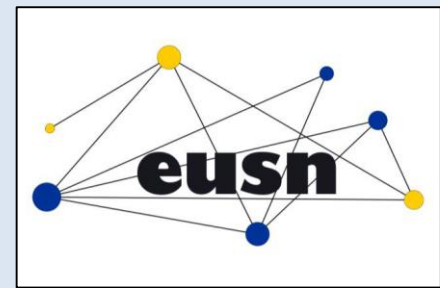


**1<sup>st</sup> European Conference on Social Network  
Universitat Autònoma de Barcelona  
July 1<sup>st</sup>-4<sup>th</sup>, 2014 Barcelona**



# Ethnography as a Tool in Social Network Research

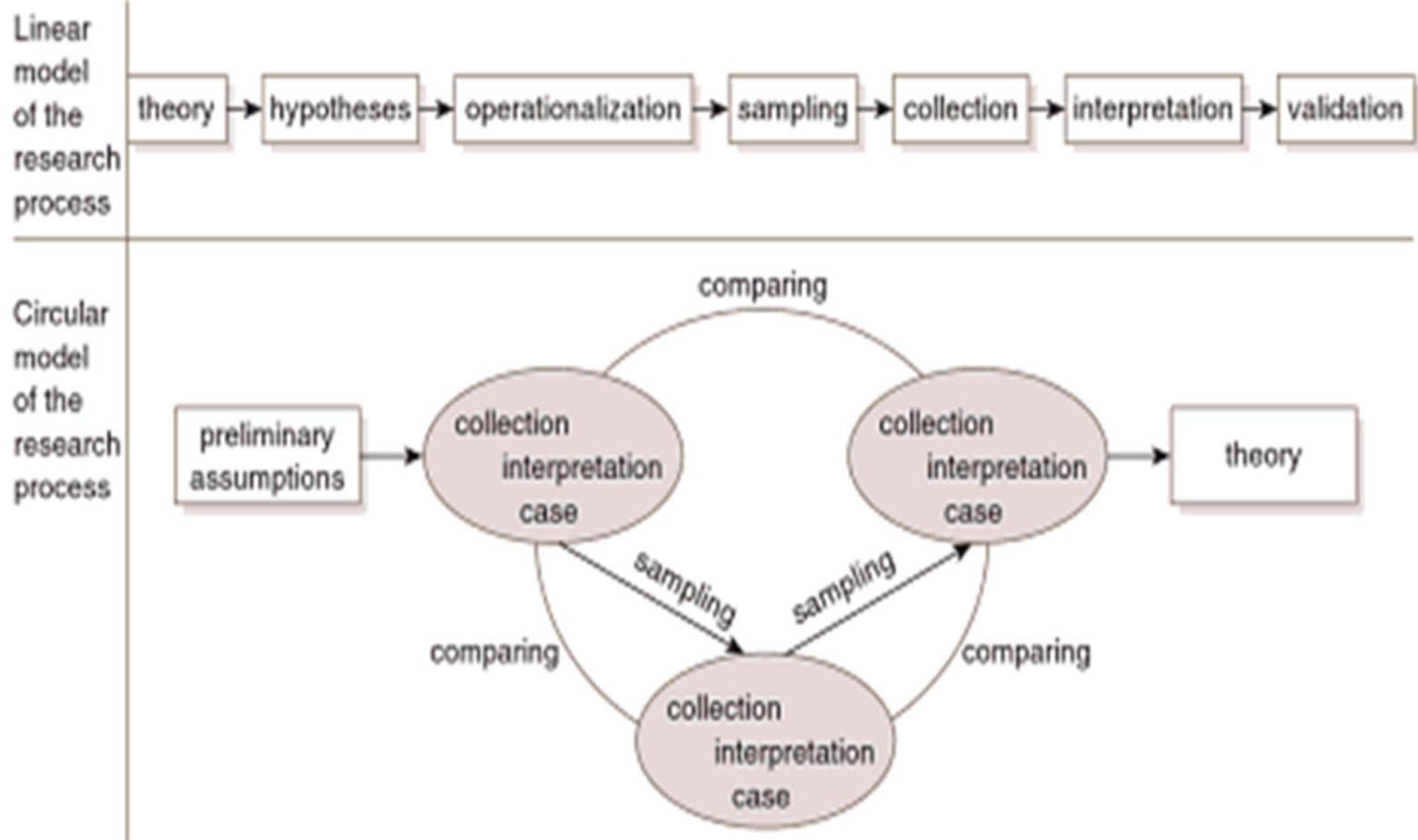
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# Models of the Investigative Process and Theory Building



**FIGURE 8.1** Models of Process and Theory

## **Three Conditions for Mixed Methods Applications (Domínguez and Hollstein 2014):**

- 1. Studies base on quantitative numerical network data AND on qualitative textual data.**
- 2. Application of quantitative mathematical strategies and of qualitative interpretative strategies for relational and network analysis.**
- 3. Integration of data and of analytical strategies at either stage of data collection, data analysis and the interpretations of results (meta-interference).**

# Different Forms of Research Design (Domínguez and Hollstein 2014):

- Sequential or multistrand design.
- Fully integrated design or multistrand parallel design.
- Embedded design – a variation of the multistrand design – in case of different weights given to the quantitative and qualitative parts.
- Conversion design – the transformation of data types – i.e. qualitative data are converted into numerical codes and re-analyzed quantitatively.

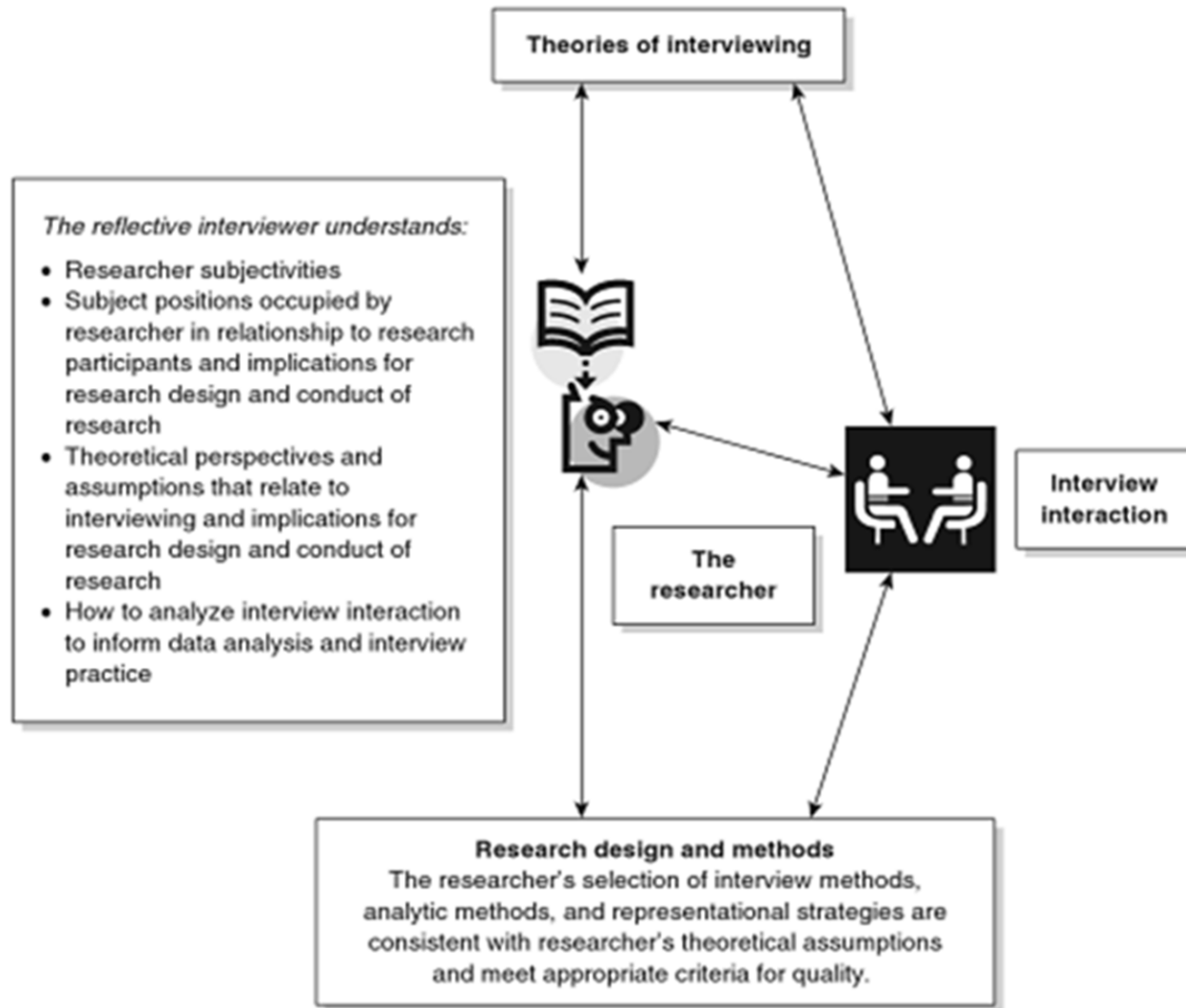


Figure I.1 The reflective researcher

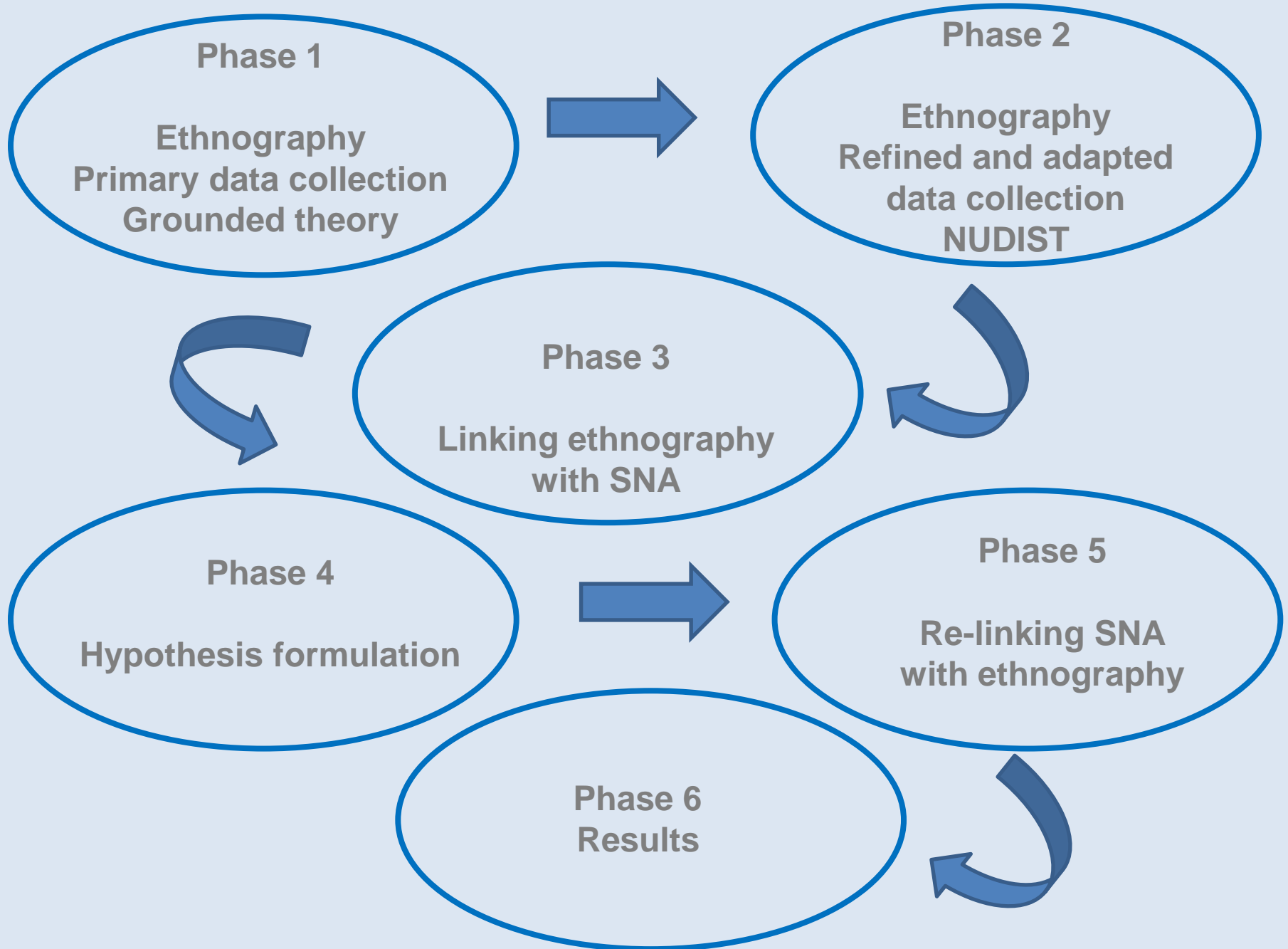
# The Ethnographic Method and the Tools of Ethnography

- **Participatory observation**
- **Interview with single persons // Group interview**
- **Structured interview // Open interview**
- **Biographic interview // Narrative Interview**
- **Group Discussion**

# The Benefits of Ethnography

- **Helps to contextualize and to define the research problem more clearly.**
- **Allows assessing intermediate research results by contrasting SNA models with hypotheses based on empirical data and combined inductive-deductive methodologies.**
- **Contributes to combining qualitative and quantitative methods/ mixed methodologies.**
- **Combined with SNA helps to explain processes and their dynamics more precisely.**
- **Helps to obtain data on the micro scale that constitutes the basis for the social relations at other levels of the studied phenomena/ cases.**

# Linear Research Modules





# Linear Research Modules

Phase 1

Ethnography  
Primary data collection  
Grounded theory



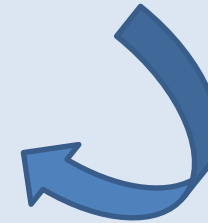
Phase 2

Ethnography  
Refined and adapted  
data collection  
NUDIST



Phase 3

Linking ethnography  
with SNA



Phase 4

Hypothesis formulation



Phase 5

Re-linking SNA  
with ethnography

Phase 6  
Results



# Linear Research Modules

## Phase 1

**Ethnography**  
**Primary data collection**  
**Grounded theory**

**Lifestyle**

**Experts**

**Domestic unity**

**Interviews**

**Participatory observation**

**List of experts**

# Linear Research Modules

Phase 2

Ethnography  
Refined and adapted  
data collection  
NUDIST

Interview design

Participatory observation design

Visual data

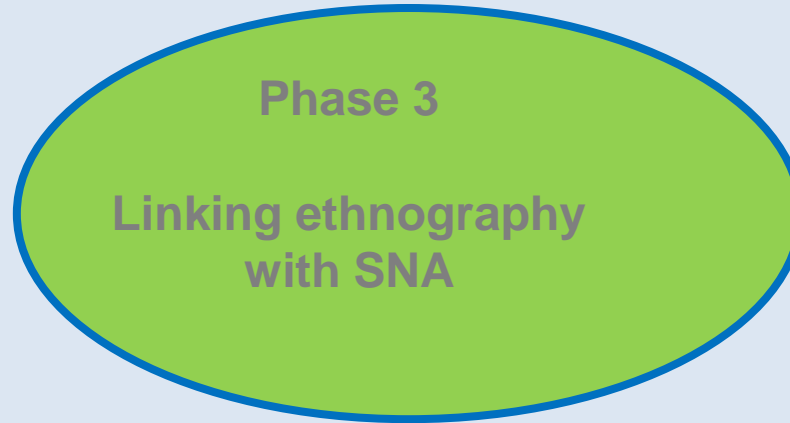
Discourse analysis/ NUDIST

Codification of data

EGO-networks

Practice groups

# Linear Research Modules



Textual sources  
Discursive data  
Relational data  
Data formalization

# Linear Research Modules

Renal data base of EGO-networks

SNA

UCINET

EGONET

NETDRAW

Definition of social networks

Definition of groups of practice

Definition of expert groups

Expert network

Expert and alter relations

Phase 5

Re-linking SNA  
with ethnography



# Results

- **Contextualization and definition of research problems.**
- **Intermediate research assessment.**
- **Mixed methodologies.**
- **Description of process dynamics.**
- **Specified microscale data collection related to the other research stages.**

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