Socio-centric vs. ego-centric
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Background

Social Network Analysis
4-5: Survey design / 1

Federico Bianchi

Department of Social and Political Sciences - University of Milan
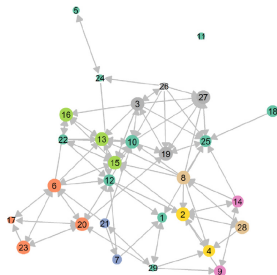
24-25 January, 2024

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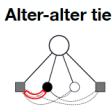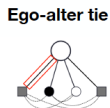Let's get practical! / 1
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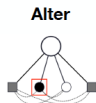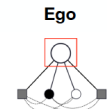Background

Full-network design

Bianchi, Casnici, and
Squazzoni (2018)

- ▶ Synonims: *full-network* or *sociocentric* design
- ▶ Studying the set of links among all pairs of nodes in a given set
- ▶ Problem: network boundaries!

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Personal-network design

Vacca et al. (2023)
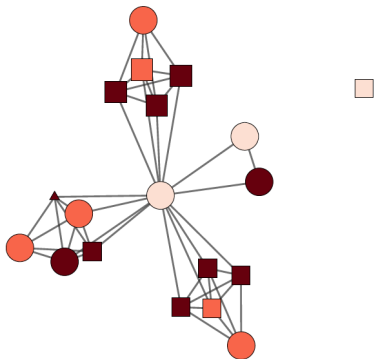
▶ Synonims: *ego-centred* or *egocentric* design or *ego-network*
▶ *Personal network*: the set of links that a focal actor has with a set of other actors
▶ A *personal-network study* is the study of the personal networks of a **sample** of *egos*

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(Difficult) decisions

▶ Research question: Do friends' gender-based stereotypes affect female secondary school students' decisions on university career paths?

▶ Ego-network or whole-network?

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Alter-alter ties

Bianchi et al. (2023)

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SOCIABLE research project

- ▶ Research question: Does complexity of personal networks (X) mitigate cognitive decline (Y) among older adults?

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SOCIABLE research project

▶ Research question: Does complexity of personal networks (X) mitigate cognitive decline (Y) among older adults?

▶ Network variable: complexity of personal networks

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SOCIABLE research project

- ▶ Research question: Does complexity of personal networks (X) mitigate cognitive decline (Y) among older adults?

- ▶ Network variable: complexity of personal networks

- ▶ Personal-network design

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Actual questionnaire

▶ Name:

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Actual questionnaire

▶ Name:

1. the members of your household

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Actual questionnaire

- ▶ Name:
  1. the members of your household
  2. your children's and their spouses' names

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Actual questionnaire

- ▶ Name:
    1. the members of your household
    2. your children's and their spouses' names
    3. other relatives

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Actual questionnaire

▶ Name:
   1. the members of your household
   2. your children's and their spouses' names
   3. other relatives
   4. neighbours

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Actual questionnaire

▶ Name:
    1. the members of your household
    2. your children's and their spouses' names
    3. other relatives
    4. neighbours
    5. former colleagues

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Actual questionnaire

- ► Name:
    1. the members of your household
    2. your children's and their spouses' names
    3. other relatives
    4. neighbours
    5. former colleagues
    6. civic organizations, church, volunteering

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Actual questionnaire

- ▶ Name:
    1. the members of your household
    2. your children's and their spouses' names
    3. other relatives
    4. neighbours
    5. former colleagues
    6. civic organizations, church, volunteering
    7. other friends or acquaintances

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Actual questionnaire

▶ Name:

1. the members of your household
2. your children's and their spouses' names
3. other relatives
4. neighbours
5. former colleagues
6. civic organizations, church, volunteering
7. other friends or acquaintances
8. other

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Actual questionnaire

▶ Name:

1. the members of your household
2. your children's and their spouses' names
3. other relatives
4. neighbours
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6. civic organizations, church, volunteering
7. other friends or acquaintances
8. other

▶ Name only those people with whom you have frequent contacts and perceive as important

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Actual questionnaire

▶ Name:

1. the members of your household
2. your children's and their spouses' names
3. other relatives
4. neighbours
5. former colleagues
6. civic organizations, church, volunteering
7. other friends or acquaintances
8. other

▶ Name only those people with whom you have frequent contacts and perceive as important

▶ For every nomination, report contact frequency: 1-8 scale

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Alter-alter tie

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Personal-network data collection

Ego

Alter

Ego-alter tie

Alter-alter tie

- ▶ Sampling a target population
- ▶ Name generators: questionnaire items that ask respondents to nominate other nodes of the network (in this case, *alters*)
- ▶ Questions need to stimulate *recall*

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Reading

Bianchi et al. (2023)

Borgatti, Everett, and Johnson (2013), Ch. 1

Robins (2015), Ch. 3, 5

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