SOCIAL NETWORK ANALYSIS: HISTORY, THEORY AND METHODOLOGY BY CHRISTINA PRELL

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Review
This book fills an important void in the social network literature by bringing together theory, methodology and history. Its practical and readable style gives clear guidance on how to do social network research and will be invaluable to anyone undertaking a network study
Martin Everett
Chair of Social Network Analysis, Manchester University

Christina Prell has produced an excellent and well-crafted introduction to methods of social network analysis. She has succeeded in the difficult task of setting out a clear and accessible statement of core ideas together with a judicious overview of the most advanced recent developments. Her discussion concludes with an introduction to basic software for network analysis that will be much valued by all who are new to the area. The book will become an essential guide to the field for newcomers and seasoned users alike

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"I would heartily recommend this book to anyone interested in getting acquainted with SNA. Its pragmatic point of view--with recurring hints on how to perform different kinds of analysis using UCINET, a popular software tool for SNA--makes this book especially suitable for practitioners." (Fernando Berzal Computing Reviews 2012-12-07)

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We live in a world that is paradoxically small and vast: each of us is embedded in local communities and yet we are only a few 'links' away from anyone else in the world.

This engaging book represents these interdependencies' positive and negative consequences, their multiple effects and the ways in which a local occurrence in one part of the world can directly affect the rest. Then it demonstrates precisely how these interactions and relationships form.

This is a book for the social network novice on learning how to study, think about and analyse social networks; the intermediate user, not yet familiar with some of the newer developments in the field; and the teacher looking for a range of exercises, as well as an up-to-date historical account of the field.

It is divided into three sections:

1. Historical & Background Concepts

2. Levels of Analysis

3. Advances, Extensions and Conclusions

The book provides a full overview of the field - historical origins, common theoretical perspectives and frameworks; traditional and current analytical procedures and fundamental mathematical equations needed to get a foothold in the field.

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3 of 3 people found the following review helpful.
Well-organized and well written book
By calliecoll
A really well-organized and well written book. I haven't finished this book yet, but I have already got a lot out of it. I liked the History chapter, and I especially found helpful the chapter where Prell walks you through how to conduct an SNA study of your own. Most SNA books tend to focus on the analysis of social network data. Prell helps you think about how to gather the data from research questions, design, data collection, theory, and so forth. Also, I thought there was just 'social network theory,' but Prell spelled out the common social theories being used in the field, and gives you lots of examples. I think a lot of people will appreciate the mathematics being placed in textboxes; the book is light on mathematics (she doesn't ignore them, but she presents them in a way that is not intimidating). Buy this book!

7 of 9 people found the following review helpful.
A usefull book but needs to be edited for grammar.
By P. Froelich
The value of this book is that it provides an easily understood introduction to network analysis along with easy to follow instructions for how to carry out various procedures, mostly using UCINET software. It is a great concept and the book really is very useful. The main problem with the book is that it is chock full of grammatical errors. If it was just a few I could ignore them, but there are enough so that it is a real distraction. I would like to use this book with students, but I worry that those with good language skills will be led to discount the information in the book. I also worry that the book will set a poor example for students who do not have such good language skills. I suppose that I could use the book anyway if I vouch for the content and also directly acknowledge that it was not properly edited before publication. I could even give students credit for being able to find and correct the grammar mistakes in each of the assigned readings in addition to understanding the network concepts that are presented. Regardless of whether or not I am able to use it I am surprised and really disappointed that the editors at Sage would let so many easy to fix errors get into what would otherwise be a great little book.

1 of 1 people found the following review helpful.
Amazing Book
By Lynette A. Anigbo
This book is easy to read and informative. After the first chapter I had a conversation with a friend and was shocked by how much I had learned. I am currently doing research and wanted to and social network analysis and this book has been fantastic for helping my put it together. I got it yesterday and read all but one chapter. Then got to work. It is that good. Everything the first reviewer said is true. Buy the book!!

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