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Communication networks: toward a new paradigm for research.

Author: Rogers EM; Kincaid DL

Source: New York, Free Press, 1981. 386 p.

Abstract: The purpose of this book is to present what is currently known about communication networks and to illustrate methods of network analysis. The 1st chapter describes a communication network in a small village of Korea, Oryu Li, in which basic principles are applied to collectively make decisions about family planning. The following chapter discusses the convergence model of communication and network analysis in regard to its theoretical roots, its concept, meaning, and implications in mass media communication. Chapter 3 analyzes the communication network analysis. Specifically, it discusses how to measure communication network links and describes the levels of analysis. Chapter 4 explains what are the methods of network analysis in regard to matrix manipulation, NEGOPY, direct factor analysis, smallest space analysis and SOCK and COMPLT. The following chapter discusses network variables in an attempt to explain individual behavior. Specifically, it analyzes personal network effects on individual behavior, the effects of cliques, systems effects and threshold effects. Chapter 6 attempts to explain communication networks in group and system performances. Many examples of the Korean family planning experience are used to support this analysis. The methodology of assessing the determinants of who is linked to whom, social determinants of network link, the stability of network links over time, and the multiplexity of network links are the main subjects discussed chapter 7. Chapter 8 is a summary of what type of research is currently being done in communication networks. Specifically, it discusses the methodology, advantages of network analysis, problems associated with this type of analysis, and how to put this network analysis into use. Tables and charts as well as a glossary are provided.

Language: [English](#)

Year: [1981](#)

Keywords: [Communication](#) | [Evaluation](#) | [Information Networks](#) | [Operations Research](#) | [Knowledge Sources](#) | [Family Planning](#) | [Systems Analysis](#) | [Evaluation Methodology](#) |

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