Social Network Analysis:
The Critical Role of ATLAS.ti in Analyzing A Social Movement

ATLAS.ti USER CONFERENCE 2015
Quantitative Data Analysis And Beyond
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Agenda

1. Describe the Case Study
2. Describe (Briefly) Social Network Analysis
3. Highlight the Conversion Process in Multinet
4. Highlight the Evolution of the Network Views Function
5. New Directions for ATLAS.ti
Qualitative Research and Grounded Theory

Data Collection
- Immersion
  - Observations
  - Participant Observations
- Interviews
- Field notes

Data Analysis
- Thematic Coding
- Patterns in the data
  - Paper/pencil
  - ATLAS.ti
  - Ethnograph
  - NVivo
  - Others
- Social Networks

Explanation Based on Empirical Data and Inductively Derived
About the Case Study

- 2005 Doctoral Dissertation - Ethnohistorical Analysis
- 100 Oral History Interviews, Census Records and Secondary Data
  - 244 hours of audio taped interviews
  - Nearly 4,000 pages of interview data
- Thematic and then Social Networks
- The Emergence of a Social Movement
About the Case Study

- Height of Race-based social unrest in United States – Civil Rights Movement
- Local Northern Struggle for Rights
  - Powerful Black, Educated Mayor
  - Grassroots Black Power Organization
- The Power of Two Network Views
- Seven Interviews to Demonstrate
Riot/Rebellion in Downtown Saginaw, Michigan 1967
“You can be Black and wrong and you can be Black and right. And if you are Black and wrong, you’re just as wrong as your white brother who’s doing’ the same thing. I make no excuses...Some Blacks did not like me criticizing Blacks in this community.”

United Power

Our main interest is Black people – more specifically, grass-roots Black people with no voice, no freedom, no means, less money and very little hope. We shall give them a voice, teach them freedom, give them a means to obtain and use wisely that very powerful money, and we will keep alive their hope...Our motto is simple; right down to earth, in language that everybody can easily understand. It is “To Inform, Involve, and Unite”.

Al Loveless                Jessie Dailey                Art Smith
“If they were a friend of mine, they certainly were not a friend of United Power”

Henry Marsh, 2002
Interview Data to Social Network Data – Using ATLAS.ti – Critical in many fields

And/Or

Network Views

Network Export
What is Social Network Analysis?

“The concept of a network emphasizes the fact that each individual has ties to other individuals, each of whom in turn is tied to a few, some, or many others, and so on. The phrase “social network” refers to the set of actors and the ties among them”.

Wasserman and Faust, 1994
Conceptually

2 Kinds of Networks

Ego-Centered Networks – an individual network

Whole (Community) – Collection of individual networks
At-a-Glance: the Five Steps
Before Atlas.ti: Document Examination

Generate Code List

Node and Link Numbering Scheme

Edit or “clean” interviews based on research goals

Node List

Link List

Now off to Atlas.ti
Node and Link Numbering Scheme

NODE NUMBERING SCHEME

Interviewees 001 – 096
Names of People Mentioned in Interviews 100 – 299; 700-1100
Names of Churches 300 – 350
Church Denominations 351-370
Names of Organizations 400 – 450
Names of Businesses 501-599; 670 -699
Names of Schools 601 – 659

LINK NUMBERING SCHEME

Kin Relations 001-050
Friendship 051-060
Step 2: ATLAS.ti

- Assign interviews (.rtf) as Primary Documents
- Create Node Codes for people, places etc. Format: N_Last_First_ID
- Create Link Codes for relations Format: L_Link_Relation_ID
- Select quotation: Apply Node and Link Code

RP: I went to Furbringer Elementary, in fact we all went to Furbringer Elementary. (Laugh)
MultiNet
(Or other Social Network Software)

- Read in Nod.csv and Lin.csv files
- Analyze using Social Network Software

Etc.
“…Ruben and I were able to fit in both camps. We met with the brothers who wanted to burn and talked ‘em out of it. We met with the brothers who were mad, and we said, ‘If we use this energy together we can do much more.’ And Ruben and I were the guys, you know, that were able to do that. Because back then the Art Smiths and that group didn’t see eye to eye with Marsh and his group. “

Reverend R. Austin Interview
The Evolution of ATLAS.ti

Bridging the GAP
From Ego Network View to Whole Network View in ATLAS.ti

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<thead>
<tr>
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HENRY MARSH EGO NETWORK
SOCIAL NETWORK MAP OF TWO GROUPS
SOCIAL NETWORK MAP OF TWO GROUPS

From — — ——To—

LINK: "Zm\{Total\}B:" Normal
Evec 1 Eval 0.934
Evec 2 Eval -0.805
Evec 3 Eval -0.729
#Nodes = 50

support
1  Marsh
2  United Power
ATLAS.ti Network Views and SNA

Strength of Network Views in ATLAS.ti

- Thematic and Network Codes in Context
- Bridge Qualitative and Quantitative through Node and Links
- Quickly responds to end user and industry trends

Strength of Social Network Analysis

- Provides algorithm and statistical data to show clustering
- Automatically generates visual network maps based on Node and Link data
- Reciprocal relationships
New Directions for ATLAS.ti

- Statistical Analysis
- Automatic Drawing Feature
- Others…
Questions?

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