

5th and 6th of
November 2017

Park Avenue Hotel, Sg.
Petani, Kedah, Malaysia

HRDF CLAIMABLE

& THE 5TH JOINT INTERNATIONAL CONFERENCE ON NEW CHALLENGES FOR STATISTICAL SOFTWARE: THE USE OF R IN OFFICIAL STATISTICS (UROS2017) – ASIA PACIFIC

TRANSCENDING BOUNDARIES, EMBRACING MULTI-DISCIPLINARY DIVERSITIES

Pre-Conference Workshop 3 Introduction to Social Network Analysis Using UCINET and Netdraw

Instructor

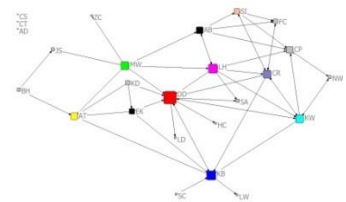


Professor Martin Everett
(University of Manchester, UK)

- Cofounder of the Mitchell Centre for Social Network Analysis.
- Past president of the International Network for Social Network Analysis (INSNA)
- A Simmel award holder (the highest award given by the organization).
- An elected academician of the Academy of Social Sciences in 2004.
- Co-author with Steve Borgatti in the development of the software package **UCINET**, the world's most commonly used software for analyzing social network data.
- Co-authored two books and published over 80 journal articles.
- Co-editor of the journal Social Networks. The Impact Factor of the journal is 2.784 with 5-Year **Impact Factor of 4.113**, and SCImago Journal Rank (SJR) of 2.070.

What is Social Network Analysis (SNA)?

- A theoretical construct useful in the social sciences to study relationships between individuals, groups, organizations, or even entire societies (social units, see differentiation).
- An axiom of the social network approach to understanding social interaction is that social phenomena should be primarily conceived and investigated through the properties of relations between and within units, instead of the properties of these units themselves.



A sociogram generated by UCINET
(https://en.wikipedia.org/wiki/Social_network)

Application of SNA

Social media • Business / e-business / e-commerce • Customer relationship management • Customer behavioral analysis • Recommender systems – Collaborative filtering and personalization • Information / opinion / knowledge spread and modelling • Medical applications, e.g. diseases spread • Social networks in health and social care • Educational applications / e-learning • Collaborative Information Retrieval • Crime detection and investigation • Organizational structure evaluation • Collaborative environments, including wikis • Sharing systems • Virtual worlds and online multiplayer games • Systems for e-society, including e-government • User analysis in web-based systems • Real-world case studies from the area of social network analysis • Applications of spatio-temporal, textual, dynamic and multi-layer models

Course objectives

- To introduce the idea of Social Network Analysis.
- To explain how to describe and visualize networks using specialist software (UCINET).
- To explain key concepts of Social Network Analysis (e.g. Cohesion, Brokerage).
- To provide hands-on training to use software to investigate social network structure.

Software used

UCINET and Netdraw

Participants are required to bring their own laptops running windows (Macs will need to have a pc emulator) and download the software in advance. This can be done from the website

www.analytictech.com

Prior knowledge

None required but it would be useful to read Scott J (2000) Social Network Analysis: A handbook. Sage.

MODE OF PAYMENTS

For Local Participants/Presenters

- Cash, Institutional cheques, Banker's cheques, Bank Drafts, Money order or Bank Transfer.
- Government Local Order (LO) is accepted.
- All cheques must be made out to "**Bendahari UiTM Kedah**".

For International Participants/Presenters

- Bank drafts withdrawable at Malaysian banks only (foreign personal cheques are not accepted)
- Bank transfers are acceptable.
- All Bank Drafts must be made out to "**Bendahari UiTM Kedah**".

Cash Deposit/Bank Transfer

Pay to : Bendahari UiTM Kedah
Bank Account Number : 02020010021120
Bank Name and Address : Bank Islam Malaysia Bhd (Sungai Petani Branch)
No.71&72 Lorong Lagenda 1
Lagenda Heights
08000 Sungai Petani, Kedah

Bank SWIFT Code : BIMBMYKL
GST Registration Number for UiTM Kedah : 001418756090

WORKSHOP FEE (HRDF CLAIMABLE)

Type	Local	International
Participant (Early Bird before 31 Aug 2017)	RM 980	USD 250
Participant (Standard)	RM 1500	USD 380
Student (Early Bird before 31 Aug 2017)	RM 890	USD 230
Student (Standard)	RM 1200	USD 320

* The fee includes workshop kit, certificate of attendance, handouts and meals.

REGISTRATION

Please register using the link
<http://submit.confbay.com/conf/icms2017ws>

For more information, please visit www.icmskdh.net

*All monies are to be received before the conference starts and are non-refundable.
Please bring along your proof of payment on the registration day.

WORKSHOP SCHEDULE

TIME	DAY 1 SUN (5 Nov 2017)	DAY 2 MON (6 Nov 2017)
8:30 – 8:45	Registration	Registration
8:45 – 10:00	Introduction to SNA, terminology and the software UCINET/Netdraw	Centrality and ego networks
10:00-10:15	Coffee break	Coffee break
10:15-13:00	Collecting social network data and research design	Equivalence and core- periphery
13:00-14:00	Lunch break	Lunch break
14:00-15:30	Data management and visualization	Subgroups and two-mode networks
15:30-17:00	Multivariate techniques and whole networks	Testing hypothesis and large networks
17:00	Tea break	Tea break