

Economic sociology of social networks

The case of labor market

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Objectives

- 1 What are social relations and social networks

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- 2 Why social and personal networks matter in labor markets

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- ① What are social relations and social networks
- ② Why social and personal networks matter in labor markets
- ③ Measuring social networks: different approaches

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 - ③ Their effects on social behaviors and individual outcomes (socioeconomics)

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Social networks and labor market: a classical issue

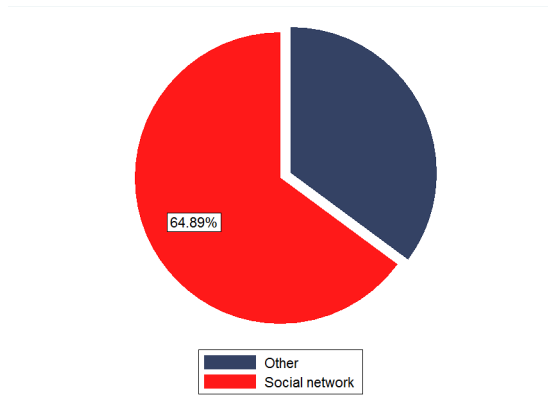
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▶ Servicio Nacional del Empleo

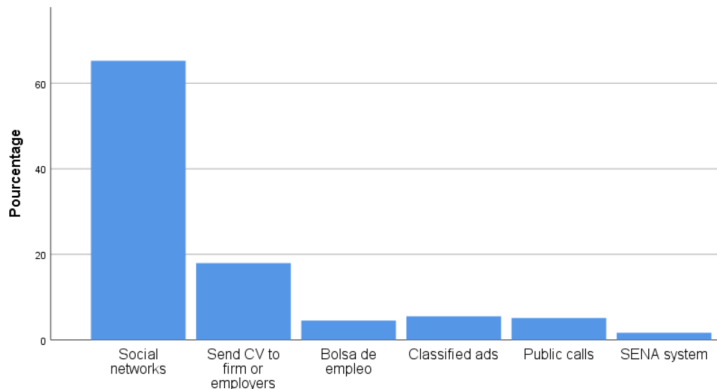
Social networks matter in Bogota's labor market



How did you find your job?

GEIH 2013: 5,846 obs.

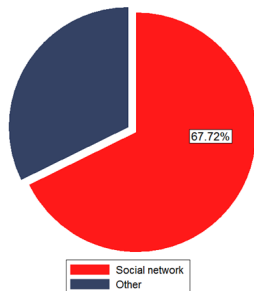
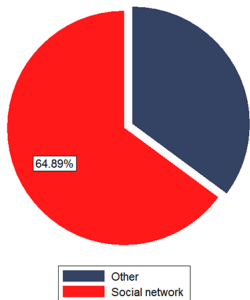
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2013 (before) - 2016 (3 years after)



How did you find your job?

GEIH 2013: 5,846 obs. / GEIH 2016: 7,564 obs.

Social networks constitute an opportunity

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- Informal entrepreneurs who have family members involved in the same activity perform better (Pasquier-Doumer 2013)

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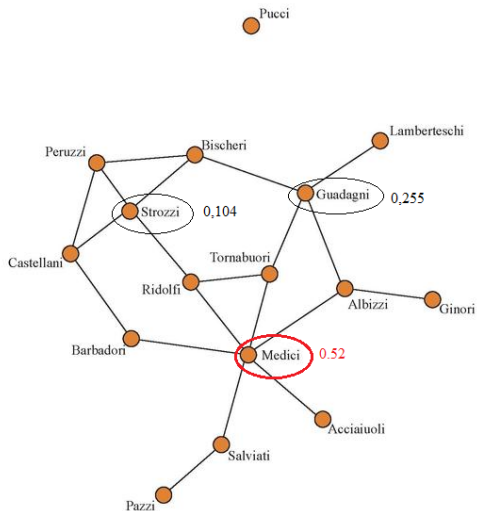
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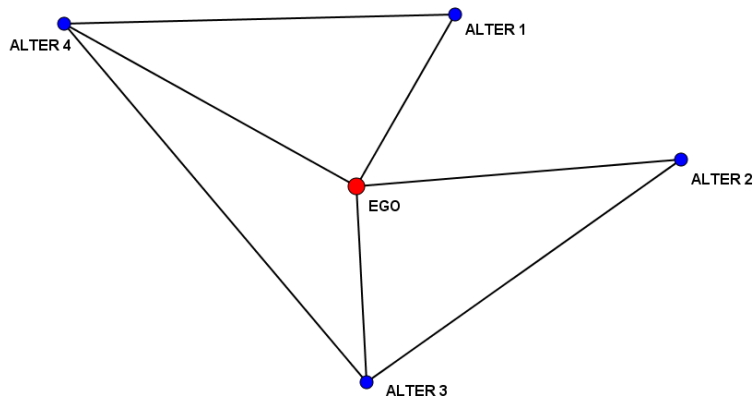
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- Redistributive pressure associated with strong ties (forced solidarity) (Grimm *et al.* 2013) and risk of overembeddeness (Berrou and Combarous 2012; Nordman 2016)

Structural approach: Social Network Analysis (dominant approach)



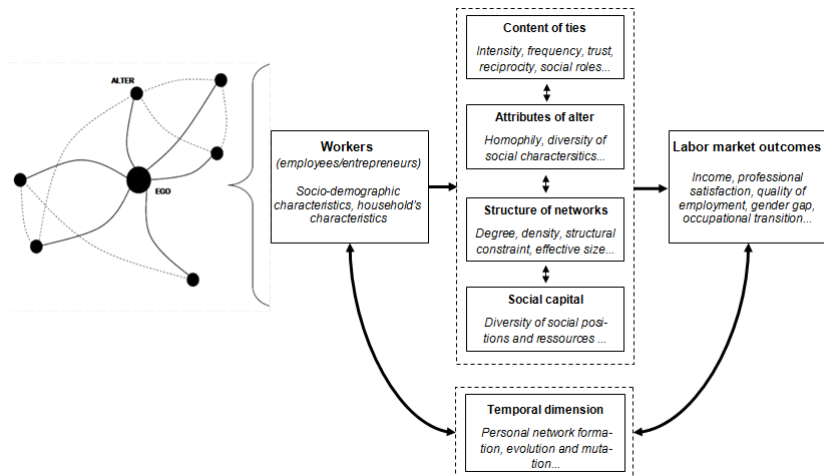
Padgett and Ansell (1993) on Kent data (1978)

Egocentric approach: Personal Network Analysis



Personal network visualization and characterization

Egocentric approach: Personal Network Analysis



Personal network dimensions

Mixed methods to collect network data

Specific methods to collect network data (Crosseley *et al.* 2015):

- 1 **Name Generator** → Name of each alter in the personal network of ego [▶ Example](#)
- 2 **Name Interpreters** → Characterize the content of ties and the alter attributes [▶ Example](#)
- 3 **Relational Matrix** → Network structure [▶ Example](#)
- 4 **Position Generator** → Accessed resources and social prestige of potential contacts [▶ Example](#)
- 5 **Qualitative approach** (life stories, focus groups, semi-structured interviews, observations...) → temporal dimension

Thank you for your attention

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- 1 ¿Cuáles son los nombres (sin apellido) de las personas que le ayudaron o intentaron ayudar a buscar su empleo o trabajo actual durante los doce meses anteriores a conseguirlo?

Nro. de Orden ■ de personas: P1741

1	_____	P1741S1
	Nombre	
2	_____	P1741S2
	Nombre	
3	_____	P1741S3
	Nombre	
4	_____	P1741S4
	Nombre	
5	_____	P1741S5
	Nombre	
6	_____	P1741S6
	Nombre	
7	_____	P1741S7
	Nombre	
8	_____	P1741S8
	Nombre	
9	_____	P1741S9
	Nombre	
10	_____	P1741S10
	Nombre	

Piense en las personas que intentaron ayudarle. Por ejemplo, dándole información sobre empleos potenciales, presentándole a otras personas, etc. No es necesario que el trabajo que consiguió haya sido a través de esta persona. Incluya también personas que le intentaron ayudar sin que usted estuviera buscando trabajo.

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Para cada una de las siguientes ocupaciones, indique si conoce personas que la desempeñen.

No incluya personas que conoció desde que tiene su nuevo empleo o trabajo.

14	a.	Abogado	Familiar	Amigo	Conocido	Nadie	P1723S1
	b.	Académico / Profesor universitario	1	2	3	4	P1723S2
	c.	Albañil / Obrero de construcción	1	2	3	4	P1723S3
	d.	Campesino / Jornalero agropecuario	1	2	3	4	P1723S4
	e.	Capataz / Pequeño productor agropecuario	1	2	3	4	P1723S5
	f.	Concejal, diputado, alcalde	1	2	3	4	P1723S6
	g.	Conductor de bus, camión, taxi, etc.	1	2	3	4	P1723S7
	h.	Contador	1	2	3	4	P1723S8
	i.	Ingeniero	1	2	3	4	P1723S9
	j.	Mecánico	1	2	3	4	P1723S10
	k.	Médico	1	2	3	4	P1723S11
l.	Mesero	1	2	3	4	P1723S12	

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