda city

Fifty-six percent of the respondents were female, with an average age of 32, 5 (min=14, max=83, median=31, SD =12.97). About one third of the participants have “unfinished higher education” (30.7%), and 9% of the respondents are university graduates. Most of the participants are employed in non-government organizations or self-employed (32.8%), 17.9% chose “Other occupation” and 11.2% work in the public sector.

Ego-network of each participant (with informed consent)

Friendship Network of VK user from Vologda city



RESULTS

Regression analysis

	log.d_friends		log.d_friends	
	<i>B</i>	<i>p</i>	<i>B</i>	<i>p</i>
(Intercept)	-0.26	.005	-0.04	.880
SE_pos	0.03	.043	0.03	.147
communities			0.00	.048
modularity			-0.37	.039
Observations	353		353	
R ² / adj. R ²	.058 / .010		.118 / .030	



GROWTH/REDUCTION FRIENDSHIP NETWORK

	GROWTH (log.delta_friends)		Reduction (log.delta_friends)	
	<i>std. Beta</i>	<i>p</i>	<i>std. Beta</i>	<i>p</i>
sexmale	-0.042	.475	-0.251	.031
Занятость: другое	0.046	.614	-0.322	.028
well_b	0.131	.045	-0.196	.184
log.friends	0.434	<.001	0.623	<.001
PCO	0.164	.013	0.266	.044
private.profile1	-0.059	.349	-0.318	.012
can_frequest1	0.126	.028	-0.160	.198
Observations	274		79	
R ² / adj. R ²	.389 / .310		.690 / .486	





DISCUSSION

RA model changes in friendship network size better for groups GROWTH/REDUCTION

Influence:

Propensity to make connections - positive

Amount of friends (Matthew effect) – positive

Private profile - negative

Possibility to make friends request (+ for growth, - for reduction)

What is the factor responsible for division on GROWTH/REDUCTION groups (mode of behavior)

Major changes in social life?

Privacy concerns?

Something else?



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