

Mixed Methods Social Networks Research

DESIGN AND APPLICATIONS



Edited by
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Betina Hollstein

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Mixed Methods Social Networks Research

Design and Applications

This edited volume demonstrates the potential of mixed methods designs for the research of social networks and the utilization of social networks for other research. Mixing methods applies to the combination and integration of qualitative and quantitative methods. In social network research, mixing methods also applies to the combination of structural and actor-oriented approaches.

The volume provides readers with methodological concepts to guide mixed method network studies with precise research designs and methods to investigate social networks of various sorts. Each chapter describes the research design used and discusses the strengths of the methods for that particular field and for specific outcomes.

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Structural Analysis in the Social Sciences

Mark Granovetter, editor

The series *Structural Analysis in the Social Sciences* presents studies that analyze social behavior and institutions by reference to relations among such concrete social entities as persons, organizations, and nations. Relational analysis contrasts on the one hand with reductionist methodological individualism and on the other with macro-level determinism, whether based on technology, material conditions, economic conflict, adaptive evolution, or functional imperatives. In this more intellectually flexible structural middle ground, analysts situate actors and their relations in a variety of contexts. Since the series began in 1987, its authors have variously focused on small groups, history, culture, politics, kinship, aesthetics, economics, and complex organizations, creatively theorizing how these shape and in turn are shaped by social relations. Their style and methods have ranged widely, from intense, long-term ethnographic observations to highly abstract mathematical models. Their disciplinary affiliations have included history, anthropology, sociology, political science, business, economics, mathematics, and computer science. Some have made explicit use of social network analysis, including many of the cutting-edge and standard works of that approach, whereas others have kept formal analysis in the background and used "networks" as a fruitful orienting metaphor. All have in common a sophisticated and revealing approach that forcefully illuminates our complex social world.

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*In memory of our colleague and friend
Janet W. Salaff*

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