

# **Equicentrality and Network Centralization: A Micro-Macro Linkage**

**Soong Moon Kang**

**Stanford University**

**P.O. Box 17889**

**Stanford, CA 94309**

**650-353-0799**

**kang@stanford.edu**

## **ABSTRACT**

This paper investigates the linkage between an important social microprocess—the tendency of social actors to associate with similar others—and macrostructures from a social network perspective. In particular, it describes the linkage between similarity of dyads based on centrality (or equicentrality) and network centralization, and shows that they have a negative linear association. In other words, when actors associate with similarly central alters (i.e., high equicentrality), the overall network centralization is low. Conversely, when highly central actors associate with low centrality actors (i.e., low equicentrality), the overall network centralization is high. This relationship between equicentrality and network centralization is much more significant in observed social networks as compared to random networks, especially in social networks evolving over time.