Logistics

Jeongyoon Lee will be teaching for the next two weeks

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