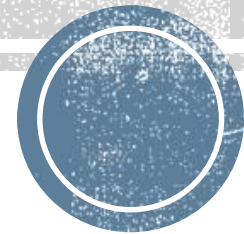


# How to do Qualitative Structural Analysis: Lessons learned from exploring the embeddedness of organizations

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# Towards a qualitative approach to analyse networks...

- Mixed Methods and qualitative approaches to social networks are getting more and more discussed
  - Why? Avoiding strong structural determinism, giving meaning to the relationships, subjective interpretations of structures, focusing change in social structures, “cultural turn” in network research (e.g. Hollstein 2011; Fuhse/Mützel 2011)
- BUT: There is NO qualitative approach of network analysis following structural analysis
  - No analysis of network, „only“ of narration
  - Quantifying analysis
- Our proposition: Qualitative Structural Analysis (QSA)



# What is Qualitative Structural Analysis?

## Qualitative approach

- Sensitizing concept
- Sequence analysis
- Memo writing

- Analyses focus on relationships
- Characteristics of relationships and/or patterns of networks help to understand and explain 'action' and the operation of social structures (Wellman 1988)
- Embeddedness of actors in supradyadic constellations

**QSA: a qualitative perspective in structures and a structural perspective on interviews**



# Exemplification for the field of Private Employment Agencies

- Private employment agencies in Germany can found an organization called *Transfergesellschaft* to offer employees a new job for about one year to avoid unemployment because of loosing their old jobs
  - During this time the employees get Counseling, training and job placement
  - Private employment agencies are embedded in counseling- and training organizations and other optional employers in the employment market
- Networks play a role in work of private employment agencies – but in which way?



# Interpretation of network map via QSA ...

- Structure: Is the network divided in specific subcomponents? How do they coincide with actors' attributes?
- Actor: Which characteristics of the actors are represented in the map?
- Relation: Do you see uni-/multiplex relationships?
- ...



- A person (not an organizational actor) is most central to the ego. Does this person have specific meaning for the project?
- The map is divided in a „more central “ part (3 actors) and a periphery. Esp. in periphery we find only organisational actors. Why do we find this differentiation in „central“ and „periphery“?
- ...

sensitizing  
concept

sequential  
analysis

memo



# ... interpretation of narration via QSA ...

- A person (not an organizational actor) is most central to the ego. Does this person have specific meaning for the project?
- The map is divided in a „more central “ part (3 actors) and a periphery. Esp. in periphery we find only organisational actors. Why do we find this differentiation in „central“ and „periphery“?
- TT1: “This is the reason for starting with this actor and when I am here (indicates to the middle of the map) he is the most important contact person to get the job”
- TT1: „then we can ask a further education provider to certify an educational programme so it is eligible”
- A person is most central because he opens the door to get the job. For that personal relationships are important
- Organizational actors placed in the periphery because the relationship is maintained by the private employment agencies
- A differentiation between contract- and placementmarket



# Qualitative Structural Analysis (QSA) is...

	<b>QSA</b>	
<b>interpretation of network map</b>	<b>and</b>	<b>interpretation of narration</b>
	<b>by sequential analysis</b>	
	<b>via sensitizing concept, answering structural questions</b>	
<b>memo</b>		<b>memo</b>
	<b>theoretical condensation</b>	



# Thank you!!!

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# References

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