

Cultural Tastes and the Dynamics of Personal Networks

Omar Lizardo

Department of Sociology
University of Notre Dame
olizardo@nd.edu

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Outline of the Talk

And now...



1. Traditional Model: Network Transmission

1.1 Networks as Conduits (Borgatti 2005)

1.2 Cultural Tastes as Practices as Contents

1.3 Diffusion Imagery (Contents are Transmitted Through the Conduits)

1.4 Network Ties (Relatively) Stable over Time

1.5 Interpersonal Influence Mechanism (Friedkin 2005)

1.6 Local Bandwagon Process (Mark 1998)

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1.2 Fungibility and Conversion Across Different Forms of Capital

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Implications of the Culture Conversion Argument

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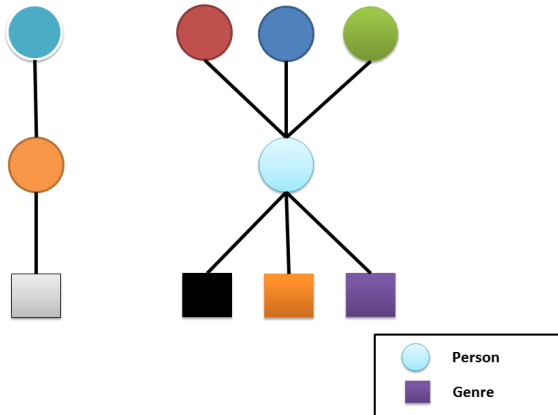
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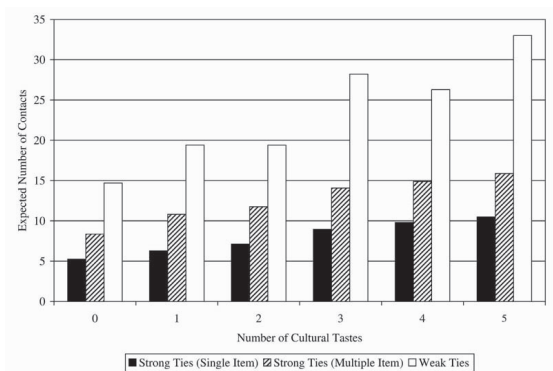
And now...

Culturally Active People Have Larger Networks



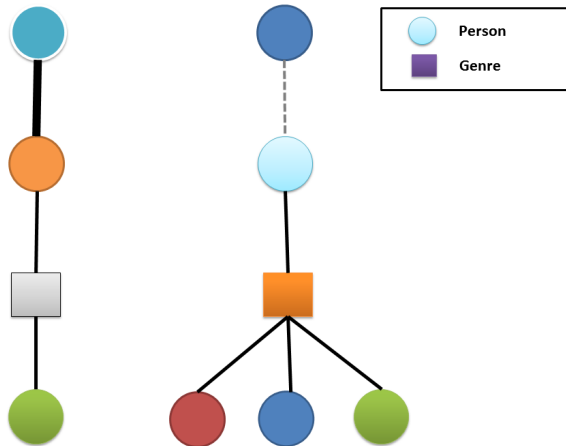
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From Lizardo (2006: 790, *American Sociological Review*)

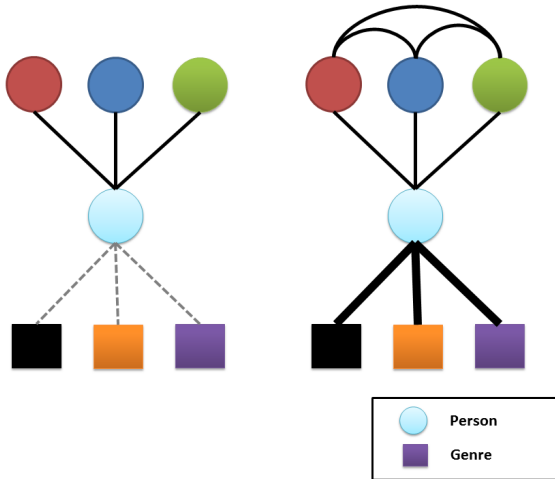


Expected number of contacts in the strong-tie and weak-tie network by individual score on culture consumption scale, 2002 GSS

Different Types of Culture (Niche vs Popular) are Connected to Different Types of Ties (Strong vs Weak)



Different Types of Cultural Investment are Associated with Different Local Structures





Different Types of Cultural Investment are Associated with Different Local Structures

Passing Familiarity Correlates with Structural Holes

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.



Different Types of Cultural Investment are Associated with Different Local Structures

Strong Investment Correlates with Clustered Social Worlds

From Lizardo (2011, *Sociological Perspectives*)

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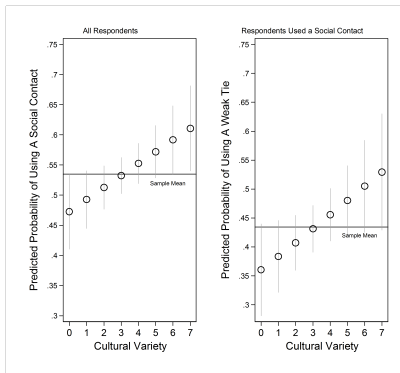
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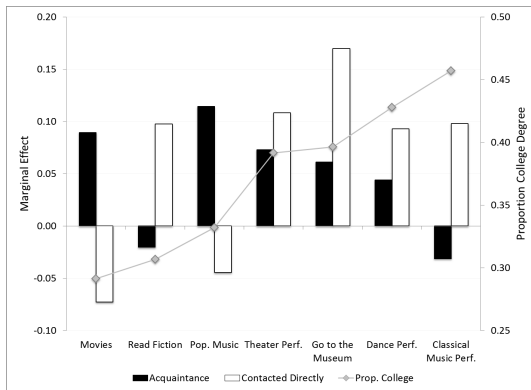
Culturally Active People Are More Likely to Use Their Networks

From Lizardo (2012: 27, forthcoming)



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).

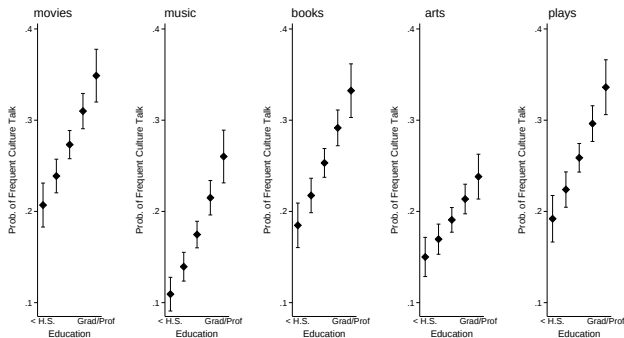
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Marginal effects of having engaged in different culture consumption activities on the probability (left-hand axis) of having learned about your current job (for employed respondents) or about your last job (for respondents out of the labor force) from 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).

The More Educated Engage in Culture Talk

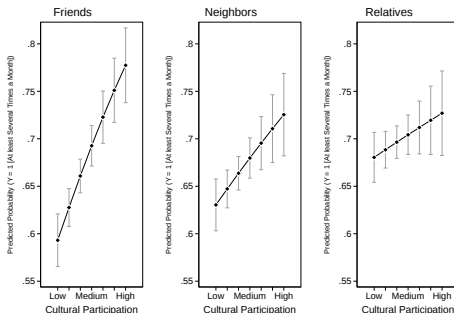
From Lizardo (2012, In Preparation)



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

Cultural Participation is Linked to Informal Interaction Outside of the Kin Network

From Lizardo (2012, In Preparation)



Predicted probabilities of informally interacting with friends, neighbors, and relatives at “several times a month,” “several times a week,” or “almost daily” by levels of cultural participation 1998 and 2002 GSS .

What's wrong with this picture?

1. Culture conversion argument implies effects of cultural tastes/habits on dynamic outcomes.
 - 1.1 Yet, most available sources of data are cross-sectional
 - 1.2 **dynamic** mechanisms have to be **inferred** from static correlations
2. Existing studies that do use dynamic data bear out one key assumption of the conversion model:
 - 2.1 "Influence" of existing network ties tastes **weak** to **non-existent** (Lewis et al 2011; Friemel 2011)
 - 2.2 Most of the action is at the level of tastes as **selection** mechanisms (Nagel, Ganzeboom and Kaljmin 2011)
3. Outstanding question: Are culturally active individuals more likely to form and maintain larger networks over time?

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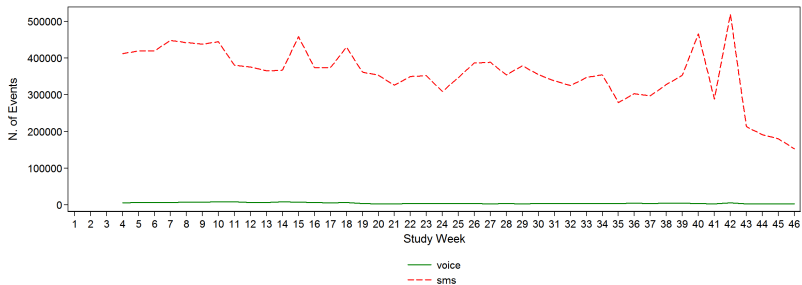
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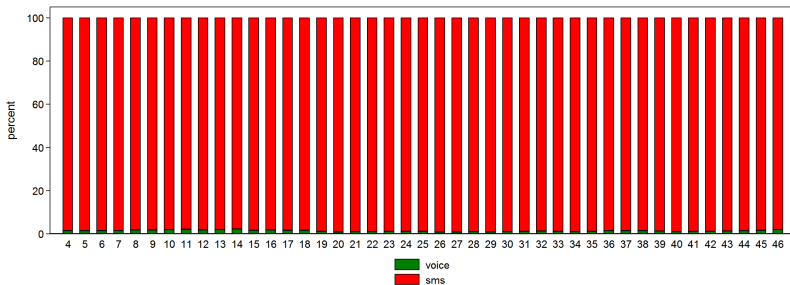
And now...

1. Collect network data via “remote sensing.”
2. Two-year NSF funded project (Engineering/Soc Collaboration)
3. Pls provided 200 Notre Dame freshmen with smartphones + unlimited voice and texting plans
4. Pls, in their turn, provided with the students’ privacy (everything but content)
 - 4.1 All incoming and outgoing communication events (SMS and voice), sender-receiver information, time-stamp
 - 4.2 Email, Facebook activity, address-book, and (messy) proximity sensing via bluetooth
 - 4.3 Periodic surveys (beginning of each semester) both attitudinal and core ego-network information*
5. (Initial) $N = 195$, 91 girls, 104 boys.

SMS vs Talk



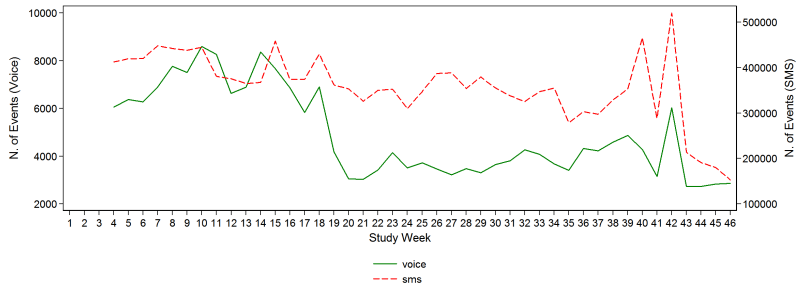
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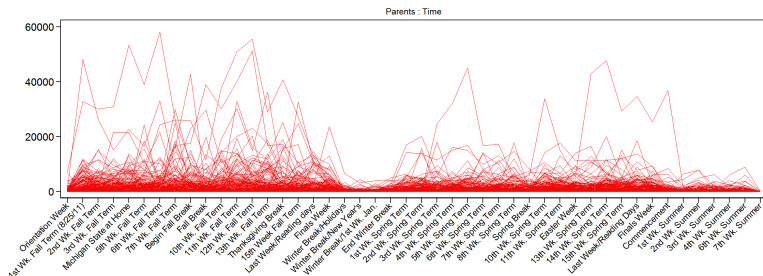
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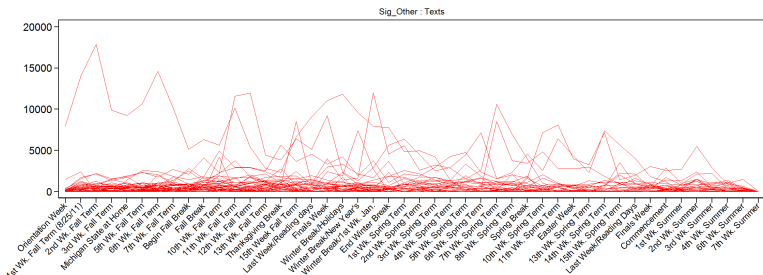
SMS vs Talk



Spaghetti Plot: Time on Phone with Parents

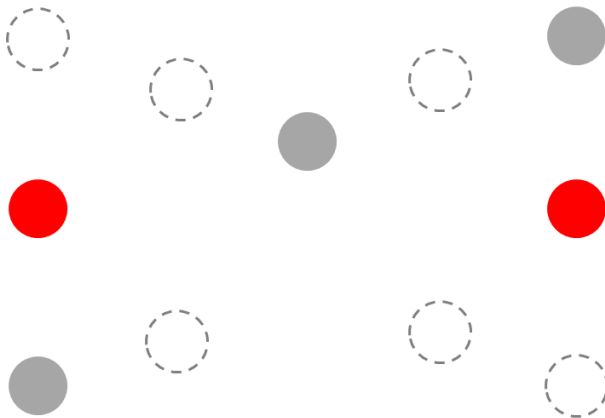


Spaghetti Plot: Number of Texts to “Significant Other”



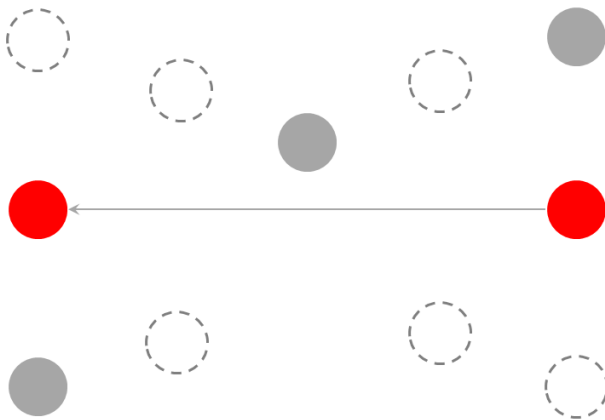


Data Construction Process



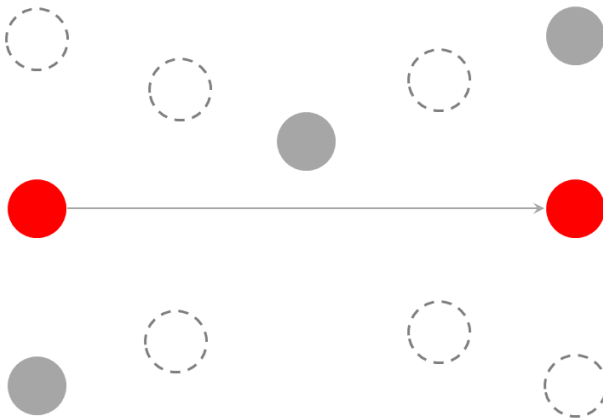


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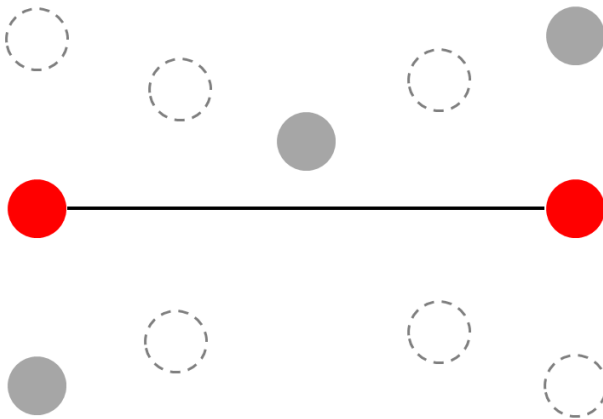


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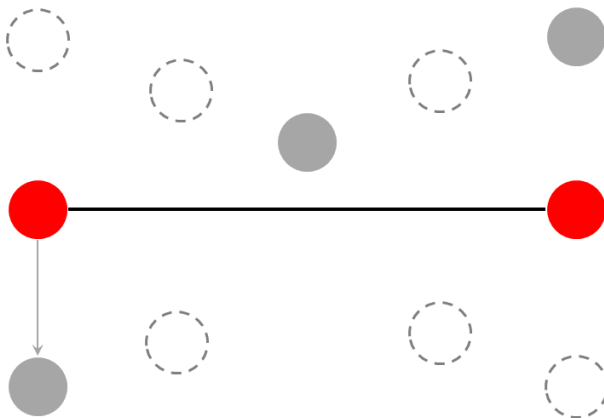


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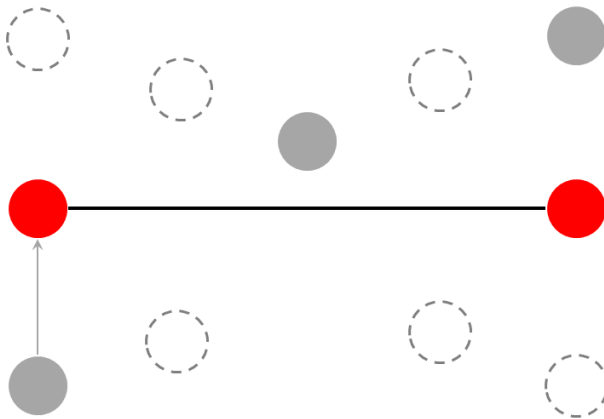


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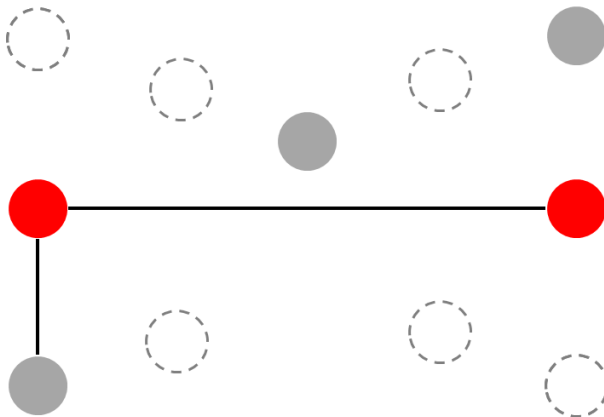


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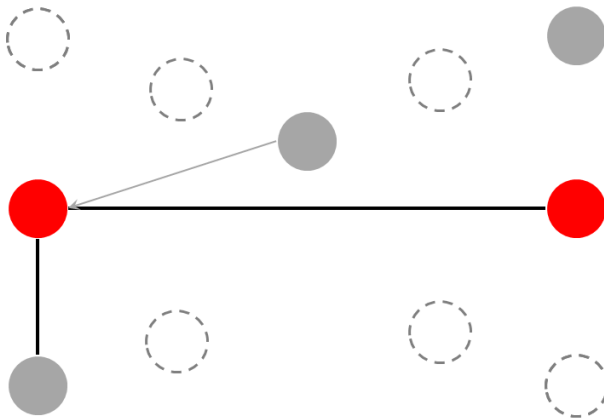


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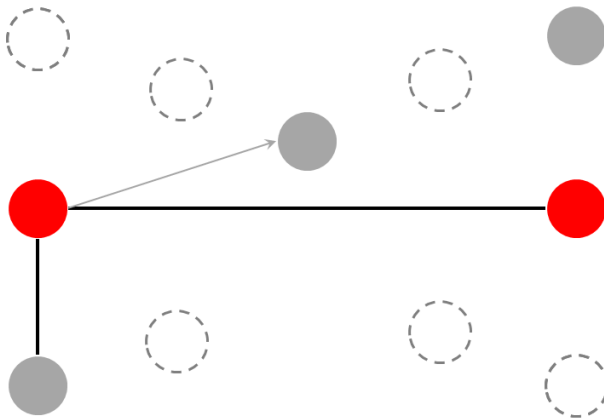


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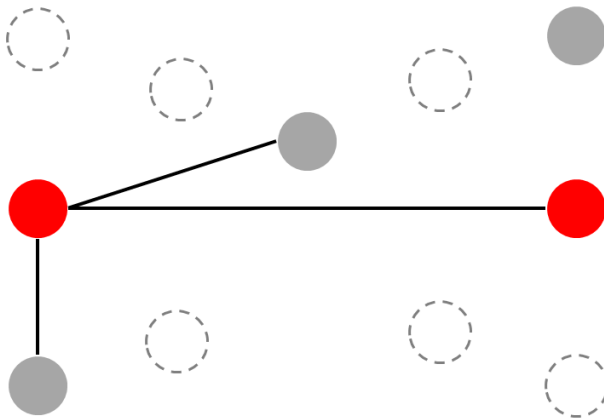


Data Construction Process



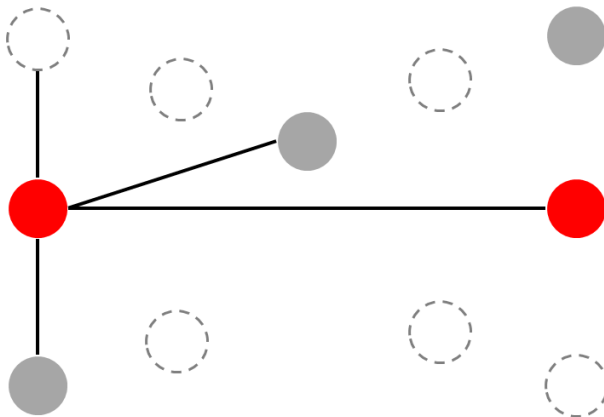


Data Construction Process



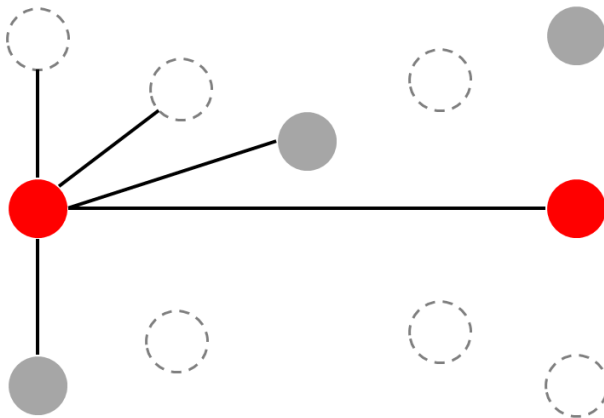


Data Construction Process

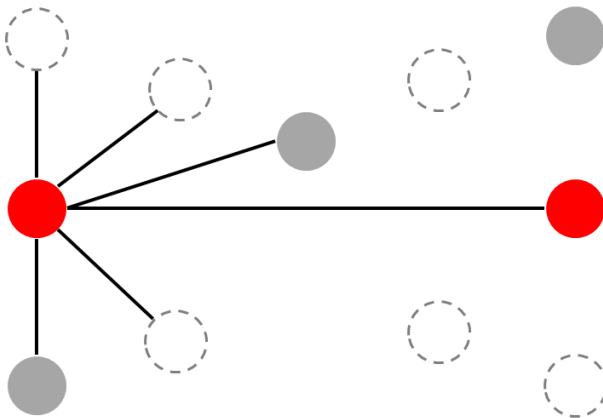




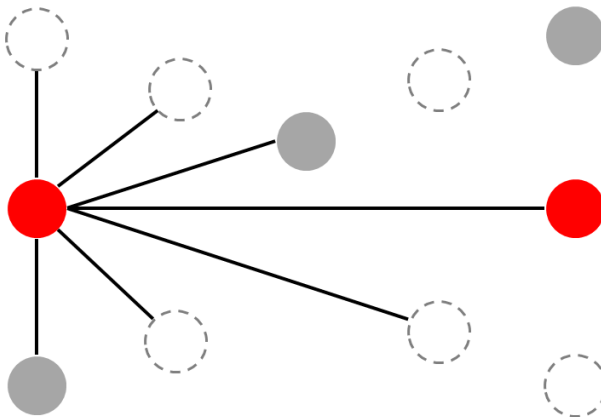
Data Construction Process



Data Construction Process

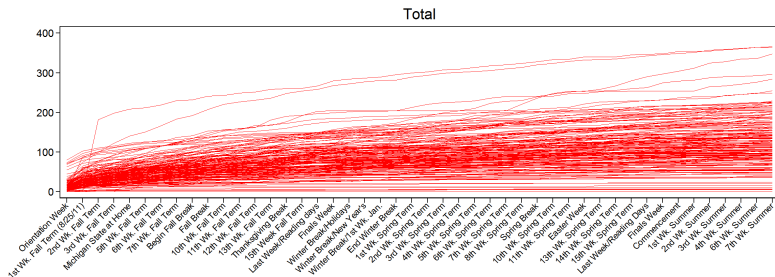


Data Construction Process

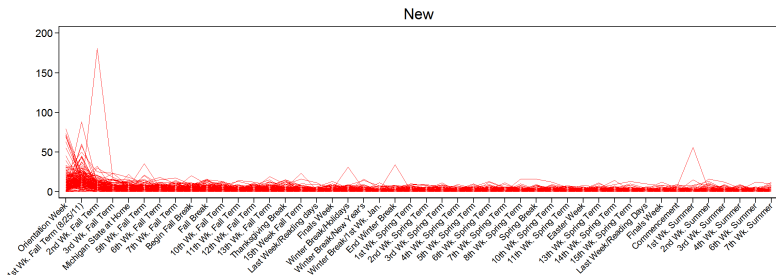


Dynamic Network Data

Ego-Network Size over Time



New Edges over Time



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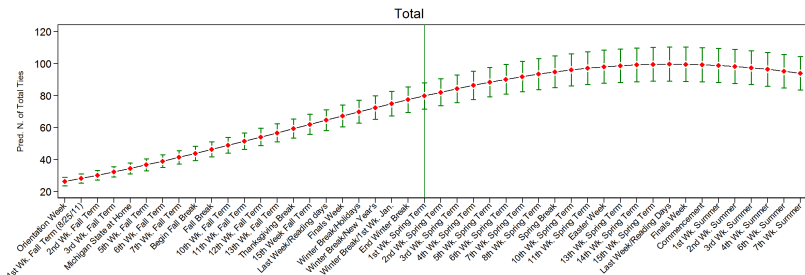
$$Y_{ti} = \alpha_{0i} + \beta_{1i}week_t + \beta_{2i}week_t^2 + e_{it} \quad (1)$$

$$\alpha_{0i} = \alpha_{00} + \mu_{0i} \quad (2)$$

$$\beta_{1j} = \beta_{10} + \mu_{1j} \quad (3)$$

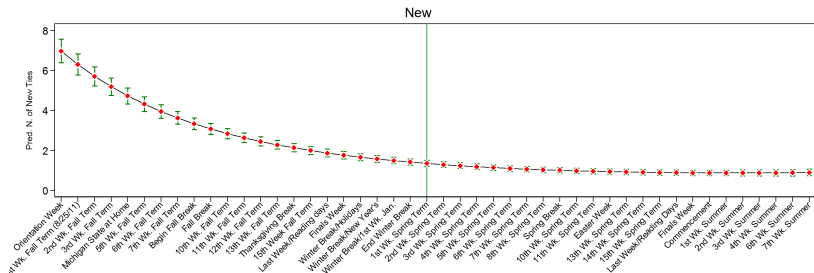
$$\beta_{2j} = \beta_{20} + \mu_{2j} \quad (4)$$

Ego-Network Size over Time: Smoothed Trend



Dynamic Network Data

New Edges over Time: Smoothed Trend



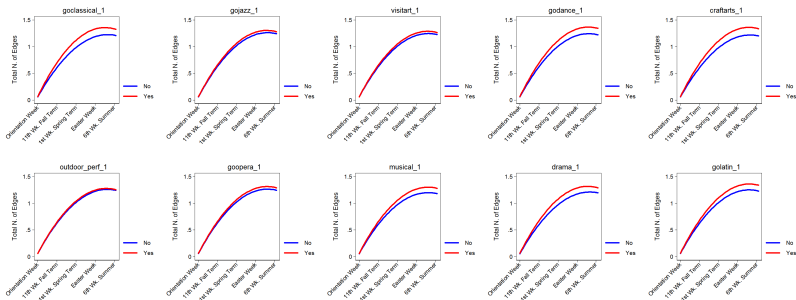
And now...



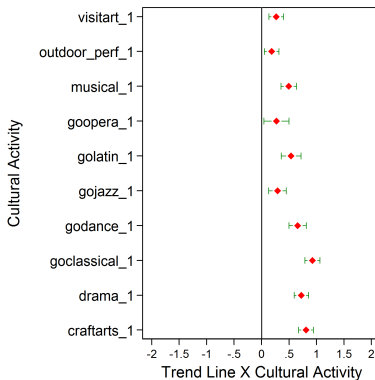
Is There Heterogeneity in the Network Growth Trend Premised on Cultural Participation?

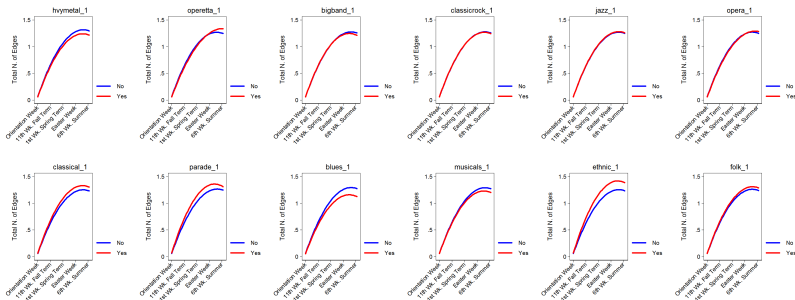
$$Y_{it} = \alpha_i + \beta_1 week_t + \beta_2 week_t^2 + \beta_3 week_t \times C_{ik} + \beta_4 week_t^2 \times C_{ik} + e_{it} \quad (5)$$

Where: $C_{ik} = 1$ if person i reported having engaged in cultural activity C in the past year at the intake survey (August/September of 2011), $C_{ik} = 0$ otherwise.

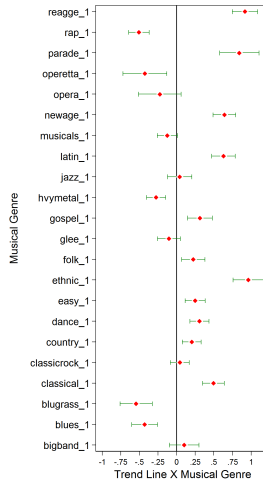


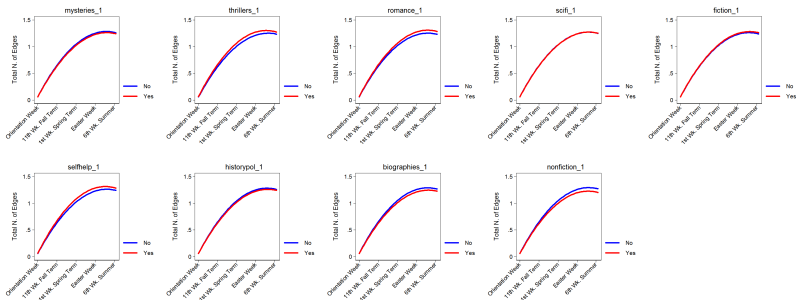
Additive Trend Effect

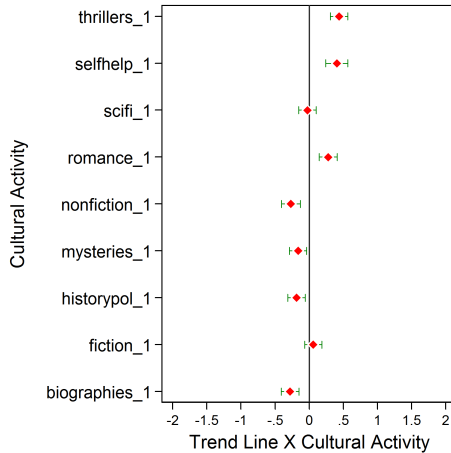


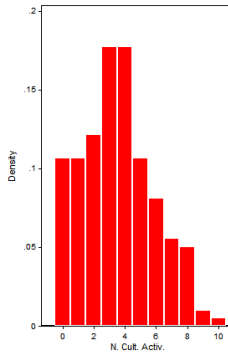












	(1) Total 4	(2) Total 8	(3) Total 12	(4) Total 16	(5) Total 20	(6) Total 24
main						
N. Cult. Activ.	0.0107 (0.57)	0.0163 (0.93)	0.0218 (1.27)	0.0235 (1.39)	0.0256 (1.52)	0.0274* (1.65)
Constant	3.678* (45.07)	3.984* (54.69)	4.157* (59.75)	4.296* (63.03)	4.378* (64.35)	4.440* (66.53)
chi2	0.324	0.864	1.617	1.939	2.299	2.718
df_m	1	1	1	1	1	1
N	192	192	192	192	192	192

t statistics in parentheses

* $p < 0.10$

	(1) Total 28	(2) Total 32	(3) Total 36	(4) Total 40	(5) Total 44
main					
N. Cult. Activ.	0.0279* (1.68)	0.0281* (1.71)	0.0293* (1.82)	0.0293* (1.80)	0.0284* (1.73)
Constant	4.507* (67.74)	4.567* (68.79)	4.619* (70.30)	4.664* (70.26)	4.710* (70.36)
chi2	2.836	2.918	3.312	3.237	2.995
df_m	1	1	1	1	1
N	192	192	192	192	192

t statistics in parentheses

* $p < 0.10$



	(1) Active 4	(2) Active 8	(3) Active 12	(4) Active 16	(5) Active 20	(6) Active 24
main						
N. Cult. Activ.	0.0181 (0.99)	0.0280 (1.56)	0.0444* (2.27)	0.0514* (2.54)	0.0424 (1.61)	0.0487* (2.39)
Constant	2.520* (33.61)	2.640* (36.10)	2.513* (32.56)	2.504* (30.77)	2.465* (24.13)	2.474* (30.37)
chi2	0.970	2.424	5.140	6.433	2.583	5.725
df_m	1	1	1	1	1	1
N	192	192	192	192	192	192

t statistics in parentheses

* $p < 0.10$

	(1) Active 28	(2) Active 32	(3) Active 36	(4) Active 40	(5) Active 44
main					
N. Cult. Activ.	0.0497* (2.39)	0.0488* (2.82)	0.0401* (1.80)	0.0225 (0.77)	0.0124 (0.40)
Constant	2.541* (30.75)	2.566* (35.12)	2.580* (28.71)	2.416* (21.16)	2.328* (19.09)
chi2	5.723	7.953	3.235	0.593	0.163
df_m	1	1	1	1	1
N	192	192	192	192	192

t statistics in parentheses

* $p < 0.10$

	(1) Inactive 4	(2) Inactive 8	(3) Inactive 12	(4) Inactive 16	(5) Inactive 20	(6) Inactive 24
main						
N. Cult. Activ.	-0.000232 (-0.01)	0.00938 (0.49)	0.0145 (0.78)	0.0156 (0.88)	0.0198 (1.14)	0.0232 (1.35)
Constant	3.132* (28.68)	3.606* (44.27)	3.902* (50.83)	4.083* (57.22)	4.203* (58.77)	4.272* (61.08)
chi2	0.0000928	0.236	0.603	0.774	1.306	1.829
df_m	1	1	1	1	1	1
N	192	192	192	192	192	192

t statistics in parentheses

* $p < 0.10$

	(1) Inactive 28	(2) Inactive 32	(3) Inactive 36	(4) Inactive 40	(5) Inactive 44
main					
N. Cult. Activ.	0.0227 (1.33)	0.0244 (1.41)	0.0277 (1.64)	0.0299* (1.83)	0.0303* (1.87)
Constant	4.340* (62.66)	4.403* (62.89)	4.463* (64.59)	4.543* (66.16)	4.602* (68.57)
chi2	1.767	1.988	2.674	3.360	3.479
df_m	1	1	1	1	1
N	192	192	192	192	192

t statistics in parentheses

* $p < 0.10$

And now...

1. Culture Conversion Argument: Work in Progress but Evidence Pointing in Right Direction
2. Dynamic Network Data Scarce; Need More
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4. Finding: Heterogeneity in Network Growth Linked to Differences in Cultural Capital.
5. High Cultural Capital Youth:
 - 5.1 (Seem to) Accumulate Ties at a Faster Rate
 - 5.2 Maintain More Active Ties at Any One Time
 - 5.3 Time Dependence of Effect Consistent with “True New” Hypothesis
 - 5.4 Caveat: Observed “growth” process unknown amalgam of true new ties and activation of previously existing ties.

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Thanks!