

# STATE of the UNION

A stylized graphic of the American flag, featuring a blue field with white stars and red and white horizontal stripes.

SOCIAL NETWORKS

Adina Sterling  
*Stanford University*

# **Social Networks**

**ADINA D. STERLING**

GRADUATE SCHOOL OF BUSINESS  
STANFORD UNIVERSITY

**MARCH 16, 2018**

# Social Networks

- PATTERNS OF RELATIONSHIPS THAT EXIST BETWEEN PEOPLE
- HAVE BROAD AND SWEEPING EFFECTS ON PEOPLE'S LIVES
  - Social Resources
  - Opportunities



**Do Men Have Larger Networks Than Women?**

# Core Discussion Network Data

## GENERAL SOCIAL SURVEY

- THREE YEARS: 1985, 2004, 2010

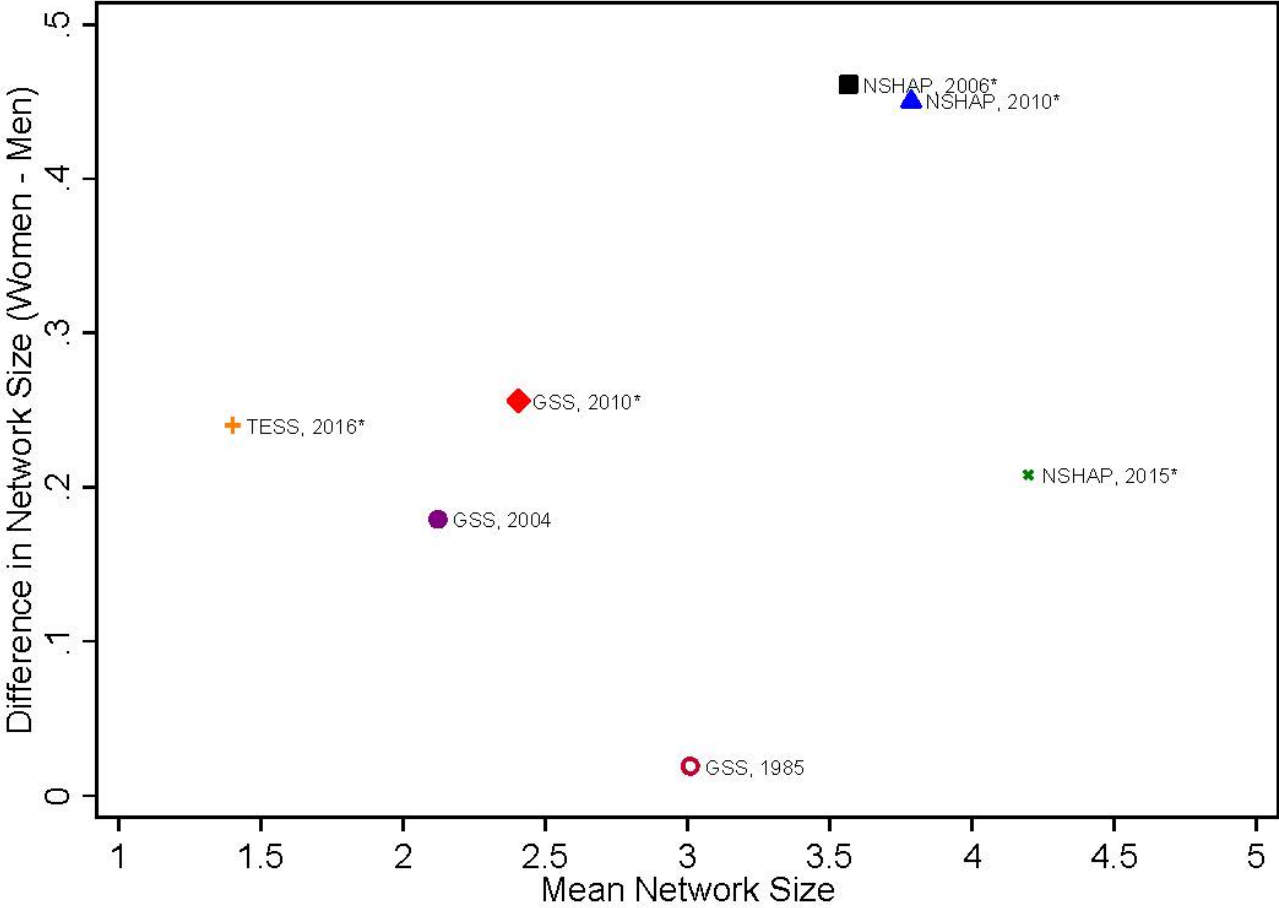
## NATIONAL SOCIAL LIFE, HEALTH, AND AGING PROJECT

- THREE WAVES: 2005, 2010, 2015

## TESS (TIME-SHARING EXPERIMENTS FOR THE SOCIAL SCIENCES)

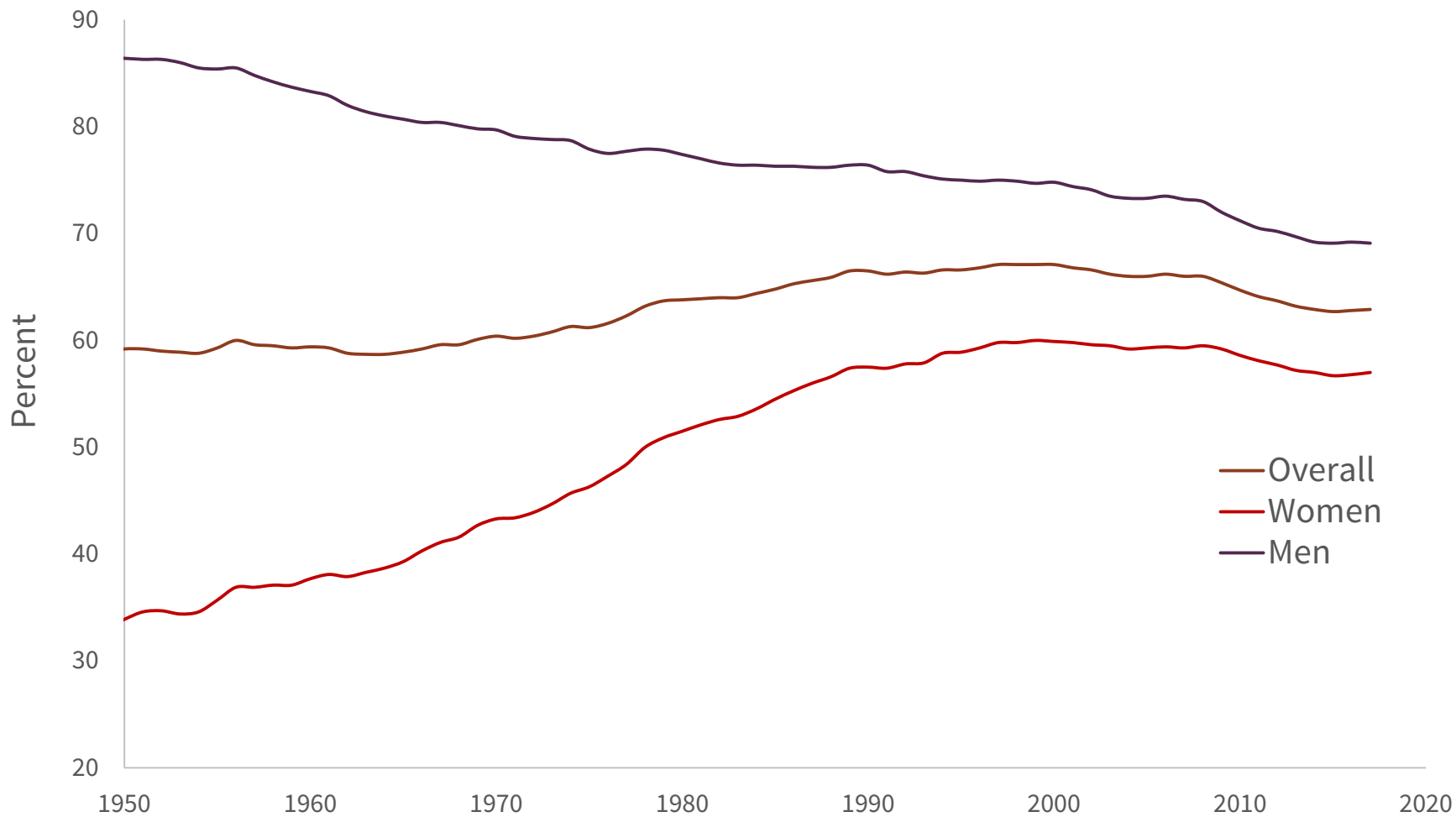
- ONE YEAR: 2016

# Women Have Larger Networks Than Men Overall





## Civilian Workforce Participation 1950-2017





# Social Networks and Economic Outcomes

## NETWORKS IMPACT

- FINDING NEW EMPLOYMENT
- RESOURCES IN THE WORKPLACE
- PROMOTIONS AND SALARY

# Composition of Networks

	Men	Women		F-stat
Spouses	0.48	0.41 *		3.99
Other Family	0.14	0.17		1.26
Children	0.20	0.28 †		2.93
Siblings	0.20	0.28 *		4.06
Parents	0.31	0.35		0.41
Total kin	1.33	1.48 †		3.71
Neighbors	0.07	0.10		1.77
Co-Workers	0.32	0.17 **		11.66
Advisors	0.19	0.25		2.52
Friends	1.03	1.27 **		7.34
Total non-kin	1.61	1.79		2.10
Network Size	2.26	2.52 *		5.09

**Coworker Ties**  
**Men/Women Ratio**  
 1.9 (2010)  
 1.7 (1985)

\* GSS 2010 Survey, N=1272, All statistics reported with adjustments for survey weighting, †p < 0.1, \*p<0.05, \*\*p<0.01. A contact listed could be categorized in more than one way by the respondent. Network size indicates unique contacts only.

# Summary

BY AND LARGE, NO GENDER GAP IN THE OVERALL SIZE OF NETWORKS EXISTS FOR WOMEN AND MEN

WOMEN HAVE A GREATER SEGMENT OF THEIR NETWORK AS KIN, MEN HAVE A GREATER SEGMENT OF THEIR NETWORK AS WORK CONTACTS

GAP IN COWORKER RELATIONSHIPS AFFECTS ECONOMIC OUTCOMES (JOBS, SALARIES, PROMOTIONS)

THANK YOU  
adinad@stanford.edu