

# Using Mixed-Methods in Social Network Analysis

Wednesday 8 January 2014, 10:00-17:00

Hamilton House, University of Greenwich, London

A training event organised by the Social Network Analysis Group (SNAG) of the British Sociological Association (BSA) with the University of Greenwich and Middlesex University

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The rising popularity of Social Network Analysis (SNA) in social sciences research is often associated with 'quantitative' techniques to systematically map relationships, illustrate them through graphs and analyse them statistically. However the study of the structures of social relationships has always been a central theme of sociological research using 'qualitative' methods. Indeed, the analysis of social networks is increasingly regarded as an ideal arena for the development of mixed-methods approaches, reconciling the 'structure' and 'meaning' of social interactions.

This workshop aims to introduce participants to mixed-methods approaches to SNA, illustrating how classical qualitative methods can shed new light on social networks, and conversely, how SNA can be usefully included in the 'toolbox' of the qualitative researcher.

The programme includes:

- Outline of the theories that frame the use of SNA in sociology
- Basic techniques of social network data collection, organization, analysis and visualisation
- Essential network metrics and their sociological interpretation.
- Mixed-method research designs: challenges and opportunities

The day will include several examples from the presenters' own research experience and the broader SNA literature using mixed methods in a range of fields within the social sciences.

This training targets PhD students and researchers at all career levels interested in SNA, qualitative approaches or mixed-methods. All social sciences backgrounds are welcome, and no prior knowledge of SNA or any particular software is assumed.

**Fees:** £100 (regular), £50 (students and BSA members).

**Contact information:**

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For information about SNAG (BSA Social Network Analysis study group) visit our webpage [www.britsoc.co.uk/study-groups/social-network-analysis-group-\(snag\)](http://www.britsoc.co.uk/study-groups/social-network-analysis-group-(snag))