# STATE of the UNION

SOCIAL NETWORKS

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# Social Networks

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#### Baby Boomers are the most entitled generation in US history.

I know we have all heard and seen all the hatred on "snowflake millennials and generation z," coming from baby boomers, but it's completely unwarranted.

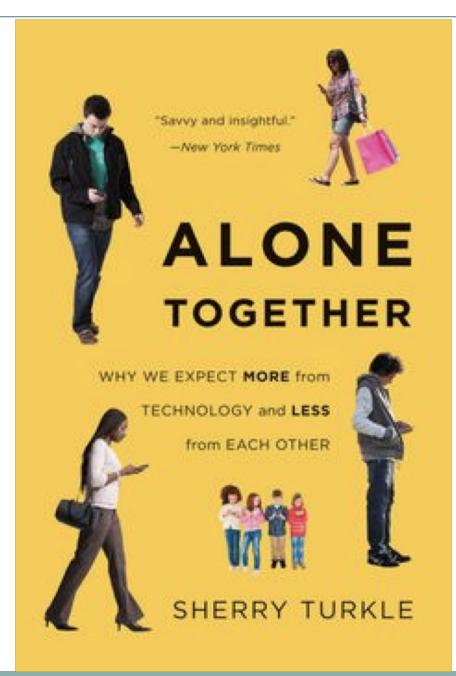
Boomers grew up right after WW2, which left them with an amazing economy and immense opportunity. People were able to afford a new car, a house and college from their full time jobs in their early 20s, which is why we catch all of this "well back when I was your age" bullshit. They were all able to keep stable jobs for 30 plus years, collect a good pension and collect social security and invest loads of money into flourishing assets and on top of it all, have a hearty savings built up, all while having a 4 year degree. We catch so much shit from boomers, because literally none of them understand how

## Background

- The best and worst of times
  - Highest college graduation rates
    - Largest education debt
  - Low unemployment rates
    - Precarious work, stagnant wages
  - Housing prices higher than ever
    - Home ownership distant dream

## Question

How well connected are Millennials?



#### Social Isolation in America: Changes in Core Discussion Networks over Two Decades

Miller McPherson Lynn Smith-Lovin
University of Arizona and Duke University Duke University

Matthew E. Brashears University of Arizona

Have the core discussion networks of Americans changed in the past two decades? In 1985, the General Social Survey (GSS) collected the first nationally representative data on the confidants with whom Americans discuss important matters. In the 2004 GSS the authors replicated those questions to assess social change in core network structures. Discussion networks are smaller in 2004 than in 1985. The number of people saying there is no one with whom they discuss important matters nearly tripled. The mean network size decreases by about a third (one confidant), from 2.94 in 1985 to 2.08 in 2004. The modal respondent now reports having no confidant; the modal respondent in 1985 had three confidants. Both kin and non-kin confidants were lost in the past two

WEEK IN REVIEW | IDEAS & TRENDS

#### The Lonely American Just Got a Bit Lonelier

By HENRY FOUNTAIN JULY 2, 2006

FOR as long as humans have gathered in groups, it seems, some people have been left on the outside looking in. In postwar America in particular, the idea that loneliness pervades a portion of society has been a near-constant. Only the descriptions have changed: the "lonely crowd" alienation of the 1950's; the grim career-driven angst of the 70's and 80's; the "Bowling Alone" collapse of social connections of the 90's.

There is a new installment in the annals of loneliness. Americans are not only lacking in bowling partners, now they're lacking in people to tell their deepest, darkest secrets. They've hunkered down even more, their inner

#### Comment on McPherson, Smith-Lovin, and Brashears, ASR, June 2006

# The 2004 GSS Finding of Shrunken Social Networks: An Artifact?

Claude S. Fischer University of California, Berkeley

McPherson, Smith-Lovin, and Brashears (2006, 2008b) reported that Americans' social networks shrank precipitously from 1985 to 2004. When asked to list the people with whom they discussed "important matters," respondents to the 2004 General Social Survey (GSS) provided about one-third fewer names than did respondents in the 1985 survey. Critically, the percentage of respondents who provided no names at all increased

#### Social Isolation in America: An Artifact

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http://asr.sagepub.com

Anthony Paik<sup>a</sup> and Kenneth Sanchagrin<sup>a</sup>

#### Abstract

This article examines whether existing estimates of network size and social isolation, drawn from egocentric name generators across several representative samples, suffer from systematic biases linked to interviewers. Using several analytic approaches, we find that estimates of network size found in the 2004 and 2010 General Social Surveys (GSS), as well as other representative samples, were affected by significant interviewer affects. Across these surveys

#### Networks

Social connectedness

Social media

# GSS socializing questions

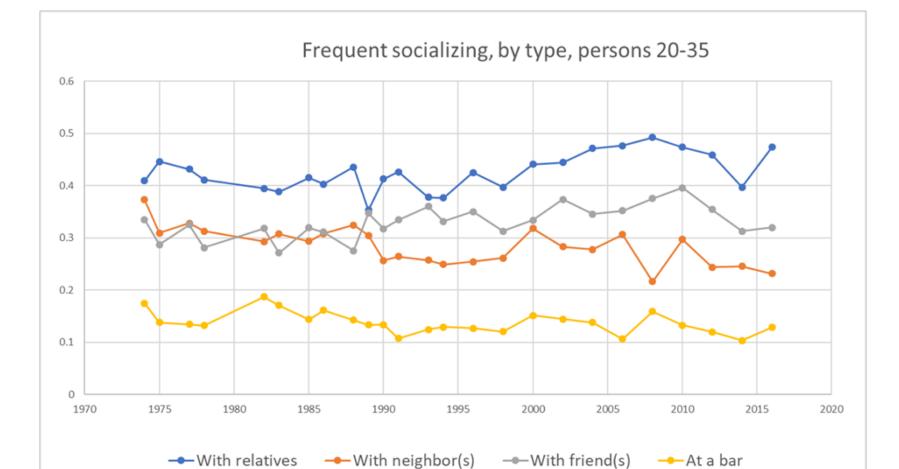
Would you use this card and tell me which answer comes closest to how often you do the following things...

a) Spend a social evening with relatives?

- a) Spend a social evening with relatives?
- b) Spend a social evening with someone who lives in your neighborhood?

- a) Spend a social evening with relatives?
- b) Spend a social evening with someone who lives in your neighborhood?
- c) Spend a social evening with friends who live outside your neighborhood?

- a) Spend a social evening with relatives?
- b) Spend a social evening with someone who lives in your neighborhood?
- c) Spend a social evening with friends who live outside your neighborhood?
  - d) Go to a bar or tavern?



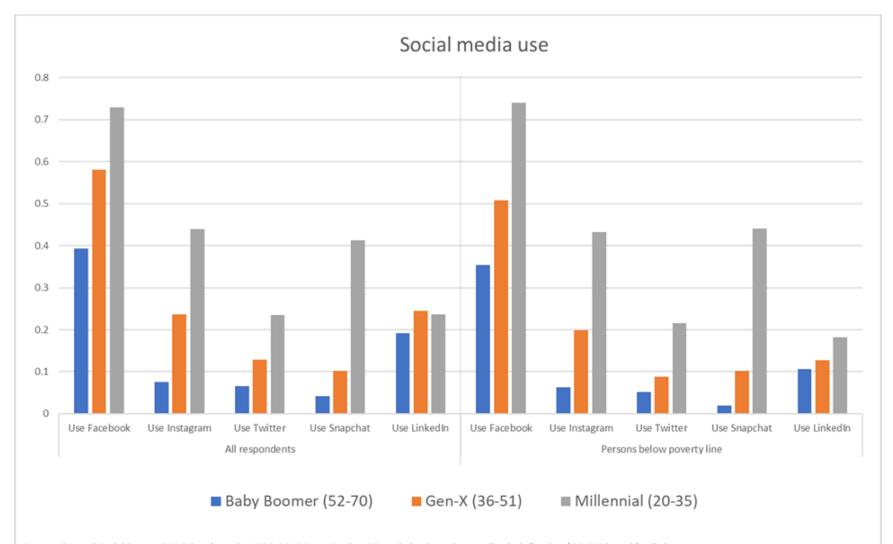
Source: General Social Survey, 2016 data from the 1972-2016 Cross-Sectional Cumulative Data. Proportion of respondents who socialized "almost daily" or "several times a week."



#### Social media

Which of the following social networking or social media sites are you a member or regular user of?

- Twitter
- Facebook
- Instagram
- LinkedIn
- Snapchat



Source: General Social Survey, 2016 data from the 1972-2016 Cross-Sectional Cumulative Data. Poverty line is defined as \$26,000 in real family income or more. Respondents were asked two questions. The first asked whether the respondent uses the internet for purposes other than email more than occationally. If the respondent answered "yes" to the first question, they were asked whether they used social networking sites.

#### Conclusions

 No significant evidence isolation from in-person networks

- Substantial social media use among millennials
- Social media gap between poor and nonpoor smaller or non-existent among millennials

