



Networks in the Global World

Program of the International Scientific Conference

**NETWORKS IN THE GLOBAL WORLD:
STRUCTURAL TRANSFORMATIONS IN EUROPE, THE US AND RUSSIA**

St Petersburg, June 22-24 2012

English version



**Сети
в
глобальном мире**

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STRUCTURAL TRANSFORMATIONS IN EUROPE, THE US AND
RUSSIA**

St Petersburg, June 22-24 2012

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CONFERENCE PARTNERS

St. Petersburg State University



Conference coordinator:
Council of Young Scientists of the Faculty of
Sociology



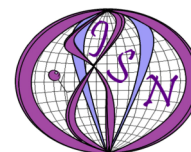
Organization support:
Inter-University Center for Science and Education
Programmes in Social Communication



Centre for German and European Studies
(St. Petersburg State University – Bielefeld
University)



**Junior Sociologists Network of
International Sociological Association**



Russian Political Science Association



Conference venue:

Faculties of International Relations and Political
Science of St. Petersburg State University
1/3 Smolny st., entrances 7 and 8
St. Petersburg, Russia

CONTENTS

CONFERENCE PARTNERS	3
CONFERENCE CONCEPT	7
ORGANIZATION COMMITTEE	9
PLENARY SESSIONS	11
Plenary session 1	11
Plenary session 2	12
Plenary session 3	14
PANELS AND SECTIONS	17
Panel 1. Inter-Firm Relations in Europe, the US and Russia: Responding to Present-Day Challenges	17
Session 1.1	18
Session 1.2	21
Session 1.3	23
Panel 2. Academic Communities: Network Approaches to Research	27
Session 2.1	28
Session 2.2	29
Poster Presentations	31
Virtual Participation	32
Panel 3. Knowledge Networks and Innovations in the Global World	33
Session 3.1	34
Session 3.2	35
Session 3.3	37
Section 1. Networks in the Virtual Space	41
Subsection 1.1	41
Subsection 1.2	44
Poster presentations	48
Section 2. Network Society, Network Communities and Network Culture	49
Subsection 2.1	49
Subsection 2.2	52
Xth All-Russian Seminar of the RPSA Research Committee on Comparative Politics Network Analysis of Public Policy: Methodology and Topics for Comparative Studies	55
Meeting 1	57
Meeting 2	63
Meeting 3	68
Poster Presentations	74
Virtual Participation	75
Round Table: Public Policy and E-Government	79
PARTICIPANTS STATISTICS	85

CONFERENCE CONCEPT

In the present day society, heterogeneous network structures binding together individuals, organizations, regions and states play an increasingly important role. This leads to transformations in business, science, education, politics and other areas both in the global world as a whole and in Europe, Russia and the US. While networks become more and more important and their structure grows in complexity, network theory and methodology attract increasing attention from social, cognitive, economic, management and political sciences, as well as from cultural studies. Each of the disciplines develops its own approach to studying networks and it brings out questions of comparability of studies and the perspectives of network analysis. Besides, different regions of the world, including Russia, Europe and the US, have developed different traditions of studying the networked society. It appears necessary to coordinate various network research strategies and to encourage interdisciplinary and transregional dialogue focused on global structural transformations.

The goal of the conference is to unite efforts of various scientific perspectives of network research and to respond to the challenges conditioned by structural transformations in the US, Russia and Europe catalysed by the growing importance of networks in the contemporary world.

The range of questions to be discussed at the conference is wide. It covers different aspects of network interaction: from network topology and classifications, stages of network development to social capital, network intelligence, leadership and competition within and between networks. However, all these aspects are united by one common basis: in the present-day world networks are considered not just as an element of structural heterogeneity, but as agents, capable of transforming the existing structures and create new relations in economics, politics, science and everyday life.

This global transformation poses new questions.

How do global and local network structures relate to the hierarchical? Are these types of structures competing or complementary? Can a society built on the basis of network structures be sustainable and answer external challenges? Can a networked society be manageable?

Is network intelligence possible? Is “network mind” distributed (collective intelligence) or is there a “brain centre” that “thinks for the whole network”? Where is network memory “stored” and how is it sustained? What is the role of emotions in network relations? How is emotional energy in networks reproduced and spread?

What is leadership in networks? How is power distributed and where are the centres of dominance? Who controls network relations? Do advances in telecommunication make distributed leadership possible, where every actor possesses an equal part of power (network democracy)?

What are the drivers of competition in networks? Who is considered winner and loser, and why? How are the results of network activity distributed? Is it correct to speak of partnership and rivalry between networks? Which benefits and threats are brought to life by network and cross-network interactions? What are network competitive resources in the global world?

How can effectiveness of networks be evaluated? What could be the methods and instruments of such evaluation? Should we focus on the sustainability of a network or communication dynamics? How to combine quantitative and qualitative parameters, static and dynamic characteristics of networks?

What defines network boundaries? Where do network operations start and end, what is the product of these operations? Through which mechanisms are networks connected to the external environment? How are global, national and subnational networks related to each other?

How should practitioners deal with networks? What are the possible ways of evaluating, planning and organizing network activity? Are there any specific network tools and methods of practical activity? Are any standards of collection and systematisation of statistical data on networks possible? What might be these standards?

The range of questions posed forms the semantic space of discussion, which can answer the general question on the specifics of contemporary structural transformations in the global world brought to life by the growing role of network structures.

ORGANIZATION COMMITTEE

Chair: Nikolay Skvortsov, St. Petersburg State University (Russia)

Scientific Secretary: Nikita Basov, St. Petersburg State University (Russia)

Martin Everett, University of Manchester (UK)

Kathleen M. Carley, Carnegie Mellon University (US)

Andreas Vasilache, University of Bielefeld (Germany)

Wesley J. Johnston Georgia State University (US)

Dimitris Christopoulos, University of the West of England - Bristol (UK)

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Olga Tretyak, National Research University – Higher School of Economics (Russia)

Leonid Smorgunov, St. Petersburg State University (Russia)

Elena Belokurova, Centre for German and European Studies (Russia)

Anisya Khokhlova, St. Petersburg State University (Russia)

PLENARY SESSIONS

Plenary session 1

M. Everett. Globalization and social networks: recent trends

D. Knoke. We're Still Dancing': How Global Financial Networks Took the World Economy to the Brink, and Could Yet Push It Over

J. Sydow. Global Production Networks – Organizing Global Work with International Framework Agreements?

Plenary session 2

V. Minina, I. Demidova and N. Basov. The forms of network integration between science, education and business in the global world

A. Pyka. Complex Innovation Networks to Organize Technological Transformation

V. Radaev. Do Interfirm Network Ties Contaminate Competition? The Case of the Russian Retail Market

Plenary session 3

K. M. Carley. Political Evolution and Revolution: A Network Assessment of Sudan and Arab Spring Power Transformations

A. Vasilache. Traditional and New Security between State-Centrism and Networked Politics

L. Smorgunov. Complex Networks in Public Policy: Political Mobilization and Liminality of State Power

Plenary session 1

Martin Everett, University of Manchester (UK)

Globalization and Social Networks: Recent Trends

The explosion in the use of social media and the access to cheaper forms of transport together with radical changes in the political and business landscape have meant that we are now more than ever in a globally connected environment. We are now able to collect and analyze network data drawn from sources that a few decades ago we would not have envisaged. How have social network analysts risen to this challenge? We review recent trends in both methods and applications of social network techniques which have tried to address these issues. The availability of information on physical location of actors and new media tools that allow for the integration of social and physical networks may have implications for how we connect. This in turn has implications for business, for academic communities and for knowledge networks. Do we have the tools to capitalize on this information? What sorts of issues are we addressing and what should we address? Progress in the analysis of dynamic networks will enable us to track and understand change in a rapidly changing world. What is the potential for these methods? What direction are they taking? Do we have the data to answer important questions or are we framing our questions because of the availability of data? I do not intend to provide answers to these important questions but I do hope to start a debate.

David Knoke, University of Minnesota (US)

We're Still Dancing': How Global Financial Networks Took the World Economy to the Brink, and Could Yet Push It Over

The 2007-09 Global Financial Crisis and subsequent Great Recession was triggered by a perfect storm – real-estate bubbles, easy credit conditions, innovative securitized instruments, lax regulatory control mechanisms – converging into a massive credit squeeze that almost caused the world economy seize up. Network models of interdependent financial institutions, connected by cross-holdings of demand

deposits and derivative contracts, demonstrate how one bank's failure may propagate a liquidity shock of cascading failures which threaten to bring down an entire system. Although formal models indicate that the risk of contagion is greater in an incompletely connected than a completely interconnected network, some empirical evidence suggests systemic stability requires less interbank connectivity than presently observed. The Global Financial Crisis also revealed weak and obsolete governmental mechanisms for mobilizing and coordinating effective responses. Ad hoc bail-out policies, cobbled together at national levels to patch up an unraveling international system, narrowly averted a second Great Depression. Moreover, the ongoing sovereign debt crisis in the eurozone discloses persisting vulnerabilities within global financial networks.

Jörg Sydow, Free University of Berlin (Germany)

Global Production Networks – Organizing Global Work with International Framework Agreements?

Economic activity is increasingly organized in global production networks, which are more often than not strategically led by transnational corporations (TNCs). This organizational form of economic activity has significant implications for labor conditions and labor relations, in particular at the periphery of such networks. Increasingly, the management of TNCs tries to deal with these potentially "dark sides" of inter-networks by emphasizing corporate social responsibility and an internationalized human resource management approach. At least 80 TNCs, most of them of European origin, go beyond such a unilateral policy to embrace a bilateral approach, i.e. by negotiating and implementing an International Framework Agreement (IFA) with Global Union Federations and other employee representatives. Based upon a review of the literature on global production networks and insights from a larger empirical study of European TNCs and their IFAs, the possibilities and limitations of such a bilateral approach of organizing work are investigated from the perspective of management as well as labor.

Discussion

Plenary session 2

Vera Minina, Irina Demidova and Nikita Basov, St. Petersburg State University (Russia)

The Forms of Network Integration between Science, Education and Business in the Global World

In the present-day world knowledge grows in value, its role in innovative social and economic development continuously increases. Knowledge creation processes penetrate all areas and levels of social reality.

The totality of knowledge creation and usage becomes a strong stimulus for integration of science, education and business, which crosses borders of regions and countries. The experience of interaction between universities, companies, research institutions and scientific centers of different countries of the world provides us with the variety of examples of science, education and business integration. Meanwhile, the forms of dyad integration (science-education, science-business, education-business) still prevail. Triad integration is much rarer, although it is most productive in terms of knowledge creation and has the highest potential for innovative development. For this reason, finding and describing the forms of successful triad integration between science, education and business becomes topical.

In our paper we analyze the results of the research of triad science, education and business integration and show that it has specific *network* character. Here network relations in inter-organizational alliances are deeply rooted in social networks, since it is the inter-personal networks that eventually bring to life the original forms of inter-organizational interaction allowing the emergence and development of innovative triad integration. High structural complexity of triad integration demands

for a detailed scientific analysis of various forms and opportunities for integration using network approach.

However, in line with new opportunities, network interaction brings to life new problems. Basing on our research project results we will describe key barriers on the way of triad integration between science, education and business including those stemming from network interaction between the three.

Andreas Pyka, University of Hohenheim (Germany)

Complex Innovation Networks to Organize Technological Transformation

Today innovation networks are widely considered as promising organizational devices for complex innovation processes. In innovation networks various actors like large diversified firms, small and medium sized companies, start-ups and public research institutes mutually exchange and develop new technological knowledge. Due to the increasing complexity of innovation processes which is related to the combinatorial character of technologies, single actors can hardly master, not to mention improve, all relevant knowledge fields. Innovation networks instead allow actors to excel in their core competences, they provide the prerequisites for a flexible coordination of knowledge interfaces, and trigger creative processes by cross-fertilizing between different and seemingly unrelated knowledge fields. Besides the obvious regional dimension of innovation networks concerning the emergence of technological clusters, the international dimension of innovation networks is also increasingly recognized by policy making and by multinational enterprises. Innovation networks allow the development of products and services which are adapted to requirements of national markets and are effective channels of knowledge transfer from core to periphery regions and vice versa.

Despite their widely acknowledged advantageous features, innovation networks are still considered as rather puzzling from an economics and management science based view. The reason for this is the complex nature of innovation networks which eludes from being analyzed with traditional methodologies. The actors are extremely heterogeneous concerning their knowledge, their experience, their economic size and their strategic behavior. Additionally, the structure of the networks is subject to continuous changes following the interaction patterns of the involved agents. This leads to strong non-linearities responsible for self-amplifying effects and critical thresholds shaping the emergence and evolution of innovation networks. With modern tools encompassing agent-based modeling techniques and social network analysis, innovation networks, nevertheless, become analytically treatable and can be described in their dynamic appearance.

The presentation draws on the current approaches from Neo-Schumpeterian Economics and innovation sociology dealing with the phenomenon of innovation networks, the approaches to model their development as well as empirically analyze their complexity. From this, conclusions for a policy design can also be derived which focus on the support of innovation networks without abstracting from their complex nature.

Vadim Radaev, National Research University – Higher School of Economics (Russia)

Do Interfirm Network Ties and Competition Contaminate One Another? The Case of Russian Retail Market

In conventional economic theories competing firms are assumed to act independently. This economic vision has been imported to the areas of practical economic policy and Russian anti-trust legislation (as the performativity concept prescribes). Concerted actions are now treated as illegal tacit collisions for which companies are increasingly taken to courts.

Economic sociology, on the contrary, implies that competing firms establish interfirm network ties to sustain in the market. Sociologists argue that social coordination is a normal market practice which is not necessarily detrimental for competition. And social ties could facilitate competition in the long run.

Using empirical data we analyse the structure of weak and strong social ties between competitors in the Russian retail trade. Data were collected in 2007 and 2010 from two standardised surveys of more

than 500 managers of retailing chains and their suppliers in five of Russia's biggest cities including Moscow, St. Petersburg, Yekaterinburg, Novosibirsk, and Tyumen. The sample includes firms of different size operating in food and electronic sectors of the consumer market.

Obtained results demonstrate that mutual observations of competitors' actions, exchange of business information among competitors, informal conventions and even formal cooperative agreements among competitors do not affect the level and dynamic of competition.

Discussion

Plenary session 3

Kathleen M. Carley, Carnegie Mellon University (US)

Political Evolution and Revolution: A Network Assessment of Sudan and Arab Spring Power Transformations

The past decade has seen massive changes in many countries of the world. Whether looking at the Sudan or the Arab Spring, evolution and revolution have occurred. Political power and leadership can be assessed by examining the social and meta-network connecting the political elite. In this talk the case for change is assessed from a network perspective. Semantic networks and topic networks are extracted from news articles collected from Lexis-Nexis; and then these are cross-classified by whether the entities are people, organizations, locations, or issues and the connections among these. Power and emergent leadership are then measured from a network perspective per time period (years for Sudan and weeks for the Arab Spring). Insights into emergent leaders, suggestions for factors impacting change, and similarities across cases are discussed.

Andreas Vasilache, University of Bielefeld (Germany)

Traditional and New Security between State-Centrism and Networked Politics

Since the beginning of the nineties, and in particular due to the upswing of globalized and cross-border relations, national and international security agendas have been expanding in both conceptual and empirical terms. The concept and discourses on security nowadays transcend the traditional scholarly and political distinction between domestic and international politics, expand beyond the traditional security policy sector (sector of organized political violence, i.e. the police and military) towards many different policy areas (health, education, environment, etc.), and is not focused on the state and its institutions any more, but aims at private actors (enterprises, NGO, IO, etc.) and even at the individual as addressees of security efforts – but also as potential risk factors, consumers and producers of security. Security has come into vogue and today comprises issues, questions and actors, which formerly were not classified as relevant for security policies. The transborder relevance of current security dangers, risks and policies as well as the new actors in the field of security have led to new dynamics and structures in security politics, policies and politics. The variety of different actors, which cooperate and compete in complex networks, seems to be one characteristic trait of new security governance. On the one hand, inclusive, network-based strategies and approaches to security issues provide new opportunities to efficiently tackle current security problems. On the other hand, such structures not only pose problems in terms of political control, accountability and legitimacy of security politics, but also might produce new insecurities and thus undermine their own target.

Leonid Smorgunov, St. Petersburg State University (Russia)

Complex Networks in Public Policy: Political Mobilization and Liminality of State Power

The report reveals the impact of complex networks on contemporary public policy. In contrast to the technological approach, in which complex networks are considered in the aspect of new means of organizing political influence on state power, there are reasons to speak of ontological transformations of power and society that undermine the foundations of the old pluralist, corporatist and

neoinstitutional reviews of policies and public space in whole. On the one hand, the government and power structures are not simply embedded in the network system of modern society, but take on the character of only one (though significant) of the focal points for social interactions. On the other hand, the government and power structures that implement public service for society lose their monopoly in the organization of public order by means of violence under the influence of the extending practice of resistance to government legitimacy. The concept of "contentious politics" increasingly reflects not only certain periods of public policy development and implementation, but rather all the activities of the state. Under the conditions of "contentious politics", government acts on the verge of its properties, giving rise to the so-called "liminality power". Acting on the verge of its value (legitimacy, justice, legitimate violence and order) the government faces the situation of instability. Public policy becomes open and uncertain. One of the factors of this liminal state is complex networks ("small-world networks", "scale-free networks"). Complex networks create new space for political mobilization, which increases the potential resistance to the government through distributed leadership, fast flows of resources exchange, mobility persistence, etc. Complex networks not only enhance the effectiveness of protest activities, but also turn into a significant resource of domination, forcing the state power to permanently express its promotional public nature.

Discussion

PANELS AND SECTIONS

Panel 1. Inter-Firm Relations in Europe, the US and Russia: Responding to Present-Day Challenges

Today the coordination and management of inter-firm relations become the basis of stable competitive advantages whether in European, Russian or American markets. Network approach to understanding and managing inter-firm relations becomes increasingly widespread both among scholars and management practitioners. Numerous innovative forms of organizing business – networks, alliances, value chains, clusters – give way to new possibilities for providing collective competitive advantages. Under such circumstances researches face new tasks to develop and test relevant management models and techniques as well as to find indicators of inter-firm interactions effectiveness, both globally applicable and region-specific.

Chair: Olga Tretyak, National Research University – Higher School of Economics (Russia)

Scientific secretary: Vera Rebiazina, National Research University – Higher School of Economics (Russia)

Session 1.1

L. Peters, A. Pressey, W. Johnston. Contagion Theories and Network Learning in the UK Construction Industry [virtual participation]

N. Smorodinskaya. The Global Paradigm Shift and the Transition of Economic Systems to a Network Order [oral presentation]

V. Belaya and H. Jon Henrich. The Use of Influence Strategies for Managing Supply Chain Networks in the Russian Agri-Food Business [oral presentation]

R. Pozhidaev. Power in Inter-Firm Networks: The Peculiarities of Strategic Management and Mechanisms of Coordination and Control [report]

M. Priede. Location Choice Network Patterns of Japanese Multinational Companies in Europe [oral presentation]

I. Vasilenko. Inter-Firm Networks in the Global Economy: Actors, Dynamics, Appeal [virtual participation]

Session 1.2

T. Gagalyuk and H. Jon Henrich. Failure Is Success If We Learn from It: The Framework of Goal Achievement in Strategic Networks [oral presentation]

Y. Popova. How to Measure the Effectiveness of Relationship Management in Value Chains [oral presentation]

M. Smirnova and A. Salmi. The Role of Relational Norms, Trust and Partners' Expectations in Network Relationships in B2B Markets [report]

M. Sheresheva and Y. Vladimirov. Clusters as the Basis for Growth of Competitiveness in World Markets: The Case of the Winemaking Industry [oral presentation]

V. Rebiazina and Y. Vladimirov. Network Forms of Interaction among Russian ICT Companies [oral presentation]

E. Tishchenko. Realizing the Potential of Global Production Networks in Innovation Clusters [virtual participation]

Session 1.3

N. Kolesnik. Managerial Analysis of Inter-Organizational Networks: Delimitation of Borders [report]

I. van Lelyveld and in 't V. Daan. Finding the Core: Network Structure in Interbank Markets [oral presentation]

M. Markin. The Criteria of Business Partner Selection in the Contemporary Russian Retail Trade: the Role of Social Embeddedness [oral presentation]

I. Popoli. Like a Torpedo Moving through Time: Global Networks and Sustainable Growth in the Museum Sector [oral presentation]

I. Moreva, M. Smirnova and V. Rebiazina. Transforming Network Relationships as a Response to Market Challenges: The Case of the Russian Baking Industry [oral presentation]

O. Nikiforova. Labor Mobility and Inter-Firm Networks [report]

T. Shansherova. Tolerance in the System of Social Capital Formation [virtual participation]

Session 1.1

Linda Peters, University of Nottingham (UK)

Andrew Pressey, Lancaster University (UK)

Wesley Johnston, Georgia State University (USA)

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Contagion Theories and Network Learning in the UK Construction Industry

How is information effectively disseminated among actors in networks and how do emergent networks learn? Drawing on the disease metaphor underpinning contagion theories, this study examines network members' exposure to information in emergent networks – “shadow networks,” or the way “things actually get done” through informal links between actors. The data collected for this study consists of forty-five in-depth semi-structured interviews and two focus groups conducted with managers undertaking two UK construction projects over a period of twenty-four months. Due to the temporary organizational forms that constitute the construction projects studied actors operate within a network that is evolving, and are thus compelled to negotiate their roles and navigate the most effective means of completing tasks. What we recognize in the construction projects studied is that in the presence of ambiguity and novelty actors adopt coordination mechanisms that rely on informal communication practices negotiated in situ. We explore the implications of these findings for network learning opportunities.

Nataliya Smorodinskaya, Institute of Economics – Russian Academy of Sciences

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The Global Paradigm Shift and the Transition of Economic Systems to a Network Order

This paper deals with the emergence of a network order in the world economy under its current transition to a postindustrial paradigm. This new order is described as a functional synthesis of hierarchical and market modes of social coordination, which suits both the globally modified communications environment (sharply increased dynamism, uncertainty and interdependencies) and the regime of continuous innovation. The author links the global crisis with the transformation of the world economy's institutional code at all levels of social interaction, particularly with its shift from rigid vertical structures towards transformative, cluster-based networks (the socialization of national governance systems; the replacement of euro-centrism with macroregional patterns of integration; the erosion of centralized banking systems; the emergence of global network companies, etc).

Special attention is paid to network interactions between three leading institutional sectors, namely science, business and government, since this Triple Helix model (Etzkowitz and Leydesdorff's term)

forms an organizational matrix of knowledge-based clusters and innovation-driven economies. The author provides illustration of the Triple Helix mode of collaboration, the institutional distinctions between clusters and other types of agglomerations, and the cluster synergy effect of productivity growth (the upgrading of competitive advantage, as Porter calls it). In this context, the paper analyzes the advanced networking experience of the Baltic Sea region (now a recognized standard for the rest of the EU), as well as the prospects for a postindustrial breakthrough in Russia.

Vera Belaya, Leibniz Institute of Agricultural Development in Central and Eastern Europe (Germany)

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The Use of Influence Strategies for Managing Supply Chain Networks in the Russian Agri-Food Business

The use of influence strategies as a research topic has been receiving increasingly more attention lately. However, only a few scholarly works have studied the use of influence strategies in the context of supply chain networks within the Russian agri-food business. Due to its central position in a supply chain network, we therefore focus on the focal company's perspective. As such networks are pyramidal-hierarchical in structure, they possess a focal company that has the power to align the actions of the network partners and holds the ability to coordinate the network. In this context, the use of influence strategies represents one of the major elements of supply chain management. Therefore, an intriguing research question arises of how to distinguish among and deal with the different effects of influence strategies in order to use them as an effective tool for supply chain management. We have deliberately chosen Russia since many foreign companies have invested in this competitive market in recent years. The empirical investigation was based on two rounds of expert interviews conducted with experts and representatives of companies with foreign direct investments in the Russian agri-food business. The interviews were conducted on the basis of pre-designed survey tools that correspond with the research assumptions and serve to test them.

Ruslan Pozhidaev, Voronezh State University (Russia)

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Power in Inter-Firm Networks: The Peculiarities of Strategic Management and Mechanisms of Coordination and Control

The creation and development of network organizations is a complex process, which includes a wide variety of aspects and cause-and-effect relations that transcend the market activities of an individual firm. One of the most complicated questions of inter-firm networking is the question of power. Networks cannot rely on mechanisms of strategic management and coordination inherited from traditional corporations or forms of integration based on corporate mergers and company takeovers. On the other hand, the aim of inter-firm networks is the development of value-added chains, generally connected with the production of goods with short life cycles or the rendering of complex services. The main factors of success here are flexibility and precision, which implies well-defined strategy development, efficient decision-making, strict coordination and systematic control of network participants' activities.

The question of power distribution in inter-firm networks divides researchers into the advocates of polycentric and centralized management. Focusing on relations and interdependences, advocates of relation marketing regard power in networks as polycentric. When seeking the reasons for economic efficiency and unique competitive advantages, advocates of the strategic networks concept see power as a centralized resource.

However, regardless of the preferred approach, all authors emphasize the importance of coordination mechanisms for inter-firm network activities. Coordination is a crucial element of network formation

and development; perhaps coordination is even more important for networks than for in-house relations because organizational, cultural and sometimes geographic differentiation between partners is often preserved in networks. Coordination mechanisms should support the activity and behavior of every network participant in accordance with the system's overall strategy. Authority in network structures changes dramatically, transforming from assets management into power over value-added chains.

Martins Priede, Xi'an Jiaotong-Liverpool University (China)

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Location Choice Network Patterns of Japanese Multinational Companies in Europe

This research investigates network patterns of location choice of multinational companies by using logit method. It empirically analyses location choice of Japanese companies in Europe during recent decade by using the most detailed regional data possible. Many smaller companies follow larger ones in their investment decisions as they follow business customers or because of intra-firm linkages. Few other studies have addressed location choice from a network perspective. The aim of the paper is threefold. Firstly, it tests the hypothesis that Japanese companies choose regions with already established Japanese firms. Research further investigates the critical factors of location choice for those followers. Secondly, the paper tests whether Japanese companies choose regions that are directly attached to regions with already established Japanese entities, thus forming a network of Japanese companies in the surrounding regions. Thirdly, by using distances between regional centers, this paper tries to establish the significance of physical distance in establishing a network of Japanese companies. The paper looks at whether a specific region becomes a node for the establishment of follower companies and whether that is determined by physical distance or by other factors. The paper hypothesizes that Japanese companies disregard distance in their investment decisions as they create networks of Japanese companies.

Inna Vasilenko, Volgograd State University (Russia)

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Inter-Firm Networks in the Global Economy: Actors, Dynamics, Appeal

In the contemporary global economy, the interaction among companies is more and more often performed in virtual networks in which confidence capital is considered to be the main appeal. Each inter-firm network is characterized by the complexity and entanglement of interrelations in the network core, the intersection of considerable assets and the unpredictability of events happening as the result of network operation. The development of inter-firm network activities depends predominantly on the reputation of the network. The more attractive the network is, the more enterprises seek to become its members. The success of inter-firm networks depends on the effectiveness of the participant's work, the degree of network openness, and the credibility and utility of information circulating in the networks. Economic agents cannot preserve a mutuality of interests for long periods. Their interests inevitably become differently directed, which leads to the emergence of stress points that hinder action alignment and coordinated policy development among network participants. However, the differently directed interests of actors and their competition on the market do not necessarily deny the possibility of a situation where they can work together for some period to realize common interests. Tension within inter-firm networks is normally caused by those groups that command considerable economic influence, great financial resources and scientific innovations. This inevitably causes the most valuable network members to gradually lose their interest in the network they belong to and seek to participate in other networks that are more attractive and enjoy higher prestige.

Session 1.2

Taras Gagalyuk, Ukrainian Agribusiness Club

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Failure Is Success If We Learn from It: The Framework of Goal Achievement in Strategic Networks

Several consulting studies emphasize that strategic networks experience cooperation failures because of the way cooperation is planned and managed. Particularly, most cooperation agreements between firms indicate only the firms' contributions to cooperation but do not specify what has to be achieved together. This shortcoming persists in the related scholarly literature as well. Strategic management research often declares a focus on network performance but at the same time addresses the achievement of goals by an individual firm in a network. However, a singular focus on the goals of an individual firm can lead to biased results with respect to management styles that are actually based on self and collective interests, i.e., on the whole network. Given this problem, we aim to develop a framework for the management of strategic networks that has to consider both firm-level and network-level goals. We develop and test the model of goal achievement in strategic networks and hypothesize that the achievement of both network-level goals and firm-level goals depends on the extent of interest and action alignment in a network. The results demonstrate that interest and action alignment have larger effects on network-level goals than firm-level goals. This enables the development of a framework for strategic network management that involves instruments for the achievement of individual and collective goals.

Yulia Popova, Syktyvkar State University (Russia)

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How to Measure the Effectiveness of Relationship Management in Value Chains

Inter-firm relations management plays an important role in maintaining stability and high adaptability of enterprises to a constantly changing environment as well as increasing their competitiveness and achieving development goals.

The spread of new forms of inter-company relations has led to new applications of the network management concept and to drastic changes in marketing theory and methodology. Meanwhile, both in the works of Russian and foreign authors, reflections on measuring the effectiveness of relationship management in the value chains are rare and fragmented.

As the process of strategic management of inter-company relations (the network level of strategy) includes *relationship management* and *interaction environment creation (regulation)*, we introduce a model that is designed to measure the effectiveness of this management by taking into consideration the strategic, economic and social aspects of relationship efficiency and network environment functions.

The paper considers the principles and stages of the process of inter-firm relations management, which (when realized) provides the solution to the problem of market counterparty choice, helps to assess the necessary level of integration and coordination, matches relationship management strategy with general company development strategy, and provides an effective coordination mechanism for the relationship management processes in order to develop network infrastructure, form the necessary communicative space, and monitor and control the results of the relationships.

The author's approach to measuring the effectiveness of inter-company relations management can become the basis for applicable solutions aimed at the corporate implementation of modern methods of relationship management in value chains.

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The Role of Relational Norms, Trust and Partners' Expectations in Network Relationships in B2B Markets

Joint norms, mutual trust and similar expectations all seem to play an important role in ensuring long-term interaction in business networks. One may assume that the better the understanding of the other party's expectations, the higher the chances for superior interaction outcomes for both partners. However, with some exceptions, existing research literature does not provide any clear evidence on the role of expectations in business relationships. The aim of this study is to critically analyze existing research devoted to the dynamic features of expectations and trust in business relationships. Despite the existing fragmented analysis of the role of expectations and sources of their potential divergence, there is no sufficient research evidence representing the way expectations are constructed and developed over time. Therefore we raise the following questions for future studies. What are the expectations of the parties from the network perspective? How and why do expectations change? (E.g., developing mutual trust affects expectations over time, while critical events may cause more abrupt changes in expectations.) How do changing expectations (e.g., a convergence of expectations between partners) affect relationships?

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Clusters as the Basis for Growth of Competitiveness in World Markets: The Case of the Winemaking Industry

Among different forms of inter-firm networks, an important role belongs to clusters – groups of geographically interconnected companies and organizations that are involved in a certain economic area, perform joint activities and complement each other as regards resources and competencies. This form of inter-organizational interactions has attracted considerable attention from the academic community. However, the vast majority of research is devoted to the role of clusters in the development of the regions where they are located or to the innovative elements of their activities. At the same time, the role of uniform marketing policy as a source of competitive advantage for clusters in world markets remains at the periphery of contemporary scholarly discourse. Meanwhile, we now witness numerous situations when the share of national companies in the world market increases rapidly due to their marketing synergy. This potential for groups of “novice” companies from transition economies to successfully enter the world market makes us think about the potential for the similar development of international competitiveness on the part of Russian companies. The paper examines the experience of successful marketing in a number of clusters. It also considers the prospects for adoption of these practices by Russian enterprises.

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Network Forms of Interaction among Russian ICT Companies

The network is one of the forms of business organization based on inter-firm cooperation between companies. The main directions of research in the field of business networks were outlined in the 1990s. Since this time, a number of studies carried out both by foreign and Russian researchers have been devoted to investigating network relationships between companies.

The key benefits that are the reasons for forming networks in today's economy are clearly visible in empirical research. To cope with increasing competition in global markets, organizations focus on a relatively small number of key competencies and widely cooperate with other organizations to

support the level of technology and innovative capacity or remain competitive and improve the efficiency through cost reduction.

At the same time, the uniqueness and technological specificity of information and communication services require new approaches and forms of inter-firm collaboration for their development. Therefore, the analysis of specific features of business networks in the field of ICT is a relevant task today.

The objective of our study is to determine the role of business networks in the development of Russian ICT companies and to identify the practical ways in which networks are created in the ICT sector.

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Realizing the Potential of Global Production Networks in Innovation Clusters

The GPN approach is a broad relational framework that attempts to go beyond the quite valuable albeit practically more restricted global commodity chain (GCC) and global value chain (GVC) formulations. One of the major problems in coordinating GPNs, therefore, is that by definition they are made up of actors from a wide variety of national (and local) environments. On the other hand, the nature of production networks, in which the individual firms or establishments are connected, has a profound influence on their prospects and that of the communities in which they are located. Humphrey and Schmitz, for example, make this point in discussing the prospects for the industrial upgrading of enterprises in localized industrial clusters.

Session 1.3

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Managerial Analysis of Inter-Organizational Networks: Delimitation of Borders

This study was conducted as part of the project “Investigation of the effects of inter-firm networks on the efficiency of corporate management at the operational, functional and cross-functional integratory levels” at the Laboratory for Network Organizational Forms.

The research aims to delimit inter-organizational networks as management analysis units according to four criteria: intensity of interactions, managerial interdependence, proprietary independence and length of relationships. In accordance with these criteria, a system of fifty interconnected questions and indices was developed that enabled us to single out inter-organizational networks from a variety of inter-firm relations. Empirical research was based on semi-structured interviews with representatives of B2B companies.

As a result, we have developed a coherent approach to the delimitation of networks as independent management entities, which will make it possible to efficiently use the potential of inter-firm relations for the development of network competition. In addition, some interesting empirical evidence on business networks in Russia was revealed, such as the high proportion of joint management and joint decision-making at the operational level or the important role of informal business arrangements.

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Finding the Core: Network Structure in Interbank Markets

The near collapse in interbank markets after the bankruptcy of Lehman Brothers on September 15, 2008, and the subsequent financial crisis have drawn the attention of policymakers to systemic risk. This paper views the interbank market as a network of mutual loans. First, we describe and map the interbank network in the Netherlands, an exception in the literature because of its small and open

banking environment. Secondly, we reproduce a recent analysis by Craig and Von Peter (2010) on interbank exposures in Germany, using data for the Netherlands instead. We show that the Core Periphery model, previously found to be a very good description of the German interbank market, has less explanatory power for the equivalent Dutch market. We test for significance by comparing the outcomes for the Dutch data with random benchmark networks. The overall analysis opens up new opportunities for systemic risk assessments of the interbank market, and is relevant in the light of the financial infrastructure in the eurozone's TARGET2 system.

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The Criteria of Business Partner Selection in the Contemporary Russian Retail Trade: the Role of Social Embeddedness

This paper considers the problem of contractor selection in supply chains in the present-day Russian market. By using the structural approach developed in economic sociology, we examine the role of social networks in the search for business partners and entering into contracts with them. Our empirical research is focused on the modern retail trade because it is one of the most rapidly developing sectors of the Russian economy, which currently attracts particular attention from regulatory authorities. On the basis of standardized interviews of 500 retail managers and their suppliers carried out in 2007 and 2010, we demonstrate the social embeddedness of contractor selection. When entering into an agreement, the participants of the market focus not so much on transaction profitability (when interactions are optimized through an evaluation of quality-price ratio), as on successful previous experiences of cooperation with the enterprise, its popularity and reliability, as well as the presence of acquaintances among its employees. Neither the global recession nor the enactment of the Trade Act had a serious impact upon the mechanisms of business partner selection. The majority of market participants combine the use of fortuitous and socially embedded connections when setting up agreements with contractors. Nevertheless, the criteria of business partner selection are not universal: some of them are more relevant for retail networks that normally dominate supply chains, whereas others are more suitable for their suppliers.

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Like a Torpedo Moving through Time: Global Networks and Sustainable Growth in the Museum Sector

The concept of global network – always associated with traditional firms operating in traditional markets – can now be extended to new sectors such as cultural institutions and, more specifically, museums. Recently, in fact, a limited number of organizations – defined as hyper-museums – have started to apply management tools coming from traditional business practices in order to acquire or maintain a competitive advantage in their sector. This new approach has led, in some cases, to the introduction of internationalization strategies and, in others, to the definition of out-and-out international networks of museums and cultural institutions. The aim is to provide competitive advantage in an increasingly multifaceted and heterogeneous market – as the cultural one has become at the turn of the twenty-first century. From long-term loan agreements to joint research centers, from co-creations of new venues to collaborations on educational and curatorial projects, from co-productions of traveling exhibitions to international field-specific networks, museums are now trying to face financial difficulties (public funding cuts and decrease in private donations) and, at the same time, to match up the demands coming from both local communities and international stakeholders. This has been done by promoting innovative inter-firms strategies and thus by testing traditional business models in a completely new environment, with various and dissimilar results. The objective of the paper is to describe and report some of the most significant European, American and Russian examples of this phenomenon in order to offer a possible representation of a recent but, most likely, market-changing event now happening in the perturbed cultural sector.

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Transforming Network Relationships as a Response to Market Challenges: The Case of the Russian Baking Industry

The dynamic development of market conditions in Russia over the last decades has led to dramatic changes in the way firms define their aims, and form and maintain inter-firm relationships and network coordination. Although all Russian business sectors were affected by the transformation, in our research we have concentrated on the Russian baking industry. The selection of this specific industry was motivated by a number of its key features, such as the strong geographical localization of the market, which affects the development of networks in different local markets across the country. A qualitative study has been conducted in order to analyze the nature and scale of changes in inter-firm and network relationships within the industry. For data collection, two methods were applied. Firstly, secondary data including documents of St. Petersburg Baking Industry Association (*Khlebopeki Sankt-Peterburga*) was analyzed. These included the minutes of regular industry member meetings and the association's entrepreneurial code, etc. This type of analysis allowed us to identify key problems and the specificity of interactions among market players. Secondly, interviews with the top management of the association were conducted to verify the findings and comment on the results of the qualitative analysis.

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Labor Mobility and Inter-Firm Networks

The contemporary labor market is concerned not only with labor force appraisal, terms of employment, working conditions, salary amounts, employment security, etc. There exists another important (though not primary) function of the labor market: it plays the role of an intermediary in the development of sustainable inter-firm relations due to the network embedment of labor mobility. Any enterprise or organization is presented on the market through the instrumentality of its products, services and brands, through which consumer loyalty and employee loyalty to the enterprise are formed. It is important to remember that it is specific people – employees – who are responsible for the promotion and production of goods and services. All of them have unique work experience and expertise that are constituted not only by their personal aptitudes and skills, but also by the contacts accumulated throughout their career that connect these employees with actors from among former employers, contractors and clients. The structure of this network is strongly connected with the operation of the system of inter-firm relations in general. When switching a place of employment, a professional takes with them a whole “network database,” which they will also use at their new place of employment, thus broadening the new organization's circle of intercommunications in contract policy, personnel employment, subcontract activities, etc. Other “former colleagues” behave in the same way. The information about new places of employment spreads through long chains, thus creating new opportunities for inter-firm relations among former colleagues.

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Tolerance in the System of Social Capital Formation

The 1990s were characterized by an interest in integrative processes that balance the tendency to differentiation and separation, either outside organizations or within them. Hence the increasing interest in social capital that has developed in academic discourse. There are two major elements in

social capital: structural (the aggregate of network contacts) and institutional (the accumulation of trust as measured by the number of accumulated obligations; cf. Coalman, Radaev).

Social capital as a characteristic of social networks makes it possible to combine a sociology of communications approach with a great number of interdisciplinary approaches that have been generated in economics, psychology, social philosophy and the philosophy of science.

An organization is understood as a dynamic system in which different types of interactions are integrated in a system of cooperation-confrontation, on the one hand, and in a system of inclusion-alienation, on the other. Objectively, all organizations are interested in the predominance of cooperation, on the one hand, and the inclusive variant of corporative culture, on the other. The choice of management techniques can determine the vector of interaction either towards confrontation or towards cooperation.

Managing tolerant relationships should promote a decrease in distance between managers and increase the effectiveness of communications within an organization, as well as provide the highest possible realization of a worker's creativity and individuality, and synchronize the interests of an organization and its employees. Trust is an important aspect of the employee's involvement in an organization. Thus, tolerance-based management makes it possible to increase an organization's social capital by making communications efficient within the organization and enhancing the trust of colleagues from the institutional perspective.

Panel 2. Academic Communities: Network Approaches to Research

One of the key social transformations of the present-day world is transformation of the structure of the academic community driven by globalization processes and new information technologies emergence. Academic networks are expanding their boundaries beyond local scientific and educational communities and become global. This poses new challenges to researchers including studies of networks dynamics of academic migration, mobility and collaboration (i.e. formal) networks, networking "language games" between national academies, protectionism and competition in science, mechanisms of leadership and control in academic networks, and other. Resolving these problems requires developing theoretical and methodological tools used to study academic networks as well as creating new concepts and approaches.

Chair: Vera Minina, St. Petersburg State University (Russia)

Scientific secretary: Anisya Khokhlova, St. Petersburg State University (Russia)

Session 2.1

M. Safonova. Academic Empires: Colonial Legacies and the Network of International Research Collaboration [oral presentation]

M. Sokolov. The Dynamics of Academic Empires, 1970-2010 [oral presentation]

R. Lenz. German-Russian Academic Cooperation and Social Science Networks [oral presentation]

A. Shirokanova. Computer-Mediated Communication among Sociologists in Distributed Research Teams: An Application of the Eight-Window Sample Model [report]

Session 2.2

V. Sokolovska. Specifics of Collaboration Networks in Sociology [oral presentation]

S. Mahlomaholo. An Academic Network and Sustainable Learning Environments [oral presentation]

M. Sokolova. The Scientific Network Community in the Runet: Is a New Stage of Development Possible? [report]

K. Savelyeva. The New Professionals in Mobile Network Society [report]

N. Vasilenko. Networked Academic Communities: New Opportunities and New Risks [report]

D. Valeeva and M. Yudkevich. A Network Analysis of Friendship in the University: Are Smart Students More Popular? [report]

J. Bruggeman. Detecting Communities through Network Data [oral presentation]

Poster presentations

A. Isakova. The Involvement of Russian Students in the European Higher Education Area

Virtual participation

B. Milard. The Social Networks Behind Co-Citation Networks: Analyzing Universes of References in Scientific Publications

O. Shmurygina. Network Interaction in the Higher School

Session 2.1

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Academic Empires: Colonial Legacies and the Network of International Research Collaboration

The paper seeks to explore the factors responsible for the intensity of various forms of academic collaboration between scholars from different countries. The volume of international student flows between pairs of countries (UNESCO statistics) and the number of co-authored papers (Web of Science database) are used as dependent variables. The independent variables are 1) the numbers of researchers and tertiary students (for both countries); 2) expenditures on science and higher education, as well as more general measures of economic welfare (for both countries); 3) the physical proximity of the countries; 4) their historical experience of belonging to a single political system (typically, a colonial empire). To estimate the final variable, a variety of measures are computed that take into account a) the longevity of the common political system; b) the particular historical period of incorporation in this system; and c) the territory encompassed by it. Poisson regression is used to estimate this influence, and it is demonstrated that the factor of a common past can account for a share of variation comparable to that of all the other variables combined.

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The Dynamics of Academic Empires, 1970-2010

The paper supplements Maria Safonova's paper on academic empires with an attempt to account for their dynamics in the last four decades. Information in the Web of Science database on numbers of co-authorships between scholars from different countries belonging to different disciplines is used to test two hypotheses: a) that the more capital-intensive disciplines (e.g., the natural sciences) have moved further from the "academic empires" pattern towards the "academic world-system pattern," forming a classic SNA core-periphery model; b) that the more culture-specific disciplines (e.g., the humanities) moved in the opposite direction, creating denser connections between former colonial countries within a single imperial zone. The resulting pattern is thus much closer to the "small world" model. Finally, the widespread assumption that the higher education system is more burdened with institutional elements and, thus, more rigid than the frontier research sector is tested using UNESCO international student mobility data.

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German-Russian Academic Cooperation and Social Science Networks

The paper analyses the conditions for networks between Russian social scientists and their counterparts in other European countries. It focuses on the German-Russian relations that are supposed to have the most potential to create network structures. Several German actors are engaged within the Russian higher education system and are thereby diffusing western scientific approaches and organizational models. The paper looks at the causes and mechanisms of academic relations between German and Russian social scientists in the post-1991 era. The German state has a dominant role in the German higher education system. Therefore, the impact of state agencies is given special attention. The support of German as an academic language is a central objective of most of these organizations. Furthermore, it is asked whether the Bologna Process, with its goal of creating not only a European Higher Education Area but also a common space of research, affects relations between German and Russian social scientists. The presentation reflects research done during an ongoing PhD project that centers on external actors within the Russian higher education system. This study combines the neo-institutional world polity approach with more actor-focused theories and is carried out with qualitative methods.

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Computer-Mediated Communication among Sociologists in Distributed Research Teams: An Application of the Eight-Window Sample Model

The paper explores the status of computer-mediated communication among collaborators in distributed research teams. Computer-mediated communication (CMC) in science is growing, providing new tools and opportunities for scientists to collaborate. However, the degree of effectiveness of these communication tools is influenced by a number of factors such as (1) the individualistic or collectivist culture of scientific research in the discipline; (2) personal mastery of the communication tools based on the experience with CMC; or (3) the ability of CMC tools to provide an adequate communication environment for the research. The study conducted by the author is based on interviews with sociologists involved in international research networks. The informants were asked about their experience of using CMC at various stages of distributed research and the extent to which knowledge creation was integrated into and vibrant within the computer-mediated environment. The sample is based on the eight-window model of sampling for the qualitative research proposed by I. Shteinberg (2011). This paper contributes to the study of the use and impact of CMC for scientific research and to validation of the new sampling framework.

Session 2.2

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Specifics of Collaboration Networks in Sociology

Academic collaboration networks play an important role in the analysis of social networks. There are several trends in this kind of research. One attempts to explain the structure of science collaboration networks, the second analyzes invisible scientific communities, and the third deals with the study of different citation forms in an academic field. However, the results of recent research in science collaboration networks indicate that there are a number of idiosyncratic characteristics of collaboration networks in sociology. In the first part of the paper, the author analyzes the results of previous research of sociological social networks, published in scholarly papers available in the following databases: JSTOR, ScienceDirect and SpringerLink. Then the author proceeds to an analysis of social networks of sociologists in Serbia and outlines the guidelines for the first research project dealing with an analysis of social networks in Serbia.

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An Academic Network and Sustainable Learning Environments

The author focuses on one academic network involving twelve supervisors of participatory action research and their thirty postgraduate students at the University of the Free State in South Africa, as they create sustainable learning environments (SuLE) in thirty schools in South Africa. There are twelve academics working in collaboration with colleagues from one other African and two European universities. These students create learning communities in their own respective research settings involving learners, teachers, parents and all instances of civil society working together to formulate practical strategies to enhance one aspect of schooling at a time. Face-to-face interactions do take place among researchers and participants as co-researchers, but information and communication technologies are used extensively to facilitate the work of the network. It is in these contexts that issues of hierarchies in terms of power emerge, knowledge forms and so on. The questions the author responds to in this paper, using Manuel Castells's notion of the "space of flow," are, therefore: how is the network mind distributed and memory stored? How is power distributed and how can the effectiveness of this network be evaluated?

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The Scientific Network Community in the Runet: Is a New Stage of Development Possible?

The academic network community in the Runet functions via a set of Web 2.0 network services including scientific social networks, blogs, search engines, bookmarks, etc. It appears that in the future the information environment of science will inevitably be based on interactions between the institutional and network modes of scientific information creation and dissemination. However, along with the rapid development of the scientific network community, the number of contradictions increases as well: both in intranet interactions and in relations between the Runet virtual network environment and real scientific research institutions. The development of scientific network communications in the Runet has aroused interest in their use by Russian researchers (sociologists, economists, cognitive sciences and science studies specialists, etc.). Cross-disciplinary synthesis in this research field has become one of the central issues on the agenda. Undoubtedly, the future of the new network information environment of science in the Runet will depend on decision-making concerning the regulation of Internet network communications at the level of public information policy, including the field of science management.

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The New Professionals in Mobile Network Society

Mobility, networking and efficient Internet surfing skills are important for freelancers working with foreign languages: tutors, teachers, interpreters, translators, etc. Professional knowledge and training in foreign languages allows people to combine several career opportunities (such as teaching at an educational institution) based on the traditional employment model and, at the same time, the so-called new forms of employment (freelancing and outsourcing). Mobile gadgets with Internet access, along with mobile content, give professionals the chance to work in comfortable conditions. As a result, freelancers (including the professional community described above) become the natural vehicles of new labor relations in the network academic community.

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Networked Academic Communities: New Opportunities and New Risks

Globalization is accompanied by the diffusion of the traditional rules of social and economic life, as well as the distribution of computer technologies. It creates new opportunities for scientific creativity and reduces the problem of spatial boundaries. The free exchange of scientific ideas and achievements generates not only multiculturalism, but multidisciplinary as well. Paradigmatic merging generates new research guidelines and fields. The legitimation of scientific results is achieved through their placement on the Internet with little or no censorship. The work incentives of academic actors change, and so does their position in local scientific and social hierarchies. These transformations presuppose the need for the formation of corresponding norms and rules of interaction and well as the establishment of appropriate sanctions. The changing conditions generate new institutional forms of scientific cooperation, the most promising of these being networked academic communities, which have different degrees of formalization. There is some evidence that academic community networks respond to current trends towards the growth of complexity in horizontal social communications. Consequently, they generate a notion of competition that goes beyond the neoclassical economic tradition and does not reduce the interpretation of this phenomenon to the results of individualistic interests and short-term profit maximization. Moreover, specific mechanisms of power and control are envisaged in networks that distinguish them from traditional organizational hierarchies. In the absence of effective control mechanisms, the academic milieu faces the risks of information freedom in the form of copyright infringement and moral damage through biased criticism and deliberate dissemination of false, defamatory information.

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A Network Analysis of Friendship in the University: Are Smart Students More Popular?

Are a student's academic achievements and their personal success connected within the university environment? In this paper, we address this question by studying the factors that determine individual positions in student networks and shape the structure of these networks. Our sample includes second- and third-year students (193 in total) in the Department of Economics at the Nizhny Novgorod campus of the National Research University – Higher School of Economics. We consider two types of possible ties within student study groups. The first type is ties of friendship (relations encompassing those classmates with whom students spend most of their time); the second type is educational ties (including those classmates to whom other students prefer to turn when they are in need of educational help). By using the methods of social network analysis, we consider the interaction between these two types of ties and examine their correlations with the educational and social characteristics of the students. We have found that educational and emotional ties represent different network structures. The educational centrality of students in the networks is determined by their educational characteristics (these students have higher GPAs and higher state entrance exam scores), whereas these factors do not determine the emotional centrality of these students. Moreover, we demonstrate that students usually tend to have friends with similar educational characteristics such as grades. In the networks where leaders have relatively higher grades, the other students study better on average than in the networks where such successful leaders are lacking.

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Detecting Communities through Network Data

In most network studies of scientific and other fields based on an automated collection of citation data, researchers assume that all ties are positive. Under this assumption, however, modularity-based methods to detect communities yield biased outcomes. In scientific, political, and many other fields, some social relationships, such as references, are contentious and should therefore be represented by negative ties. Once positive and negative ties are distinguished, our modularity method yields different outcomes. To illustrate our approach, we analyze a scientific field and a political debate.

Poster Presentations

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The Involvement of Russian Students in the European Higher Education Area

In the globalized world of the twenty-first century it is essential to encourage interdisciplinary social research and satisfy the need for network analysis, especially when it comes to education in multicultural societies. This paper addresses the involvement of Russian students in the European Higher Education Area. The different ways in which Russian students choose to participate in the process of building the common European educational arena are discussed. Whether it is participation in exchange programs, international conferences, academic mobility projects, joint research opportunities or internships, the focus is students. Russian students who make the decision to go to another country for a semester, an academic year or two or three years are observed as part of this research. As citizens of another country with a different culture, these students have to deal with such problems as language barrier and differences in educational systems. Due to the fact that elements of culture are embedded in the social fabric of society, they are always present when a member of one culture finds him or herself in an "alien" environment. The task of this research project is to look at the process of further integration of Russian students into host universities and host countries, enumerate possible difficulties, and give suggestions on how to improve the situation.

Virtual Participation

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The Social Networks Behind Co-Citation Networks: Analyzing Universes of References in Scientific Publications

The paper presents the results of research aimed at analyzing the links between social networks and citations networks. The research is based on qualitative methodology. The author conducted interviews with the principal author of a scientific publication to understand his/her relationship with all the authors cited in the publication (N=100 names on average, for one publication). Using the story of the paper and the social description of its references, the author draws the network of references in the publication (what teams, what specialties, what countries, what sort of relationship?). The presence of this network in scientific literature (N=5000 publications on average, for one publication) was studied based on an analysis of the Thomson Reuters Web of Science. The author answers questions related to the research goal. How highly are references in the paper linked by co-citations? What is the evolution of this co-citation network, before and after the publication? Who are the authors that cite the same references as the publication's principal author (countries, specialties, institutions)? Do they know each other? The expected result is to explore the globalization of scientific knowledge through a detailed analysis of the embeddedness of social networks and cognitive networks.

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Network Interaction in the Higher School

Network relations are based on intensive exchange of information, knowledge, scientific projects, educational programs, curricula, and intellectual, organizational and human resources. It is not the dominance of information or knowledge that is particularly important in these relations, but rather the changing ways they are used. As a result, global network structures that gradually substitute the various forms of personal and material dependency typical of postindustrial societies have begun to play the major role in people's lives. Since knowledge is mainly produced in tertiary institutions of higher learning, we can conclude that network relations are often established in these institutions. Networks emerge between lecturers and students from different universities and other tertiary institutions that are not necessarily located in the same city or even the same national state. Networks between faculty members are often generated in the course of cooperation in joint research projects, conferences, seminars, workshops, etc. Network relations between students frequently develop through participation in inter-university sporting and entertainment events. Many of these relations come to an end when projects are completed and a team created for a short period of time ceases to exist as well. However, in some cases such relations may be sustained and develop beyond the existing social institutions and groups to which the participants belong. Since network relations involve knowledge and information exchange, we conclude that network communities reproduce both elements of social order: social bonds and subjects of society.

Panel 3. Knowledge Networks and Innovations in the Global World

Developing sustainable knowledge societies is one of the greatest challenges that Europe, Russia and the United States face. Today, knowledge and innovation are considered as the basis not only for the economic growth, but for social transformations as well. Therefore, the studies of knowledge generation as related to innovation processes is of particular importance. The specific feature of knowledge is that it has no rigid national or regional boundaries. However, knowledge geography is such that in some places innovation landscapes emerge, while in others this does not happen. It is necessary to determine what is the reason behind that, what role do networks and network communication play, and how innovative landscapes based on knowledge networks may be formed. To do this, it is important: (1) to reveal what constitutes knowledge-generating network communication, how are personal relations correlated in it, what role collective and individual intelligence play; (2) to understand how to lead these structures and how to manage interpersonal networks of knowledge at global, national and regional levels to provide innovative productivity; (3) to develop methods for assessing the effectiveness of intellectual networks. Accomplishing these tasks requires development of inter-disciplinary and multi-focus approaches based on network theory and methodology.

Co-chairs: Kathleen M. Karley, Carnegie Mellon University (US), Valeria Vasilkova, St. Petersburg State University (Russia)

Scientific secretary: Nikita Basov, St. Petersburg State University (Russia)

Session 3.1

G.Simet. Role and Patterns of Networking in Knowledge Societies [oral presentation]

V. Vasilkova and N. Basov. The Intellectual Landscape: A Heterogeneous Network Structure [oral presentation]

A. Nenko. Emotional interaction: Limits and Capacities of the Cognizing Network [oral presentation]

A. Varga and A. Nemeslaki. Do Organizational Network Studies Constitute a Cohesive Communicative Field? Mapping the Citation Context of Organizational Network Research [oral presentation]

Session 3.2

M. Vicente. Open Source and the Production of Knowledge: The Social Embeddedness of an Open Source Community [virtual participation]

L.R. Carley and K.M. Carley. Use of Social Network Analysis to Improve Wireless Data Distribution [oral presentation]

V. Burov. Using Collective Wisdom in Collaborative Improvement of Documents [oral presentation]

D. Nolan. Mobile Computing and Language Learning Environments [oral presentation]

A. Leskov and S. Beletskiy. Experience and Knowledge as Linguistic Categories [oral presentation]

Session 3.3

D. Nepelski. Global R&D Network: A Network Analysis of International R&D Centers [oral presentation]

V. Dreshchinskiy. Generation and Development of Open Innovations on the Basis of Network Approaches to Research [report]

N. Basov and D. Wuehr. Communication Networks and Innovation Success: Comparing the Cases of German Machinery Manufacturers [report]

I. Efimova. The Role of International University Network Organizations in the Innovation Development of Russia [oral presentation]

N. Surova. Integrative Education as an Innovative Strategy for Forming Sustainable Knowledge Societies [virtual participation]

D. Modic. Innovation Networks: The “Reality” as Seen through Patent Data [virtual participation]

Session 3.1

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Role and Patterns of Networking in Knowledge Societies

The social structure of modern societies can be characterized by analogy with industrial machinery complexes as the interaction of machines and their components. This concept is based on Descartes' division of the world into two, strictly separated parts: *res cogitans* and *res extensa* – things that think and things that are extended. Due to this paradigm, even thinking is seen as a product of the brain. This functioning pattern of modern societies is questioned in post-modern, knowledge societies. Due to the attacks against Newton's mechanics by both quantum theory and the theory of relativity, the post-modern concept of science does not suspend the mechanic concept in total, but restricts it. Networking is not naturally restricted to merely functioning within a system of *res extensa*; it can be used to initiate something new in virtuality. Networking can create *res cogitans* that automatically reshapes the understanding of our world. Knowledge exists in a virtual cosmos of its own reality (and can be stored and found as texts anywhere in the Internet). The more a society opens itself and the more its members feel free to move out of predefined structures, the more networking will enable to create new forms (*Gestalten*) of cohabitation and interaction.

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The Intellectual Landscape: A Heterogeneous Network Structure

Using a network approach, our paper analyses the phenomenon of intellectual landscape. The latter is defined as a dynamic complex non-linear network structure embedded in a particular social and cultural environment, consisting of separate actors and network entities of various sustainability, which are linked with communication ties of various density and intensity capable of generating emotional energy and creating knowledge. The heterogeneous nature of the intellectual landscape's structure is conditioned primarily by an uneven distribution of communication ties. In such a landscape, one can find not only thicknesses, knots and hubs, including network entities based on strong communication ties, but also areas of structural holes – zones of less intensive communication not filled with ties at all or mostly filled with weak ties. As a result, the dynamics and contents of knowledge as well as the states of emotional energy have qualitative differences in different parts of the network. These states are influenced by specific network configurations and parameters in each particular loci of the landscape. The heterogeneity of intellectual landscape structure is to a great extent a result of variations in temporality and the non-linearity of knowledge, communication and emotional energy processes, which must be taken into account. For this reason, our analysis focuses on the structural and dynamic aspects of intellectual landscape evolution. For instance, we examine the emergence and development of various network structures, the relations (configurations) between knowledge, communication and emotional energy at different stages in the life cycle of intellectual structures, the differences between developing and decaying structures, etc.

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Emotional interaction: Limits and Capacities of the Cognizing Network

Emotional interaction conditions the dynamic relationship and correlatedness of network actors. The emotional interaction of network participants determines the limits of the cognizing network: they lie along the line of indifference. We see emotional interaction as a chain of cognitive-evaluative states on the part of actors that emerge and change each other in the process of correlating with other network participants and the social environment due to communication and embodiment. Emotional interaction also creates the “intimate” dimension of the cognizing network – an “emotional network” as a dynamic connection of nodes (which are physically embodied in sentient individuals and symbolic objects) and ties (relations of attachment or detachment between individuals often mediated by symbolic objects).

Emotional interaction is one of the conditions for developing reciprocity and correlatedness among actors’ subjective perspectives. While interacting emotionally, network actors are capable of emotional cognition – a continuous and dynamic, bodily rooted set of experiences focused on a mutual cognitive goal and proceeding via information loops and feedback to changes in the goal and in the network itself. If there is no emotional interaction, the embodiment, energetic dynamics and corporeal-social correlatedness vanish, and as a consequence the network lacks the grounds to achieve the cognitive goal.

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Do Organizational Network Studies Constitute a Cohesive Communicative Field? Mapping the Citation Context of Organizational Network Research

The metaphor of “network” is one of the key memes of the social sciences and a key concept in understanding contemporary business and society. The growing influence of information technology on everyday and business life, the turn of innovation and economic policy toward collaborative activities as a catalyst of economic development, and the growing interest in the “ecosystem” approach to the economy are attracting researchers from various fields toward the same set of network concepts. Do these studies of inter- and intra-organizational formations have a substantial knowledge base for sharing ideas? The present paper is concerned with the question of whether organizational research with a focus on relationships and relationship structures among agents of different levels constitutes a cohesive and emergent interdisciplinary field. By utilizing the bibliometric data of 80,000 articles (social science research articles from the past three years) and network analytic techniques on a subset of 4,000 related articles in this research, we show that indeed the network metaphor provides a substantial basis for a common discursive platform.

Session 3.2

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Open Source and the Production of Knowledge: The Social Embeddedness of an Open Source Community

Open Source software provides an alternative model of knowledge production to that of a particular firm. For several years, companies have been taking an active part in this activity, not merely by using it themselves but also by becoming involved in communities and remunerating its participating developers. It would appear therefore that companies tend to impact or normalize the originality of this open source based on free cooperation by the very fact of their involvement. This paper aims to understand the way the companies are embedded within those communities, by analyzing the traces

of cooperation between 1996 and 2008 and taking into account the developer's professional careers and the organizational characteristics of corporations. More specifically, the present study, based on a particular community, provides an analysis of division of labor by means of an exhaustive structural study of cooperation among developers. To do this, we articulated structural, relational and exogenous attributes in order to explore the origins and the social mechanisms of cooperation in this inter-organizational and informal field.

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Use of Social Network Analysis to Improve Wireless Data Distribution

This presentation describes one approach for using Knowledge Networks to enhance the delivery of content to mobile users while revealing congestion of scarce RF communications spectrum. The essence of the approach is to employ extremely-high-data-rate very-short-range personal networks to pre-fetch desired content based on a users' Knowledge Network and historical content access patterns. The presentation will review current trends in the growth in mobile consumer demand for content, radio spectrum congestion, development of ultra-high data rate personal area radios, and the continuing increase in the storage capacity of mobile devices. The presentation will illustrate the dramatic potential for improved delivery of content that using the Knowledge Network facilitates.

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Using Collective Wisdom in Collaborative Improvement of Documents

We are currently working on an environment for collaborative creation, improvement and promotion of documents within public and legislative projects on the WikiVote platform. Enacting a new law means that a community devises new rules, which help it to become more efficient.

Below are the principles on which the legislative collaboration is based:

1. Collaborative document creation and voting has priority over deliberation over a document. Our technology allows participants to create their own text versions that other participants can vote for. The value of deliberation is less than the value of collaboration. Contemporary collaboration does not always demand discussions. Discussion can take so much time and effort that participants lack resources to collaborate.
2. The process of selecting text segments is based the participant voting. All votes should be counted, but the weight of each vote depends on the participant's impact and the estimation of this impact by the community. The more significant the participant's impact and its estimation are, the more the participant's vote weight has.
3. The public construction of a document aimed at tackling complex cloud issues has high educational value. This practice helps not only to produce a high-quality document and build a community of people interested in its further implementation, but also to promote the innovative document and secure a new level of its understanding and perception by the broader society.

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Mobile Computing and Language Learning Environments

While the past twenty years have been marked by the spread of digital networks, often seemingly without borders, it has also become increasingly apparent that the geography of knowledge that these networks convey is conditioned by a complex set of cultural, linguistic and political barriers. Academic communities have the opportunity to develop learning environments that enable their students and researcher faculty to create networks that overcome those barriers.

I propose to present on the findings of the Mobile Language Learning Research Group at the University of Minnesota Duluth, and demonstrate the value of our work on the use of mobile computing in and outside the classroom. Our primary focus has been on language learning and cultural studies. We have been developing applications and deploying our fleet of 40 iPads in our classrooms for the past two years. We are now developing city-based virtual language learning environment applications for use both in classrooms and on study abroad trips. As head of the Russian Program at UMD, I am developing a language learning environment based on the city of St. Petersburg that, when completed, will be available for free to universities around the world. Our work with geographically situated social media as a tool both for language learning and cultural studies has, already in the development stages, yielded significant insights into the relationship between digital technology and the barriers that inhibit intercultural awareness.

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Experience and Knowledge as Linguistic Categories

We develop a theoretical basis for solving applied problems in the field of computational linguistics – the creation of a portal for people learning Spanish designed for students of Siberian Federal University.

To do this, we plan to create a knowledge base in Wiki format and develop a tool to automatically search for the experience of people who studied in Spain both in social networks and the blogosphere. On the one hand, the experience stated in the text will serve as a source of knowledge; on the other hand, it will allow us to identify potential co-authors of the portal.

Meanwhile, we also differentiate knowledge as structured information and experience as a moment of emergent narrative, structured more like an oral discourse, rather than a written one, regardless of the scope of its verbalization. We consider this approach to information retrieval to be fundamentally new (innovative) because the existing search algorithms are focused on the analysis of fragments of knowledge rather than experience as a whole.

From the viewpoint of applied linguistics, the problem lies in the construction of a formal model description of experience verbalization, which, in turn, is based on the linguistic analysis of the communicative practices of its transmission.

Therefore, we have created a corpus of interviews with students who had internships at partner universities in Spain. In addition, respondents' texts published in social networks are also considered since they often transmit the experience relevant for our research – either explicitly or implicitly.

At the conference, we would like to discuss the first results of our linguistic study focused on communicative practices of experience transmission.

Session 3.3

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Global R&D Network: A Network Analysis of International R&D Centers

A firm's decision to establish an R&D centre in a specific location creates externalities affecting other firms, and thus a random distribution of location choices is unlikely. Expecting that the global distribution of R&D centers fulfills the criteria of a complex network, we apply social network analysis to study the locations of R&D centers and the relationships between the countries owning and hosting them. We analyze the characteristics of the global R&D network and include network indices in an empirical analysis of R&D internationalization determinants. We find that a country's position, which does not necessarily coincide with its geographical or cultural proximity to other countries, has a significant impact on the formation and intensity of R&D linkages between countries. We provide

policy implications addressing the challenges emerging from the increasing internationalization and networking of R&D.

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Generation and Development of Open Innovations on the Basis of Network Approaches to Research

We report some results of an analysis of Russian computer networks used for scientific research information exchange: RUNNet, RSSI, RELARN-IP, FREEnet and UTTN. Network research is considered a rather new and low-cost element of the national innovation system. The basic activity areas of research networks are defined using the example of the university technology transfer network. The reasons for the low efficiency of network approaches to scientific research organization in Russia are analyzed.

The concept of open innovation is argued to be one possibility for motivating universities, research institutions and centers, high-end technology enterprises and corporations to actively participate in scientific data exchange and implement innovations. Open innovations are analyzed as an element of knowledge generation by large enterprises and corporations; as a means to distribute new knowledge, products and industrial models created by small venture spin-off companies; and finally as an element of innovation marketing and new market formation.

The basic approaches to generation and development of open innovations in high-technology companies, universities and research institutions are investigated on the basis of network approaches to research organization. We suggest some methods of developing regional, branch and cluster-forming scientific computer networks to enhance generation, support and development of open innovations.

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Communication Networks and Innovation Success: Comparing the Cases of German Machinery Manufacturers

A key source of innovation is collaboration, which emerges between actors within and across organizations. Collaboration in the context of innovation work involves a very complex setting of communicative interactions. Understanding the relation between (communicative) collaboration and innovation implies revealing the linkages between various types of communication structures and innovation success. In our contribution we will empirically explore how intra-organizational network communication structures influence the success of innovation projects. To do that, we run a cross-case analysis of four German machinery-manufacturing companies that are successful innovators and market-leaders. First, drawing on fifty-seven guideline-oriented interviews, we determine the network communication structures developed by the project participants of each company in the product innovation process. Second, based on internal and external evaluation, we identify the profiles of companies' innovation success categorized by their "economic," "technical," "social," and "organizational" dimensions. Third, comparing the companies, we look for interdependencies between the dimensions of innovation success and specific configurations of interpersonal and more formal inter-group communication structures. The analysis is meant to produce empirically grounded hypotheses on the impact of different intra-organizational network communication structures on the success of innovation projects.

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The Role of International University Network Organizations in the Innovation Development of Russia

Innovative research activities are the external manifestation of structural reforms in higher education. At present, we observe an increase in the role of universities in shaping the innovative development of Russian economy. More specifically, a separate form of integration of science and industry emerges in university clusters. The value of innovation capacity in the educational process of higher education institutions under current market conditions is constantly increasing. The main components of the innovation economy – new scientific knowledge, high technology and highly skilled professionals – increasingly attract attention from all levels of government responsible for the country's economic development. Competitiveness, innovation and effectiveness are the major components of the modern economy and state policy. The aim of public policy in science is determined by the purpose of innovation in the scientific sphere of higher education institutions and the development of the need for targeted work aimed at the improvement of scientific research efficiency and innovative methods of innovation potential assessment. The country should develop its own experience in the formation of network structures that provide the highest degree of interaction between all participants of the cluster – universities, industries, and businesses – ensuring the creation of innovation capacity. Today, the integration of various actors aimed at the creation of new technology is seen as an industry-based network structure; whereas modern universities develop into educational corporations capable of forming the national innovation capacity of the educational community in general as well as innovative thinking and innovative culture in science and professional education.

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Integrative Education as an Innovative Strategy for Forming Sustainable Knowledge Societies

In the modern world, it is hard to underestimate the impact of integrative structures such as the educational system, governmental bodies, social organizations, business, community and civil society. These structures provide the potential for the formation of sustainable knowledge societies that transcend the borders of national states. One of the promising trends of international network cooperation as the basis of scientific knowledge is the establishment of educational associations consolidated by shared goals that are vouched in legal and normative documents. An example of such cooperation is the initiative of higher educational institutions from twenty countries that sought to create mutually beneficial scientific, educational and cultural relations. To develop these collaborative relations, participating institutions established a network association for international education – *SPACE*. Among the priorities of this association, the following are declared: establishment of reciprocal scientific, cultural and educational relations at the international level; encouragement of friendship and mutual understanding between *SPACE* members through joint activities in the field of international education; representation of common interests in the public arena; and interactions with governmental bodies, international and foreign regional and national organizations, foundations and programs in the sphere of education, science and culture. Our research (carried out using the case of Saratov region) is aimed to develop a model that will allow Russian citizens (especially youth) to join the international community through establishing international language and education relations and consolidating intercultural and international cooperation for the formation of sustainable knowledge societies.

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Innovation Networks: The “Reality” as Seen through Patent Data

Looking at innovation networks from the most general point of view, we see them (like any other networks) as a set of nodes tied with one or more types of relations. We adopt the national innovation

systems approach, which stresses that flows of technology and information among people, enterprises and institutions are key to the innovation process. Thus this paper is an attempt to distinguish differences in the (national) innovation landscape as can be drawn from different types of data. Specifically, we compare the landscape as it can be drawn from the patent data in a relatively low patent-active country such as Slovenia and the landscape that can be drawn from other innovation data regarding Slovenian innovation networks. In the paper, patent data from our own analysis of national patent data (2006–2009) as well as other innovation data drawn from pre-existing (national) innovation surveys and surveys on intellectual property is used.

Section 1. Networks in the Virtual Space

Co-chairs:

Anna Tsareva, St. Petersburg State University (Russia)

Olessia Koltsova, National Research University – Higher School of Economics, St. Petersburg (Russia)

Subsection 1.1

A. Tsareva. Human Being in the Net: The Change of Web Generations [oral presentation]

O. Koltsova & S. Koltsov. Mapping Comment-Based Communities in the Russian-Language Blogosphere [report]

T. Kuznetsova. Defining the Axiological Essence of the Global Net [report]

N. Zavershinskaya. The Ideological Landscape of the Online Network Communities of New Alternative Settlements in Russia [oral presentation]

Y. Rykov. The Virtual Network Community as a Social Field [report]

D. Kolodin. A Stratification Model of the Contemporary Information Society [virtual participation]

E. Pavlenko. Foreign Research in Cybermedicine: The Current State of the Field and Perspectives [virtual participation]

Subsection 1.2

B. Asadov. The Role of International Youth Network Interactions in the Creation of the New Humanitarian Space [oral presentation]

Y. Taranova. Regional Image Formation in the Network Society [oral presentation]

F. Fakhrian. Children and Teenagers as Virtual Cities Users: A Case-Study of Boston, Kyoto and Dublin Websites [oral presentation]

O. Koryakovtseva. The Potential of the Information Network Space for the Development of Social and Political Activity amongst Young People: A Regional View [oral presentation]

E. Dudysheva. Network Models for Joint Distance Education of Teachers [oral presentation]

E. Petrenko. Practical Aspects of Investigating Network Consumers of Food Services [oral presentation]

V. Kharchenko. Freelancing: The Virtualization of Employment and Global Labor Markets [report]

E. Podstavko. The Role of Russian-Language Internet Social Networks in the Socialization of the Youth Audience [oral presentation]

O. Petrenko. Electronic Social Networks in the Everyday Life of City Dwellers (the Case of Lugansk, Ukraine) [virtual participation]

Poster presentations

A. Merkulov. Network Structures in the Information Society: The Virtualization of Social Processes and Institutions

Subsection 1.1

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Human Being in the Net: The Change of Web Generations

This paper considers the dynamics of evolutionary transformations in various forms of Internet network communication. We reveal the major trends in the collective mechanisms of information accumulation and knowledge creation in virtual environments. The rapid change of different Internet

generations (Web 1.0, Web 2.0, Web 3.0, etc.), which is accompanied by the transformation of key technological, social and psychological features of virtual communication, calls forth the coexistence of the latest social and technical forms (Wiki communities, peering networks, Facebook-type social networks, etc.), as well as the rudiments of the former generations (e.g., such social networks as FidoNet, which has been operating for almost 30 years already) in the same communicational space. In this paper, we examine the interrelations and interdependencies of technical and social aspects of virtual communication. We also discuss the social and psychological peculiarities of information perception and knowledge creation in various virtual network environments; space positioning in virtual communication and the functions of this space in the context of the “real” social world; the specificity of status formation in network communities on the basis of information contribution; and the transformations of private and public communication for different generations of multi-user social networks.

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Mapping Comment-Based Communities in the Russian-Language Blogosphere

Social networking online through such platforms as Twitter, Facebook and LiveJournal has proved manifestly important in recent years in various senses, but particularly for political mobilization in a whole range of societies, including European countries such as Spain (May 2010) and Russia (December 2011). This paper is based on a large study of the Russian blogosphere carried out by the HSE Internet Studies Lab and aimed at mapping its thematic, discursive and network structure. The part presented here investigates structural characteristics of comment-based communities and subnetworks in the Russian segment of LiveJournal (LJ). The conclusions are derived from three data sets collected with the Lab’s software and encompassing the top 2000 LJ users as of September 2011, December 2011 and March 2012 (two electoral periods and one “calm” period), each containing 10E4 posts and 10E5 comments, the latter used as edges of the graph. Since only friendship-based LJ networks have been studied, the lack of basic data on comment-based networks has been the main problem to cope with. A number of standard metrics have been calculated in several types of networks, and communities have been found with standard community detection algorithms. Not only is the number of comments per post and per blogger unevenly distributed (which is not a novelty), but the size of communities (some of them centering around topics; others, around bloggers) also varies greatly and is quite unstable over time. The number of a blogger’s constant commentators is a very small fraction of all their commentators, and the depth of discussion threads is usually not large. These preliminary observations suggest that commenting usually does not represent discussion in its “offline” sense, but is a loosely connected and volatile message exchange network.

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Defining the Axiological Essence of the Global Net

The reality is rapidly changing in the information society, based on developing communication technologies. Perhaps this change is often not realized by people and cannot be noticed visually, but it expresses itself in many areas. Today, new models of social relations appear in line with new systems of values, new patterns of behavior and even new personality patterns. One of the main factors in this process is the Internet, which has penetrated most areas of our life. As prominent Canadian thinker Derrick de Kerckhove argues, every type of mass media transforms a certain part of our life: e.g., patterns of communication, labor and entertainment. The network simultaneously changes all of these patterns along with many other things.

Many scholars consider the Internet to be a simulacrum of social reality that seeks to substitute real life. This simulacrum can be described in terms of conventional values, whose peculiarities depend on the opinions of certain users, their personal perception patterns and socio-cultural identities, etc. To reveal the axiological specifics of the global network, the paper describes the results of a cross-

disciplinary experiment carried out by the author and combining social, psychological and linguistic elements.

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The Ideological Landscape of the Online Network Communities of New Alternative Settlements in Russia

In contemporary Russia, people increasingly look for group solidarity online. The emergence in the Russian-language segment of Internet of the online network communities of new alternative settlements can be considered as a vivid example of this trend. The ideology of new alternative settlements took shape after the collapse of the USSR, which led to the downfall of the Soviet symbolic universe and caused the growing need for the construction of a new social identity that could enhance grassroots solidarity. The ideologies of new Russian alternative movements are often utopian and religious in character. (The Church of the New Testament, the White Brotherhood, the Center of Virgin Mary and the Ringing Cedars of Russia movement may serve as typical examples here.) These ideologies are focused on the creation of a “new mankind,” free from violence and aggression, greed and egoism, and living in harmony with the natural and social environment.

New alternative movements emerge in line with the de-differentiation of the Russian political system and society. The political system has become self-enclosed and no longer responds to publicly important issues. This causes political indifference amongst new alternative movements, which are not interested in assuming the functions of a political opposition and do not seek to create political channels for the constructive representation and transmission of their ideas. New alternative movements are based not on political and administrative principles but rather on ethical principles.

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The Virtual Network Community as a Social Field

Web 2.0 technologies have transformed its virtual space into a multitude of intertwined network communities of user-generated communications. As a result of these transformations, a new subject of sociological inquiry has emerged: virtual network communities. We presuppose that research on virtual communities in the terms of Bourdieu’s theory of social space is a promising line of research development. In this approach, communities are seen as sets of social fields where the struggle for positions providing better control over the field unfolds. According to Bourdieu, the position of each actor is determined by the structure and the amount of capital that the actor possesses. Therefore, the major research question is what capitals provide power over the social field of virtual network communities. Our research goal is to reveal the dependency between the position that a user holds in a community and three types of capital that he/she possesses (cultural/intellectual, symbolic and social). In our research, we focus on Leprosorium.ru, an Internet resource designed to create successful communications attracting the highest amount of attention from users and receiving the largest numbers of responses. Such a design contrasts those forms of virtual communities that serve purely as a tool for organizing and coordinating social action. In such networks, the communicative success of each individual participant can directly influence his/her authority and power within the community. Does the network of connections and acquaintanceships (social capital) appear to be a stronger factor than intelligence and creativity (cultural capital) in virtual communities declaring themselves to be a domain of freedom and reason?

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A Stratification Model of the Contemporary Information Society

This paper aims to attract the attention of the academic community to virtual social networks. The spasmodic development of virtual communication creates a new form of social structure – the

information society – and contemporary sociologists cannot stand aside from the transformations it has effected. The corresponding research field now established in the social sciences is diverse. First, it covers the translation of social institutions of the “real” society into a virtual, constantly modified digital environment. Second, it implies the development of virtual social networks as well as the displacement of individuals from material social reality. This in turn leads to the increasing interactivity of electronic and traditional communities, as well as to the de-socialization and virtualization of personality. Third, it considers the problems of morality in virtual space – the problems of ethics and cyber-ethics. Finally, it focuses on the problem of consumption by virtual communities of falsified, ambiguous information and considers the establishment of new information paradigms within “real” society.

The contemporary Internet space is a synthesis of the societies based in physical reality and virtual reality. New social development trends include transformation processes whose influence transcends the environment of virtual networks: nowadays, it becomes obvious that through virtuality, individuals satisfy a broad spectrum of psychological, economic, cultural, aesthetic and social needs, meaning that changes in the structure of social deprivation in the physical reality are inevitable. The author particularly focuses on new criteria of social differentiation contrasting with the traditional ones. A model of social organization in the virtual environment is proposed.

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Foreign Research in Cybermedicine: The Current State of the Field and Perspectives

The spread of global network technologies leads to fundamental changes in all spheres of society. We consider the influence of the Internet on transformations in medicine and public health. The paper focuses on the development of cybermedicine and examines the degree to which this phenomenon has been described and analyzed by academic researchers. Gunther Eysenbach defines cybermedicine as a new field of knowledge that has emerged at the intersection of information science and public health. The key research question of cybermedicine is the application of Internet and global network technologies in medicine and public health. In addition, it considers the question of what role the Internet plays in solving healthcare tasks.

In this paper, we distinguish between the following groups of foreign publications on cybermedicine: 1) publications discussing the risks and opportunities of cybermedicine, as well as ethical appraisals of cybermedicine: due to the novelty of the use of the Internet in medicine, this phenomenon has triggered debates within the scientific community; 2) publications examining the possibilities of using the Internet in specific medical and related sectors (e.g., oncology, nephrology, pharmacy); 3) publications dealing with the assessment of the quality of medical information in the Internet: articles describing different techniques for assessing the quality of medical information are particularly interesting in this regard; 4) publications considering the need for the legal regulation of medical information across the whole spectrum of health services; 5) research reports and publications on the cybermedicine-related behavior of different categories of Internet users.

Subsection 1.2

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The Role of International Youth Network Interactions in the Creation of the New Humanitarian Space

Current world development trends force us to take a new angle on a wide range of international problems. Global interaction between different national, ethnic and social groups (especially using new information and communications technologies) transform humanitarian problems typical of previous decades. There is no doubt that today we are witnessing an active search for qualitatively new forms and mechanisms of interaction between cultures, nations and social groups. Contemporary

humanitarian network technologies have become important factors in the emergence of a new humanitarian space. The modern dynamic world drastically changes the ways in which young people communicate with each other. It is no surprise that young people are facing the challenges of time: it is young people who are especially sensitive to new global social and cultural trends. Millions of young people are actively engaged in regional and global cultural and humanitarian processes through network projects and programs, etc. Therefore, an investigation of the role of international youth network interrelations and dialogues vis-à-vis the virtualization of social and cultural space is highly topical.

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Regional Image Formation in the Network Society

The paper focuses on the trends and processes of regional image formation in the network society. In the network society, participants of communication processes are equal in the sense that the difference between source of information and recipient becomes relative or insignificant. In addition, all communication partners are actively involved in the process of producing and reproducing knowledge about a region. The Internet audience (and, especially, the social media audience) is no longer a passive information consumer: now it is able to actively participate in the creation and development of the regional informational space.

Nowadays, all of us both witness and participate in the transformations triggered by the development of the information society. Most of the Russian regions are only at the beginning of this long way and it is difficult to predict what the end would be. But one thing is quite clear: in the network society, it becomes impossible to remain competitive managing regional information and communication flows basing on methods and technologies that worked in the past.

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Children and Teenagers as Virtual Cities Users: A Case-Study of Boston, Kyoto and Dublin Websites

The newly emerged phenomenon of virtual city could be understood as the most applicable and promising incarnation of cyberspace abilities. Therefore, having in mind the fact of increasing number of children and teenagers as internet users, the focus on the concept of virtual citizenship and its needs creates an obvious context for the investigation of children and teenagers participation in a virtual city. Virtual cities are believed to provide comfort and easy access to services for all citizens, and children and teenagers are members of this urban society. In this paper we consider layers and elements related to and allocated for children and teenagers on three of the most viewed virtual city websites: Dublin (Ireland), Kyoto (Japan), and Boston (USA). This study is aimed to identify existing and appropriate capacities for Internet usage in a virtual city by children and teenagers from the age they enter Internet and up to 18 years old. This study is based on the “dual globalization and dual spacization” theory by Saied Reza Ameli. Relying on this theoretical framework, we assume that as cyberspace is a resumption of the real space, children and teenagers participation on the virtuality of global virtual cities has to be envisaged.

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The Potential of the Information Network Space for the Development of Social and Political Activity amongst Young People: A Regional View

Young people are active and concerned participants of socioeconomic transformations in Russia. But the development of positive trends aimed at creation of the civil society is only possible if an adequate

system of public socialization is established and maintained. Mastering the information network space is particularly important for this purpose.

This paper examines the role of the abovementioned process for the development of social and political activity on the part of young people. On the basis of our empirical research, carried out in the Yaroslavl region, we analyze the standards, values and objectives of political behavior typical for young people and discuss the prospects and possible shapes of their positive politicization.

We regard the development of network interactions as a priority, since organized forms of targeted influence have currently emerged in the Internet. Ideally, networks can trigger a constant social and political debate between the state and young people, and provide certain possibilities for electronic feedback that could provide young people with new tools for political participation. However, the question is raised here whether young people will actually remain politically passive: after all, young people are currently not motivated to participate independently in social and political processes.

We also pay attention to the destructive role of network technologies, which issue a challenge to traditional communication tools. We believe that in a situation of isolation, the social infrastructure of organizations and interest groups is still necessary, but it is capable of preserving its "vital" influence on social and political behavior only provided that virtual network resources are converted into "real" communication.

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Network Models for Joint Distance Education of Teachers

Distance education is defined as synchronous and asynchronous interactions among teachers and students when they are spatially remote from one another. For pedagogical institutes, it is important as a mode for implementing quasi-professional activities and virtual academic mobility. The systematic, controlled joint learning activities of students are also of interest to our research.

Our investigation of social communications is interdisciplinary. Special attention is paid to sign systems – social media. Examples of online interactive joint learning technologies have emerged. However, the problem with such technologies is their labor intensity both in terms of application and management.

Distance learning requires the integration of educational tools and information, communication and management technologies. Pedagogical communications are investigated in psychology; interaction patterns are constructed within game theory and frame analysis. However, they insufficiently reflect the dynamics of distant education and learning processes. Network models are another option frequently applied in management decision-making.

As a model of joint educational activities, the formalism of Communicating Sequential Processes, as applied in parallel programming, is considered. When managing the distance learning activities of students, it is possible to implement an asynchronous interaction strategy, recording and influencing it through various restrictions.

The transformation of such processes into network models (such as Petri nets) is also possible. It enables us to perform a general analysis of the efficiency of distance education efficiency and investigate the properties of such education.

Educational social networks seem to be the most relevant starting point. Hierarchy, along with the possibility of status improvement, is considered as an effective way to increase motivation. The possibility of systemic self-adjustment for the purpose of automating the management of the educational process reduces labor expenditures. The need for stability leads to the idea of cloud computing. The resulting quasi-professional environment of network interactions can be updated to the level of a professional environment through the participation of schoolchildren; it can be also used in the retraining of teachers.

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Practical Aspects of Investigating Network Consumers of Food Services

The rapid development of the service industries is a sustained and even growing trend in contemporary societies. The service sector has become the backbone of the postindustrial economy. This sector changes the character of the products dominating the market, modifies social behavior patterns, and transforms individual living space. The influence of new technologies on the qualitative characteristics of services leads to changes in marketing concepts, which are adapted to the new external conditions of the market. The current marketing concept is determined by the increasing prosperity of the population, intensifying competition in the market, the evolution of consumer value from the consumption of services to the gaining of new impressions, the development of information and communications technologies, and the emergence of network consumers. As the central link of marketing, the product has experienced drastic changes in the food services industry: clients now demand not only a high-quality product or service, but also the possibility of gaining unforgettable impressions in the course of consumption. Impressions as a product of a higher-stage consumer value are much in demand and economically effective.

For food industry enterprises, we offer a new variety of relationship marketing – the concept of impressions marketing, which will help to promote services among new network consumers. The development of the theoretical and methodological foundations for the impressions marketing concept is aimed at an analysis of network consumer relations in the popular food services market. The need for such a concept is determined by increasing competition in domestic markets, as well as by the integration of Commonwealth of Independent States member-countries in the global social and economic space.

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Freelancing: The Virtualization of Employment and Global Labor Markets

Along with typical fulltime employment, new unconventional or atypical forms of employment have become increasingly popular. These forms include all kinds of employment that go beyond the traditional pattern of full employment (such as temporary employment, secondary employment, casual employment, free employment, etc.). In this paper, we focus on freelancing, which constitutes an alternative to employment in organizations and entrepreneurial activity. The rapid development of freelancing as a new labor model is driven by a number of factors stemming from the expansion of global networks, as well as from information and communications technologies. These factors include the following: 1) the restructuring of business; a decrease of aggregate entrepreneurial expenditures through the establishment of virtual firms; special workplaces are not required anymore: employees can work at home; 2) the emergence of virtual labor markets; the demand for professionals who possess specific (unique) competencies and skills and are capable of working with global networks: labor activity is aimed at creating virtual products or services (programs, projects, visual objects, etc.); 3) the drive for professional career autonomy and individualization: the employee takes all the risks in exchange for their independence from a single (individual and permanent) employer, as well as from a fixed workplace and working hours.

Our paper presents the results of the research project *Freelancing as a New Form of Wage Labor: Processes of the Institutionalization of Labor Relations* (supported by the Russian Foundation for the Humanities and supervised by M.B. Burlutskaya) and examines the peculiarities of the organization of virtual labor markets (telework employment websites). On the basis of a comparative analysis of large-scale employment exchanges, we reveal the similarities and differences in the structures of distance employment institutions. Drawing on interviews with freelancers, we analyze the advantages and disadvantages of using global networks in the organization of one's career.

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The Role of Russian-Language Internet Social Networks in the Socialization of the Youth Audience

The author examines the development of social networks and the role of network services in everyday life of young people. Factors contributing to the popularity of social network services popularity are analyzed. The principles of interaction and coexistence of different social networks in the Russian Internet are explained. It is demonstrated that communication in social networks has become an important component in the socialization of young people.

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Electronic Social Networks in the Everyday Life of City Dwellers (the Case of Lugansk, Ukraine)

This paper analyzes some aspects of the behavior of electronic social networks users. We base our presentation on five series of focused group interviews with different categories of Internet users living in Lugansk (Ukraine). We show how using social networks help people decrease their dependency on spatial factors in maintaining social connections and how they generate the feeling of “always being in touch” among users. Moreover, social networks make it possible to maintain a larger number of “weak” and “thin” social ties (per Manuel Castells), which could not have been preserved without technological means of communication, taking into consideration the amount of effort necessary to maintain connections and the profits they bring. Further, we analyze the character of communication and content usage in social networks, paying special attention to the shift of focus from active interaction to content examination and commenting. We show that social networks create the impression of privacy, stimulating the activity of users and determining the popularity of social networks among Internet services. The paper also considers the strategies for establishing new connections in electronic social networks, as well as the willingness of users to share information about themselves with other participants of the Net. We offer a comparison of communication in social networks with telephone and face-to-face interactions, summarizing the opinions of our respondents about the negative aspects of social networking as experienced in their daily lives.

Poster presentations

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Network Structures in the Information Society: The Virtualization of Social Processes and Institutions

In the 1970s, the fact that industrial society was undergoing paradigmatic changes became a universally acknowledged idea in social and philosophical thought. Since then, many theories have been proposed in order to explain the features and dynamics of the emerging social system, the most generally accepted of them being the theory of the information society. The central component of information society theory is the proposition that information and knowledge are basic resources of social structure. Consequently, education plays an unprecedentedly important role in the information society. It has been assumed that centers of knowledge production, i.e. universities, will become the main structural units of the economic system, thus replacing corporations, and intellectual workers will constitute a new dominant social group. The development of information technologies has been supposed to revolutionize the process of education, vastly increasing its availability and efficiency. In fact, the information society is characterized by an innovative economy and provides its members with standards of living, comfort, safety and freedom unparalleled in world history, but at the same time the information revolution has made researchers pay attention to the network nature of the emerging society. It has been assumed that the social structure will gradually organize around information networks, which will improve their efficiency and manageability.

Section 2. Network Society, Network Communities and Network Culture

Co-chair: Valeria Vasilkova, St. Petersburg State University (Russia)

Co-chair: Elena Drobysheva, St. Petersburg University of Service and Economics (Russia)

Scientific secretary: Yulia Prozorova, Sociological Institute, Russian Academy of Sciences

Subsection 2.1

V. Scherbina. The Problematization of Network Reality in the Discourse of the Humanities [virtual participation]

V. Vasilkova. Networks as a Cosmogonic Metaphor in Contemporary Social Cognition [oral presentation]

E. Drobysheva. The Axiological Contours of the Architectonics of Network Society Culture [report]

D. Sivovolov. Communication as the Core of Society: A Synergetic Approach to Social Culture [oral presentation]

I. Vershinina. A Network Approach to the Analysis of Space [oral presentation]

M.S. Kafkasyali. International System Transformations Caused by the Development of Global Network Society and Competition between the USA, Russia and China [oral presentation]

Subsection 2.2

Ninh T.-H. Globalizing Religious Kinship: Networks among Vietnamese Catholics in the U.S. and Cambodia [report]

D. Vinokurova. On the Role of Network Relations in Migration Processes (Based on Sociological Research Data) [oral presentation]

S. Bodrunova and A. Litvinenko. An Assessment of the Role of New Media in the Political “Last Straw” Effect: The Case of the Russian “For Fair Elections” Movement, 2011–2012 [report]

Y. Prozorova. The Macro-Effect of Micro-interactions: The Role of Interaction Rituals in Network Building (Case Studies of Narcotics Anonymous and Family Anonymous Self-Help Fellowships) [oral presentation]

T. Makogon. The Potential of Network Spatial Topology and Systems Theory in the Analysis of Local Communities [oral presentation]

Subsection 2.1

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The Problematization of Network Reality in the Discourse of the Humanities

Network research has developed amidst changes in humanistic thinking and is often perceived as a new platform for the humanities, something that is not so obvious generally or even wholly methodologically correct.

First, the network approach as a social and historical phenomenon has still not been understood. Network relations had always existed in human societies, but this segment did not predominate over closed cyclical segments based on linear interaction and subordination. Present-day network structures have developed due to the increasing intellectual intensity of contemporary production. On the other hand, all technologies, including communication technologies, spread within society on the basis of the prevalent interests of certain social subjects. That is why the humanities should not only

investigate the content of networking phenomena, but also consider the factors that bring network relations into the dominant position and make them in a sense compulsory for contemporary social reality. These factors are not an integral part of network relations and they should be understood appropriately.

Second, networking in the social sense is a transformation of the spaces and means of macrogroup identity formation that emerged in the late twentieth century in conformity with the geopolitical context of the time. The social project of networking was established and developed as a process of virtualization of social orders that were previously embodied not only in political, ideological or economic constructs, but also in approaches to education and upbringing, as well as various cultural practices. The crisis of educational practices and the search for “new cultures” derive from this virtualization and lead to a crisis of identity reproduction at all levels of social organization: the family, the state, professional and other groups. At the same time, network communities are currently considered as new macrogroup entities, with their own specific dynamics and identity. A historical change in the ideology of networking has taken place: the technology of macrogroup identity virtualization that was shaped in mass consciousness (first of all, in the consciousness of intellectual communities) under the slogan of “liberation” from macrogroup identities is now seen as the means of constructing an even larger macrogroup identity, which will generate new mechanisms of social control that function at the individual level rather than the collective level.

Third, in order to analyze the processes of network dynamics, we propose the concept of sociodramatic flows, developed on the basis of a culturological synthesis. Within this approach, the scale and character of network interactions would be regarded as the implementation of macro-level scripts that have their own internal semantic structure and particular development cycles. At the same time, the categorization of network interactions into several levels is proposed: namely, the level of “non-events” (which shape the environment), the level of “events” (which constitute network nodes), and the level of “super-events” (which determine relations between nodes).

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Networks as a Cosmogonic Metaphor in Contemporary Social Cognition

The author of this paper proceeds from the notion of metaphors as specific cognitive instruments – a notion traditional to cognitive research. Metaphors determine certain procedures for processing mental structures and are the basis for further categorization. Metaphors are immanently interdisciplinary because they presuppose free shifts of thought (intellectual drift) from one semantic space to another while maintaining a specific focus. In this paper, we demonstrate that there are metaphors in social knowledge that serve as the logical framework for macrotheories. These are metaphors that describe the sociogenesis (that is, the transformations) of social structures in space and time. The archetypical foundation of such description is cosmogony, with its laws regulating the emergence of order from chaos. We argue that the emergence of the networks metaphor corresponds to post-nonclassical knowledge, which is able to describe the ontology of “liquid modernity,” the new principles of sociogenesis and images of social order (dynamism, instability, stochasticity, etc.). We reveal the cognitive mechanisms that have shaped this metaphor and supplied its universalist character (the images and principles of the natural scientific worldview, the cognitive structures of hermeneutics, the cognitive flexibility of postmodernist semantic constructions, etc.). We also draw correlations between network theory as developed by Bruno Latour and the universal law of communication formulated by Samuel Scudder.

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The Axiological Contours of the Architectonics of Network Society Culture

Architectonically, culture involves the interaction of several horizons: the structural-morphological, the functional-dynamic, and, finally, the semantic. Values are the universal basis of cultural

architectonics: they indicate the subject's position within this space and mark the points of tension in the topos where the three horizons converge. Each historical type of culture presupposes a certain configuration of its components, modes of individual self-representation and identification, aesthetic and epistemological practices, and reflective and communicative methods.

It is possible to trace an era's archetypically important foundations by analyzing its value-normative paradigm – e.g., the ratio of “personal” and “collective,” of “us” and “other,” as well as the role of sacred and authoritative elements in the given society. The axiological approach reveals the mechanisms of social memory, the balance of tradition and innovation, gender and generational aspects of specific socio-cultural systems, the peculiarities of language practices, etc.

We are now witnessing the unfolding of network culture, which takes the shape of a specific historical construct: this process can be also analyzed within axiological discourse. Culture's architectonic stability is still provided by the synergetic character of its structural, dynamic and semantic horizons. However, the modes of interaction between the three are changing rapidly, leading to shifts in value priorities. The fractal nature of the network makes the question of a monopoly on eventfulness and corresponding reflection on events irrelevant: identification markers are mixed, the boundaries between the private and the public, between the unique and the popular are shifted, and the perception of space and time changes. In the absurdist network wonderland, ethical and aesthetic codes are distorted, and symbolic phenomena are interpreted according to the multimodal nature of the network worldview.

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Communication as the Core of Society: A Synergetic Approach to Social Culture

The complexity of modern information and communication networks as an object of study has to do with their novelty and the diversity of possible subjects of research. Networks advance quickly, and therefore the issue of creating a common interdisciplinary network research methodology becomes relevant. The basic set of approaches to the development of such an interdisciplinary methodology is quite clear: it includes philosophical, linguistic, sociocultural, cybernetic and synergistic approaches. Of course, this set of approaches can be even broader. The main question is how to combine them organically. Is this even possible? Establishment of a common interdisciplinary approach to the investigation of contemporary information and communication networks is only feasible on the basis of a social and philosophical understanding of the ontological role of communication in society. It should be emphasized that current networks reinforce social turbulence. Dissipation within network causes a new type of management problem – social turbulence. From this perspective, the social mode of deterioration (blow up) within social culture presupposes a socio-synergetic approach to the study of networks. A synergetic approach to social culture will not only allow us to understand the contradictions of present-day networks, but also to predict future problems: “forearmed is forewarned.”

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A Network Approach to the Analysis of Space

The reasons for the spatial segmentation of modern cities are economic, but the consequences of this segmentation affect all spheres of social life. Manuel Castells, one of the leading researchers of network society, argues that a new dimension of urban inequality emerges caused by the communication gap between the life worlds of two categories of city dwellers.

According to Castells, the duality of modern cities is caused by several factors: industrial decline and the rise of the information economy, labor downgrading and upgrading, differentiation between the formal and informal economic sectors, and the polarization of the occupational structure. This, in turn,

produces a highly differentiated labor force that expresses itself in lifestyles very distinct in terms of household structure, family relationships and urban space usage.

Zygmunt Bauman refers to the same tendency: the upper classes are gradually losing touch with the cities where they live and becoming part of the global space. They probably do not live in total virtuality yet, but it is obvious that their unprecedented opportunities for spatial displacement contribute to a loss of their sense of belonging to a particular city and enhance the development of cosmopolitanism. On the contrary, poor city dwellers are unable to enter the global level and are doomed to remain local.

Therefore, the technological revolution has resulted in the formation of network society and led to major transformations of urban space.

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International System Transformations Caused by the Development of Global Network Society and Competition between the USA, Russia and China

The global network society that has been rapidly developing in recent years has a considerable impact on both interrelations between national societies and the international system in general. This new societal form not only intensifies various connections between national states but also changes the classical system of international relations. The global network society that supports the international economic system's liberal democratic capitalist structure increasingly influences the political arena as well. As a result of dramatic socioeconomic transformations after the Cold War, power resources as well as "world superpowers" have gradually passed into the hands of civil society.

This paper considers the structure and character of the global network society and its influence on the system of international relations. Moreover, we analyze how this society affects the transformations of such world powers as the USA, Russia and China. We present some conclusions that help us estimate the role of these countries in the contemporary system of international relations.

Subsection 2.2

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Globalizing Religious Kinship: Networks among Vietnamese Catholics in the U.S. and Cambodia

This paper examines religious kinship (*ho dao*) among Vietnamese Catholic immigrants in the U.S. and Cambodia. It illustrates how this social system, which was cultivated and grown in the migrants' country of origin (Vietnam), has within the past ten years become globalized as a form of transnational network linking these isolated communities to each other. In their homeland (Vietnam), most Vietnamese Catholics lived in segregated *ho dao*-based villages and neighborhoods in order to protect each other from religious hostility and persecution. After migration to Cambodia and the U.S., Vietnamese Catholics struggled to transplant their *ho dao* to preserve their history and culture. However, they encountered resistance from the local church hierarchy and host society, who were interested in assimilating Vietnamese Catholics into the local mainstream societies. Ironically, this resistance fueled Vietnamese Catholics in Cambodia and the U.S. to re-establish their *ho dao* outside of the ecclesiastical institution, in which they participated in religious life in isolated areas from other ethnic Catholics. Over the past ten years, as Cambodia and Vietnam have re-opened their borders to economic development, the *ho dao* in the U.S. and Cambodia have become connected to each other on a global scale.

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On the Role of Network Relations in Migration Processes (Based on Sociological Research Data)

Under conditions of widespread functional differentiation in many spheres of contemporary society, the network analysis of migration processes becomes increasingly topical. The connections within migrant networks in Yakutia are established through congeneric, ethnic, professional and other channels. In an age when technology enables the rapid distribution of information, migrants tend to use their network relations to establish separate communities in host regions. Interestingly, migrants who come to these new environments for a certain period of time do not necessarily communicate with the local diasporas of their ethnic groups. According to the data collected in the course of interviews, this is particularly typical for people from Central Asia. Another integrative channel for such migrants is religion: they can participate in the activities of religious institutions – for example, by joining the Muslim mosque in Yakutsk. Another way that migrants attempt to adapt to the host society is by marrying the members of local communities. Unfortunately, such matrimonial relations are almost impossible to trace because the vast majority of them are not formally registered. It is noteworthy that many migrants enter into marriage in their host societies although they have already been officially married in their native lands. Moreover, the new marriage is often undertaken with the consent of the official spouse, who continues to receive remittances from her former husband. Therefore, every time the migrant arrives in a new place of residence and establishes new communicative relations, he/she becomes a member of a new community and subsequently changes his/her social status, role and behavior patterns.

This study was supported in the framework of Priority direction 9.6. Programme 9.6.1. SB of RAS, Block III – “The Republic of Sakha (Yakutia) in the beginning of the XXI century: ethnic and social transformations under the conditions of intensive industrial development of the North” (2010-2012). We used both qualitative and quantitative methods in our field research. An opinion survey (with quota sampling) was conducted in Mirnyy in December 2010 (n = 290), in Yakutsk in May 2011 (n = 400), in Lensk in February 2012 (n = 200). We plan to complete the research by September-October 2012.

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An Assessment of the Role of New Media in the Political “Last Straw” Effect: The Case of the Russian “For Fair Elections” Movement, 2011–2012

In recent years, Russia has been criticized for its inability to overcome the stagnation into which the preceding political transition process had plunged it and to involve people in political activity online. However, the rapid shift in public sentiment in the major Russian cities after December 4, 2012, has shown that these prevailing notions can be questioned. The author describes the For Fair Elections protest movement in four aspects: chronological, sociological, causal/organizational, and substantial. Special attention is paid to the organizational role of various media clusters and respective media coverage of the protest rallies. The results of our research show that the participants and “drivers” of protest rallies can be considered as representing “new social milieus” that value political freedom more than economic stability and have been able to overcome post-communist fears of repressive state power. Unlike the Arab Spring protest movements, the Russian nonviolent protest movement was driven forward by several media groups that emerged in the late 2000s offering an alternative news agenda. The paper argues that 1) from the viewpoint of the “political vs. economic democratization” discourse, economic liberalization leading to the emergence of a sustainable creative class is possible only when political reforms have already been implemented; 2) in transitional polities, hybrid media systems appear more slowly and play a less significant role in social mobilization.

The Macro-Effect of Micro-interactions: The Role of Interaction Rituals in Network Building (Case Studies of Narcotics Anonymous and Family Anonymous Self-Help Fellowships)

The author focuses on two “parallel” Twelve-Step self-help fellowships – Narcotics Anonymous (NA) and Family Anonymous (FA) – and the role micro-interactions play in them. The fellowships are considered as networks that consist of groups with overlapping memberships linked together, sustained and reproduced via intergroup and intragroup interactions. It is suggested that micro-interactions are crucial in building the networks in question. Existing studies indicate a positive impact of a new friendship network provided by Twelve-Step affiliation in the recovery process. However, the interactional factor itself is usually neglected in the studies of Twelve-Step groups. Interaction ritual theory (Randall Collins) served as a conceptual frame in our case studies of NA and FA groups. An analysis of regular group meetings reveals that their organization includes components necessary to create a potentially successful interaction ritual. Group meetings (trans)form identity, stimulate “emotional energy” and lead to the internalization of program principles, thus supporting personal changes. Group interactions of various types (regular group meetings, group anniversaries, informal interactions, etc.) sustain solidarity, maintain group bonds and help to build relations between the groups’ members through mutual support and exchange of experience-based information on recovery. Group interactions contribute to network-building at different levels (local/city, regional and international – as observed in NA), create bridges between the groups and members, and form an international macronetwork. There are also links between fellowships. All Twelve-Step communities have common principles and compatible symbols (language, slogans, the Twelve Steps, the Twelve Traditions, etc.), which facilitate interaction and enhance the establishment of relations between their members.

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The Potential of Network Spatial Topology and Systems Theory in the Analysis of Local Communities

Local communities are positioned as socially-living subjects in the theory of social systems (framework of social system, social system theory...), and this research considers the possibility to analyse them with the help of network spatial topology. The author defines the semantic trajectories of topology in local communities, and registers their existential, substantial characteristics in category schemes. She describes the multidimensionality of the philosophical discourse about local communities in systematic methodology and through the theory of topological networks. The historical excursus/digression to the theory of systems is defied in the article, its applications to the analysis of local communities are presented, and the interrelation between the theory of social systems and the general theory of systems is described. Local communities are represented as operative social systems, are given the chance uses of operative model in micro-sociological sphere of communities, consequences of application of invariant operative model, and its incompatibility are defined by topological system. In the article retive system model for the analysis of local communities as the network model (of system) is presented, and entered measured concept of community is entered, along with the central points, and interactions to networks are defined, institution and construction consequences, social-cultural distinctions in system model, and consequences scale distinctions. Also, the use possibilities polycentric and topocentric models of network systems are characterised in the case of the analysis of local communities- the concept of a field, field connections, topological relations of the communities, the rendered habitable field, a lived place, the local medium. In addition to that, Tagokon defines the concept of space in a local community and its social efficiency (productivity) and logic constants in network topology of local communities are deduced.

Xth All-Russian Seminar of the RPSA Research Committee on Comparative Politics Network Analysis of Public Policy: Methodology and Topics for Comparative Studies

Development and implementation of public policy in contemporary societies is influenced by the emergence of policy networks. This process involves a widening range of actors (government agencies, business associations, civil society, NGO, INGO etc.), which take part in decision-making on the basis of communication and resource sharing. Emerging public policy networks are influenced by national, regional and global contexts, as well as by today's global financial and debt crisis. The seminar, on the one hand, considers the role of different contexts and factors of the formation of network public policy networks and identifies conditions that ensure its effectiveness and efficiency, while also looking at possible problems and shortcomings. The search for resources that create competitive advantages for actors who participate in networking is of particular importance here. The problem of leadership in network policy management requires solving as well. On the other hand, the ontology of contemporary political networks involves the development of a new methodology for network analysis of policy, which implies synthesis of different research methods: qualitative and quantitative, static and dynamic, analytical and interpretive. In this regard, the seminar aims to discuss and test new methods of political network analysis.

Co-chair, scientific supervisor and general manager: Leonid Smorgunov, St. Petersburg State University (Russia)

Co-chair: Andreas Vasilache, University of Bielefeld (Germany)

Scientific secretary: Elena Belokurova, Centre for German and European Studies (Russia)

Meeting 1

Meeting co-chairs: Leonid Smorgunov, St. Petersburg State University (Russia); Andreas Vasilache, University of Bielefeld (Germany)

Oral presentations:

V. Yakimets and L. Nikovskaya. The Distributed Network of Regional Public Policy Research: Methodology, Organization, Benefits and Problems

K. Zavershinskiy. "Political Trust" as a Symbolic Source of Social Change in Political Networks

A. Solovyev. Publicity Imitation as a Tool of Political Power

G. Tulchinsky. The Relationship of Online and Offline Networks in Contemporary Political Development

Reports:

N. Chiu. Cities as the New Global Actor: The Role of City Networks in Resolving Global Challenges in the 21st Century

J. Elkind. Spatial Autocorrelation Parameter Estimates in Binary Response Models: A Monte Carlo Study

A. Volkova. A Political and Axiological Analysis of Network Interaction in Public Policies

I. Pobedinskiy. Networks in European Union Lobbying

T. Kostiuhenko. Political Networks in Ukraine: The Effect of a Common Past on Policy-Making

T. Vlasenko. Global Social Networks as a Strategic Resource for Political Action

T. Kulakova. Project Activities in Networks: Methods and Evaluations

E. Prutskova and I. Zabaev. The Social Activity of Russian Orthodox Church Parishes in Russia in the Early 21st Century: A Comparative Perspective

Meeting 2

Meeting chair: Larisa Nikovskaya, Institute of Sociology, Russian Academy of Sciences

Oral presentations:

E. Morozova and A. Gnedash. The Constructive Potential of Networking in Social Policy

V. Komarovskiy. Network Communities in Russian Public Policy

F. Corbisiero. The International Classification of Functioning, Disability and Health: The Role of Social Network Analysis for Local Employment Policies and Services

V. Slatinov. The Role of the Network Approach in Developing a Future Trajectory for Civil Service Reforms in Russia

O. Popova. The Network Communication of the “Enraged City Dwellers”

Reports:

Y. Shashkova. Network Models in the Genesis of Russian Political Parties

V. Karastelev. The Role and Place of Network Organization of Citizen Participation in Reputation Management

A. Kuteynikov. Privatization of World Policy and Network Interactions of International Actors

A. Kolba. A Network Approach to Management of Social Conflicts and Protest Moods

A. Sherstobitov. Political Networks and the Transformation of the Contemporary Russian Public Sphere

Y. Negrov. Transformation of the Political System

A. Frolov. Networking in Protest Campaigns

S. Koverzneva. Networked Public Space

Meeting 3

Meeting chair: Elena Morozova, Kuban State University (Russia)

Oral presentations:

L. Timofeeva. The New Russian Opposition in Social Networks

Y. Irkhin. Network Projects and the Specificity of Barack Obama’s Election Campaigns

V. Kolesnikov. A Network Analysis of Political Stability in Transforming Societies

N. Baranov. The Russian Orthodox Church: From “Stability” to a Dictatorship of Conscience and Will

A. Sokolov. Coalitions as a Key Factor of Successful Protest Campaigns

Reports:

Z. Zhade. Identity Construction of Young Russians in Networked Space

I. Syomkina. Problem Networks in Transitional Systems

E. Chaltseva. Public Policy Making and Implementation in Transitional States

E. Fidrya. Post-Soviet Transformations of Networks of Political Elites in the Republic of Lithuania (1992–2012)

J. Rogers. Networking to Prevent Social Orphanhood

E. Lazaricheva. Political Networks and Gender Equality in Politics in the Context of E-Democracy

D. Kamnev. Social Networks as a Political Tool in Election Campaigns

A. Semyonov. A Network Analysis of Twitter Communication about Political Protest Actions in Moscow

Y. Bik. Online Social Networks as a Virtual Mechanism for Mobilizing Young People

Y. Semyonov. Political Participation and Political Leadership in the Modern World: A Communication Analysis

Poster presentations

S. Trykanova. Social Networks: Models of Informational Influence and Public Opinion Control

M. Dushina. A Network Approach to the Study of State/Civil Society Interactions in Contemporary Russia

Virtual participation

D. Christopoulos. Exceptional Agency: Political Brokerage in EU Lobbying

S. Potseluyev. Network Laughter in the Service of Public Policy: On the Subversive Effects of Internet Political Satire in the Russian Televisiocracy

Y. Alexandrova. Network and Rhizome: A New Principle for the Organization of Social Relations in Postmodernity

T. Podshibyakina. Quantitative Approaches in Political Network Analysis

I. Gorshkov. The Internet and Social Information Networks in Contemporary Politics

S. Pankratov and S. Morozov. Protest Activity of Network Actors in the Public Space of Russian Regions at the Present Stage of Political Modernization

V. Korepanov. Migratory Business Networks in the Dynamics of the Global Market

Meeting 1

Vladimir Yakimets, Institute of Systems Analysis, Russian Academy of Sciences

Larisa Nikovskaya, Institute of Sociology, Russian Academy of Sciences

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The Distributed Network of Regional Public Policy Research: Methodology, Organization, Benefits and Problems

The Distributed Network of Regional Public Policy Research (DNRPPR) has been functioning for seven years. Nowadays, teams of researchers (around one hundred) from thirty-six Russian regions cooperate within this network. The work of participants is based on a shared methodology: the implementation of a public policy YN-index complemented by qualitative methods (expert sessions, in-depth interviews, and focus-groups). Pilot public policy research carried out in 2006–2007 allowed us to adjust our research design and field methods (lists of public policy institutions and actors, assessment criteria, questionnaires, formation of respondent groups from among government officials, business circles and public life, questionnaire procedures, YN-index calculation techniques, methods of visualizing findings) and start the regular, systematized monitoring of public policies in various federal regions of the Russian Federation. In this paper, we describe the methodology of public policy assessment and the procedures and rules used by DNRPPR, including those that regulate data exchange within the network. We also present some new findings, including a typology of regional public policies (five types), criteria for consolidation in opinions collected from groups of respondents, an “anti-rating” of public policy institutions (on the basis of four thousand questionnaires), and a

metric for assessing evaluations collected from different groups of respondents in order to analyze opinion dispersion. We also describe our applied results, including YN-indexes (reflecting the current state of public policy institutions and policy-makers in thirty Russian regions) and provide some qualitative conclusions drawn from expert opinions and focus-group results. Finally, we demonstrate the advantages of DNRPPR as against standard organizational research forms and briefly outline some problems challenging the functioning of the network.

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“Political Trust” as a Symbolic Source of Social Change in Political Networks

The importance of political networks in the “social morphology” of contemporary societies and “the transformations of the programme of the network” (Manuel Castells) is undisputed today. Meanwhile, if the former aspect has been thoroughly discussed in the extant scholarly literature, the latter aspect still remains vague. What determines the specificity of the political programs of various political networks? How do these programs secure the further evolution of networks and the degree of their influence on the existing political order? To answer these questions, the author offers a new theoretical approach to the study of political networks that focuses on the concept of political trust. Political trust is understood as a symbolic system that enables us identify and describe the structure of political expectations fostered by the society at large and communities existing within it. Empirical research shows that the quality of political trust as a set of expectations presupposing the fulfillment of reciprocal obligations by participants of authoritative interactions plays a significant role in the creation or destruction of public policy institutions. It is the social need for political trust that underlies the emergence of diverse political networks. This need is conditioned by the problems of the legitimation and delegitimation of contemporary political institutions. In political networks based on informal norms, the legitimation of force is implemented by structuring political expectations that represent the experience of immediate coexistence. The “structures of political expectations” permeating the political networks of modern societies are rather flexible and diverse. They serve as a kind of “mobile social memory” (Niklas Luhmann) for social groups, but sometimes become the source of communication risks. The specificity of the structure and symbolization of political expectations shapes political networks and determines the symbolic potential of the influence they exert on top-down political decision-making.

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Publicity Imitation as a Tool of Political Power

This article discusses the political functionality of the public sphere, and the impact of the public debate on the work of the state apparatus and the broader management of the state. In this regard, it is demonstrated that the functions of the public sphere are dependent on ruling regimes, which respond to the challenges of time in their own way. In the context of globalization and the development of the information society, the mechanisms and technologies that form the public sphere undergo considerable transformation as affected both by democratic and authoritarian regimes. Special attention is drawn to the activity of authoritarian regimes, which use information technologies and media management tools to construct the public debate, profiling and mobilizing public opinion. Using the Russian experience as an example, the author looks at the information technologies used by those in power and demonstrates their links to the use of “administrative resources” (especially during election campaigns). It is proven that use of this array of tools is in fact an imitation of public debate, which serves to self-legitimate state authorities and strengthen ruling elites.

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Cities as the New Global Actor: The Role of City Networks in Resolving Global Challenges in the 21st Century

Today's global challenges like poverty reduction, climate change and disarmament transcend national borders. The scale and impact of these problems not only trouble national governments, but also directly affect populations at the local level, especially those in urban settings. Seeing that over half of today's population resides in cities, my doctoral project aims at examining concerted attempts of cities and local governments in resolving global challenges in major issue domains. The research proposes to conceptualize the response of cities to international challenges as shaped by shared conceptions of the problems, and channeled through a social network structure that facilitates collective action, while maintaining a level of flexibility that allows individual interpretation of common goals according to local circumstance. It produces a selection of three city network case studies across the environmental, security, and health domains in order to, first, examine if they are effective governance mechanisms in the three respective areas; and, second, to map out a comprehensive graph of network relations in identifying leading local actors with the help of the network analysis program. It aims to provide an answer to the emergence and proliferation of city cooperation in the network format, as well as to understand how these networks function within the larger context of global governance. Furthermore, current literature on cities makes little attempt at examining the potentials and challenges of cities in addressing global problems across different issue domains. By comparing the structures, formation and achievements of city networks, this project will shed light on possible windows of opportunity in successful bottom-up initiatives for social change.

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The Relationship of Online and Offline Networks in Contemporary Political Development

As shown by the recent events, modern information and communication technologies (ICT), particularly the Internet and mobile communications, play an ambiguous role in political processes.

On the one hand, they considerably influence the development of social forces, institutions, and sociopolitical practices. For instance, the possibilities of Web 2.0 and Web 3.0 (blogs, social networks, RSS, Wiki, video streaming and podcasts) create completely new forms of access to information, equality, and freedom of speech and conscience. This clearly contributes to the self-realization of personality, civil society formation, public control, and democracy development. Specific programs, projects and personalities are presented at the global level. Broad interest networks are generated that sharply increase communication intensity and effectiveness, and provide new opportunities for social and political analysis, political marketing, and public relations. Workplaces are created all over the globe. Territorial and linguistic barriers become easier to overcome. At the global level, actions aimed protecting individual rights and other forms of political activism are coordinated.

This potential is already evident not only in business but also in political life. We are now witnessing the transformation of the form and logic of political dynamics. It is not just that the social composition of the "dissatisfied" changes (gradually including the successful, well-to-do part of the society consisting of active ICT users), but also that new opportunities emerge to articulate discontent and transmit relevant ideas and programs to broader audiences. There is no need for a rigid system of organization and leadership anymore. Electronic social networks shape "real-life" communities right before our eyes. If the online regime is responsible for informational and ideological "priming," occasional transitions to the offline regime provide the necessary adjustment and updating of further dynamics.

However, we should be aware that we are currently dealing with a different type of democracy, different social groups, a different form of integration and hierarchy without territorial limitations, new freedom for diasporas and marginalized groups.

Moreover, these technologies and resources sometimes clearly contradict the traditional democratic project of national states. It is not just that the dissemination of false information, spam and hacking are used for political purposes. The state and influence groups actively use networks to monitor public opinion and manipulate it, not to mention the qualitatively new level of information distribution and coordination of terrorist and criminal activities.

Therefore, new ICT both contribute to the development of civil society and are effectively used to support the implementation of totalitarian regimes, and criminal and terrorist activities. They have always been an “organo-projection” (to borrow Pavel Florensky’s term): an instrument whose use depends on the specific objectives and intentions of stakeholders. As such, they are politically ambiguous.

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Spatial Autocorrelation Parameter Estimates in Binary Response Models: A Monte Carlo Study

Studies in policy-making and regime transitions pay increasing attention to the presence of patterns of diffusion and clustering. Transitions from one policy to another do not take place in isolation, but are affected by examples in other countries, either geographically contiguous or otherwise. Similarly at least from an econometric point of view, policy decisions also tend to cluster on social networks of policy-makers. Most of the literature on spatial econometrics – the type of statistical analysis relevant in this context – is primarily concerned with explaining continuous variables, while policies and regimes are by their nature often binary. This article compares a set of estimators for spatial models with binary dependent variables and considers their application to the study of public policy. It shows that for the estimation of the coefficient on the spatial component to the model, the Recursive Importance Sampling and the Gibbs procedures perform best, while alternative estimators are available when the spatial correlation is relatively low or the data set relatively large.

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A Political and Axiological Analysis of Network Interaction in Public Policies

The formation of networked managerial structures in the public sphere is designed to overcome the global crisis of controllability that has touched the modern society. Methodologically, difficulties are obvious in the identification and description of new forms of public interaction, which inevitably triggers the pursuit of new research foundations and the development of interdisciplinary approaches. The key features of network interactions are the common character of the interests and values to which participants of a political process, the interdependency of these participants, their unconstrained contractual cooperation, equality and trust (M. Castells, J. Kooiman, A. Larson). Political network theory also includes the moral dimension of management and the increased attention to public values (M.H. Moore, L. Stoker), which are elaborated through public debate, consolidate citizens, are preserved and defended by citizens, and are the result of the natural development of the new public administration paradigm. The potential of axiology lies in its ability to provide theoretical expertise for contemporary society on the criteria of moral perfection and to shape certain moral benchmarks and ideals. Cross-disciplinary research, benefiting from sociology, political theory and axiology, enable a deeper understanding of the core of contemporary social phenomena. The significant role of the political and axiological approach to public interactions is determined by the current need to overcome the domination of scientific principles in social cognition. Instead, the development of “softer” qualitative approaches to network interactions analysis in the political sphere

is needed. One such approach is the political and axiological interpretative approach, oriented towards investigation of public values and the search for diversity, uniqueness and meaning.

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Networks in European Union Lobbying

This paper considers the issue of interest representation in EU institutions. In the European Union, interest representation and lobbying are actively developing into more transparent and clear mechanisms both for interest groups and average EU citizens. Theoretical approaches to the analysis of the work of interest groups and their interaction with EU institutions include several schools: access theory, pluralism, corporatism, and network theory. Beate Koler-Koch and Rainer Eising introduced the network approach with regards to EU lobbying. It defines the model of interrelations amongst EU interest groups as a political network with a pronounced resource dependency. Resources are normally distributed among several public and private actors who have to interact in order to secure effective policy-making. Networks emerge and develop in such policy areas where resource exchange takes place. Public and private actors interact and pursue their own interests within networks, but representing and realizing interests is possible only through cooperation. The policy network approach is the most recent and one of the most realistic theoretical frameworks seeking to explain lobbying in the European Union.

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Political Networks in Ukraine: The Effect of a Common Past on Policy-Making

The process of policy-making in Ukraine requires either single or joint efforts and initiatives from various actors. There is great potential for network analysis in researching connections among members of the governing elite (from executive and legislative branches) formed through co-authorship of laws. In other words, the question of why some agents of the policy-making process willingly act together while others prefer to act alone remains open. This paper suggests a possible explanation of how joint legislative initiatives emerge and to what extent common the life experiences of MPs or ministers overlap with their willingness to work on policy documents together. The empirical base for this paper included two dimensions of interconnections between members of the Ukrainian political elite (over five hundred actors) who were in office during 2007–2010. One layer of the network is constituted by affiliations through joint legislative initiatives, including bills that became law and other policy documents; the other one is constituted by the biographical ties of members of the elite in various areas of life (business, non-profit and other activities). In addition to testing our hypotheses, we analyzed a range of basic network indices and networked subgroups.

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Global Social Networks as a Strategic Resource for Political Action

By uniting citizens around cultural interests and ideological preferences, social networks have essentially become an analogue of civil society. Online consolidation is further expressed in offline space through flash mobs, anti-globalization protest actions, attempts at “silent revolution” in Minsk, the Arab revolutions (2011), and the recent mass protest rallies in Moscow. YouTube, Facebook and Twitter have become new weapons of mass mobilization. Therefore, a symbiosis of both spontaneous and planned mobilization actions involving different social and political forces emerges. The defense of human rights and freedoms is closely related to the development of means of communication and social networks, which today promote democratic processes in undemocratic societies. The informational elements of political activity (Twitter revolutions, Facebook revolutions) have become

increasingly important in the social and political transformations of the recent decades. At the same time, given social, cultural and political underdevelopment as well as the obvious unreadiness of “importing” countries, the network export of democracy inevitably leads to rollbacks and side effects. Indeed, social networks have an enormous creative and democratic potential, but this potential can be used for political manipulation as well, and social protest can also take an anti-social turn. To illustrate this point, we refer to riots during youth protest actions in London, or the results of the Occupy Wall Street movement in the US. Governments have also used social networking to crack down on protesters. The Pandora’s box opened by Julian Assange still needs to be researched and evaluated. The issues of Internet information transparency and confidentiality are highly relevant nowadays. Modeling and constructing possible practices of political activism on social networks promote their development as a strategic resource capable of significantly altering contemporary global political landscapes.

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Project Activities in Networks: Methods and Evaluations

The effectiveness of political and administrative decision-making in political networks is determined by designing network models on the basis of available knowledge of the advantages and barriers generated by structural dilemmas. Organizational structure includes the problems of distributing authority and assigning responsibility, as well as issues of organizational culture and interpersonal relations. Just as social groups have specific features that are preserved even under the conditions of rapid input-output dynamics, organizations also adhere to certain values and moral norms, and certain patterns of labor differentiation, interaction organization and coordination. We understand a project as a set of activities aimed at the production of goods or services and having a certain starting point and fixed due dates. Projects also presuppose the existence of planned results, pre-selected means of obtaining results, clearly outlined resources available for implement the project, and designated deadlines. The assessment includes the systematic selection and analysis of data indicating the effectiveness and productivity of the project, insofar all participants want and need to know how and to what degree the expenditure of effort and (financial, temporal, human, material) resources has led to the transformations of their objective. The assessment also includes the degree of compliance between the plan and its implementation, the relevance and reliability of methodology, and current demand for the project. Another important stage is the evaluation of requirements, which includes evaluation of the state of the objective, identification of problems, and the selection of tools designed to alleviate or solve problems.

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The Social Activity of Russian Orthodox Church Parishes in Russia in the Early 21st Century: A Comparative Perspective

This paper considers network interactions of religious nonprofit organizations and other actors of social policy aimed at solving social problems in Russia. The paper is based on the results of empirical research carried out for the research seminar “Sociology of Religion” (St. Tikhon’s Orthodox University, 2010–2011). In western countries, religious organizations are widely used in resolving social problems. For example, a special bureau was established in the US government by the administration of George Bush, Jr., for cooperation with community and religious organizations. A great proportion of social work in Germany is carried out by nongovernmental organizations. The major service providers of this kind are united in six charitable unions, two of them established and financed by religious organizations: Caritas (the Catholic Church) and Diakonia (the Evangelical Lutheran Church). Despite the absence of a well-developed and legally founded partnership between the state and the Russian Orthodox Church in the field of social policy, there are nevertheless numerous examples of effective social initiatives at the level of parishes (religious communities)

capable of mobilizing the active part of the congregation and sympathizers. The resource base for such activity is primarily time, labor and tangible assets of church members and sympathizers, but sometimes partner organizations from among nonprofit organizations, governmental and business structures also make contributions. On the basis of such partnerships, large-scale charitable initiatives are organized that are capable of mobilizing a considerable proportion of the Russian population. The social activity of the Church at the level of parishes is a striking example of civic self-organization for the grassroots resolution of social problems.

Meeting 2

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The Constructive Potential of Networking in Social Policy

Networks form “new” unifying meanings that are practically exploited in offline and online spaces. They encourage network members to participate in local or large-scale collective actions aimed at transforming public policy. These meanings and actions are particularly important in social policy, which is characterized by an acute lack of (both material and conceptual) resources for solving pressing social problems. The authors have studied the social and political practices of a number of network communities (networks of the “new poor,” Russian cadet networks, volunteer networks, parent networks, etc.). We have monitored their work since 2005. The structural capacity of volunteer networks is expressed not only through the social and human capital produced, but also through an economic evaluation of public goods created by volunteers. According to various estimates, the contribution of volunteers in the national economies of developed countries ranges from four to eight percent of GDP. The high efficiency of parent networks can be explained by the interactive character of online communication, the dissemination of informal social practices, and the use of the total bulk of all available network resources. In these networks, the formation of so-called responsible parenthood gender contracts is observed. In Russia, the constructive potential of social networks in public policy considerably increases when networks are incorporated in policy-making, and communities establish problem-based networks along with governmental bodies and business structures. We also sometimes witness the formal legal enshrinement of established social practices

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Network Communities in Russian Public Policy

1. New information technologies have created broad opportunities for network interaction in the political sphere. Whether these opportunities are realized depends not only on access to information technologies but also on the population’s ability to self-organize. While Russia’s population satisfies the former criterion in a degree comparable to advanced European countries and the US, the country obviously lags behind in terms of the latter. However, the situation is beginning to change for the better. The demonstrations on Bolotnaya Square and other events (e.g., volunteers fighting summer fires in 2010; formation of groups of volunteer election observers in December 2012, etc.) have shown that the capacity of Russians for self-organization has improved. This gives grounds to expect a faster and broader formation of network associations and their increasingly active role in the country’s political life.

2. Progress is expected in all three directions characterizing political networks (intermediation of citizens’ interests, a type of social and political governance, a new type of state governance), but this progress will certainly be uneven. For instance, the idea of the “Big Government” announced by President Medvedev can be considered as an attempt to create a multifunctional political network. It is doubtful, however, that the Russian authorities (with few exceptions) are willing to allow civil society to participate in important political decision-making. It is far more probable that the idea consists in

providing for broader representation of various groups and organizations in executive power structures.

3. There are several approaches to analysis of political networks in terms of group interest intermediation. Frans Van Vaarden has suggested the most developed approach. It includes seven criteria: the number of agents and type of network; functions (consulting, information exchange, etc.); network structure (type of membership, etc.); degree of institutionalization (formal, informal, etc.); interaction rules; power distribution (balanced among the members or not); and state strategy.

4. The analysis of data from the perspective of the last two criteria is of particular interest for two reasons: first, the Russian state typically strives to become the dominant agent in political network; and, second, its attitude to political networks varies considerably. One of the striking examples here is the attempt to make the State Duma pass a resolution on the threat of “orange revolution” posed to Russia by the Bolotnaya Square demonstrations.

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The International Classification of Functioning, Disability and Health: The Role of Social Network Analysis for Local Employment Policies and Services

The International Classification of Functioning, Disability and Health (ICF) provides a standard framework for the description of health-related states. It is a classification of health and health-related domains, domains that help us to describe changes in body function and structure, to show what people with a health condition can do in a standard environment, as well as what they actually do in their usual environment (their level of performance). Since 2008, the Italian Department of Welfare has promoted “ICF and Labor Policies” which aim to increase the spread of ICF in the field of employment policies. The goal is twofold: first, to improve job placement through the dissemination of a method for assessing disabilities more carefully and relevantly for the identification of skills; and second, to explore the use of this classification in a specific field and offer national and international ideas and suggestions for further action. In accordance with new policies, I present research in which social network analysis is used as an innovative method to encourage the development at the local level of “network governance” of public services for people with disabilities.

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The Role of the Network Approach in Developing a Future Trajectory for Civil Service Reforms in Russia

Reform of the civil service, which is a critically necessary condition for maintaining the Russian state’s management capacities at a high level, found itself in an “institutional trap,” confronted by the indifference of major political actors to its consistent implementation and the absence of a well-developed trajectory for future reforms. The conceptual approach officially offered nowadays to reform management-employee relations in the Russian state apparatus represents an eclectic combination of rational-bureaucratic and manageristic models that are far from integrated into a coherent system of priorities. The use of a network approach to civil service reform will make it possible to reformat the social and organizational reform mechanism by involving concerned groups, including representatives of the bureaucracy, business structures, and professional and expert communities, and by overcoming the prevalent practice of closed, non-transparent generation of techniques and conceptual approaches to reform within a narrow group of authorized representatives of governmental bodies and loyal experts. In the substantive sense, a network approach will make it possible to combine the Russian bureaucracy’s objective need to complete its own rationalization with the local introduction of market stimuli (managerism), and simultaneously establish priority public values for administrative work and support new forms of accountability for civil servants.

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The Network Communication of the “Enraged City Dwellers”

This paper analyzes significant forms of communication used by participants in the “For Fair Elections” protests movement, which represents an important trend of civil society formation in contemporary Russia. One of the specific features of the communication strategy typical for this movement is online information dissemination. Twitter (which allows users to send short messages no longer than 140 characters) and LiveJournal (the journals of users “drugoi,” “navalny,” “zyalt” and “dolboev” rank among the top ten most popular sites) basically function as information dissemination channels. Social networks (providing opportunities to create groups and intranet forums) such as V Kontakte and Facebook play the most important part in the formation of public opinion. In addition, considerable activity is displayed by such groups as “Russia for Fair Elections,” rospil.info (over 113,000 users), and “Petersburg Yabloko.” In the last network, community groups of voters from each district of St. Petersburg have been created. In addition to network structures, “enraged city dwellers” also eagerly visit the sites of The League of Voters and The White Ribbon. Among Internet media, such sites as those of the newspaper *Novaya Gazeta* Echo of Moscow radio station, the journal *New Times*, and news outlets lenta.ru and gazeta.ru are popular. Content analysis of these sites makes it possible to identify the most popular materials, evaluate the dynamics of communication activity, and single out topics that elicit emotionally charged reactions.

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Network Models in the Genesis of Russian Political Parties

The transition towards postindustrial society has been accompanied by the increasing requirements of citizens for accessible political instruments and by the aspirations of political activists (especially young people) for autonomous self-determination. It has resulted both in the development of “freer” forms of political activities (movements, single-issue civic initiatives, etc.) and the transformation of traditional institutions, particularly political parties. In Europe and North America, network structures have become widespread at the grassroots of parties and political organizations, which has subsequently dissociated them from party elites that had become part of the “cartel party.” They have also shaped new types of parties, for instance, movement-based parties and new office-seeking parties. In the genesis of Russian political parties, however, these structures are primarily used to form political structures similar to business projects and based on the franchising principle. In this case, usually just before the elections, the leading party bodies or franchisers “share” a well-tested political concept and/or a well-known and respected “brand” with a federal or regional interest group in exchange for a share of political benefits. Acquiring the status of franchisers, this group takes over responsibility for organization of the regional branch of the party, its material and financial security, as well as for mobilization of voters during election campaigns. At the same time, the group stimulates voters to elect its representatives to positions in legislative bodies at different levels. This principle has been widely used in the creation of many regional branches of the A Just Russia Party (Spravedlivaya Rossiya), and it is also the way often preferred by Liberal Democratic Party of Russia. Moreover, political parties also use contract systems for image formation and mass marketing, especially during election campaigns.

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The Role and Place of Network Organization of Citizen Participation in Reputation Management

This paper considers the network management of reputation capitalization as a form of organizing civic participation. We analyze prototypes of civic stakeholders who use reputation as a basic resource for influencing the work of public officials at the micro-level.

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Privatization of World Policy and Network Interactions of International Actors

The increasing number of nongovernmental actors in international relations and world policy, as well as intensification of their work, generates a phenomenon that some authors would call privatization. Privatization is characteristic not only for trade, economic and financial relations; it also clearly manifests itself in informational, military, diplomatic and other spheres affecting bilateral and multilateral institutions. The mechanism for formation of world networks is explained via a sociological model based on the ideas of David Mitrany, Johan Galtung, Amitai Etzioni, Ulrich Beck and Alain Touraine. We argue that states and intergovernmental associations are not homogenous, and that their international interactions are implemented by the actors of international relations (e.g., elites or professional groups). Under the influence of globalization, a gap currently emerges between the social and political dimensions of world processes. As a result, policy transcends national borders and therefore involves new actors, creates new roles and new resources, and triggers new tensions and conflicts. A specific, separate international reality of politics emerges that is to a large degree alienated from states. The objective processes of global interaction are complemented by the participants' subjective drive for self-determination. These participants obtain autonomy and form transnational networks independently of the states and intergovernmental bodies whose interests they are supposed to represent. The paper characterizes the major types of network interactions between international actors.

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A Network Approach to Management of Social Conflicts and Protest Moods

This paper considers the problem of managing social conflicts and protest from a network perspective. Modern scholars often use a network-based approach to address various manifestations of public politics performed by citizens and civic associations, but for the time being it is not well developed in studies of political conflict. Meanwhile, as international (e.g., the experience of Arab Spring) and Russian (the activity of environmental and other grassroots organizations and movements) experience demonstrates, social networks are becoming an important tool for managing conflicts and protest actions. They are used to integrate conflicting parties having similar interests, to start the negotiation process, to rapidly disseminate information, etc. We suggest studying these problems through the examples of Russian environmental organizations and voter rights movements

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Political Networks and the Transformation of the Contemporary Russian Public Sphere

This paper considers the opportunities and barriers to applying network analysis methodologies and methods to research of contemporary Russian public policy. Today, we witness the formation and sustainable functioning of networks in some areas of Russian policy. Meanwhile, political decision-making currently exhibits varying degrees of transparency and publicity. Therefore, political theorists face the challenge of elaborating adequate techniques for public policy research from a network analysis perspective. In this paper, we discuss the visualization of political networks in Russia and demonstrate the capacities of network analysis through one or two case studies (the telecommunications industry and professional sport). Proceeding from the assumption that identity, trust, cooperation and cohesion of actors constitute the major drivers of the effectiveness of network interactions in public policies, we apply network analysis not only to interaction research, but also to an examination of cooperation mechanisms and joint problem solving procedures. Thus, we also try to answer the following questions in our paper: How can we interpret the notions of trust, cooperation and cohesion with regard to political networks in Russia? What are the specific features of network relations possessing such attributes? How can we identify the actors that tend to establish relations of this kind?

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Network Strategies of Official and Conservative Political Discourses during a Forced Transformation of the Political System

This paper presents research on how events taking place in the public sphere after elections to the State Duma in December 4, 2011, are covered by Russian mass media. We pay special attention to the discursive strategies of media that clearly adhere to the official political discourse. Publications in the newspaper *Smena* and the magazine *Odnako*, and the content of the website *odnako.org* have been chosen for empirical analysis.

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Networking in Protest Campaigns

The phenomena of the network and networked organization in protest campaigns are considered in this research paper. We currently see an increase of protests among the population, as was shown by the mass protest actions that took place recently in many major Russian cities. The surveys conducted by federal public opinion research centers also corroborate the conclusion that the potential for protest has risen amongst the Russian population. In this paper, we describe the nature of the networked interactions amongst subjects in protest actions. Indicators of the networked nature of the protests are also highlighted in the study. These indicators are applied to an analysis of a series of protest campaigns in contemporary Russia that took place over the past five years and gained notoriety countrywide. Moreover, in our paper we provide a detailed model of networking patterns. These patterns allow us to consider the techniques and methods for networking and interaction in protest campaigns and reveal the relationships between different actors in protest campaigns operating in different regions but seeking to solve similar problems. The patterns also enable us to develop a set of recommendations on how to reduce protest activity and limit the potential for protest.

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Networked Public Space

Public space and the sphere of public policies cannot be reduced to electoral processes and practices for civic participation in negotiating the issues on the political agenda. Neither are they reducible to the problems of political socialization and education. Transformations of everyday life, the boom of the values and practices of consumer society, and technological innovations have changed notions of public space and public policies, which now encompass not only political governmental decision-making performed by ruling elites and political leaders, but also the production of political decisions involving the participation of different interest groups on collective, local, private and pragmatic grounds. The network approach helps us to consider this complex set of interactions among actors in the public space by examining their ability to make well-reasoned arguments for their private interest in a competitive environment, claiming these as common interests that satisfy the expectations and needs of the majority. The structure of public space includes many actors, among which we conditionally distinguish between persons (as the basic elements of society enjoying autonomy, independence and capacity for action); political parties (as groups representing certain public interests and involved in the struggle for political power); voters associations, political discussion clubs and forums, and expert groups; lobbyist groups and communities including committees, commissions and councils attached to executive and legislative bodies; public associations, established for the representation and realization of group interests, which influence political decision-making without seeking power.

Meeting 3

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The New Russian Opposition in Social Networks

The political opposition in Russia gained a second wind – and not only because a new political subject has appeared, but also because new conditions for protests have emerged, namely the channels of online social networks. Russia's major cities have not experienced such large-scale and simultaneous opposition protest as in the winter of 2011–2012 since the time the Democratic Russia movement was established. Immediately after elections to the State Duma in December 2011, members of the middle class that took shape under Putin's regime took to the streets to voice their concerns and dissatisfactions. This is confirmed by the results of the survey conducted by sociologists from the Levada Center on Sakharov Avenue on February 4, 2012. The basic motives that brought people to mass rallies were indignation caused by ballot-box stuffing, dissatisfaction with the current state of affairs in the country, discontent with the fact that the ruling elites did not reckon with public opinion, disillusionment with modernization, and disappointment with Dmitry Medvedev. Vote rigging had taken place in the past as well, of course, but it did not disturb people so much. The trigger for public protest was the public transfer of power from Dmitry Medvedev to Vladimir Putin at the congress of the United Russia party. This immediately provoked mass political protest in social networks. LiveJournal, Facebook and Twitter called on people oppose the “party of crooks and thieves” (as popular Russian blogger Alexei Navalny called it). The registration of protesters was initiated, a competition for creative ideas for legal protest was launched, and pictures from rallies were published online. Overall, new forms of political opposition emerged in social networks.

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Network Projects and the Specificity of Barack Obama's Election Campaigns

This paper considers the experience of Barack Obama and his supporters in using networked election campaign projects. Obama proved himself to be a competent network user as early as the mid 1980s during mayoral elections in Chicago. He launched several projects of “community development” involving a coalition of eight Catholic parishes from the southern part of Chicago (the largest African-American community in the US), where the majority of church members were black. It was in this coalition that he discovered the opportunity to combine local government, religious and community groups and relations with a broader national movement by using network approaches. As a presidential candidate, Barack Obama carried out the first full-fledged presidential campaign in the US based on the principles of the information society. He was the first American political leader who not only successfully used the Internet and other mass media during the presidential election, but also managed to employ them as an effective campaign organizing method for coordinating religious and ethnic groups, national movements and local communities. In the US, over 40% of citizens use the Internet to get information on elections, a fact that Obama's election campaign successfully took advantage of. Over seventy thousand users registered at Obama's pre-election site. This site contained an independent social network, as well as references to the accounts of Obama and his supporters on Facebook, LinkedIn, Flickr, YouTube, and to an online donation system. Site users could not only join political actions after learning about them on the Internet but also organize their own actions and recruit other supporters. This turned out to be very effective because, according to statistics, of the US's 300 million citizens over 10% use social networks, and 11% publish the campaign literature of “their” candidates on their websites or distribute them via e-mail; 5% discuss presidential campaigns on chat forums, and 6% send their donations via the Internet. Meanwhile, the site of John McCain, the Republican Party candidate, was very traditional and contained only basic information about the candidate and the latest news. On the contrary, Obama's electoral headquarters even used Internet memes and so-called viral advertising. For example, rapper Will.i.am from Black Eyed Peas and actress

Scarlett Johansson set the famous Obama speech “A more perfect union” to music and turned it into the popular Internet meme “Yes We Can.” The Democrats actively used YouTube (which is visited by almost 35% of Americans in search of online videos). A specialized site, FightTheSmears.com, where various negative gossip about the presidential candidate was refuted (e.g., that Obama was a Muslim who sometimes made racist statements, or that he did not observe the patriotic rituals traditional for American politicians) was integrated into Obama’s major website, My.BarackObama.com. Democrats also e-mailed their electorate and maintained electronic contact with “small sponsors.” New fundraising strategies were implemented: an emphasis on the first stage of the campaign, work with “small sponsors,” and solicitation of voluntary contributions on the candidate’s site. In the first six months of his campaign, Obama collected the record-breaking sum of 58 million dollars, including 16.4 million dollars from so-called “small sponsors” donating up to 200 dollars each. It was an important part of the election campaign because, according to law, candidates are obliged to openly state all sources of funding. Of the 25 million dollars Obama collected in the first quarter of 2007, six million were received through My.BarackObama.com (via viral marketing). Thanks to effective Internet use, Obama’s campaign received three times more donations than McCain’s. In the 2012 election, Obama’s campaign widely implemented network projects and technologies as well.

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A Network Analysis of Political Stability in Transforming Societies

This paper presents an attempt to interpret the influence of networks on the sustainable development of transitional societies via the example of Russia. As social networks grow in significance in modern societies, their impact on the sustainability of social and political development increases as well. In mature democracies, this influence is interconnected with traditional political institutions and the corresponding character of political culture. On the contrary, in transforming societies, the operation of social networks takes on a unique character. In contemporary Russia, a decisive role in the contribution of network technologies to sustainable development is played by such aspects as social capital, political competition, political stability and political leadership. In this respect, the analysis of networks as actors in the political process of transitional social systems gains in importance. The objectives of Russian political evolution in the early twenty-first century are defined by the cliché “political stability.” The findings of Russian political theorists reveal two essential issues. First, the need for a more accurate definition of political stability becomes obvious as traditional social connections disintegrate; second, the role of analyzing the correlations between network technologies, remnants of political traditionalism and elements of emerging political democracy is constantly growing. The comparative analysis of how networks operate in different segments of the international political process can also provide a better idea of the effects network resources have in domestic political discourse.

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The Russian Orthodox Church: From “Stability” to a Dictatorship of Conscience and Will

One of the most vigorous actors of network interactions in the contemporary political arena is the Russian Orthodox Church. It maintains close contacts both with civil society and the authorities. The Russian Orthodox Church effectively participates in the public life of the country, firmly defends its political and ethical position, and persistently promotes its interests by entering political and social networks united by common interests, interdependence, cooperation and equality. Patriarch Kirill’s demands to review public policies after the protests of December 2011, as well as Metropolitan Ilarion’s appeals to the intelligentsia, testify to the Church’s active public position of and expansion of its influence over people’s hearts and minds. The representatives of the largest religious denomination respond promptly and creatively to pressing problems of Russian political life, cooperate with other

network participants on the basis of resource dependence, and gradually improve communicative connections with other network actors representing cooperative interests. The Russian Orthodox Church organizes various events involving a considerable number of participants and cooperates with public and municipal bodies, which enables it to remain the key actor in the field, cooperation with which is attractive to both the state and civil society. The experience of the Russian Orthodox Church's participation in public policy can be considered a successful example of a creative approach and use of specific resources to receive competitive advantages over other network interaction participants.

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Coalitions as a Key Factor of Successful Protest Campaigns

The effectiveness of protest campaigns largely depends on the successful mobilization of large masses of people and the involvement of considerable numbers of institutional and non-institutional supporters. Therefore, the formation of broad coalitions among stakeholders is very important. In this case, relationships between them can be arranged only on the basis of partnership, mutual respect and support. Such relationships can emerge only in network structures. That is why in most large-scale, long-term successful protest campaigns no clear center organizing protest actions is visible. It is through integration of voluntary and motivated actors in protest activities that favorable conditions for large, enduring protest campaigns are created. These groups often emerge spontaneously. However, they acquire scale and efficiency only if respected leaders emerge who are focused on the solution of urgent problems and do not pursue political goals. However, protest movements can become even more effective when several public leaders previously not connected to one other and possessing independent resources simultaneously become involved in protest activities. In this case, a coalition is formed that aims to address a clearly defined problem, and all the accumulated resources are invested in solving this problem. Due to the authority and reputation of protest leaders, the campaign attracts increasing numbers of followers, which, in turn, results in further establishment of contacts and accumulation of resources and, thus, the continuation of protests.

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Identity Construction of Young Russians in Networked Space

Encouraging young people to participate in the solution of modernization tasks is one of the most urgent and socially significant problems in Russia. State and society should consider young people as a strategic resource more important than raw materials, fuel, and financial and other resources. Considering the dramatic change of values in the socialization system of the younger generation, the issue of young people's identity construction becomes especially relevant. The conditions of civil society development that attended the collapse of the former value system, the crisis of existing socialization models and the search for new socialization patterns could not help but influence youth identity formation. Undoubtedly, one of the key goals of research into young people as a field combining traditional and innovational practices is answering the questions of what perspectives a young person in a world entangled by information networks has, and in what ways his/her identity is constructed in network space. A decisive role in this process belongs to the Internet, which shapes the identity of each individual user through participation in news generation, information selection, commenting, and writing journals and blogs. Networks carry young people into virtual spaces and make considerable demands on their time. In the Internet, textual descriptions are combined with visual images and sounds, and therefore identity construction takes place under this mixed impact. We argue that analysis of identity construction techniques used by young Russians in network space is a matter of primary concern for the development of political decisions in the field of youth policies.

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Problem Networks in Transitional Systems

This article deals with problems of network governance in transitional systems. The hypothesis to be tested is that in transitional systems networks exist formally, but their components do not possess sufficient information about each other to communicate, and that is proof of the illegitimacy of authorities. Such networks can be designated as “problem networks” (or “issue networks”). Their efficiency is low due to the population’s lacking confidence in the key agent of authority, who cannot effectively inform the society about the planned strategy for national development. The author examines this assumption using the example of Ukraine. In the public sphere, society is informed about the actions of various political actors, which is necessary for the formation of networks. Transitional systems have all the prerequisites for this exchange of information. In particular, such informational conditions are available in Ukraine as the creation of institutions of communicative exchange and a well-developed system of media communication. However, interactions between participants in the network (in the Ukrainian case, this includes government structures, society and other fixed institutions of communicative exchange) are purely formal. We can thus view the Ukrainian version of public policy as a specific case where public awareness about the actions of the state does not necessarily lead to legitimation of the authorities. Identifying the causes that prevent network participants from creating effective communications is our major research challenge.

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Public Policy Making and Implementation in Transitional States

Publicity is a key characteristic of all public policy. The more democratic and open a society is, the less it depends on state policy and the more it influences the process of political decision-making and implementation. In democratic systems, the powers of the state are far from comprehensive and centralized, because there exist different levels of administration and policy production. The main peculiarity of public policy in democratic states is its consensual character (coordination of social, economic and political interests) as well as the consolidating role of public institutions and the predominance of liberal and democratic ideas. But how does the process of public policy development and implementation occur in democratizing systems? What factors and individuals influence this process? What is the logic of the policy-makers? How do they search for innovative decisions? The network approach allows us to examine these questions in conformity with contemporary policy-making tendencies. Two major areas of research have so far emerged: the vertical and horizontal interweaving of various levels of state and society, and the coordination of social and economic interests by organizations, unions and other public groups. By conceptualizing plural interests, political conditions and democratic decision-making in specific national contexts (through comparative investigation of political networks in different countries), we can empirically verify network theory. Meanwhile, we must be aware of the fact that every country has its own national components, specific network configurations and past experience of elaborating development strategies

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Post-Soviet Transformations of Networks of Political Elites in the Republic of Lithuania (1992–2012)

This paper considers the structure of Lithuanian political elites on the basis of network analysis. We attempt to examine the following questions: the completeness of the transformation of Lithuanian political elites; the vectors of these transformations; the reflection of current changes in the features of sustainable network structures; and the basic trends of the qualitative and structural characteristics in the transformation of elites. By analyzing the background of political elites (place of birth, parentage,

primary socialization, party affiliation and structural position, professional experience) within a sample of 234 members of the Seim, the government and the presidential administration, we have constructed a set of patterns that reflect network relations among actors for each electoral cycle during the period 1992–2012. We also identify basic subgroups and evaluate the static characteristics of political networks (network size, density and transitivity; the network roles of actors in various political structures). On the basis of the data collected, we describe the transformations in the structural composition of political elites within each electoral cycle and again construct subgroups (morally oriented politicians, ex-communists, regional diasporas, representatives of business structures). As a result, we draw some conclusions on trends in the transformation of both the general traits of Lithuanian political elites (dynamics of network composition and structural qualities in various electoral cycles) and the communication roles that representatives of the three main government bodies (the Seim, the government, and presidential administration) play in network structures. We also consider the influence of the abovementioned transformations on the content of interactions between elite groups.

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Networking to Prevent Social Orphanhood

This paper includes a report on progress in developing an index of indicators that can monitor implementation of state policy to prevent children losing the care of their parents at municipal, district and national levels through a network of state and NGO organizations. The indicators were developed by the network based on consultations with children and parents, professionals and decision-makers and piloted in six regions of Russia. This report will summarize analysis of results to date, key challenges and success factors.

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Political Networks and Gender Equality in Politics in the Context of E-Democracy

The paper discusses the problem of gender equality in decision-making within e-democracy. The network approach to governance reflects the core idea of e-democracy, which is focused on the engagement and involvement of all concerned citizens in the process of deliberation, consultation and decision-making. Political networks are an important actor and platform for shaping attitudes and making solutions on gender issues, as well as for managing interaction to change the quantitative and qualitative gender imbalance in the political sphere. Therefore, the paper analyzes online political networks created around gender equality issues in politics and capable of influencing society and politics. Employing a comparative overview of the Russian and European (especially German) cases, the author attempts to classify networks and define their possibilities for implementing gender equality in decision-making.

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Social Networks as a Political Tool in Election Campaigns

After the elections to the State Duma in December 2011, mass rallies against ballot-box stuffing were organized across Russia. Protesters cast doubt on the legitimacy of the newly elected legislature. One of the optional demands addressed to the authorities was withdrawal of the candidacy of Vladimir Putin for the presidency in March 2012. State representatives and “political technologists” (spin doctors) working for Putin’s election campaign took into account large-scale participation in protest activities, including the “For Fair Elections” rallies, and the gravity of the demands. Two large networks were artificially and forcibly created in Russia. We provisionally call them “workers favoring

stability” and “well-to-do non-working class people favoring change.” The former network encompasses people employed at industrial enterprises (often in company towns) who appreciate the current economic stability in Russia. The latter network includes citizens living in major Russian cities and employed in business, culture and innovative enterprises. Young people also play a considerable role in this network structure, whose participants seek social and political transformation. The paper thoroughly examines these two types of social networks and identifies the reasons for their emergence, key participants (agents), basic resources involved, the forms of social and political capital that the networks supply to their creators, and the prospects of their functioning after presidential elections. As major conclusions, we offer some recommendations concerning the efficiency of the use of social networks in Russian election campaigns. In addition, we point to the advantages and shortcomings of this political technology.

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A Network Analysis of Twitter Communication about Political Protest Actions in Moscow

A series of mass rallies triggered by elections to the State Duma has often been compared to the Arab Spring – the protest wave that encompassed a number of North African and Middle Eastern countries (Tunisia, Libya, Egypt and others) in December 2010. On the one hand, this comparison is employed because, as in Arab countries, the Russian opposition used online social networks (in particular, the microblogging service Twitter) as the major communications and coordination channel. However, many scholarly publications have been already devoted to “Twitter revolutions,” whereas Russian events have not yet become the subject of focus scholarly inquiry. Therefore, this paper presents an example of network analysis focused on Twitter communication concerning protest actions in Moscow. As an empirical base, Twitter text-based posts dealing with the “For Fair Elections” political rally (December 24, 2011, Sakharov Avenue) were chosen. We collected a total of 18,972 messages sent during the day by 4,372 unique users. Three networks were constructed, analyzed and visualized from these messages: a discussion network (based on the “reply” function on Twitter), an information network (based on the “retweet” function) and, finally, a bimodal network representing the interconnection between users and the Internet sites to which they referred in their messages. Based on our research results, we would like to emphasize the relatively insignificant discussion component of the communications, evident differences between users of the information and discussion networks, and the considerable proportion of pro-government content among the most broadly referenced Internet links.

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Online Social Networks as a Virtual Mechanism for Mobilizing Young People

This text presents the results of our sociological research on the role of social networking in the virtual mobilization of young people. This topic is very important for Russia, because in 2010 our country ranked first in the world in the number of social network users (comScore, 2010). The most popular networking services in Russia are vk.com and odnoklassniki.ru (Russian platforms). But at the same time, we witness a rise in the popularity of international websites (Facebook and Twitter). A great number of experts agree today that besides such functions as communication or exchanging views and information, social networks are gradually becoming an arena of information management and information warfare. Social networking helps to activate and mobilize crowds of people in a very short time to achieve different aims. The latest political developments in Russia (e.g., opposition rallies in Moscow and other Russian regions) confirm the necessity of studying the effects of social networking. What is the degree of young people’s participation in social networking? How does membership in social networks influence their political behavior and form their opinions? What are the consequences of online mobilization for the country as whole? We will try to answer these pressing questions in our paper.

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Political Participation and Political Leadership in the Modern World: A Communication Analysis

In the twenty-first century, the emerging network society model complicates the world's social morphology. In the stratified society model, leadership and domination were correlating terms constituting a common field for political analysis. In hierarchical communication, the algorithms of information exchange were dictated by authorities that, according to Pitirim Sorokin, resembled society's sole dynamo, setting mannequins in motion and regulating their operations. On the contrary, in the horizontal communication that has taken new shape in the network structures of the Internet, a form of interrelations and interactions emerges that changes the traditional political communication model. Given the conditions of communication within online social networks, the notion of political domination becomes relative. Similarly, the notion of the "center" grows vague. In this communication space, impulses of social and political activity arise that lead to the emergence of new forms of civic solidarity. The subjects of this activity, personified in images of network quasi-leaders, cannot be considered political leaders in the usual sense of the term. They are rather political activity catalysts that satisfy the social demand for the revision of value systems that were once part of traditional hierarchical societies. Network activists attract and accumulate "resonant publics" (as Habermas puts it) who, in turn, began actively influencing real political processes. We assume that network political activity is an epiphenomenon of the current stage of political processes. The investigation of this epiphenomenon is one of the most topical issues in political leadership theory based on the methods of communication analysis.

Poster Presentations

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Social Networks: Models of Informational Influence and Public Opinion Control

This paper presents an overview of influence models in social networks. It considers the major current models of social networks and identifies the correspondence between classes of models and the properties they represent. We understand "social networks" as social structures consisting of a set of agents (individual or collective actors such as individuals, families, groups, organizations) and a specific set of relations between them (the totality of relationships between agents such as dating, friendship, cooperation, communication). Formally, the term "social network" was introduced in 1954 by sociologist James Barnes. However, it was not until the early 2000s that it became widespread (not only among social scientists). The increasing popularity of the concept was determined by the development of Internet technologies. Currently, there are serious deficiencies in the systematic review and synthesis of network analysis methods and algorithms suitable for advanced applied research.

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A Network Approach to the Study of State/Civil Society Interactions in Contemporary Russia

The network approach has emerged as a response to the challenges of postindustrial society. It reveals the shortcomings of market management models and hierarchical administration patterns. The core of this theoretical framework is the concept of the political network. Political networks combine different channels of communication between public policy actors. The network approach deprives the state of a monopoly on governance through the expansion of political space and introduction of middle-level structures. Political networks are designed to make governments more open for society and to involve

agents other than state structures (e.g., civil society organizations) in public policies. In light of recent events in Russia (the State Duma elections in December 2011, and presidential elections in March 2012), there emerges a pressing need for research that would tackle the communication practices used by the state to establish relations with civil society (e.g., the All-Russian Popular Front or the “Big Government” project). This paper explores whether interrelations between the state and civil society in contemporary Russia conform to the paradigmatic foundations of the network approach. When investigating the specificity of Russian public space, one cannot help noticing the dominating influence of administrative networks, which fill the political field, partly determine the development of political networks and bend them to governmental interests. We assume that this trend leads to the deformed development of both grassroots civil society institutions and civic organizations established by the state. This leads to the dominance of hierarchical interaction models based on compulsion rather than trust, justice and partnership.

Virtual Participation

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Exceptional Agency: Political Brokerage in EU Lobbying

Interest intermediation is integral to the consultation process of most EU legislative acts. On occasion, the agenda is not set by the most prominent political actors but by peripheral political entrepreneurs, exploiting opportunities to exercise brokerage. Attribute-based case studies of the exchanges among such actors are deficient for failing to account for the relational dimension of their interaction. Focusing on their networks, we examine actor behavior at the earlier stages of policy-making. Network centrality serves as a proxy that distinguishes insider and peripheral actors. The shift in roles through time is associated with their shifting brokerage roles. A case study of agenda setting in the EU provides the background for exploring how these actors’ behavior changes over time. The network examined is the intermediation network of actors in the first stages of the Charleroi/Ryanair decision within the EU and the successful introduction of an issue dimension, namely the “regional dimension of air connectivity” in the EU policy agenda. Relations between twenty-four actors are explored, while network evolution is compared over the period of February to June 2004.

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Network Laughter in the Service of Public Policy: On the Subversive Effects of Internet Political Satire in the Russian Televisiocracy

Over the past decade, all truly satirical Russian TV programs have been cancelled or replaced by numerous comedy shows loyal to the government. However, the disappearance of political satire from Russian TV screens has not weakened political satire as a social institution. It has not gone underground: instead, it has moved to the Internet and turned (especially in recent times) into an effective instrument of public policy. This reflects the reality of the “communications revolution” that erupted in recent decades and rendered many old propaganda tricks aimed at the “masses” ineffective. The development of social networks quickly exposes and ridicules ideological stupidity, outright misinformation, digital manipulation, etc. From time to time, certain traditional media (newspapers, glossies, radio, TV, etc.) provide a discursive arena for Russian political satire. However, only the Internet and, particularly, the Russian-language blogosphere, remains a truly free space for Russian satire. Network projects like “Citizen Poet” already attract million-strong audiences, which however, cannot be compared in terms of coverage with satirical TV programs, especially in prime time. But although it yields to it in numbers, online political satire is not inferior to television in its subversive potential. The network provides an opportunity not only to “shelter” political satire, but also to create fresh specimens and new genres in a mode of permanent collective creativity. Thus, in Internet humor, performative elements typical for TV shows are transformed into reflexive and conceptually rich elements. In other words, while TV satire affects mass audiences like radiation, political satire in social

networks is rather similar to a virus. Accordingly, the political (e.g., long-term, “dormant”) effects of such satire are hardly less than the similar effects of television satire. Moreover, the subversiveness of the latter can be weakened by television broadcasting’s general focus on entertainment. On the Web, on the contrary, the subversive effect is strengthened by the fact that the viral character of satirical humor generates a broad, multi-layered context for the dominant, censorship-constrained TV discourse, which fully discloses the paranoid character of the current Russian televiocracy.

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Network and Rhizome: A New Principle for the Organization of Social Relations in Postmodernity

During the postmodern age, many processes of public life have acquired qualitatively new traits caused by the deconstruction of organizational foundations and communication principles. To a considerable degree, this transformation is caused by the emergence and spread of network relations, which are a reflection of the need of citizens not simply for dialogue that transcends temporal and spatial constraints, but also comprehension of their capacity to influence the work of government. The ubiquitous spread of network relations is frequently explained by the information boom and communication technologies that provide new possibilities for dialogue. In our opinion, however, technical means of communication perform more of an instrumental role in this process, whereas the essential role belongs to the changing nature of network relations as such. The core of contemporary network relations can be revealed through such postmodernist constructs as the rhizome, which clarifies the specificity of the new organizational principles of public life. According to Deleuze and Guattari, a rhizome is a “radical alternative to closed and static linear structures assuming a rigid axial orientation, as it has no beginning and no end, but always has points of increase which help the rhizome transcend its limits.” These qualities of rhizomes can also be discovered in network relations, which have become a new phenomenon of public life in modern states. Understanding the principles of how rhizomes function and manifest themselves can substantially facilitate comprehension of the causes and consequences of the active development of network relations, particularly in public policy.

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Quantitative Approaches in Political Network Analysis

This article considers the problem of measuring the weights of elements of the political-administrative network and tackles some aspects of its dynamics. It examines the degree to which network management problems in politics have been investigated so far and demonstrates that such issues as network dynamics and weight determination of network elements, as compared to such research tasks as the construction of network models construction and the description of network relations, have been insufficiently explored. We use the degree to which political and administrative networks combining public and private actors are institutionalized as the basic research criterion. To determine the weights of network elements, we offer a method applied in qualimetry and in cluster analysis. Our analysis includes the following stages. First, a theoretical description of the network model is provided (via the example of marine policies). The formula for calculating the weight of elements often used in qualimetry is implemented, and its applicability to investigating political and administrative networks is examined. Finally, conclusions and generalizations are drawn. To study network dynamics, we use the so-called process approach, also borrowed from qualimetry. This paper provides grounds for adopting this procedure and explores the applicability of the chosen method in public policy research. The practical importance of this research lies in the possibility of assessing policy development and implementation, and the role of various political actors in this process from the perspective of network analysis. Our findings can be used in investigating and solving the problem of insufficient civil society participation in political decision-making and assessing the degree of regional participation in federal political programs and projects.

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The Internet and Social Information Networks in Contemporary Politics

Contemporary scientific and technical modernization, as channeled through informatization and the rapid development of communication technologies, has entered the everyday life of almost every individual and society as a whole. Today, the social order is structured through flows of capital, information, technology, interactions and symbols. The emerging network structure has gained in influence, and the new communication system has become the major channel of information transmission and dissemination worldwide. Almost all fundamental areas of social life, and particularly politics, are exposed to the profound influence of these new factors. In this regard, the contemporary political sphere can and should be considered in the context of such phenomenon as virtual social networks. Moreover, appropriate analysis of the contemporary political sphere is impossible to conduct outside the context of the information society and network society theory. This theoretical frame helps us outline a set of topical and problematic issues: the investigation of interrelations between virtual networks and real political space, the virtualization of politics, and the politicization of networks. Many of these processes are already a fait accompli expressed in social reality, such as the constant interaction of politicians with their electorate through social network accounts or the construction and testing of voting systems via the Internet.

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Protest Activity of Network Actors in the Public Space of Russian Regions at the Present Stage of Political Modernization

The present stage of political modernization in Russia, characterized by the formation and institutional structuring of the “strong state” model, determines the urgent need for an alternative pattern that presupposes the effective interaction of multifaceted public policy actors demanding real participation in public decision-making. Elections to the State Duma of the Russian Federation in December 2011 revealed individual and institutional forms of protest practices implemented by members of network communities, and directly or indirectly related to the specificity of the election campaign, as well as to the election results in Russian regions. It should be emphasized that protests by members of political and professional communities as well as problem-based networks and other actors involved in political processes in Russian regions soon “forced” the ruling elite to adjust the pace and direction of political modernization. On the other hand, it was not only oppositional forces that got a taste for the “mood of incremental victories,” but also civic institutions and network structures, which increased the risk of unpredictable actions during the presidential election campaign in Russia in March 2012. The networking of political decision-making principles and mechanisms increases the public’s sensitivity to the values and goals of modernization in a monocentric federation like Russia.

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Migratory Business Networks in the Dynamics of the Global Market

In the dynamics of the global market, migratory business networks become unprecedentedly large in scale, penetrate many spheres of contemporary cosmopolitan society, and express themselves in different forms and at different levels. Global migration processes now constitute part of the international agenda. These processes are triggered by various (positive and negative) scenarios and events of modern civilization at the macro-, meso- and microlevels (especially at the level of small and medium-sized enterprises and average citizens). In particular, small business looks for more favorable conditions to implement its initiatives. Therefore, when enterprises have the necessary demand and

(political, economic, social and legal) resources, they tend to move to regions where the complex of working conditions seems most propitious. Citizens adhere to a similar principle when they are dissatisfied with the existing social and political regime and their own income. Again, the opportunities available for mobility play a decisive role in the final decision to emigrate. This paper focuses on the mechanisms regulating the interrelations between business structures and migrant flows. Our task is to choose applicable tools for solving the problem of migrant labor employment in contemporary Russian and international business, as well as methods for socially and culturally integrating migrants. We attempt to perform this task by constructing a general and decreasing (marginal) utility curve reflecting the position of labor migrants on the market. By doing so, we follow the pattern of using utility curves to evaluate the optimal scope of goods and services consumption in microeconomics. Our research aims to develop social and economic cooperation between host-country business structures and individual immigrants in a way that will not infringe on the interests of the native population.

Round Table: Public Policy and E-Government

Moderator: Vladimir Komarovsky, Russian Presidential Academy of National Economy and Public Administration

R. Bolgov. E-Government and Social Networks: The German Experience [report]

D. Ivanov. The Internet as a Factor in the Formation of Protest Movements [oral presentation]

M. Negrova. The Potential for Self-Organization of the Population and Prospects for the Democratization of Russian Society in the Context of Social Turbulence [oral presentation]

A. Ignatova. Network Interactions of Government Agencies and Consumers of Government Services in the Context of Administrative Reforms in Russia [report]

I. Babkina and G. Menshikova. The Internet as an Indicator of Performance by Local Governments [report]

O. Bigovchiy. The Network Paradigm of E-Government [report]

Y. Vedeneeva. Social Capital in the Reform of the Law Enforcement System [oral presentation]

D. Sosunov. Regional Public Policy Networks in Governmental Decision-Making (Voronezh Region) [report]

L. Vedmetskaya. The Development of Knowledge Networks and the Formation of the State's Dynamic Capacities [oral presentation]

A. Makoveichuk. Political Networks 2.0: The Internet as a Tool of Political Interaction [report]

I. Miroshnichenko. Crowdsourcing Projects in Public Policy: New Opportunities for Civil Society [report]

S. Yudashkin. ICT and the Networked Society [report]

M. Pavlyutenkova. Social Networks in the Internet as a Tool for Solving Political Problems [oral presentation]

Radomir Bolgov, St. Petersburg State University (Russia)

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E-Government and Social Networks: The German Experience

This paper considers projects for integrating social networks into the interactions of German government information systems with citizens and business groups. We identify the key advantages and barriers to using social networks in IT-based public administration reform and examine the use of social networks in German state agencies and political parties. We analyze official documents regulating the use of social networks in communications between the authorities and citizens and business actors. The paper demonstrates that the integration of e-governments with social networks creates favorable conditions not only for more open, transparent and effective government administration, but also for increasing political influence.

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The Internet as a Factor in the Formation of Protest Movements

Today, we witness a rapid increase in protests in Russia. Social groups that have previously never participated in political life now join protest actions. Protest movements tend to use the Internet for the mobilization of citizens. The recent Russian experience indicates the increasingly important role of the Internet for short-term mobilization. This effect is to a large extent explained by the specific

features of Internet communication. In the absence of necessary resources, the Internet becomes the only available channel for protesters to voice their concerns and demands. The specificity of social interaction in the Internet leads to the emergence of new political protest forms that do not require the active confrontation of protesters with political opponents and state institutions (Internet-based protests, flash mobs, etc.). New protest forms are gradually replacing old ones. The transition to new protest forms will continue in the future as the structures of protest movements (e.g., the emergence of networked political communities) are transformed. Political activism in the Internet and new protest forms are closely interconnected. Protest movements tend to produce and reproduce their symbols in the Internet. They create an image of themselves as victims oppressed by the state and exposed to violence. Virtual space is seen as a discursive arena for political struggles. The Internet gives protesters the means to attract new members who, under different conditions, would prefer avoiding active political participation.

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The Potential for Self-Organization of the Population and Prospects for the Democratization of Russian Society in the Context of Social Turbulence

Constantly changing contemporary societies challenge individuals to develop new adaptation mechanisms. The total ambiguity of current social conditions and the impossibility of unequivocally interpreting the social structure force us to consider societies from the perspective of turbulence, disintegration and disorder. In the light of new trends in Russia and the world, it seems reasonable to conduct research in terms of development and the capacity for development. This paper seeks to identify the population's potential for self-organization as one of the key aspects of the democratization of Russian society. It also considers the preconditions for complexity and self-organization during a period of social turbulence in Russia. Finally, it describes the causes of social turbulence and analyzes the resource capacity of this state of affairs for Russian society.

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Network Interactions of Government Agencies and Consumers of Government Services in the Context of Administrative Reforms in Russia

This article deals with the interaction of state agencies and consumers of government services in network contexts. It analyzes the influence of public organizations such as Business Russia, Russia's Support, and the Public Chamber of the Russian Federation on the process of developing and introducing regulations and standards. In this connection, we consider the forms of network interaction between different structures responsible for teaching consumers to correctly use governmental services provided not only in traditional (hard-copy) form, but also in electronic form. The stake that small and medium-sized enterprises have in such services promotes the development of networked interactions with governmental bodies in their struggle to reduce barriers that businesses face in different branches of the economy. For executive governmental agencies, the creation of network interactions with self-regulating public organizations representing the interests of business communities is now an integral part of tackling the problems of administrative reform.

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The Internet as an Indicator of Performance by Local Governments

Information networks are an integral part of modern administration. By providing feedback, such networks make governance more democratic, and management processes more transparent and effective. It is no accident that Vladimir Putin emphasized the need for their active implementation by local government to get better feedback from the population. Moreover, by outlining the major

directions of improvement in the work of the governmental authorities that are closer to citizens than any other governmental bodies, the prime minister practically reproduced the criteria for assessing local government websites in conformance with the findings of contemporary management theory. Among these criteria, we distinguish (1) the very existence of websites; (2) their visual quality and structure; (3) the availability of general information about local governments, including their address, membership, the reception and working hours of deputies and commissions, regulations and statutes, etc.; (4) the frequency with which they are updated; (5) degree of citizen participation. In order to estimate the capacity of local governments to work in the new informational space, we constructed a system of website quality assessment criteria and applied them to an analysis of 111 municipal councils in St. Petersburg. The results demonstrate the total inability of municipal bodies to meet the requirements defined by Putin. We discovered that fifteen municipal councils in St. Petersburg had no websites at all. Other sites contained predominantly formal texts; public participation in the work of local governments was not reflected by online content. Our research of the informational and communication aspects of the performance of local government institutions provides a basis for constructing a set of indicators that can be used by local governments in improving their outreach strategies.

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The Network Paradigm of E-Government

Contemporary Internet technologies provide governments with practically unlimited possibilities to disseminate information in the fields of politics, law, culture, etc., among the public. In turn, citizens can not only receive information but also ask questions. This interrelational model provides unprecedented potential for a bilateral dialogue between the population and the government. From this angle, the network approach to investigating interactions between citizens and governmental structures via Internet channels seems to be a promising theoretical framework. State authorities are also undergoing a process of considerable transformation: they now focus more on horizontal connections than on asymmetric vertical relations. Therefore, the effective implementation of the e-government concept can be seen as a catalyst capable of solving some of the most pressing issues for the current governance system. Despite impressive achievements in introducing e-government in 2011, Russia is now only beginning its progress towards full-scale implementation of e-government projects. A boom is expected in 2012, when an attempt is planned not only to solve the problems of information and communication infrastructure, but also to add new forms of service rendering. Information dissemination is now provided only through the Internet; however, the use of other technologies such as mobile communications and digital video broadcast is also envisioned. New methods will enable increasing the number of e-government users significantly, which is evidenced by the experience of developed and developing countries. The implementation of e-government will obviously improve the efficiency and intensity of network communication. The new forms of network interactions between state agencies and the population will satisfy contemporary international standards, which is an important task for Russia on its road to modernization.

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Social Capital in the Reform of the Law Enforcement System

Reform of law enforcement agencies can be seen as a solution to a pressing functional need for systemic reconstruction. At the same time, reforms are also correctly understood as mechanisms that implicitly empower law enforcement agencies. In order to analyze the social nature of the latest reforms in the Interior Ministry, we use the concepts introduced by Bourdieu and Coleman. Particular attention is also paid to the findings of Francis Fukuyama, who has significantly contributed to the development of network theory. Modernization of the Interior Ministry can be investigated both as an independent process and as a response to the metamorphosis of the state (as a comprehensive

network that includes the ministry). It is important to trace how reforms have changed the relations within the network constituted by the ministry, which is what we focus on. It is worth analyzing the transformation of the Interior Ministry as a structural element of the government network. When examining the social capital of law enforcement reforms, we should consider different organizational levels and take into account individual and collective processes occurring at each of these levels and within the whole network. During reforms of different organizational forms of law enforcement, issues of social capital production gain particular importance for the new organization. The reproduction of social capital requires the constant maintenance of old contacts within the network and the establishment of new ones. Therefore, the police needs not only to use successful and efficient working methods inherited from the militia [the previous name for Soviet-era and post-Soviet Russian police], but also to develop new forms of work that can enhance their influence on other network elements

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Regional Public Policy Networks in Governmental Decision-Making (Voronezh Region)

This paper deals with the problem of interactions between governmental authorities and different types of networks at the regional level (with Voronezh region serving as the example). The author marks out the most efficient networks affecting governmental decision-making in the field of public policy. Internet sources used in political debates, opinion formation and decision-making are analyzed. Special attention is paid to the governor's role in using the capacity of networks to discover public needs and expectations. The role of networks in public policy is demonstrated by the examples of specific political decisions. The author also examines the main trends of network development in the Voronezh region.

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The Development of Knowledge Networks and the Formation of the State's Dynamic Capacities

The concept of dynamic capacities formulated within strategic management theory contemplates the problem of achieving and maintaining organizational competitive advantages in a rapidly changing environment. In recent years, this concept has been rather successfully employed in economic theories. Now it has also become a popular analytical tool in political science, where it is used to investigate strategic changes in various kinds of governmental activities including public policy. With global political and economic systems becoming more complex and social development becoming unstable, it is important to explore the dynamic capacities of the state, its competitive advantages, the features of its strategic development, modernization of its governance system, and its ability to dispense material and non-material resources in an optimal way. Although it is difficult to identify capacities that can be fully recognized as dynamic (for to remain competitive tomorrow, it is necessary to invest today), we assume that an important role in this process belongs to non-material resources, namely to knowledge. In many respects, state development depends on the ability not only to create knowledge in various areas of social life, but also to use it competently (to involve experts in the work of government agencies, develop new strategies, etc.). In this paper, we focus on the features of knowledge networks created within the public administration system and the influence of these networks on state development.

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Political Networks 2.0: The Internet as a Tool of Political Interaction

This paper analyzes the basic principles of creating and developing political networks in the Internet and gives a detailed account of "virtual" political actors, their organizational structure, goals and objectives, and the specificity of their online status. The increased pluralization of social structures, the

complexity of relationships between different groups of people, the high level of public needs and expectations, the large scale of uncertainty and risks, the increasing influence of international factors on domestic governmental policy, the computerization of societies, a decrease of public trust in the centralized governmental machinery – these and other factors have led to a considerable revision of traditional managerial approaches. Today, in an era of continuous and rapid technological change, it is important for political, public or business actors to perform their work in accordance with the challenges of environment and make smart use of the opportunities afforded by relevant technologies, especially information technologies. Any political force that has decided to campaign for the development and promotion of its image on the Web, benefits from the opportunity to effectively access its target audience by referring to specific niche structures and to choose specific target groups from a great number of Internet users, providing unique motivators for each of them. Such features as interactivity and instantaneousness help reduce the time interval between message creation and desired response.

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Crowdsourcing Projects in Public Policy: New Opportunities for Civil Society

Crowdsourcing projects have currently become an integral part of the online sphere of public policy, creating new opportunities for networking citizens and political actors in political decision-making and assuming the involvement of networked civil society publics both in public policy formation and implementation. The peculiar features of crowdsourcing technology in public policy are as follows: the authorities (as opposed to economic agents) rely on users not only to voice their needs, but also define effective management practices that can satisfy these needs through the use of information technology. A comparative analysis of political crowdsourcing practices reveals three types of crowdsourcing projects: lawmaking projects, extraordinary projects, and wiki-cooperative projects. Crowdsourcing projects in the field of public policy simultaneously solve several important problems. First of all, they contribute to the consolidation of the civil society network and enhance its participation in the discussion and solution of pressing social problems. The second important task of crowdsourcing in the field of public policy is to initiate and implement innovations in political administration. Online social networks become organized structures in the process of political decision-making and turn into effective tools for political actors to realize their goals and intentions. Crowdsourcing also makes it possible to integrate individual civil society network members into the expert political community to produce innovative projects that not only promote the dissemination of effective management practices but also stimulate modernization in different fields of human endeavor.

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ICT and the Networked Society

Network structure as the supreme management form has emerged as social relations have grown more complex. In the modern world, the transformation of social structures is always accelerating: societies undergo globalization processes and become networked. The modes of social networking depend on political and social contexts. Cooperation between the network structures of state and society is the optimal form, but it is more often the case that global network society is generated under conditions of permanent conflict with traditional state power. In contemporary Russia, conflict is likewise the most probable path to the cooperation stage, because the state has underestimated the self-organization of its citizens, who have become part of new network structures and thus acquired a new political and social role. Against the background of increasing dissatisfaction with the ruling elites, who consider independent social forces competitors to be oppressed, citizens are actively searching for ways to overcome the systemic crisis of representative democracy. Using the tools of contemporary information and communications technologies is perhaps the best way to solve the

abovementioned problems. For example, the current system of representative elections can be improved through implementation of electronic voting and development of e-government technologies. These changes can also contribute to the networking of existing public policies and the achievement of network democracy as a mode for forming and implementing state power.

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Social Networks in the Internet as a Tool for Solving Political Problems

In 2011, the number of social network users in the Internet amounted to two billion people, which constituted almost a third of the world's population. The most popular social network, Facebook, is now available in seventy languages and encompasses over 750 million active users. Online social networks are built on the same principles as "real" networks. One of the major patterns of social networking is the dominance of "weak ties," i.e., information dissemination through acquaintances or complete strangers. That is why, when an emotionally charged idea is distributed on the Net, social networks manage in no time to attract vast masses of supporters who can be easily mobilized for collective action. When developing global policy, the world's leading countries currently implement a complex innovative approach that presupposes the use of diplomacy complemented by online social network technologies. In some countries, social networks have already become a valuable mobilization resource – a powerful tool for solving political problems. We assume that in the near future, social networks on the global Web will be capable of dramatically influencing political processes, but even now they serve as a significant tool of power.

PARTICIPANTS STATISTICS¹

Applications received: 247

Applications accepted: 211

Academic and research organizations representatives: 129

Business, government and NGO representatives: 23

Students and PhD students: 59

In-person participants: 191

Virtual participants: 20

Oral presentations: 90

Oral reports: 42

Poster presentations: 6

Listeners: 53

¹ On May 20, 2012.

Participants per country:

Russia	147
Ukraine	14
Ghana	9
Germany	7
Poland	7
USA	7
Albania	2
Belarus	2
China	2
France	2
Italy	2
Netherlands	2
Serbia	2
Turkey	2
UK	2
Egypt	1
Hong Kong	1
Hungary	1
Iran	1
Iraq	1
Ireland	1
Kazakhstan	1
Kenya	1
Nigeria	1
Pakistan	1
Slovenia	1
South Africa	1
Sweden	1