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# Centrality & Brokerage

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# Conducting an Organizational Network Analysis

## ••• Centrality in networks

Brokerage across networks

Keyplayer software

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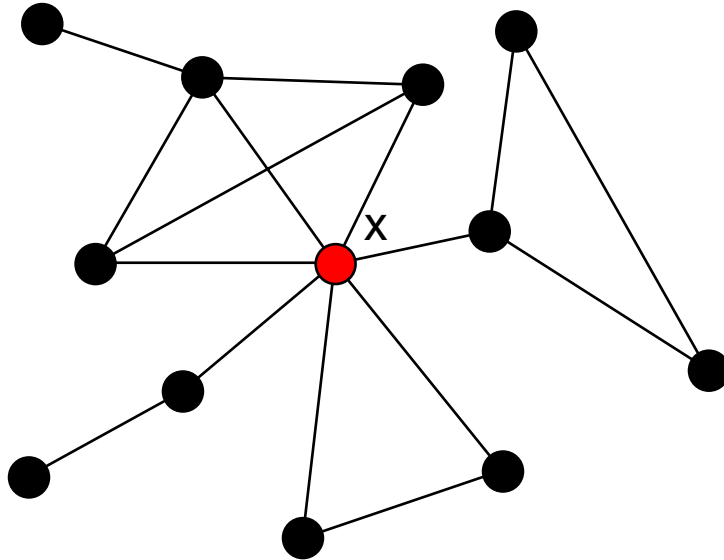
# Measures of Centrality

- Degree Centrality: How well connected each individual is.
- Betweenness Centrality: Extent to which individuals lie along short paths.
- Closeness Centrality: How far a person is from all others in the network.
- Eigenvector Centrality: How well connected people are and how well connected they are to people with high degree centrality.

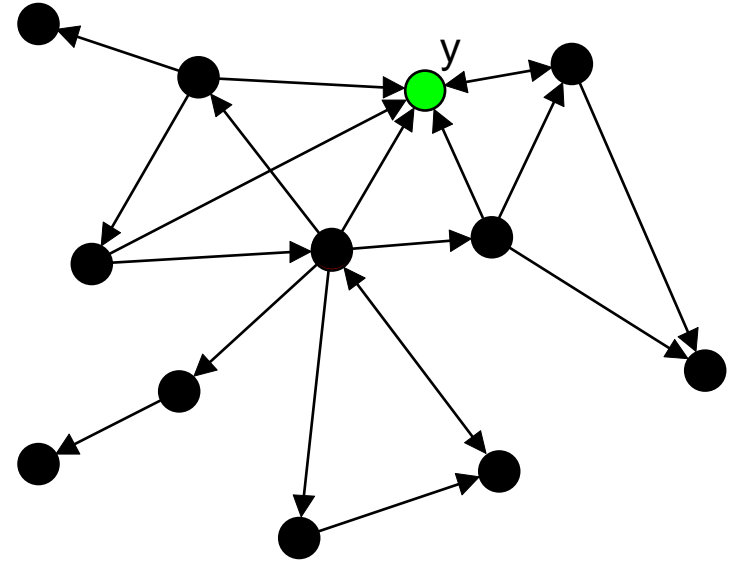
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# Degree Centrality



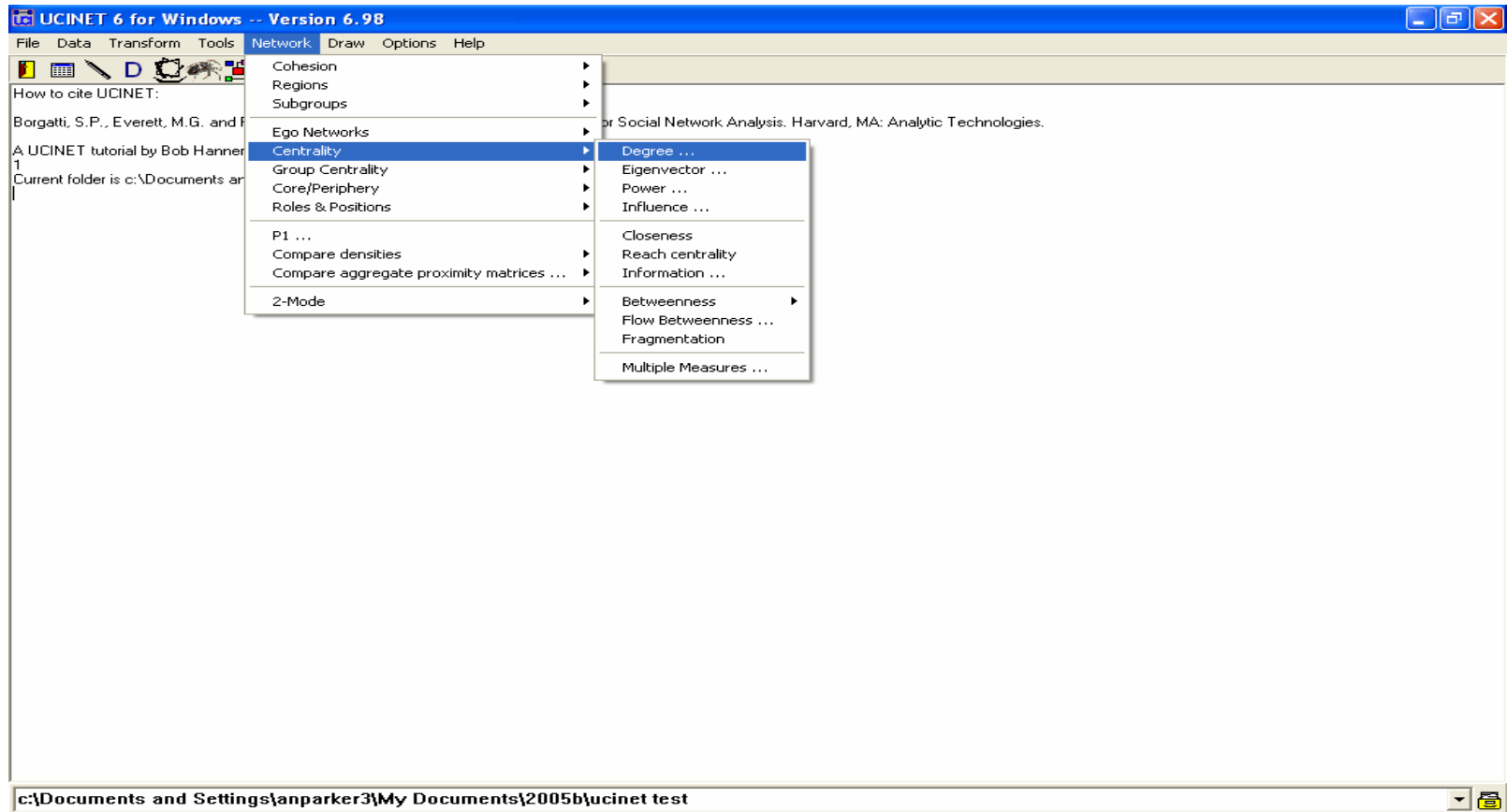
Communication Network  
degree of X is 7



Seek Advice Network  
in-degree of Y is 5

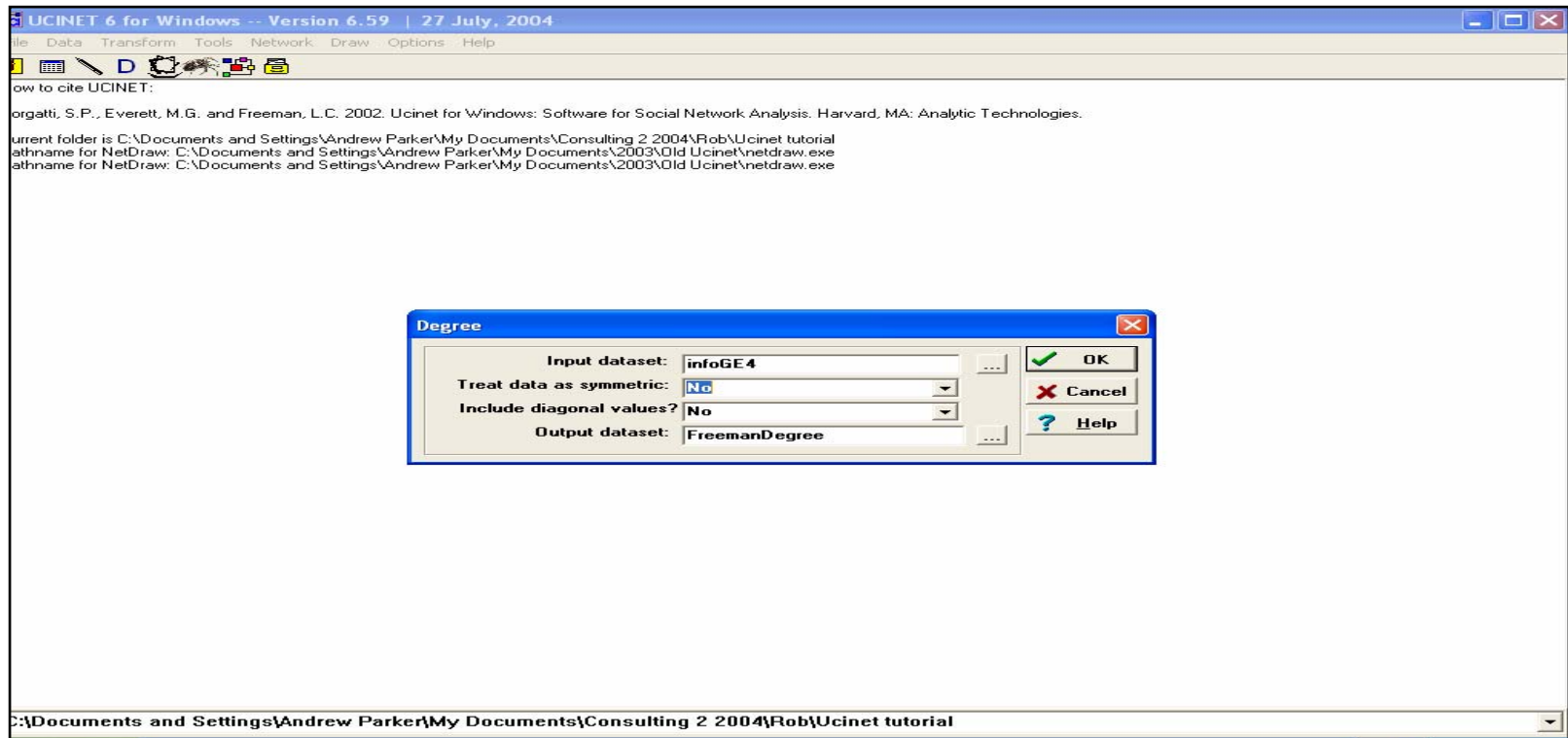
- How well connected each individual is
- Technical definition: Number of ties a person has

# Quantitative Analysis: Degree Centrality



Step 1. Network > Centrality > Degree

# Quantitative Analysis: Degree centrality



Step 2. Input dataset “infoGE4.###”

Step 3. Choose whether to treat data as symmetric. If you choose “no” it will calculate separate figures for the people you go to and the people that go to you.

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