

# Stanford

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## Mark Granovetter

Joan B. Ford Professor  
Sociology

### Bio

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#### BIO

Mark Granovetter's main interest is in the way people, social networks and social institutions interact and shape one another. He has written extensively on this subject, including his two most widely cited articles "The Strength of Weak Ties" (1973) and "Economic Action and Social Structure: The Problem of Embeddedness" (1985). In recent years, his focus has been on the social foundations of the economy, and he is working on a book entitled *Society and Economy*, to be published by Harvard University Press in two volumes. The first volume, *Society and Economy: Framework and Principles*, appeared in 2017. It is broadly theoretical, treating the role in the economy of social networks, norms, culture, trust, power, and social institutions. The second volume will use this framework to illuminate the study of such important topics as corruption, corporate governance, organizational form and the emergence of new industries such as the American electricity industry and the high-tech industry of Silicon Valley.

#### ACADEMIC APPOINTMENTS

- Professor, Sociology
- Affiliate, Stanford Woods Institute for the Environment

#### HONORS AND AWARDS

- Honorary Doctoral degree, Stockholm University (1996)
- Honorary Doctoral Degree, Sciences Po, Paris (2006)
- Member, American Academy of Arts and Sciences (2007)
- Fellow, Network Science Society (inaugural class) (2018)
- Member, National Academy of Sciences (2020)

#### PROGRAM AFFILIATIONS

- Public Policy
- Science, Technology and Society

### Teaching

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#### COURSES

##### 2023-24

- Economic Sociology: SOC 114, SOC 214 (Aut)
- Economic Sociology: SOC 314 (Aut)
- Social Networks: SOC 31N (Spr)

- Workshop: Economic Sociology and Organizations: SOC 315W (Aut, Win, Spr)

#### 2022-23

- Social Networks: SOC 31N (Aut)
- Workshop: Economic Sociology and Organizations: SOC 315W (Aut, Win, Spr)

#### 2021-22

- Economic Sociology: SOC 114, SOC 214 (Aut)
- Economic Sociology: SOC 314 (Aut)
- Social Networks: SOC 31N (Win)
- Workshop: Economic Sociology and Organizations: SOC 315W (Aut, Win, Spr)

#### 2020-21

- Economic Sociology: SOC 114, SOC 214 (Aut)
- Economic Sociology: SOC 314 (Win)
- Workshop: Economic Sociology and Organizations: SOC 315W (Aut, Win)

### STANFORD ADVISEES

#### Doctoral Dissertation Reader (AC)

Lisa Hummel, Zixin Li

#### Orals Chair

Christian Robles-Baez

#### Doctoral Dissertation Advisor (AC)

Nick Sherefkin

#### Doctoral Dissertation Co-Advisor (AC)

Christian Robles-Baez

### Publications

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#### PUBLICATIONS

- **Attitudes towards Social Networking and Sharing Behaviors among Consumers of Direct-to-Consumer Personal Genomics.** *Journal of personalized medicine*  
Lee, S. S., Vernez, S. L., Ormond, K. E., Granovetter, M.  
2013; 3 (4): 275-287
- **The role of venture capital firms in Silicon Valley's complex innovation network** *ECONOMY AND SOCIETY*  
Ferrary, M., Granovetter, M.  
2009; 38 (2): 326-359
- **Electric charges: The social construction of rate systems** *Annual Meeting of the American-Sociological-Association*  
Yakubovich, V., Granovetter, M., McGuire, P.  
SPRINGER.2005: 579-612
- **The impact of social structure on economic outcomes** *JOURNAL OF ECONOMIC PERSPECTIVES*  
Granovetter, M.  
2005; 19 (1): 33-50
- **Ignorance, knowledge, and outcomes in a small world** *SCIENCE*  
Granovetter, M.

2003; 301 (5634): 773-774

- **Coase encounters and formal models: Taking Gibbons seriously** *ADMINISTRATIVE SCIENCE QUARTERLY*  
Granovetter, M.  
1999; 44 (1): 158-162