



**#Influence12 – Symposium & Workshop on Measuring Influence on Social Media
Sep. 28-29, 2012
Dalhousie University, Halifax, Canada**

“The Turn to Social Networks -- Implications for Influence”

By Barry Wellman (University of Toronto, S.D. Clark Professor, Director of Netlab)

Abstract:

I discuss how the Triple Revolution -- the turn to social networks coupled with the advent of the personalized internet and always accessible mobile devices -- have affected how people influence each other.

Bio:

Barry Wellman founded the International Network for Social Network Analysis in 1976. A member of the Royal Society of Canada, Wellman has headed two American Sociological Association sections: Community and Communications/Info Tech, as well as the Sociological Research Association honor society. Wellman is the S.D. Clark Professor of Sociology and directs NetLab at the University of Toronto. Recently, Dr. Wellman co-authored [*Networked: The New Social Operating System*](#) (2012 MIT Press) with Lee Rainee, Director of the Pew Research Center’s Internet & American Life Project.