

Economic Sociology: A Network Approach

CREDIT	3	INSTRUCTOR	Harris H Kim
OFFICE		OFFICE HOURS	By appointment
TIME	11:00 ~ 12:40	CLASSROOM LOCATION	TBA
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[COURSE INFORMATION]

COURSE DESCRIPTION & GOALS	<p>The main focus of this class is to investigate how and the extent to which economic actions and outcomes are socially shaped, if not determined. We will first cover a series of theoretical materials that argue for the so-called structural or relational “embeddedness” perspective and then move on to discuss a wide variety of empirical examples, especially those related to network analysis.</p> <p>How do consumers make purchasing decisions? Do social networks partly drive what they buy (or don’t buy)? Why do recently arrived immigrants tend to settle down in ethnic enclaves, and what are, if any, the benefits of doing so in terms of labor market outcomes (working in the formal sector, for instance)? What are the economic implications of finding a job through a personal contact as opposed to using a more formal channel? Does informal job search provide any special benefits? And where do “good” business ideas come from? Are they purely a product of individual qualities and characteristics, or are they, to some extent, driven by the structures of social relations? And how can we understand why some individuals earn more income and get promoted faster than others within organizational settings? Finally, why are some firms more successful (grow faster, generate more profit, etc.) than others?</p> <p>These are some of the questions we will explore in class, both theoretically and empirically. In doing so, we will pay close attention to some of the key underlying assumptions regarding individual decision-making processes. More specifically, the focus will be on the ways in which social networks (broadly defined) surrounding human actors affect the ways in which they think and behave and how this process ultimately creates and reinforces economic inequality.</p>
PREREQUISITE	None
COURSE REQUIREMENTS	<p>Class participation and presentation (20%)</p> <p>Midterm assignment (30%)</p> <p>Final paper (50%)</p>
GRADING POLICY	The course will NOT be graded on a curve, i.e., there is no grade limit on how many A’s,

	B's, etc. will be distributed. Theoretically, if all does well, everyone will receive an A, for example.
TEXTS & NOTES	All reading materials will be provided.
INSTRUCTOR'S PROFILE	<p>I am a Korean American who is on the sociology faculty at Ewha Womans University in Seoul. I have taught this class at the Yonsei summer program for several years.</p> <p>My research focuses on social networks and social capital and how they relate to various outcomes for individuals (labor market achievements, physical health and mental wellbeing, etc.).</p> <p>I received my graduate training at Columbia University and the University of Chicago, where I obtained by master's degree and doctorate.</p>

[WEEKLY SCHEDULE]

WEEK (PERIOD)	WEEKLY TOPIC & CONTENTS	COURSE MATERIAL & ASSIGNMENTS	NOTES
1	What is <i>economic sociology</i> (and why should we care about it)?	<p>MON:</p> <ul style="list-style-type: none"> - Introduction of the topic and discussion of what to cover, what is expected of students, etc. <p>TUE:</p> <ul style="list-style-type: none"> - Chapter 1 ("Problems of Explanation in Economic Sociology") - Chapter 2 ("The Impact of Mental Constructs on Economic Actions") <p>WED:</p> <ul style="list-style-type: none"> - Chapter 3 ("Trust in the Economy) - Chapter 6 ("the Interplay between Individual Actions and Social Institutions") <p>THU:</p> <ul style="list-style-type: none"> - "Economic Action and Social Structure" (Granovetter 1985, AJS) 	Chapters are from the book <u>Society and Economy</u> (Granovetter 2017); Other materials are from the reading packet, unless indicated otherwise

WEEK (PERIOD)	WEEKLY TOPIC & CONTENTS	COURSE MATERIAL & ASSIGNMENTS	NOTES
2	Of Weak Ties and Structural Holes: Theories behind Networks and Stratification	<p>MON</p> <ul style="list-style-type: none"> - Readings from <i>Getting a Job</i> (Granovetter 1974) <p>TUE</p> <ul style="list-style-type: none"> - Readings from <i>Structural Holes</i> (Burt 1992) <p>WED</p> <ul style="list-style-type: none"> - Readings from <i>Brokerage & Closure</i> (Burt 2005) <p>THU</p> <ul style="list-style-type: none"> - Readings from <i>Status Signals</i> (Podolny 2005) 	
3	Social Capital: What It Is, How It operates, and Why it Matters	<p>MON</p> <ul style="list-style-type: none"> - “Social capital in the creation of human capital” (Coleman) <p>TUE</p> <ul style="list-style-type: none"> - “Social capital and community development” (Portes and Mooney) <p>WED</p> <ul style="list-style-type: none"> - Readings from <i>Economic Sociology of Immigration</i> (Portes) <p>THU</p> <ul style="list-style-type: none"> - Review for the midterm 	
4	Empirical Investigations I: Networks and Economic Outcomes	<p>MON</p> <ul style="list-style-type: none"> - In-class midterm assignment <p>TUE</p> <ul style="list-style-type: none"> - A primer on social science research method (regression analysis) <p>WED</p> <ul style="list-style-type: none"> - DiMaggio and Garip (2012) “Network Effects and Social Inequality” <p>THU</p> <ul style="list-style-type: none"> - Kmec & Tremble (2009) “Does It Pay to Have a Network Contact?” 	

WEEK (PERIOD)	WEEKLY TOPIC & CONTENTS	COURSE MATERIAL & ASSIGNMENTS	NOTES
5	Empirical Investigations II: More on Network Consequences	<p>MON</p> <ul style="list-style-type: none"> - Chua (2011) "Social Networks and Labour Market Outcome in a Meritocracy" <p>TUE</p> <ul style="list-style-type: none"> - Lu et al (2013) "Social Capital and Economic Integration of Migrants in Urban China" <p>WED</p> <ul style="list-style-type: none"> - Lancee, Bram. 2010. "The Economic Returns of Immigrants' Bonding and Bridging Social Capital." <p>THU</p> <ul style="list-style-type: none"> - Excerpts from Burt (2005) 	
6	Empirical Investigations III:	<p>MON</p> <ul style="list-style-type: none"> - Burt (2004) "Structural Holes and Good Ideas" <p>TUE</p> <ul style="list-style-type: none"> - Cattani & Ferriani (2008) "A Core/Periphery Perspective on Individual Creative Performance: Social Networks and Cinematic Achievements in the Hollywood Film Industry" <p>WED</p> <ul style="list-style-type: none"> - Sauder, Lynn & Podolny (2012) "Insights from Organizational Sociology" <p>THU</p> <ul style="list-style-type: none"> - Review and questions distributed for the final paper (take-home) 	Due date for the final paper TBA