

Subsumption or Blind Spots? How to Mix Methods While Analysing Organizational Environments via Qualitative Interviews and Network Maps

Qualitative Structural Analysis (QSA)

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Mixed Methods Network Studies

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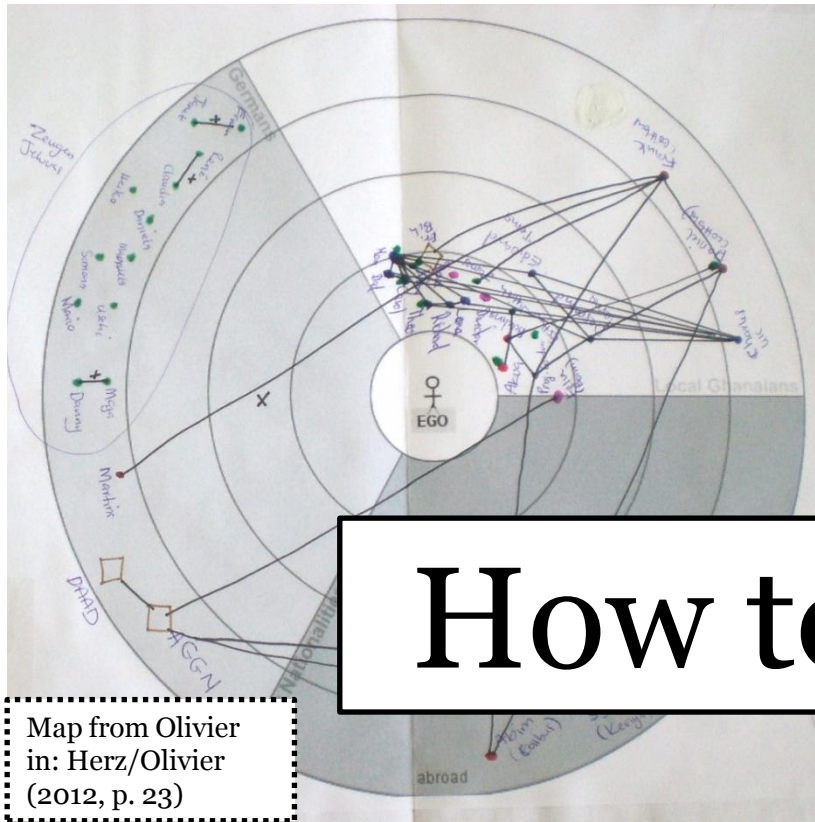
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Network maps and narrative interviews

Network map

Narrative Interview



How to combine?

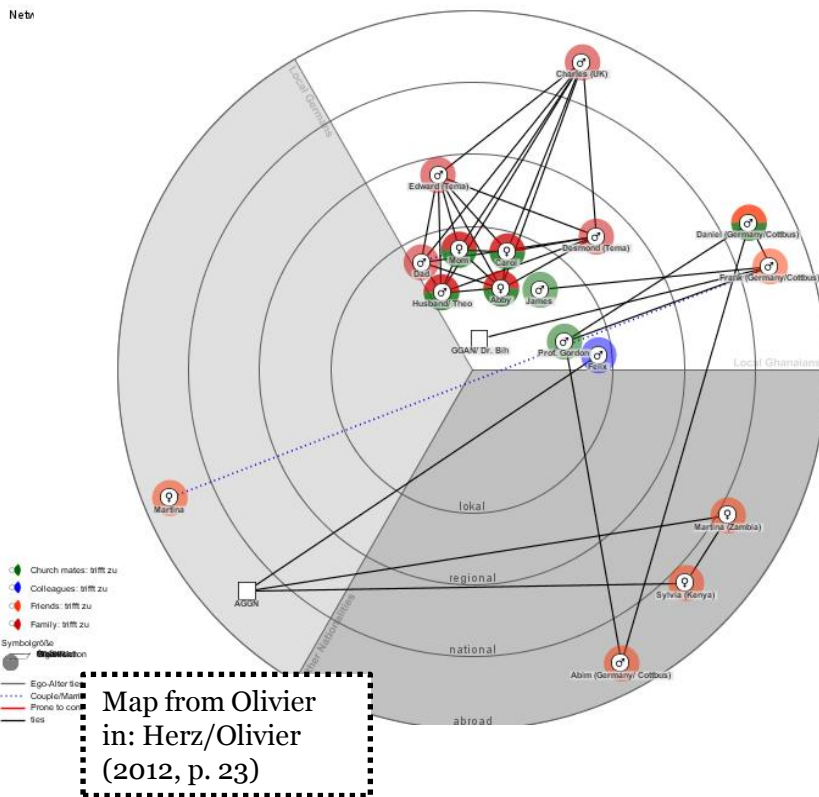
Map from Olivier
in: Herz/Olivier
(2012, p. 23)

Analysis of network map

Network map

- Ignore the map
- Display the map
- SNA (standardized)
 - tie (e.g. uni/multiplex)
 - actor (e.g. centrality)
 - structure (e.g. density)

Net



Analysis of narrative Interview

- Focus on personal patterns of perception and interpretation (Deutungsmuster)
- Reconstruction through sequence analysis
- Memos of interpretation

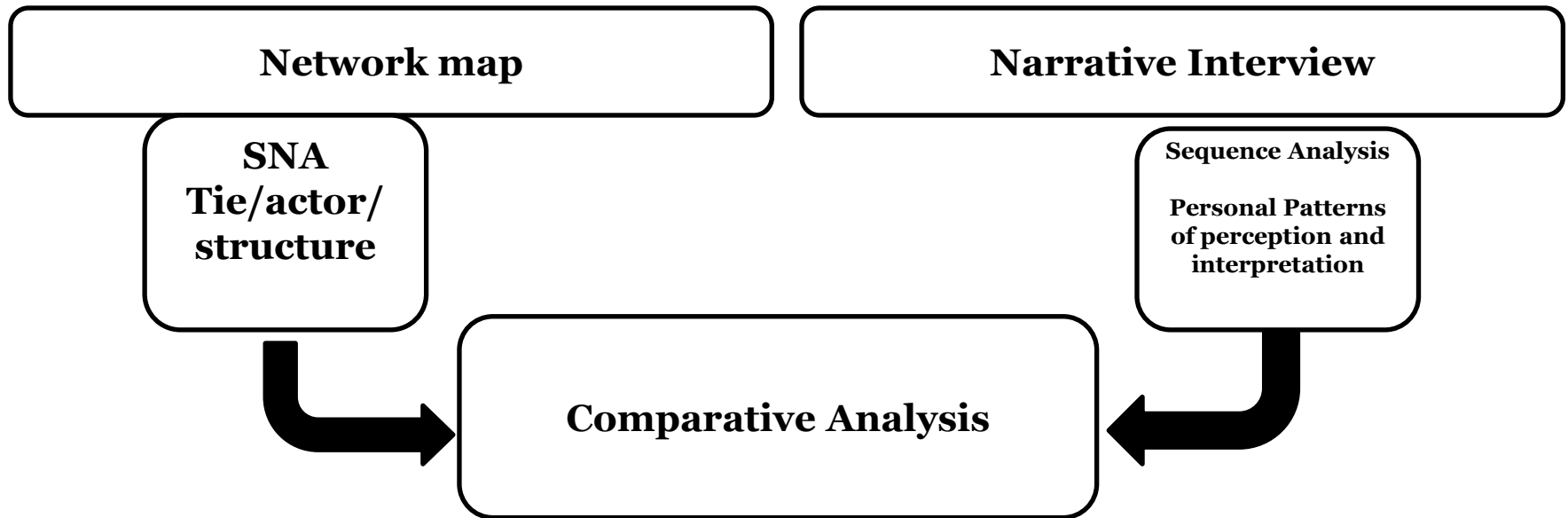
Narrative Interview



Gesprächsausschnitt "Nussbrot"

```
01 hr-1: {...)
02 .h wenn=i zum MEier nüber geh, (--)
03 und sie kAffa=r=a NUSSbro:t; (1.4)
04 soviel nÜss=san do net DRIN:
05 die nÜss=die KOSTn ihn fast nix;
06 al: [hm=hm
07 hr-1: [die krIegt=a nämli ganz BIL[li:;
08 al: [hm
09 hr-1: .hh na <<leicht lachend> verlanGt=er> für
10 des NUSSbrot; (--)
11 !MEHR! als wie es dÖppelte vom ANDern
12 brot;=
13 =(WEI!)
14 weit mehr als wie=es dÖppelte verLANGT=er;
15 [h
16 al: [hm=hm
17 (--)
18 hr-1: fürs kilo hot=er domals glaub=i verlangt
19 Ocht mArk oder neun MARK;
20 (--)
-> 21 also die hÄms=die ^HAMS ja net olle.
22 (---)
-> 23 bloß weil a hand=voll ^NÜSS drin is;
24 (---)
-> 25 des is natürlI ^NET normal;
```

Comparative Analysis



What we get:

- Interferences (most central actor is called „best friend“)
- Only narrative interview shows: e.g. dynamics
- Only map shows: core/periphery-structure
- „crosschecking“ the blind spot of each approach

**What about translating
interpretative perspectives in network maps and
SNA-perspectives in narrative interviews?**

Translating interpretative approach to network maps

Network map

Narrative Interview

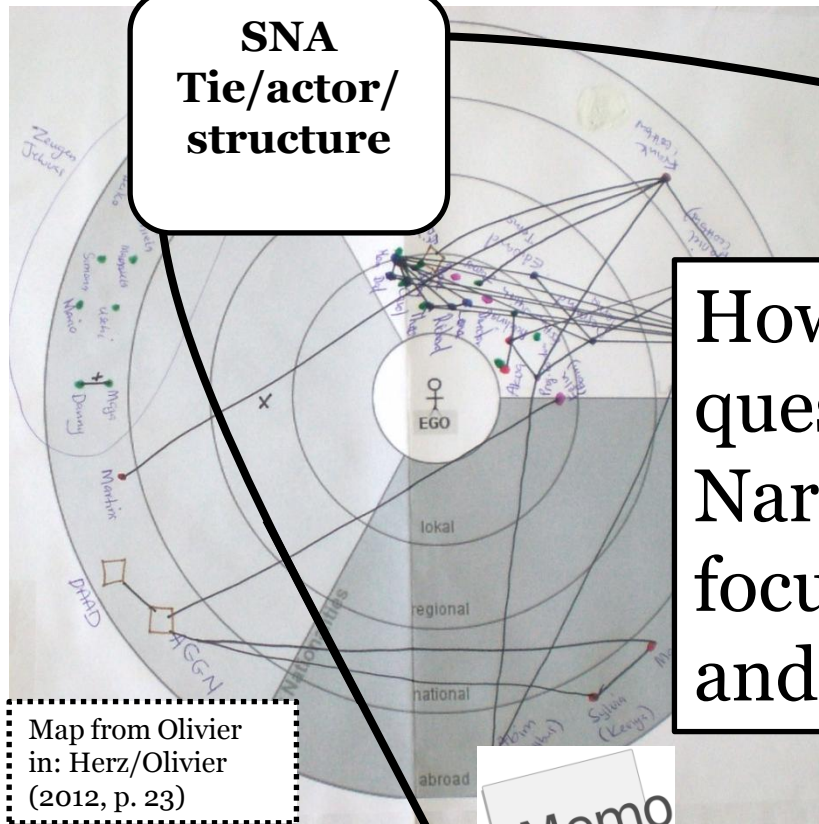
**SNA
Tie/actor/
structure**

**Sequence Analysis
Personal Patterns
of perception and
interpretation**

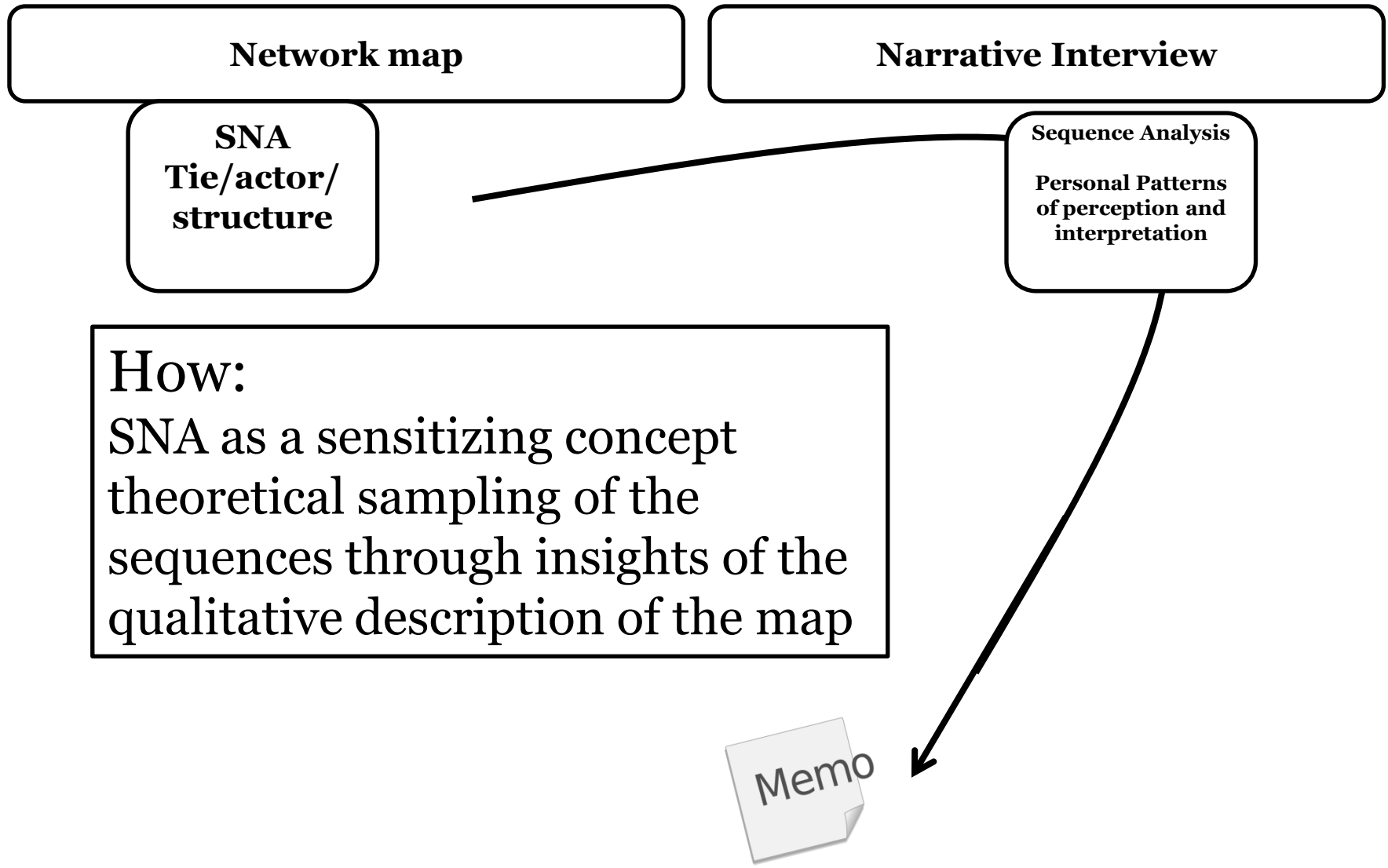
**How: answer structural
questions:
Narrative descriptions
focusing structure, actors
and relations**

Map from Olivier
in: Herz/Olivier
(2012, p. 23)

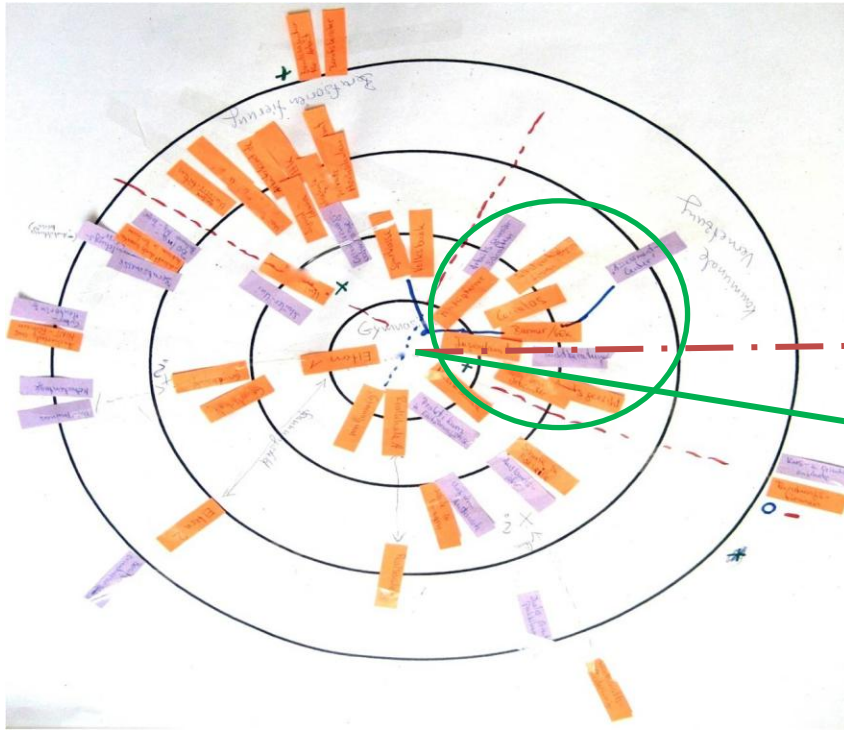
Memo



Translating structural approach to interpretation of interviews

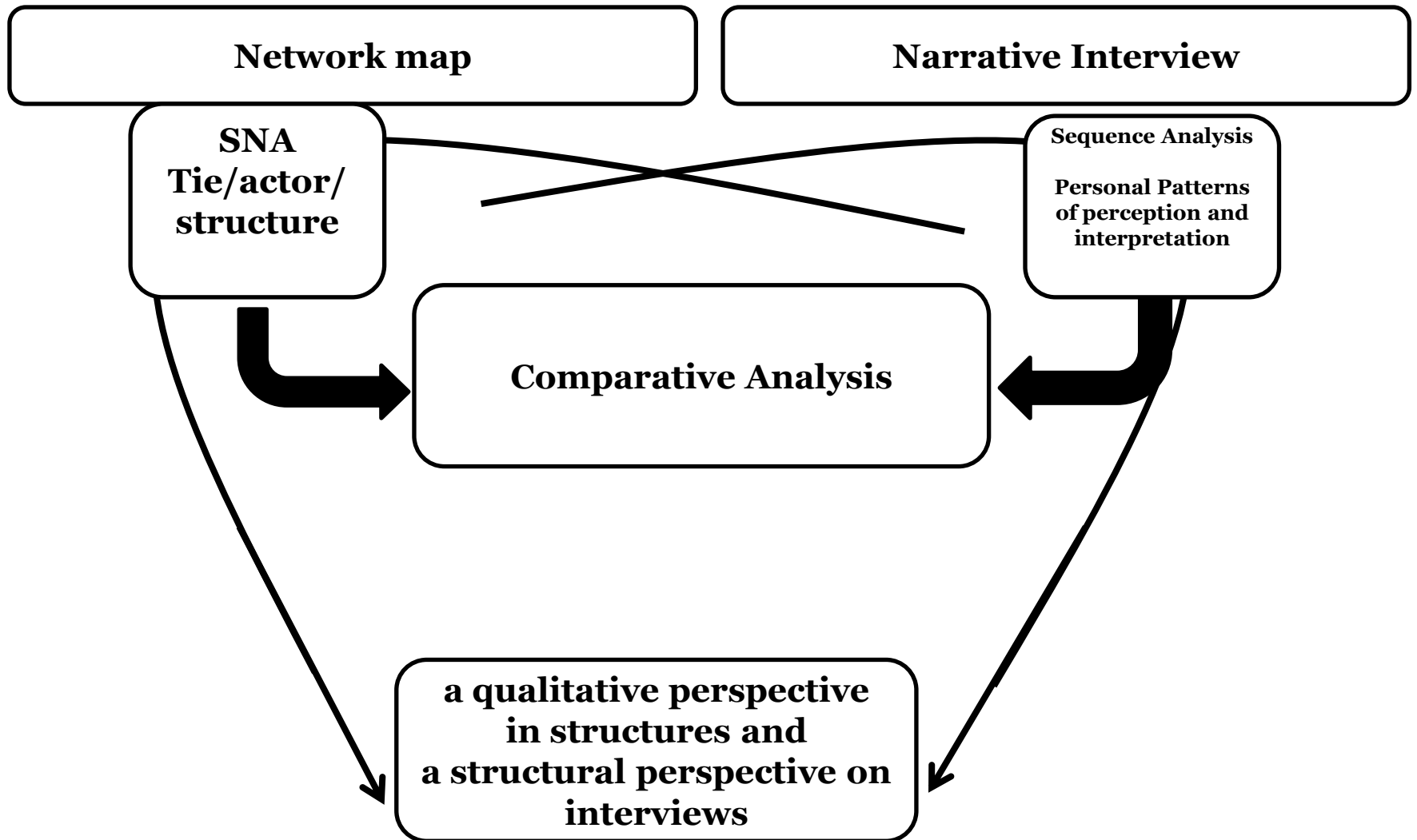


Example



”We also wouldn’t scare those, who regularly collaborate by suddenly integrate someone as a new partner. Ah, like I said, for instance we get offers by actor A, they ingress. Meanwhile I say to those “Wait a sec, we have a quite long tradition with actor B, ah, now we won’t grant access to you. Yes? Ah, because, ah, in the end such a competition leads to a self-flagellation.”

Qualitative Structural Analysis (QSA)



Thanks!

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