

Liking things, talking culture, and making friends

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Outline of the Talk

Culture and Social Networks: Two Models

Culturally Active People Have Larger Networks

Cultural Investment and Local Structure

Culturally Active People Are More Likely to Use Their Networks

Culture Talk and Cultural Participation

Conclusion, Future Prospects

And now...

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1. Traditional Model: **Network Transmission**

1.1 Networks as **Conduits**

1.2 Cultural Tastes as Practices as **Contents**

1.3 **Diffusion** Imagery (Contents are Transmitted Through the Conduits)

1.4 Network Ties as **Stable** Structures over Time (McPherson 2004)

1.5 Interpersonal **Influence** Mechanism (Friedkin 2006)

1.6 **Local Bandwagon** Process (Mark 1998)

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 - 1.1 Cultural **Diversity** Should be Linked to Networks of Larger **Size**
 - 1.2 Different Forms of Culture (e.g. **Niche** vs **Popular**) Should have an Elective Affinity with Different Types of Relationships (e.g. **Strong** vs **Weak**)
 - 1.3 Different Forms of Cultural **Investment** Should be Linked to Different Types of **Local Network** Structures
 - 1.4 Cultural **Diversity** Should be Linked to Different Patterns of Network **Usage**
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And now...

Culture and Social Networks: Two Models

Culturally Active People Have Larger Networks

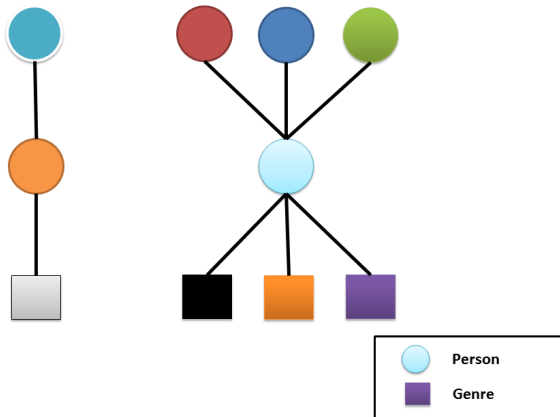
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Culture Talk and Cultural Participation

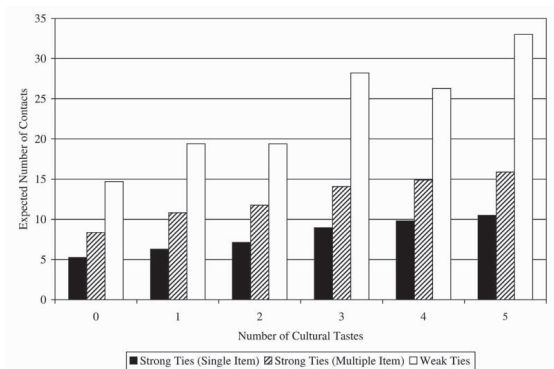
Conclusion, Future Prospects

Intuition



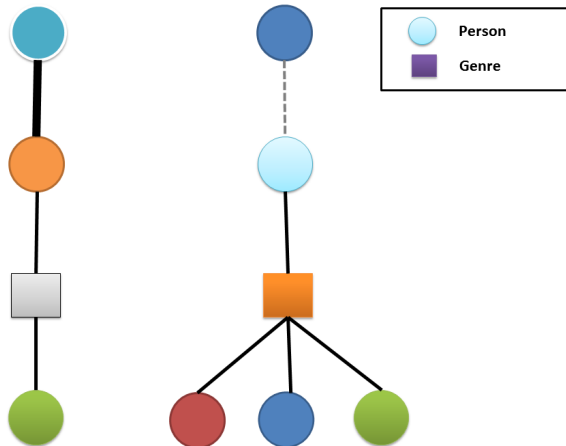
Network Size and Cultural Diversity: Evidence

From Lizardo (2006: 790, *American Sociological Review*)



Expected number of contacts in the strong-tie and weak-tie network by individual score on culture consumption scale, 2002 GSS

Intuition



From Lizardo (2006: 790, *American Sociological Review*)

Table 6. Instrumental Variable Poisson Regression Estimates of the Effects of Highbrow and Popular Culture Consumption on Network Size, 2002 GSS (Murphy-Topel Corrected Standard Errors in Parentheses)

	Strong Ties (Single Item)		Strong Ties (Multiple Item)		Weak Ties	
	Model 1	Model 2	Model 3	Model 4	Model 5	Model 6
Years of Education	.0407*** (9.89)	-.0041 (-.57)	.0608*** (17.61)	.0156** (2.50)	.0593*** (24.37)	.0580*** (13.63)
Occupational Earnings	.0411*** (3.66)	.0059 (.46)	-.0265*** (-2.75)	-.0533*** (-4.81)	.1294*** (19.29)	.1222*** (16.12)
Years of Age	-.0134*** (-3.85)	-.0154*** (-4.31)	-.0177*** (-5.94)	-.0188*** (-6.15)	-.0090*** (-4.24)	-.0071*** (-3.24)
Age Square/100	.0136*** (4.07)	.0145*** (4.21)	.0194*** (6.74)	.0149*** (4.86)	.0082*** (4.04)	.0101*** (4.79)
Gender (Female = 1)	.1697*** (8.01)	.0438 (1.57)	-.0553*** (-3.07)	-.2120*** (-8.80)	.0757*** (6.13)	.0993*** (6.03)
Race (Black = 1)	-.3405*** (-9.27)	-.2837*** (-7.47)	-.0941*** (-3.22)	-.0811*** (-2.64)	-.2414*** (-11.27)	-.2288*** (-10.31)
Marital Status	.0366* (1.66)	.0331 (1.43)	.1381*** (7.35)	.1212*** (6.07)	.2626*** (20.11)	.2780*** (20.32)
Number of Children	.0296*** (4.30)	.0386*** (5.48)	.0459*** (7.93)	.0581*** (9.57)	.0288*** (6.88)	.0298*** (6.99)
Size of Place (Logged)	-.0119*** (-2.81)	-.0279*** (-5.71)	-.0105*** (-2.94)	-.0242*** (-5.77)	-.0035 (-1.40)	-.0055* (-1.91)
Geographic Mobility	.0108 (.88)	-.0215 (-1.60)	-.0549*** (-5.20)	-.0981*** (-8.50)	-.0699*** (-9.59)	-.0609*** (-7.64)
Northeast	.0048 (.13)	.0148 (.41)	-.0541* (-1.78)	-.0345 (-1.10)	.0391* (1.84)	.0292 (1.36)
Midwest	.1269*** (3.76)	.0990*** (2.84)	.0096 (.33)	-.0017 (-.06)	.1476*** (7.26)	.1303*** (6.21)
South	-.0562* (-1.68)	-.0196 (-.58)	.0265 (.94)	.0491* (1.70)	.1330*** (6.76)	.1237*** (6.19)
Mountain	-.0728 (-1.44)	-.0951* (-1.86)	-.0174 (-.42)	-.0249 (-.59)	-.2334*** (-7.01)	-.2479*** (-7.39)
Highbrow Culture Scale	—	.5527*** (6.61)	—	.6514*** (9.59)	—	-.1246** (-2.46)

(continued on next page)



Weak Ties

From Lizardo (2006: 790, *American Sociological Review*)

Table 6. (Continued)

	Strong Ties (Single Item)		Strong Ties (Multiple Item)		Weak Ties	
	Model 1	Model 2	Model 3	Model 4	Model 5	Model 6
Popular Culture Scale	—	.0095	—	-.1911**	—	.2237***
		(.10)		(-2.43)		(3.75)
Sargan Statistic	—	21.31	—	16.02	—	14.92
p-value	—	.167	—	.451	—	.531
Anderson L.R. Statistic	—	27.856	—	29.351	—	27.856
p-value	—	.047	—	.031	—	.047
Model Deviance	10252.3	10191.3	11235.0	11136.4	40550.5	40536.1
Pseudo R-squared	0.0999	0.1053	0.1228	0.1305	0.1476	0.1479
Akaike Inf. Criterion	7858.32	7801.31	9147.02	9052.38	38156.46	38146
N	1212	1212	1059	1059	1212	1212

* $p < .1$; ** $p < .05$; *** $p < .01$ (two-tailed tests)

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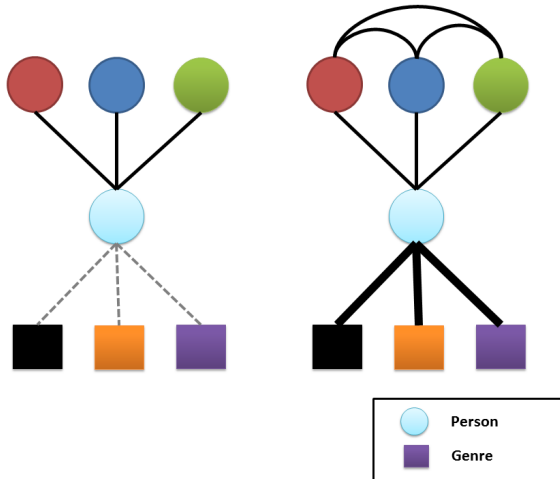
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From Lizardo (2011, *Sociological Perspectives*)

	<i>Model 1</i>		<i>Model 2</i>		<i>Model 3</i>	
Online hours (logged)	-0.140*	(-4.77)	-0.069*	(-2.32)	-0.091*	(-3.00)
Number of weak preferences	0.113*	(7.85)			0.095*	(6.40)
Number of strong preferences			-0.080*	(-6.94)	-0.065*	(-5.49)
Constant	0.389*	(6.23)	0.665*	(11.91)	0.480*	(7.48)
Model χ^2	78.69*		70.12*		110.05*	
N	327		327		327	

* $p < .05$.

Poisson Regression Coefficients of the Effect of Number of Strong and Weak Preferences on the Proportion of Dyads in the Personal Networks Who Do Not Know One Another, 2004 General Social Survey.

From Lizardo (2011, *Sociological Perspectives*)

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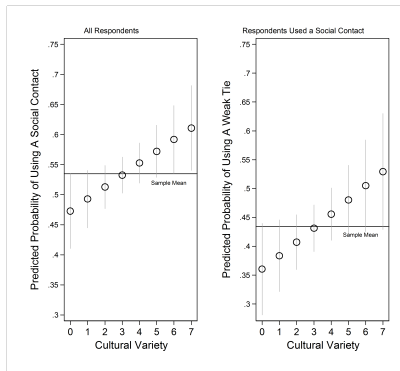
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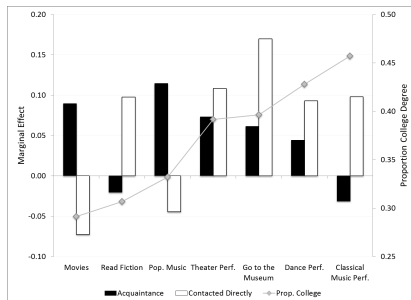
From Lizardo (2012: 27, Under Review)



Predicted probabilities of having found a job via a network contact (left-hand panel) and having used a weak tie to find a job conditional on having used a network contact (right-hand panel).

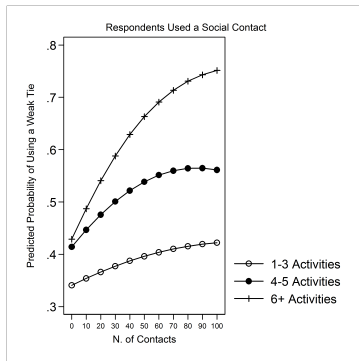
Niche vs Popular

From Lizardo (2012: 28, Under Review)



Marginal effects of having engaged in different culture consumption activities on the probability (left-hand axis) of having learned about your current job (for employed respondents) or about your last job (for respondents out of the labor force) from either an acquaintance (black bars) or by having been directly contacted by the employer (white bars). Gray line shows the proportion of college educated person who engaged in that activity at least once in the past year (right-hand axis).

From Lizardo (2012: 29, Under Review)



Predicted probability of having learned about your current job (for employed respondents) or about your last job (for respondents out of the labor force) via a weak tie (defined as either an acquaintance or having been directly contacted by the employer, by reported network size and level of cultural participation)

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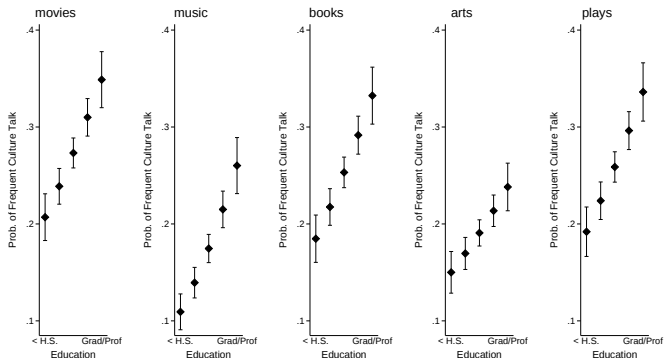
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Education

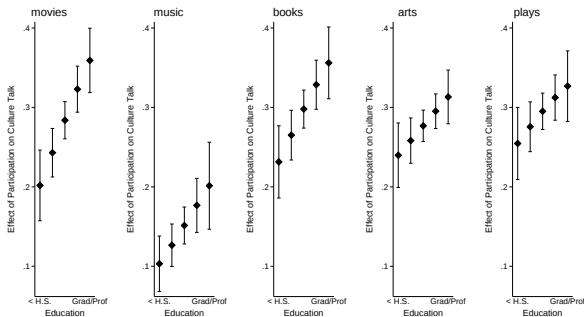
From Lizardo (2012, In Preparation)



Predicted probability of reporting that one engages in culture talk "very often" by levels of education. 2002-2004 National Social Survey.

Participation

From Lizardo (2012, In Preparation)



Marginal effect of frequency of participation on a given cultural domain on the probability of engaging in frequent cultural talk within that domain by levels of education. 2002-2004 National Social Survey.

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Work to be done

Culture conversion argument empirically promising, but conceptual and empirical challenges remain:

- ▶ Disentangling properties of culture that interact with types of network relations (Lewis et al 2011)
 1. Niche width (popular vs niche culture)
 2. Status value (correlation with education, income, occupational prestige)
 3. Intensity of commitment (Passing familiarity vs strong commitment)

Work to be done

Culture conversion argument empirically promising, but conceptual and empirical challenges remain:

- ▶ We need **qualitative** process and mechanism oriented studies!
 1. Frequency of “culture talk”
 2. Interactional role of culture in conversation (Fine 1979; Frith 1998)
 3. Social Foci that Facilitate Culture Talk (e.g. Book Clubs)

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Culture conversion argument empirically promising, but conceptual and empirical challenges remain:

- ▶ We need longitudinal survey-based research containing taste and social participation/personal network information!
 1. Clarifying issues of causal order
 2. Looking at the role of culture in relationship and connectivity maintenance over time



Thanks!