



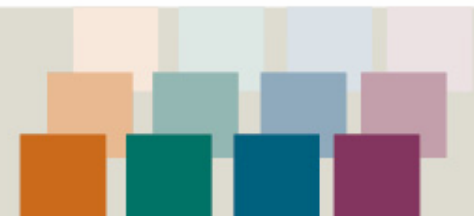
Rather together?

Network Effects among Students

Aubke, Ponocny, Hergesell

BEST EN Think Tank X

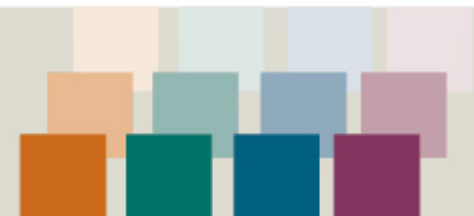
Vienna, June 29th 2010



research rationale

- Social integration strongly contributes to perceived happiness and wellbeing.
- Effects of transition phase when entering a foreign environment.
- Strong interest to foster student communities and sense of belongingness.
- Acceptance of responsibility for social aspects of education (see MU values).

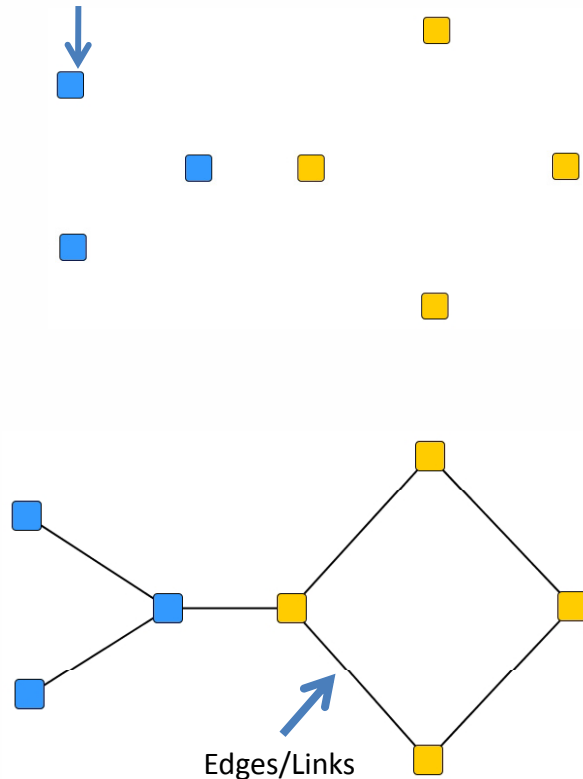
Assumption: Academic performance and sense of wellbeing are closely connected to social integration.



networks

a question of perspective

Nodes/Actors



Statistics: Attributes of individuals count. Premise: Cases are independent.

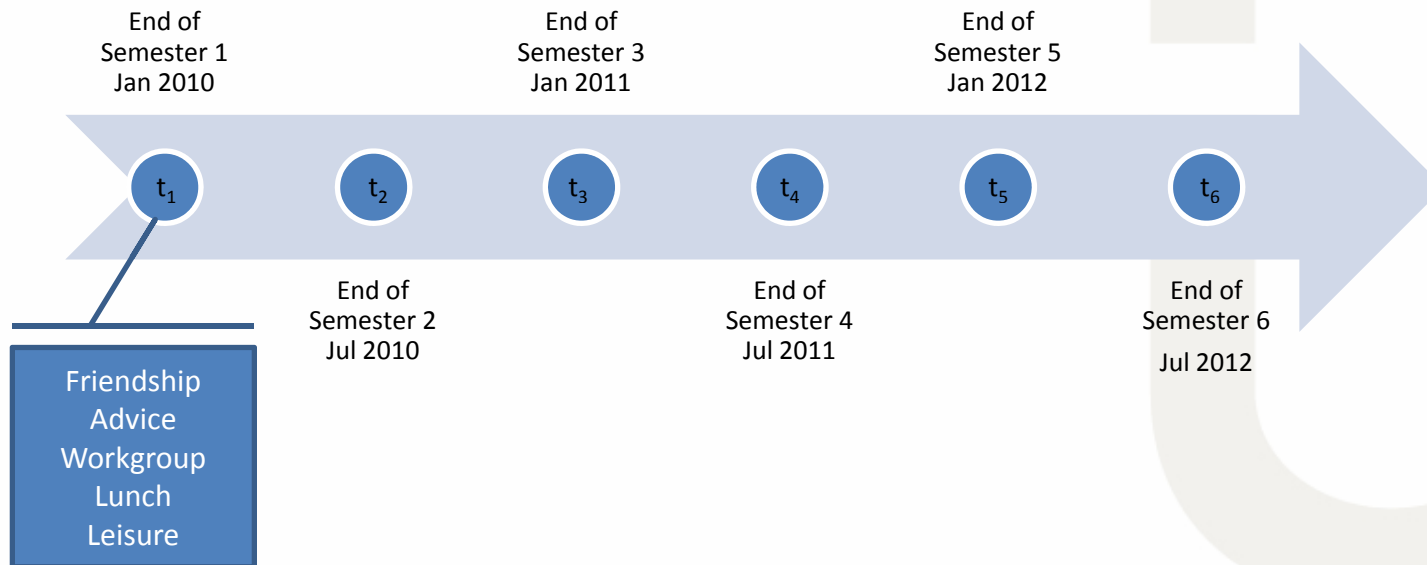
Network Analysis: Relationships between actors. Premise: Cases are dependent.

Thus, traditional statistics do not work with network data | Graph Theory

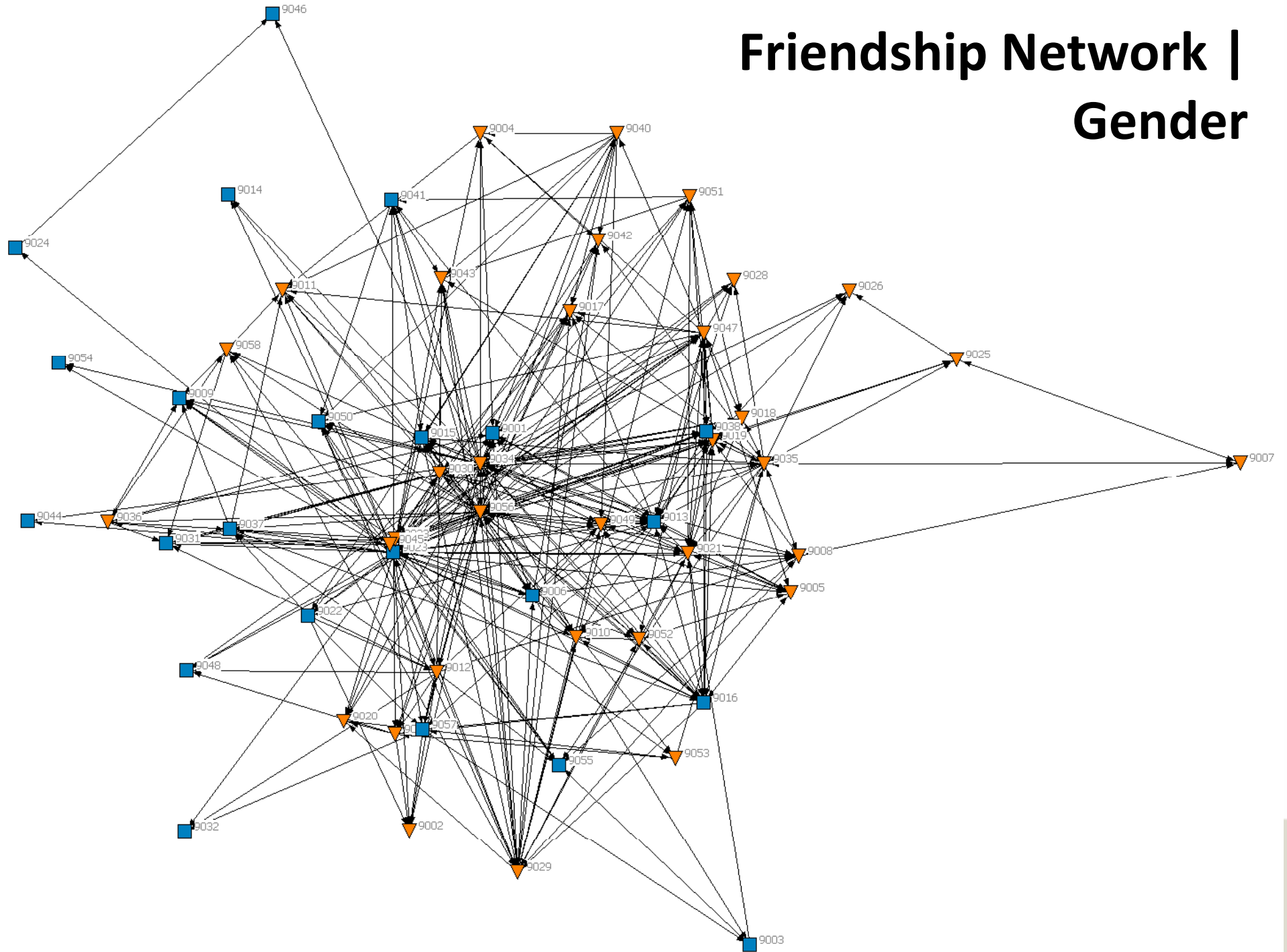


Study Design

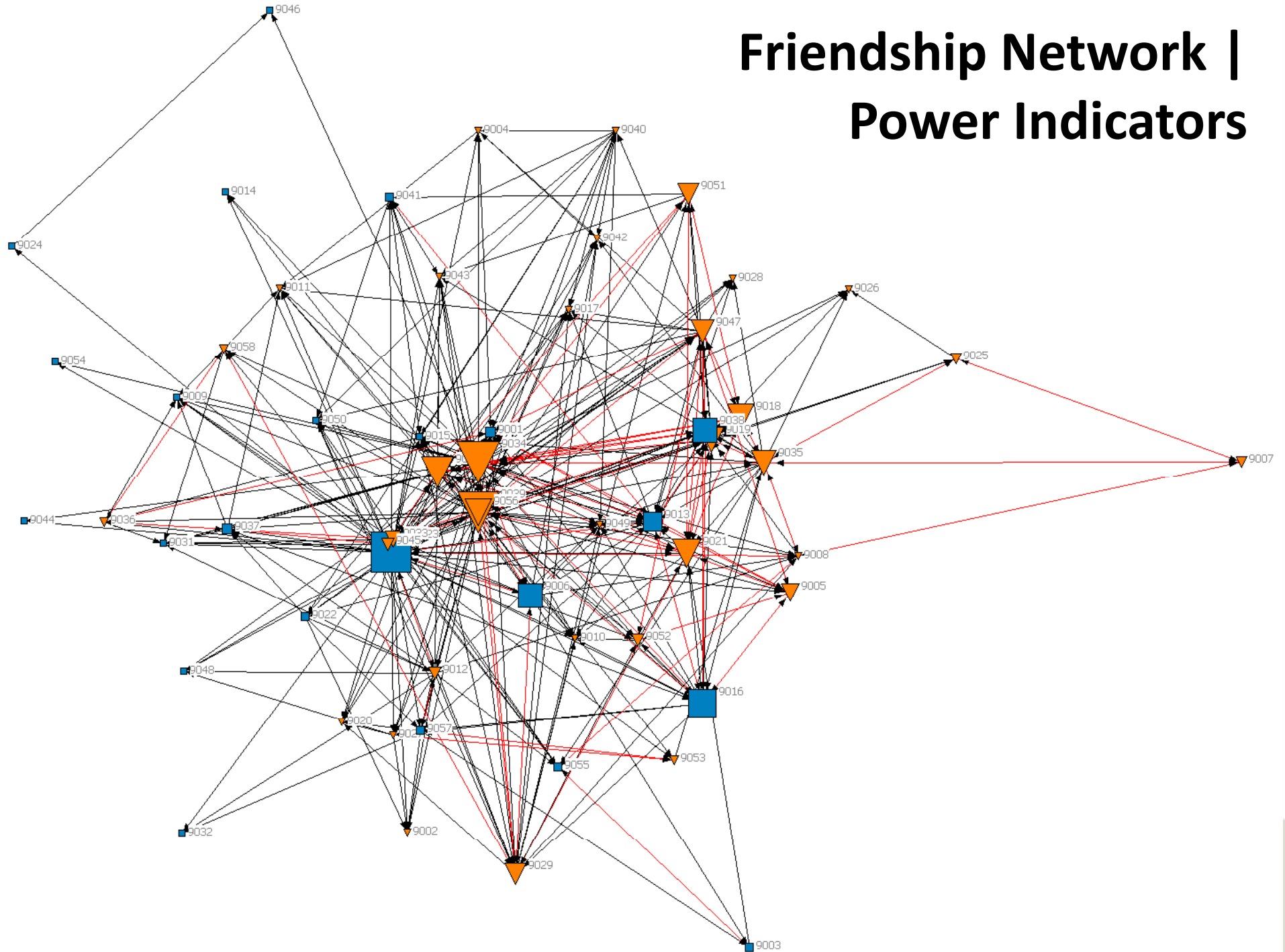
Boundary definition: Cohort of BBA Students commencing studies in fall 2009.



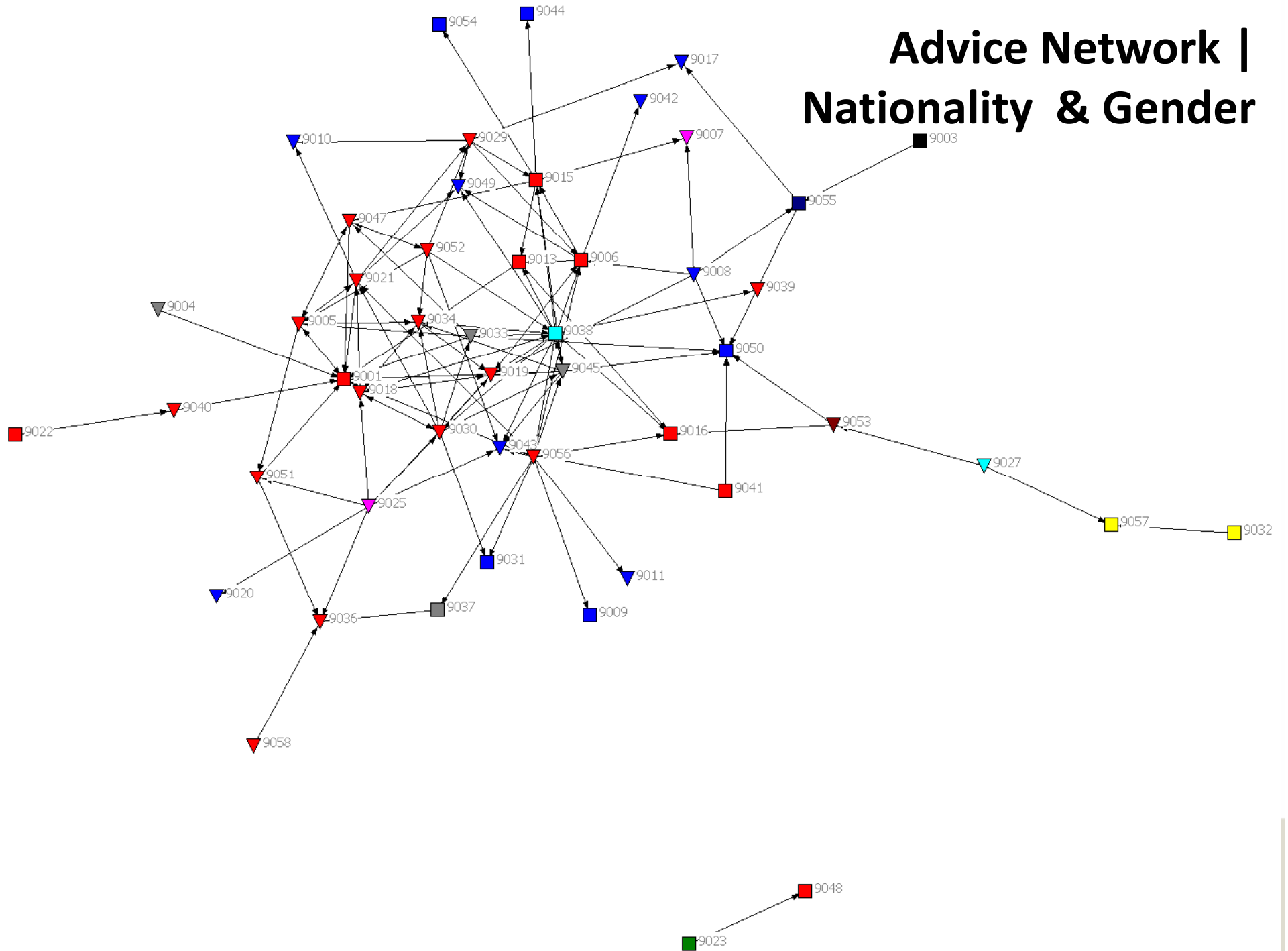
Friendship Network | Gender



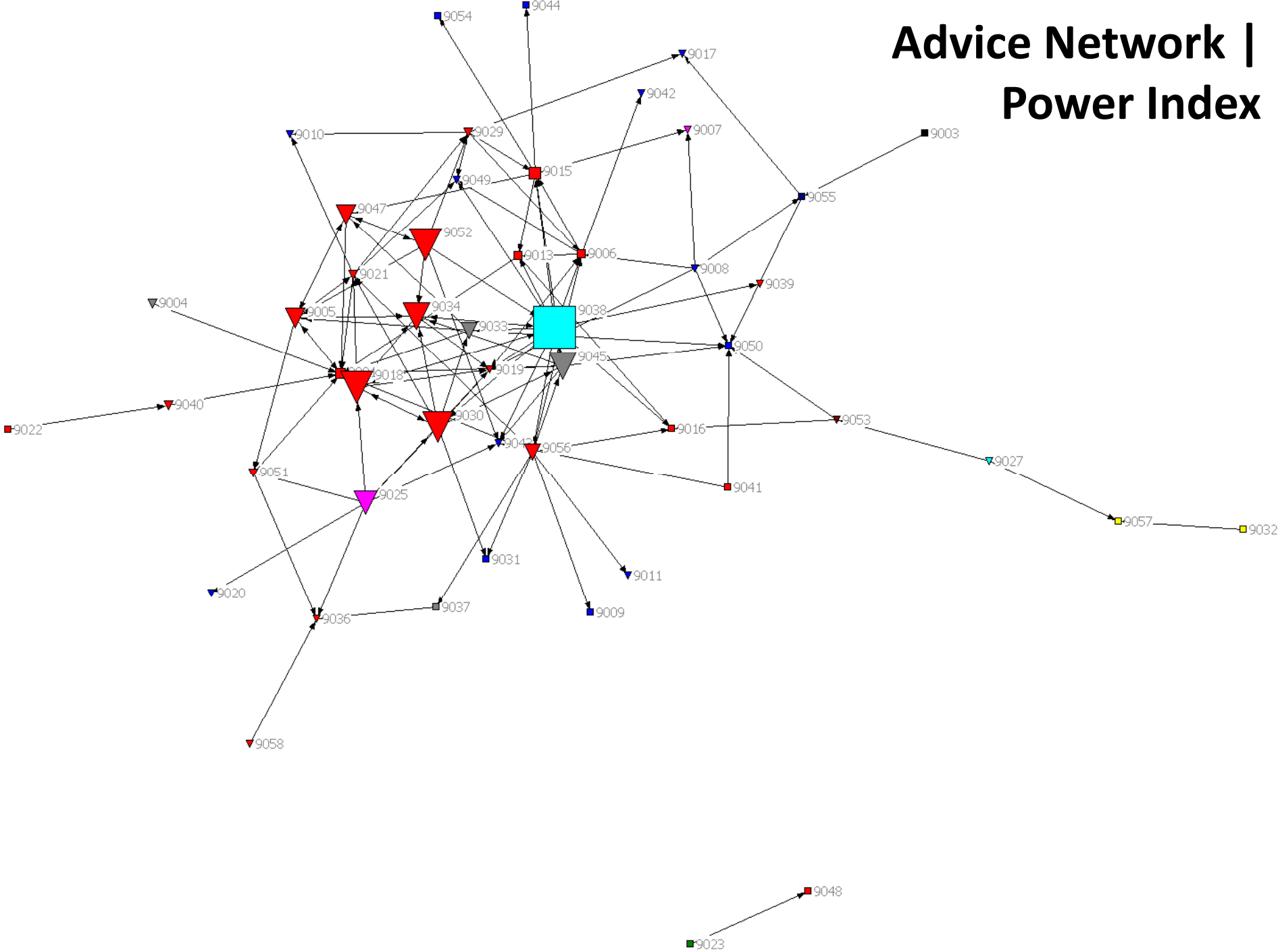
Friendship Network | Power Indicators



Advice Network | Nationality & Gender

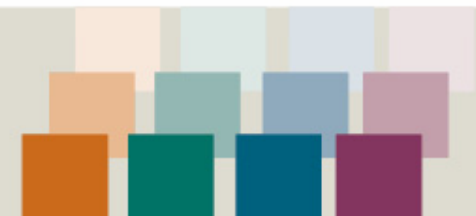


Advice Network | Power Index



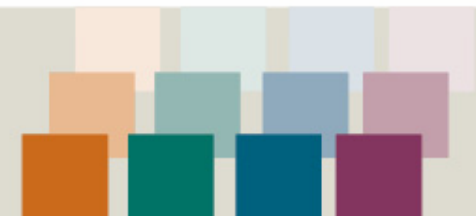
some implications

- Who are the key players, do they change?
- How is information likely to spread, where should it be seeded?
- Official vs unofficial roles?
- Are strong clusters evident, are they isolated?
- Are the clusters network-specific?
- Is there an effect of network position on happiness and/or academic performance?



next steps

- Observe Network Evolution
 - 2nd iteration currently running
 - Consecutive iterations every semester until graduation (and beyond?)
 - Key Player analysis
 - Power distribution
 - Clustering effects
- > Social Capital Effects ?



Thank you for your attention!

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