

**N2 Lewis, E.T., Carley, K. M., & Diesner, J. (2003). Concept networks in organizational language: consensus or creativity?**

Organizations constantly produce and consume organizational language, and these texts and documents are a primary way that organizations interact with their environment. Each text that an organization produces can be represented as a network of linked concepts. The network analysis technique called 'map analysis' allows us to systematically extract and represent the network in a text, and compare networks across texts. When two concepts are linked in a set percentage of the texts in a dataset (i.e. half), those ties are part of that dataset's 'central graph'. When there is high consensus between organizations about what a particular type of text should say and how it should say it, the central graph will be relatively dense, but when there is low consensus, the central graph will be relatively sparse. Using three types of organizational language – annual reports, privacy policies, and mission statements – from two types of organizations – universities and corporations – we compare the concepts networks and central graphs within and across datasets. We argue that there will be denser central graphs in a type of text primarily intended to display responsiveness to the environment, and sparser central graphs when the text is primarily a vehicle for asserting a distinct and creative identity.