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SONIC Presentations at ICA
67th Annual Conference of the International Communication Association
May 26-29, 2017

<i>Session</i>	<i>Title</i>	<i>Authors</i>
Friday, May 26		
11:00 to 12:15 Hilton San Diego Bayfront, 3, Aqua 300AB	<i>Collective Innovation Adoption across Interorganizational Systems: Organizational Boundary, Social Networks, and Decision- Making Status.</i> Event: Top Papers in Organizational Communication	Sophia Fu Michelle Shumate Noshir Contractor
Saturday May 27		
14:00 to 15:15, Hilton San Diego Bayfront, 3, Aqua 300AB	<i>Little Words and Big Goals: Semantic Indicators of Leadership in Multiteam Systems.</i> B.E.S.T.: Leadership, Managers, and Employees	Zach Gibson Carter, D. R., & DeChurch, L. A
Sunday May 28		
9:30 to 10:45 Hilton San Diego Bayfront, 2, Indigo 202B	<i>The Role of Social Movement Organizations in Twitter: Evidence From the Chilean Student Movement.</i> Event: Social Movements and Technology	Diego Gomez-Zara, Parra, D., Arreondo, C., Soto, A., García, C., Noshir Contractor
11:00 to 12:15, Hilton San Diego Bayfront, 3, Aqua 300AB	B.E.S.T.: Networks and Social Media	Noshir Contractor – respondent
14:00 to 15:15, Hilton San Diego Bayfront, 4, Sapphire 411 AB	<i>Can Big and Broad Data Motivate New Network Theories & Methods?</i> Event: Panel on Network Methods for Communication Research	Noshir Contractor

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In Event: Top Papers in Organizational Communication
Fri, May 26, 11:00 to 12:15, Hilton San Diego Bayfront, 3, Aqua 300AB

Collective Innovation Adoption across Interorganizational Systems: Organizational Boundary, Social Networks, and Decision-Making Status

J. Sophia Fu, Michelle D. Shumate, Noshir S. Contractor

Abstract

Most research on innovation adoption focuses on the attitudes and behaviors of members of a single organization. However, little research has examined innovation adoption across an interorganizational system where the results have public consequences. Using the Theory of Reasoned Action and Social Information Processing Theory, this study examines three factors that influence intentions to adopt six health innovations across the system of 1,849 state health departments in Bihar, India. The collective attitudes of advice network members and organizational co-members influence government healthcare workers' ($N = 6,776$) attitudes and perceptions of social norms toward each innovation. Perceptions of social norms and attitudes influence the intentions to adopt each innovation, a reliable precursor to innovation adoption behaviors. However, individuals' decision making status moderates these relationships, such that the collective attitudes of advice network members have a greater influence on decision makers ($n = 953$) and the collective attitudes of organizational co-members and perceived social norms have a greater influence on non-decision makers ($n = 5,823$). Implications for the study of innovation adoption within and across organizations are drawn from the results.

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In Event: Social Movements and Technology
Sun, May 28, 9:30 to 10:45, Hilton San Diego Bayfront, 2, Indigo 202B

The Role of Social Movement Organizations in Twitter: Evidence From the Chilean Student Movement

Gomez-Zara, D., Parra, D., Arreondo, C., Soto, A., García, C., Contractor, N.

Abstract

Social media have been praised for enabling people to start new movements without formal organizational structures. Nonetheless, social movement organizations (SMO) continue to play a key role in enabling collective action and maintaining the movement's existence in digital environments. Based on Twitter data related to the Chilean Student Movement, this article demonstrates that organizations continue being central actors in their networks, and over time their messages were more consistent than those of their leaders. By using a mixed-methods approach, incorporating network analysis, sentiment analysis, and content analysis, we identify differences on how their information flow, network position, and attitudes evolve over a three-year span (2011-2013). The study analyzes a corpus of over 629,555 tweets, collected from students' trending hashtags, tweets from accounts of student leaders and student organizations involved with this cause. The findings reveal the crucial role of student organizations, where they adapted individual identities to unite and galvanize of people under a common cause.

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In Event: Panel on Network Methods for Communication Research
Sun, May 28, 14:00 to 15:15, Hilton San Diego Bayfront, 4, Sapphire 411 AB

Can Big and Broad Data Motivate New Network Theories & Methods?

Noshir Contractor

Abstract

Data-intensive research has been heralded as potentially transforming social science. Using examples of recent research, this paper outlines five ways in which these developments will advance network theories and methods to help us better understand existing as well novel forms of organizing. First, big data enables social scientists to test predictions derived from theories “at scale.” Second, broad data expose new boundary conditions about the generalizability of existing theories. Third, novel instrumentation opportunities invite consideration of new constructs and new combinations of constructs to explain social phenomena. Fourth, we are witnessing new - or increasingly prevalent - social phenomena such as crowdsourcing and self-assembly of distributed teams. These phenomena invite new theorizing and are often accompanied by digital trace data that will contribute to our understanding them. Finally, the scope, diversity and resolution digital trace data also invite advances in research design and novel network methodological techniques.

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B.E.S.T.: Leadership, Managers, and Employees
Sat, May 27, 14:00 to 15:15, Hilton San Diego Bayfront, 3, Aqua 300AB

Little Words and Big Goals: Semantic Indicators of Leadership in Multiteam Systems.

Gibson, Z. M., Carter, D. R., & DeChurch, L. A.

Abstract

Many important large-scale organizational or societal challenges require multiple groups or teams from different disciplines, organizations, and/or geographic locations to collaborate, often via computer-mediated communication (CMC) platforms, toward the accomplishment of shared superordinate goals. In these complex “multiteam system” contexts, leadership is often more of an informal social process that emerges through social interactions rather than a formalized command-and-control structure (e.g., management). However, fundamental questions remain regarding the specific interactions and the mechanisms by which informal leaders emerge. In this study, we analyze the digital traces among participants in a multiteam system laboratory task in order to identify word choices that indicate leader emergence during computer-mediated multiteam collaboration. We find that in addition to use of plural language, language referencing the superordinate (multiteam) goal predicts leader emergence.