

How I am using the concept of reciprocity in my social network

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Reviews

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HOW I AM USING THE CONCEPT OF RECIPROCITY IN MY SOCIAL NETWORK



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GRIN Verlag Gmbh Dez 2014, 2014. Taschenbuch. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2014 in the subject Sociology - Communication, grade: 10 = B, Copenhagen Business School (Department of Strategic Management and Globalization), course: Competing on Social Networks, language: English, abstract: In times of modern communication, social networks and their effects can be found whenever human beings interact in order to exchange resources (intangible assets). When analyzing how these networks can be utilized there is one topic which plays a major role in multiple areas: the concept of reciprocity (Baker, 2000; Gladwell dot com, 1999; Mors, 2014). In order to investigate in what way I am using the concept of reciprocity, this synopsis focuses on different theories. First, the balance between investing and requesting (Baker, 2000) is explored, followed by possible traps of getting stuck inside of a certain social network. This is followed by a narrative of mine about possible mutual benefits of reciprocity. This neatly fits into the topic of the union/disunion strategy (Baker, 2000) as well as building trust (Cross & Parker, 2004), which can provide a flourishing framework for the right use of the concept. Lastly, the intertwined relational links between personal and professional contacts are analyzed. Finally, the synopsis will conclude with possible impacts on my future career and actions that could be taken. It is meant to be a starting point for the upcoming discussion, whether the design of a simplified egocentric social network of mine shows patterns of the investigated theories. 12 pp. Englisch.

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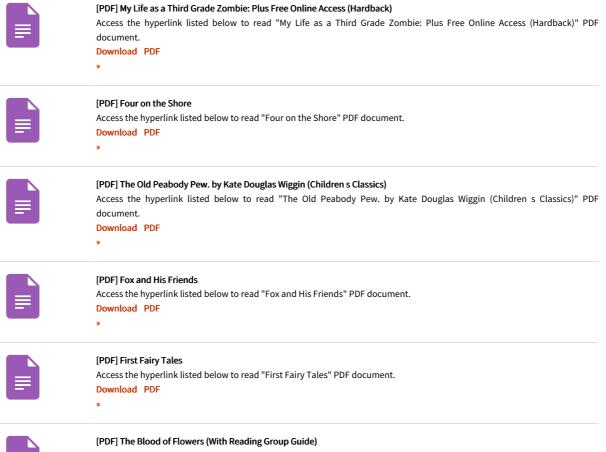
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