**MGT 795-SNA, Spring 2008**

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**LAB #1-SURVEY DATA COLLECTION (Primary Data)**

**INTRO:**

* Briefly talk about my prior experience in data collection (Neogen and MBA Job Link)
* Ask how many have conducted SN survey data.
* Ask how many plan to do so for class paper or for future research.

**ETHICS AND IRB:**

* The IRB is not the enemy ;) this institution does serve a purpose, answer all their questions, be honest, and clear. See the positive, this gets you started in your research by writing a brief proposal etc. (show ORI site)
* IRB process at UK (mandatory training; expedited non-medical vs. full review, timeline, application=distribute checklist doc.)
* It is necessary to explain data collection and data handling procedures (assume IRB committee knows nothing about SN study), distribute example. Stress importance of explaining how you will protect confidentiality of respondents’ response (these are data sensitive material!).
* If sample is a company, & collection outside of campus, you will need approval from executive and be very specific regarding how you will protect employees’ right for non-participation!!
* Ethical research**=**refer to Borgatti & Molina, 2005; Management disclosure contract; Inform Consent, etc…

**DESIGNING YOUR SURVEY:**

* Population, data sources (secondary or primary & access), design & collection.
* Survey Design: Ego network or Full network -> Roster method or open-ended?
* What to ask and how to format survey-> Which relation(s), how to word it, repeated roster vs. multigrid (pro & cons), answer type (binary, quantitative, qualitative), electronic surveys vs. paper (pro & cons).

**WEB SERVICE TO DESIGN SURVEY:**

* Survey Gizmo; go to website and show MBA survey example; Show piping and different SN format possibilities.
* Data conversion to Ucinet; show site where to find program; how to convert data exported from Survey Gizmo to Ucinet network file using GizmoConvert.