Logistics

No class next week – President’s Week Break!!!

Part I: Discussion of Problem Set #0

What problems did you encounter with software/labs?
Findings about personal networks constructed for the problem set.
Any other analysis you tried?

Part II: Student summary of data collection readings

Presentation
Discussion
Perceptual data versus actual data
Boundary specification issues

Break

Part III: How a complete network study gets done – at least in my case

Choosing a topic and substantive focus
Choosing relations
Building an instrument
Field testing
Specifying the network – realist approach
Universe
Central informants
Reducing the list
Broader informants
Final decisions
Completing the instrument – filling in the blanks
Getting past the IRB
Third party issues
Sensitive data issues
Unfamiliarity with network data
Data collection
Interviews vs. surveys: the need for completeness vs. the need for speed
Scheduling
Interview protocols
Vagaries of in-person interviews
Data entry and management
Must be carefully thought through, with built-in quality controls

Part IV: Considering a research topic and question – small groups

Case: Studying Marketing Team Effectiveness

Assignment

- Readings per the syllabus. Focal readings: Wasserman & Faust; Bonacich; Cook et al; Freeman; Brass; Fernandez & Gould – try to skim the others
- Begin work on Problem Set #1