



## Ties & Bonds

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### BBS [*Barry's Bulletin-Board Service*]

**Peter Monge** (Annenberg, USC) chair of Finance Committee of Int'l Communication Assoc.... **Joe Galaskiewicz** going from U Minnesota to Soc, U Arizona, Summer 01.... **Mike Timberlake** leaving Manhattan (Kansas State U @) for U Utah, Summer 01.... **David Gibson** is now Asst Prof of Soc, Harvard.... **Devon Brewer** stays in Seattle, but now at Harborview Medical Center, doing STD health-network research .... **Michael Schwartz** has taken early retirement from Soc, SUNY-Stony Brook. He recently sold his movie marketing business to *Variety* but continues as a consultant to them... **Mario Diani** has moved from the Chair at Strathclyde, Scotland to one at Soc, Trento, Italy.... **Manuel Castells** (Soc, Berkeley) spending 2001-2002 academic year at Open U of Catalonia, Barcelona .... **Emmanuel Koku** appointed Research Officer by Toronto Dept of Health to analyze sexual networks....

.... **Paul Bernard** and **Barry Wellman** 2/5 of the recipients of the Canadian Sociology and Anthropology Association's "Outstanding Contribution Award," 2001.... **Barbara Laslett** (Soc, Minn) has won the Amer Soc Assoc's Jessie Bernard Award for scholarly work that has encompassed the role of women in society.... **Kathleen Carley** (Carnegie Mellon) 2001 winner of Amer Soc Assoc's Sociology and Computing section's prize for outstanding achievement.... **Carter Butts** (Carnegie Mellon) and **Joy Pixley** won the Amer Soc Assoc's Aging and the Life Course best student paper prize (2001) for "Analyzing Life Course Patterns with the Interval Graph Approach." Bronfenbrenner Life Course Center Working Paper 01-10, Cornell University....

.... **Susan Bastani** (back being a sociology prof at Alzahra U, Tehran) and **Keith Hampton** (Urban Studies, MIT) successfully defend dissertations at U Toronto Soc.... **Bonnie Nardi** moved from ATT Labs to Agilent Labs, Palo Alto CA, Jan01 to study the work practices & networks of molecular biologists.... **Chad Gordon** retired at Rice U Soc. (Some details in Short Schticks below).... **Peter Marsden** (Harvard) & **Victor Nee** nominated for Amer. Sociological Assoc Council.... **Yanjie Bien** appointed Assoc Dean at Hong Kong U of Sci & Tech.... **Gustavo Mesch** elected chair of Soc, Haifa.... **Caroline Haythornthwaite** (Info Sci, U Illinois) nominated for vice-chair of Int'l Comm Assoc's Communications and Technology Div....

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### Networked Reading

I've had a wonderful time reading Bruce Sterling's science-fiction novel, *Distraction* (NY: Bantam, 1998). It's about a U.S. as a rather chaotic, perhaps dystopian, networked society in 2044. Densely-knit groups are called krewes, named after the New Orleans Mardi Gras groups. The Internet has just become the net, seamlessly integrated into life. "We don't have roots. We're network people. We have aerials." (p. 491). Formal structures are disintegrating, being replaced by amorphous, ever-changing, self-organizing hordes. It's "basically a semifederal, semilegal, distributable-deniable, net-centered segmented polycephalous influence sociality process." (p. 498). Status in such hordes is gained thru earning points in "reputation servers," such as Pattie Maes (MIT Media Lab) and Marc Smith (Microsoft Research; INSNA member) are developing now.

You show up at a Regulator camp with trust rep in the high nineties, people will make it their business to look after you. Because they know for a fact that you're a good guy to have around. You're polite, you don't rob stuff, they can trust you with their kids, their cars, whatever they got. You're a certifiable good neighbor. You always pitch in. You always do people favors. You never sell out the gang. It's a network gift economy. (p. 256).

Another provocative novel is *The Intuitionist*, by Colson Whitehead (NY: Anchor, 1999). It has elevator inspectors as the key figures in society, because they facilitate vertical movement. The inspectors are divided into two camps: the Empiricists, who assemble a lot of discrete facts about an elevator's operation, and the Intuitionists, who *gestalt* it. The error rates apparently are similar. The intuitionist heroine is the first black woman to have become an inspector. The author himself is black, and the book is clearly into racial stratification, both literally and metaphorically. However, the author also went to Harvard, and I kept wondering what social science courses he took. Certainly not dustbowl empiricism. **Book review:** The idea is more interesting than its working out, although Whitehead's writing itself is dazzling. A skim through Amazon shows mixed reader reaction.

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### Just Desserts

**Noshir Contractor** (U Illinois) has had a banner summer. **Nosh** married Maria Mastronardi, Asst Prof at U Illinois-Chicago, 7/01 in a Parsee service (the wedding pix is charming)..... Maria is now appointed at the U IL Champaign-Urbana campus... Nosh has also been promoted to Full Prof and has been selected to be chair of Int'l Comm Assoc's Web Services advisory committee – because he knows where to find info...

**Janet Salaff** (Soc, U Toronto) and **Arent Greve** (Bus Schl, U Bergen, Norway) were married 22Aug01 on Malibu Beach (L.A.) right after the Am Soc meetings. Janet & Arent couldn't wait for the Sunbelt even though they first met at one. Arent says he first spotted Janet dancing up a storm at the Bev Wellman choreographed

ending to my New Orleans keynote. But they didn't actually meet until a mid-afternoon break at a subsequent Charleston meeting. Now you know why we require Jacuzzis for all our conferences. INSNA is a Total Service Association. **Jim March** (Bus, Stanford) conducted a bravura ceremony on the beach. **Bev and Barry Wellman** were the "best friends". Barry made the toast, and Bev led a snake and circle dance on the beach. Participants included networkers Leslie Howard (Whittier Soc) and Ivan Light (UCLA Soc), and much of Toronto's NetLab: Wenhong Chen, Dima Dimitrova, Melissa Kew.

**Karen Stephenson** appears to have carved out a remunerative career as a network-oriented organizational consultant. Here's the blurb from Neoconcanada about her keynote: "Today's organizations consist of visible hierarchies and also invisible, overlooked networks thru which much communication and knowledge are actually transmitted. Cultural anthropologist Karen Stephenson, *considered the world's foremost authority on scientific network analysis* [my ital], uncovers the naturally occurring informal networks where work really gets done, or where creativity goes to die. She is adept at identifying the key – altho not necessarily highly ranked – people crucial in implementing successful innovation whose energy and intellect can be harnessed to drive up profits. Thru her company, NetForm, Dr. Stephenson's consulting has resulted in performance turnarounds at over 300 organizations. [[www.merchandisemart.com/neoconcanada/keynote.html](http://www.merchandisemart.com/neoconcanada/keynote.html)]

**Barry Wellman** (hey, that's me) was honored by U Toronto with a celebratory "Barryfest" conference (4/01). It featured talks by Stan Lieberman, June Corman, Liviana Calzavara, Bonnie Erickson, Dean Behrens, Scot Wortley, Keith Hampton, Caroline Haythornthwaite, Anabel Quan-Haase, Bev Wellman, and You Know How. Plus a poem by Chuck Tilly, and assorted slanders from correspondents around the world. (For details, see the Barryfest portion of [www.chass.utoronto.ca/~wellman](http://www.chass.utoronto.ca/~wellman)). Nope, I ain't retiring. My Soc chair, Lorne Tepperman, got inspired to hold this because of the Canadian award I won (see above).

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## Short Schticks

**Competitiveness:** Lawyer David Boies was the lead lawyer for the US Justice Dept's initially-successful case to break up Microsoft. He also was the lead lawyer for Al Gore's fight to gain the Presidency. My favorite Boies-ism is: "Would you rather sleep or win?" The Microsoft trial hinged to a significant extent on what the economists call "network effects": Basically, if everyone is using products like *MS-Word*, you also have to, even if you know that *Word Perfect* is better. I still use WP to write but then send to the heathen with a conversion program that translates into .doc treyfe. Nevertheless, MS wins, because I've bought the inferior *Word* for convenience in reading the documents that others send to me. [Source: The wonderful article by John Heilemann, "The Truth, The Whole Truth and Nothing But the Truth: The Untold Story of the Microsoft Antitrust case." *Wired*, Nov 2000].

**Chad Gordon** (see BBS above for retirement news) was my dissertation supervisor at Harvard. Although Chad was best known as a student of Harold Garfinkel, he was quite open to quantitative analysis and the social network approach. (My quantitative dissertation on the self-concept of [Pittsburgh] black and white adolescents originally envisaged a social network / reference group component that got dropped for lack of time and space.). Chad retired 5/99 from Rice U's Sociology dept. Here's what they wrote about him:

The road to Rice for Gordon ran through Hollywood (California) High School in the early '50s and Harvard University in the '60s. The bicoastal influences on his career at Rice – which included being named the first chair of the university's sociology department – can't be missed: During the '70s he led a rock band aptly named "Chi Square and the Degrees of Freedom"; spearheaded a search for the hottest food in the city through the auspices of the "Hot Food Club"; and taught courses on topics ranging from "death and dying" to "sexuality and the social order" (commonly known as "Sex with Chad").

"When word began to spread that Chad was retiring, students appealed to the sociology department to try to get him to stay on,

noting that they consider it a vital part of their education to take one of his courses," said fellow sociology professor Bill Martin. "At the last meeting of his sexuality class, members of the department each made a statement about his contributions over the years, and the students presented him with a huge poster they had signed with the central message being 'I had Sex with Chad and it was good for me.'"

[Source: <http://riceinfo.rice.edu/projects/reno/rn/19990513/emeriti.html>]

**The Writer's Block Calendar** is published by the University of Victoria (BC, Canada) English Dept's Kim Blank and Michael Cullen. Here are some thoughts for the day from a recent version [Source: University Affairs, 12/00: 7]

- "A bunch of little words in a row often means some can go"
- "When you edit your work, pretend it was written by someone you don't like."
- "If things happen 'on a daily basis', it means they happen 'daily'"

**Ron Burt's Sources Revealed:** Did the wise ones in ancient China understand structural holes? From the *Tao Te Ching*, # 11

Thirty spokes join together in the hub.

It is because of what is not there that the wheel is useful.

Clay is formed into a vessel.

It is because of its emptiness that the vessel is useful.

Cut doors and windows to make a room.

It is because of its emptiness that the room is useful.

Therefore, what is present is used for profit.

But it is in absence that there is usefulness.

[Source: Valdis Krebs' email to SocNet, 18 Dec00. Translation by Charles Muller. <http://www.human.toyogakuen-u.ac.jp/~acmuller/contact/lao-tzu.htm>]

**Sponsorship: A Hot New Way to Support Your Research:** You may have read the story about novelist Fay Weldon getting sponsorship from Bulgari jewelers for her latest book. I too want product placement gelt. If it's good for

novelists and hockey rinks, it should be good enough for *Social Networks*! So here's part of my next paper:

Google.com shows me that technological change has enabled dispersed community. People use their Nokia phones together with MCI's Friends and Family to hear each other's voices. AOL helps fill in the gaps with text messages – including the hot new Instant Messaging feature – while the annual urge to actually see and touch someone can be satisfied by the ultimate driving machine – BMW – or by flying the friendly skies of United. Motorists who want to watch their significant other and the road at the same time, have been rushing to pre-order (using their Visa cards on Amazon) Palm's new video kit, complete with Xybernaut's nifty heads-up display. Some cognoscenti even toast each other with Chateau Montelena.

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### The Life Cycle of Authorhood

1. **Birth** – the idea for the book
2. **Childhood** – thinking about what will be in it.
3. **Early Adulthood** – actually sitting down and doing the work
4. **Modern Maturity** – your friends tell you the manuscript has serious problems
5. **Shopping** – finding an agent
6. **Ambivalence** – publisher conditionally accepts it
7. **Gang Rape** – referees' and editors' comments arrive
8. **The Morning After** – dealing with the comments
9. **Joy** – publisher accepts revised manuscript
10. **Déjà Vu** – reading page proofs and doing the index
11. **Masturbation** – writing the "About the Author" book jacket blurb
12. **Bad Hair Day** – publisher's design for book jacket arrives: your artistic design has been replaced by clip art
13. **Triumph** – book appears: your name is in lights at Amazon
14. **Less Than Jackie Collins** – you give a copy to your parents: they put it under the newspaper pile and forget to look at it
15. **Nausea** – opening the book to bask in its glow and discovering a glaring mistake
16. **Divorce** – your editor leaves your publisher just before marketing begins
17. **Betrayal** – publisher forgets to bring your book to the convention. Book notice appears in small print at the back of the publisher's catalogue
18. **Sold Out** – your publisher is bought by a big conglomerate for its journal list: their editors and book reps never heard of your book, couldn't care less, and computer incompatibility means their warehouses can't find it when anyone orders it
19. **Jungle Fever** – Amazon.com initially doesn't list your book, and then says it is back ordered with a long wait
20. **Fumble** – when people want to discuss your book, you forget what's in it because you wrote it so long ago
21. **Outrage** – first reviews come out
22. **Satisfaction** – better reviews come out
23. **Dom Perignon** – first royalty check arrives
24. **Fame** – web search on book title gets 4,000 hits
25. **Disappointment** – 10 of the first 20 links you follow from the search get you wrong
26. **Stardom** – book tour, interviewed by Oprah, optioned by Spielberg
27. **Infirmity** – hospitalized, suffering from exhaustion
28. **Sterilization** – no third printing; goes out of print
29. **Senility** – remaindered for \$2.95
30. **Death** – by pulping
31. **You Can't Go Home Again** – you meet original editor at party and she asks, "whatever happened to that manuscript of yours?"
32. **Resurrection** – signed author's copies on eBay for \$99.95

*Note: Just about every one of these things has happened to me or to people I know.*

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