Network Genie User's Manual

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For additional copies of this manual, please visit the Network Genie website (https://secure.networkgenie.com), contact the Network Genie staff at support@networkgenie.com, or call 1-800-826-4539 x100 (toll free in the US), or +1-336-662-0090 x100 (outside the US).

Introduction

Network Genie (**https://secure.networkgenie.com**) is a web application that makes it easy and affordable for social network researchers and practitioners to design and manage social network projects. Four functions are included in the application:

(1) **Design network surveys and survey questions.** You can create surveys to assess social networks. A variety of novel social network survey data collection techniques are included that allow you to identify subgroups within networks, and collect rating, ranking, and sociometric information about network members. You can also add Person-Centered Items to surveys to collect data about the person making the ratings.

(2) **Manage social network projects.** You can use Network Genie to create and manage social network projects. The application supports projects conducted using complete networks (sociocentric) and egocentric networks. Projects allow you to link surveys to lists of names. Additionally, you can enlist colleagues as Team Members to help you with project management.

(3) **Collect social network data.** You can use Network Genie to collect social network data through online surveys. You can send participants e-mail invitations to get them started and monitor survey administration online. Data are stored on the Network Genie secure website.

(4) **Download and export data.** You can export your data from Network Genie to the social network analysis program of your choice. Several export formats are included to facilitate getting data ready for analysis. Data can be exported as a Comma Separated Value (CSV) file or to meet the specifications of four common social network analysis programs (InFlow, MultiNet, NEGOPY, and UCINet).

This manual is a practical guide to using Network Genie. We invite you to play with the application to your heart's content. You only pay when data are ready to analyze.

Acknowledgments

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Network Genie User's Manual

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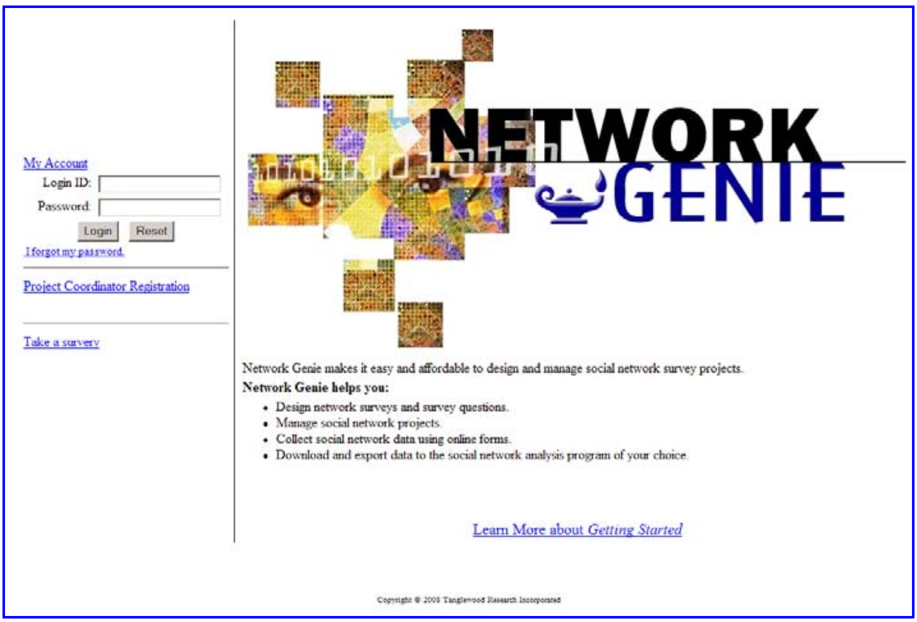
NETWORK
GENIE


My Account
Login ID:
Password:
Login
Reset
I forgot my password.
Project Coordinator Registration
Take a survery
NETWORK
GENIE
Network Genie makes it easy and affordable to design and manage social network survey projects.
Network Genie helps you:
Design network surveys and survey questions.
Manage social network projects.
Collect social network data using online forms.
Download and export data to the social network analysis program of your choice.
Learn More about Getting Started

Getting Started

Getting started with Network Genie is easy and only takes a few minutes. Pages 1 through 12 of the User's Manual are intended to be a brief tutorial about what Network Genie does and how it functions. Detailed instructions for using Network Genie start on page 13.

Like nearly all online services, you need to register to become a Network Genie user. Go to **https://secure.networkgenie.com/admin** and click on the hyperlink text that reads: I would like to register as a project coordinator. The information you need to provide is pretty standard: name, physical address, e-mail address, and telephone number. Pick a password. (Network Genie will remind you about your password via e-mail if you forget.)

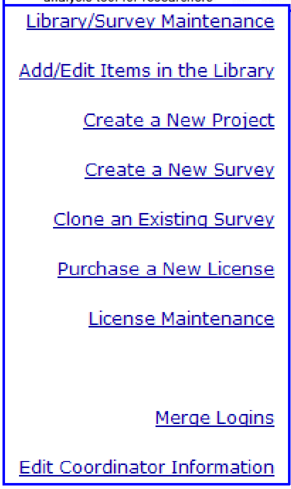
To become a registered user, you must agree to a few basic rules.

- Verify the personal information you are submitting is correct.
- Certify that you are willing to serve as the Project Coordinator for Network Genie projects. Once you are a Project Coordinator, you can invite others to become a Team Member to participate with you on the projects you design.
- Declare that you accept responsibility for paying for services. As you will learn later, a lot of what you can do with Network Genie requires no payment. It's only when you have collected data and want to look at it that you will be asked to pay.
- Certify that you accept legal responsibility for protecting human subjects' rights. As a Network Genie user, you – not Tanglewood Research – are responsible for satisfying any requirements for obtaining permission to collect data from survey participants or network members and for satisfying requirements for survey administration. If you are conducting research, this is your obligation whether you use Network Genie or not. We will do our part. Your data files will be kept safe, encrypted, and available only to those who have your permission to examine them.
- Agree to the online End Users' License Agreement, posted on the website at http://www.networkgenie.com/EULA.asp.

We encourage you to listen to the PowerPoint presentations found on the *Getting Started* web page. Click the View *Getting Started* Information link on the member login page to see available tutorials.

Network Genie Page Layout

Network Genie pages are divided into three sections: Header, Navigation Area, and Work Area.



Header. The header contains Genie's logo and buttons that can always be accessed to help you navigate or get help – Home, Resources, Help, Contact Us, and Log Out.

The bottom line in the header includes a crumb:

Your Name Home

Navigation. Each page contains a navigation area on the left side. There are hot links in this area that will direct you to various functions you can perform. Each link will take you to pages that will help you manage Network Genie activities. The links available in the navigation area change as you select tasks to complete.

Crumbs show you where you are in the application. For example, if you were to click on Create a New Survey, the crumb would change to be:

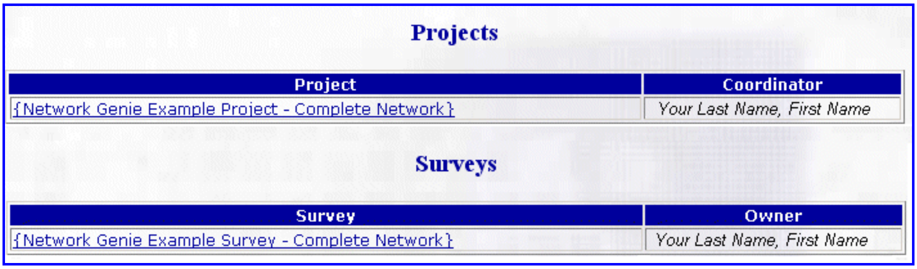
***Your Name* Home > Survey Main**

You can click on the underscored words to take you directly to the section you've pointed at. Crumbs are presented throughout the manual to help ensure you are looking at the right page.

Work Area. Each page also has a main task performance area to the right. This is where you will do your work and see the results. The work area for each tasks varies. Each work area is labeled (e.g., Library Main) and contains links or tasks to complete.

Examples

Network Genie comes pre-loaded with an Example Project and an Example Survey. This is what the work area of your home page will look like. All your projects and surveys will be listed. When you come into Network Genie for the first time, all you will see are the Network Genie examples.

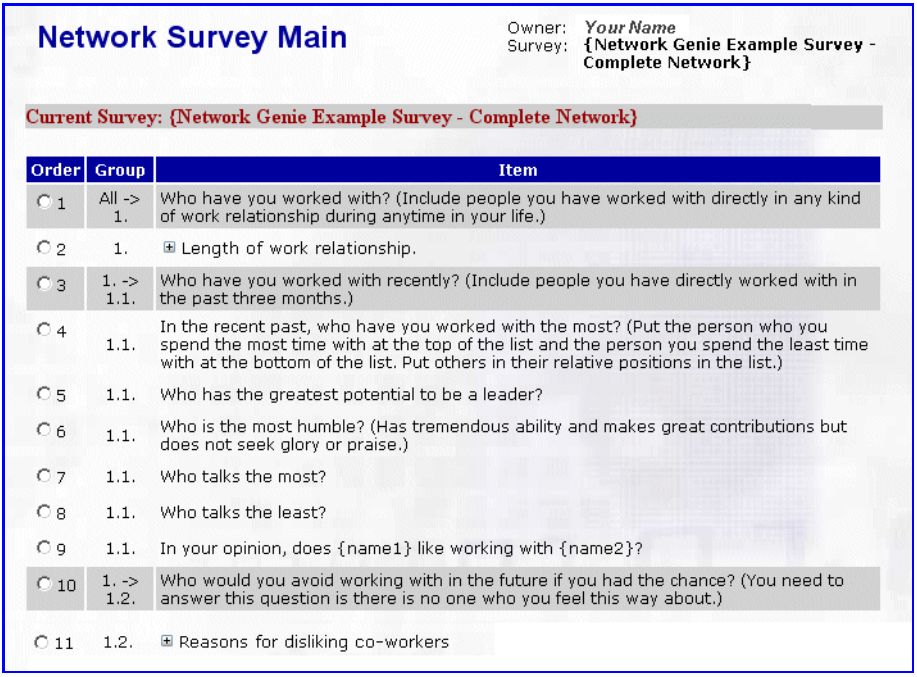


You open a project or a survey when you click on its name.

Looking at examples may be easiest to get to know your way around Network Genie. In this section of the User’s Manual, you will be given a brief tour to help you get a glimpse of what Network Genie can do.

Example Survey

Click on the Example Survey link, {Network Genie Example Survey - Complete Network}, and you will see this in the work area:



Network Survey Main

Owner: *Your Name*
Survey: **{Network Genie Example Survey - Complete Network}**

Current Survey: {Network Genie Example Survey - Complete Network}

Order	Group	Item
1	All -> 1.	Who have you worked with? (Include people you have worked with directly in any kind of work relationship during anytime in your life.)
2	1.	⊞ Length of work relationship.
3	1. -> 1.1.	Who have you worked with recently? (Include people you have directly worked with in the past three months.)
4	1.1.	In the recent past, who have you worked with the most? (Put the person who you spend the most time with at the top of the list and the person you spend the least time with at the bottom of the list. Put others in their relative positions in the list.)
5	1.1.	Who has the greatest potential to be a leader?
6	1.1.	Who is the most humble? (Has tremendous ability and makes great contributions but does not seek glory or praise.)
7	1.1.	Who talks the most?
8	1.1.	Who talks the least?
9	1.1.	In your opinion, does {name1} like working with {name2}?
10	1. -> 1.2.	Who would you avoid working with in the future if you had the chance? (You need to answer this question is there is no one who you feel this way about.)
11	1.2.	⊞ Reasons for disliking co-workers

The Example Survey is one you can play with if you wish. The Example Project (which we look at later) uses a locked copy of this survey; therefore, any playing you do here, will not affect the operation of the Example project.

A word about terms –

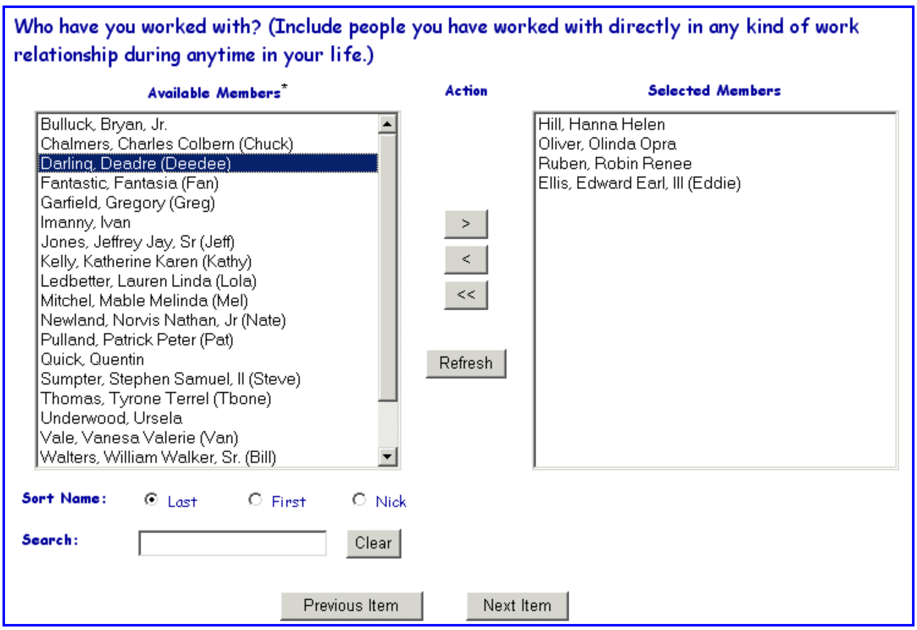
Network Genie is specifically designed to conduct social network analysis projects.

- The Network Genie manual uses the terms “ego” and “egos” to refer to the participant who is completing a survey.
- The terms “alter” and “alters” are used to refer to people in the participant’s social network.

There are several items and item types in the Example Survey. It does not contain an exhaustive combination of item types, but you can get the general idea of how surveys work.

Social Network Items

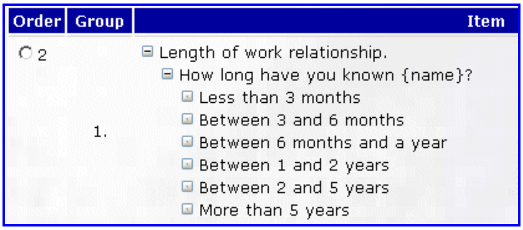
In the graphic on the prior page, there are three items printed over a gray background – Questions 1, 3, and 10. These are **Network Subgroup Identification** questions Items of this type allow egos to indicate subgroups of alters in response to questions, prompts or directions you provide in the item text. When these questions are asked of participants, they are presented like you see them on the screen shot that follows. The subject can double click on a name in the left hand column (like Deadre Darling) or highlight the name and use the > button to move the name to the list on the right.

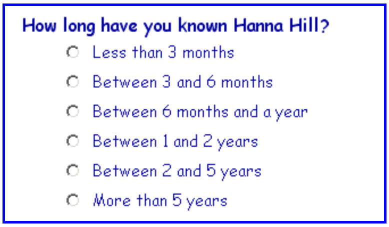


Your survey can be organized to nest subgroups. Question 1 moves selected alters from All (entire complete networks) to SubGroup 1 (the subgroup consisting of alters the ego had worked with sometime during his or her life). Question 3 identifies alters who were part of SubGroup 1 (ever worked together) to become alters in SubGroup 1.1 (the subgroup consisting of alters the ego had worked with recently). Question 10 identifies members who were part of SubGroup 1 (ever worked together) as part of SubGroup 1.2 (alters the ego did not want to work with in the future).

Network Genie allows you great flexibility in moving in and out of nested subgroups. You can ask questions about everybody or about only alters you are interested in based on some criterion. Later we will give you ideas about how to develop and use Network Subgroup Identification items effectively.

Item 2 is a different type of question, a **Social Rating** item. When the ⊞ is clicked, the elements of the item expand as in the graphic below on the left. The left graphic shows what you would see as a Project Coordinator as you design surveys.





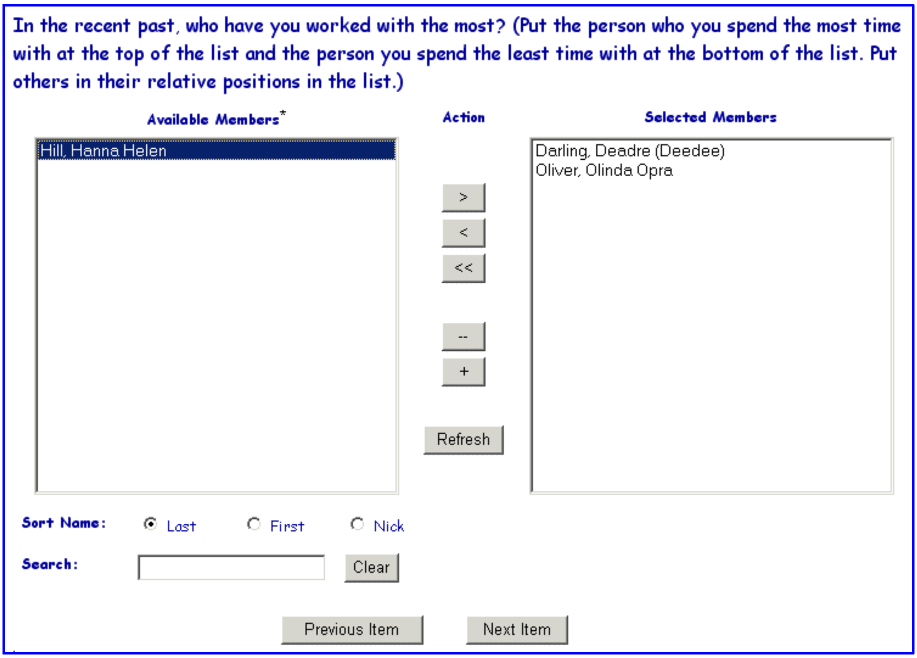
The graphic on the right shows how this type of item works. This view is what a participant completing the survey would see. The token {name} is replaced with “Hanna Hill.” Hanna was the first person in Subgroup 1. There will be other questions that ask about Olinda Opra Oliver, Robin Renee Ruben, Edward Earl Ellis III (Eddie), and Deidre Darling (Deedee). Only alters selected to be in SubGroup 1 will be included when this item is presented.

There is another Social Rating scale in the survey, the last item, Item 11. Can you tell which subgroup of alters this item will address? This item will include members of SubGroup 1.2. These were alters who the ego had ever worked with (not just the group the ego had worked with recently) who the ego said he or she would not want to work with in the future. One of the unique features of Network Genie is that it allows you to nest and un-nest subgroups of alters.

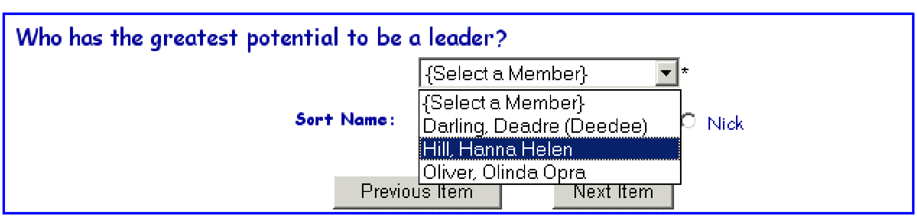
Social Rating items are valuable for helping identify the strengths of relationships between egos and alters. Results are stored as weights that are associated with each alter in the ego’s network.

The third type of item in our Example Survey is a **Social Ranking** item. Items of this type prompt the ego to list alters in rank order as indicated in the item text.

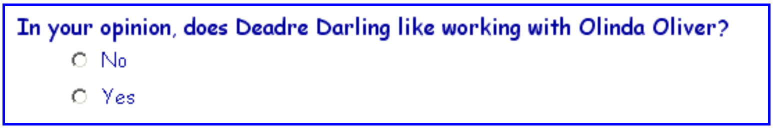
The ego needs to move all subgroup members from left to right making sure they are in a preferred order. Participants need directions about how to order the people on the list. As with Social Rating items, Social Ranking item results are stored as weights reflecting the order of the alter in the list. Here is how the question appears to survey participants:



The Example Survey has four **Social Nomination** items – items 5, 6, 7, and 8. Social Nomination items ask the survey participant to select only one person from the active subgroup. Egos select alters from drop down lists. The ego in our example is about to select Hanna Hill as the one person in SubGroup 1.1 who has the greatest potential to be a leader.

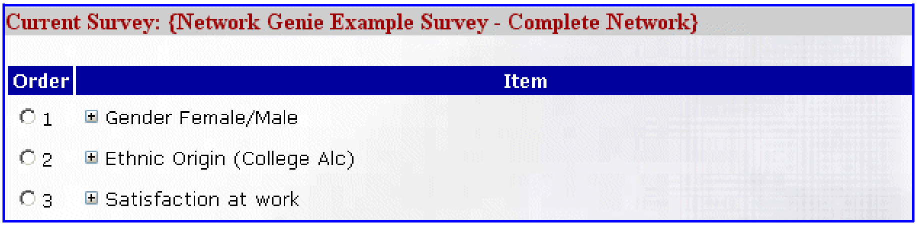


There is one last type of item in the Example Survey, the **Social Peer Perception** type. Participants can answer Yes/No questions about how each alter views every other alter.



Person-Centered Items

Network Genie allows you to ask Person-Centered Items as well – questions about who egos are, what they do, and what they think. Click on the top option in the left-hand navigation area, the one that reads: Person-Centered Items. The workspace on the page should now look like this:



You can toggle between Person-Centered and Social Network Items by clicking the top link in the navigation area.

Person-Centered Items can be created by Network Genie users. When you create an item of your own, it is stored in a private library. There is also a growing public library. The second item, *Ethnic Origin* came from the public library and was originally created for a project called “College Alc.”

All Person-Centered Items have multiple-choice response categories. Results are stored with weighted values.

Example Project

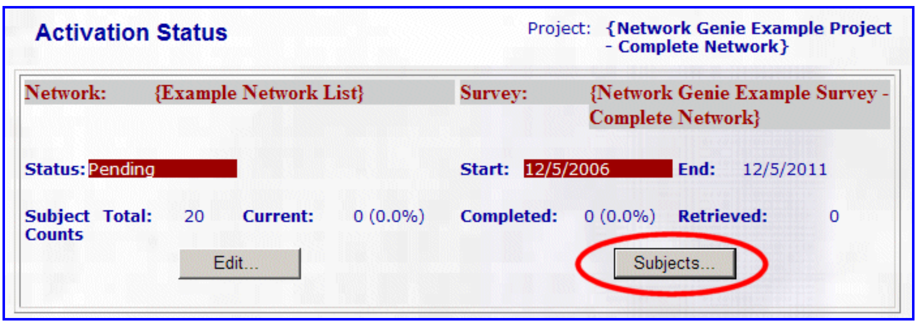
Now that you've seen the Example Survey, it's time to take a tour and see what the Example Project is all about. Our tour will demonstrate some of the valuable features included.

Administering Surveys

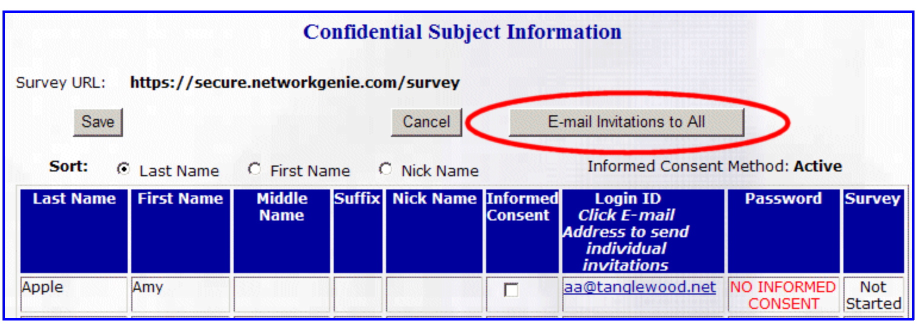
Getting survey data from people is what Network Genie is all about. Surveys are administered over the Internet using our secure website.

To demonstrate how easy this is, From your home page, click on {Network Genie Example Project - Complete Network} in the Projects list. This will bring up the Project Main page (**Home > Project Main**).

- In the navigation area, click the link that reads: Administer/Activate Surveys.
- In the work area, click the "Subjects" button.



- On the "Subject Information" page (**Home > Project Main > Activation Status > Subject Information**) that comes up, click the "E-mail Invitations to All" button.

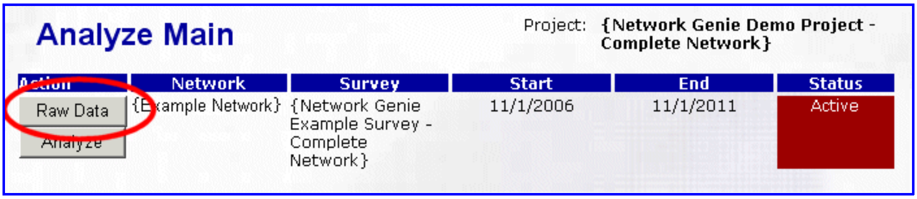


You should receive an invitation to complete the online Example Survey by e-mail. Be sure you can receive e-mail from mailerdaemon@networkgenie.com. You may want to take the survey yourself!

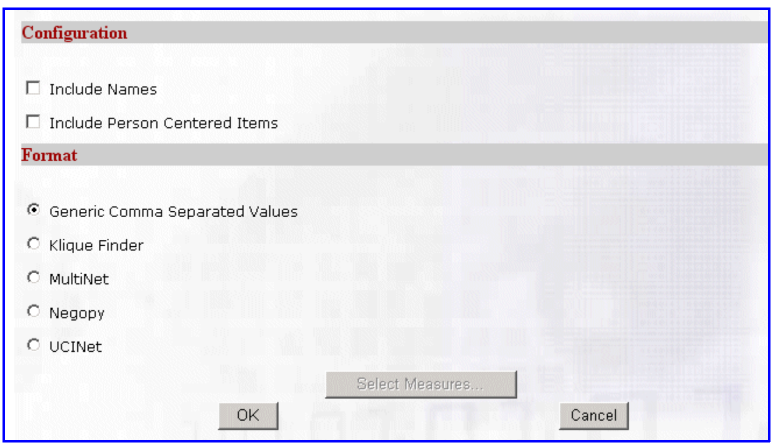
Retrieving Data

So, what does this get you? Imagine you've designed a survey, created a project, and gathered data. Network Genie is designed to do yet another thing – allow you to retrieve data and export it in a format that is useful to you.

From the "Project Main" menu, click Analyze Survey Results.



Click the "Raw Data" button. This is what you will see:



The Example Project provides you with an example database. The Example Project data can be downloaded into several standard data formats. Each option creates files that you can then import using the social network analysis program of your choice. Go ahead! Try it!

What the Example Has Demonstrated

This example does not show you everything Network Genie can do, but you get the idea. Network Genie is designed to make conducting social network survey projects easy. You can:

- Design network surveys and survey questions.
- Manage social network projects.
- Collect social network survey data.
- Retrieve data and export formatted data to the social network analysis programs of your choice.

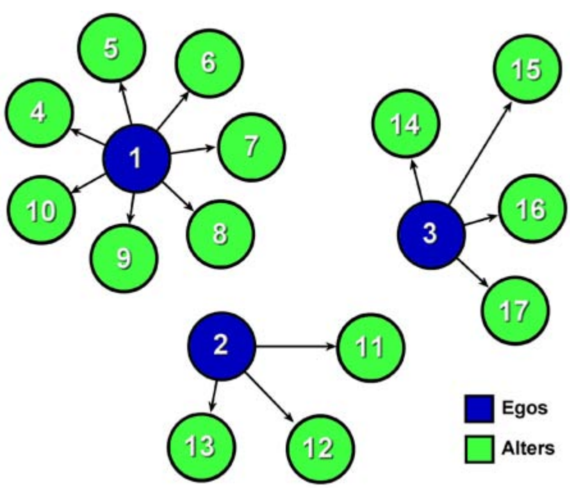
The remainder of the User's Manual is designed to help you answer the detailed questions you may have about how to use Network Genie in your social network projects.

Network Types: Egocentric, Complete, or Hybrid

Network Genie distinguishes between three types of social network data: Egocentric Networks (Personal), Complete Networks (Sociocentric), and Hybrid Networks (Snowballs). We thought it might help to specify what we mean in the Network Genie User's Manual.

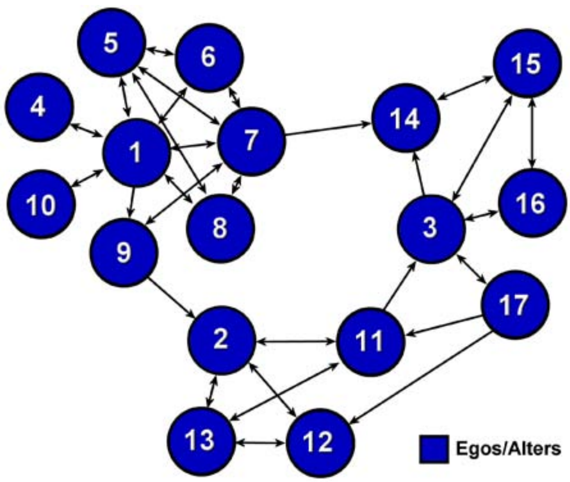
Egocentric (Personal) Networks

When alters are not known in advance, the network type is egocentric. An ego generates a list of alters in the process of completing the survey. For example, if a network analyst was interested in the breadth of social support provided by someone's social network, it would be appropriate to ask questions in a way that not only included co-workers and family members, but far-flung friends as well; people not likely to be known in advance. Each ego creates a network that is independent of all other egos' networks. Data collected about multiple egocentric networks are not connected to each other. In the example below, there are only three egos (nodes 1, 2, and 3). All others are alters about whom the egos describe relationships.



Complete (Sociocentric) Networks

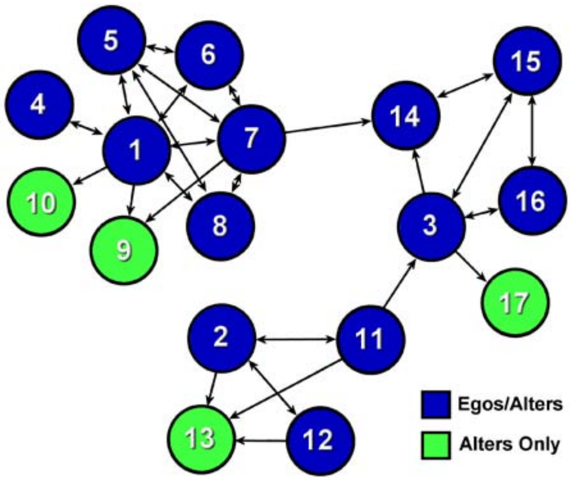
When all members of the network to be examined are defined in advance, the network type is complete or sociocentric. For example, the network analyst may know the names of all people in a company, in a school, or in any other type of formally organized group. Because names are known in advance, survey participants – the network members themselves – can be asked to identify others with whom they have a relationship or with whom they interact. In a complete network all members are both egos and alters. In the example that follows, all nodes are both egos and alters and links can therefore be specified between any and all of them.



Hybrid (Snowball) Networks

It is possible to create and use what we refer to as a hybrid network. These networks start as complete networks and then expand based on the addition of alters as egos complete surveys. Respondents (egos) who complete surveys will view the entire list of alters, including those who were added prior to when they started the survey. The alters added by egos do not automatically become egos themselves – they are not automatically invited to take the survey. Thus, ego-entered alters will only have inbound links.

In the example that follows, three respondents (nodes 1, 2, and 3) each added alters, expanding the complete network to include four additional nodes (9, 10, 13, and 17). Other respondents were subsequently allowed to establish links between these added alters, but these alters were not included as egos.



Instructions about how to create hybrid networks are provided on page 20. A discussion of issues related to hybrid and snowball networks begins on page 66.

Manual Organization

The User's Manual is devoted to providing you with detailed instructions about how to use Network Genie. There are several things to keep in mind as you use this application.

Lock Down

Network Genie includes safeguards that help you protect the integrity of your work. Network Genie keeps track of what you have completed. As you progress from one logical step to the next, the prior step gets locked down. In certain instances, Network Genie prevents you from altering some elements that, if modified, would harm the integrity of the project. For example, deleting a survey item after participants had started taking the survey would invalidate the data. In the application, buttons are typically grayed out or hyperlinks removed when a lock is in place. In the manual, lock down will be highlighted with this symbol:

There are times when you will be allowed to unlock prior steps. When you are allowed to do this, you will receive a warning from Network Genie. You can cancel the step if you think it is unsafe to proceed.

Restrictions

There are certain restrictions that are placed on some elements of work completed by Network Genie. If there is an important restriction that you must know about and observe, it will be highlighted with this symbol:

Helpful Hints

There are occasional helpful hints that we think will make your use of Network Genie easier or safer. These hints will be highlighted with this symbol:

General Functions

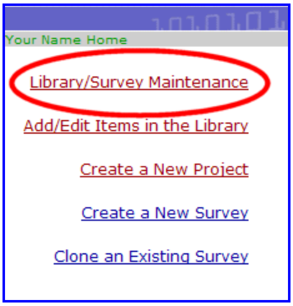
Your home page will contain several navigation links on the lefthand side of the page. If you are a Project Coordinator, you will have access to all of these functions. If you are a Team Member, only functions for which you have been granted permission will be available.

- Library/Survey Maintenance – available to Project Coordinators and Team Members assigned the privilege of Librarian
- Create a New Project – available only to Project Coordinators
- Create a New Survey – available to Project Coordinators and Team Members assigned the privilege of Librarian.
- Clone An Existing Survey – available to Project Coordinators and Team Members assigned the privilege of Librarian.
- Edit Coordinator Information – available only to Project Coordinators.

When you work in Network Genie, you have a choice. You can start working with Projects, Surveys, or Library Items. Until you are familiar with the tools at your disposal and have completed a project or two, it may make sense to start your work in the Library to develop measures, then work in the Survey section to put measures into a survey for collecting data, and then move to the Project section to create networks and activate surveys to begin collecting data. We present instructions in this order.

Detailed Instructions

All about the Network Genie Library

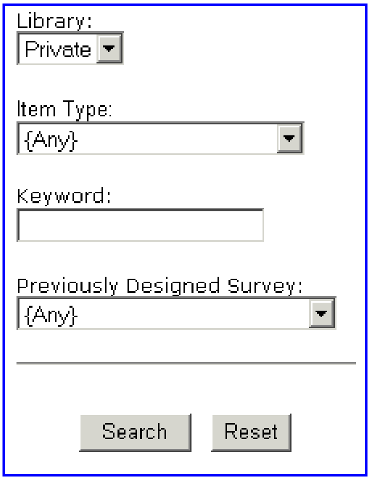


Network Genie includes a library in which public and private items are stored. Get to the library from your home page. The public section of the library includes items the Network Genie team has approved for general use. The private section of the library includes items only accessible to you and your team.

The library is divided into Social Network and Person-Centered sections. The Social Network section of the library includes items specific to egocentric networks and complete networks. The Person-Centered library on the other hand includes questions you may wish to ask about the participants themselves, the egos, such as demographic items or items that assess the ego's behavior and attitudes.

When you create Person-Centered Items or Social Network Items, Network Genie automatically adds them to your private library, where they will remain in perpetuity.

Other than the Project Coordinator, only a Team Member who has been delegated Librarian privileges can create surveys.



The goal of the library is to help you build surveys efficiently. The library can help you find and incorporate items already used so that you don't have to reinvent the wheel.

You can search both public and private libraries for items. You can use item type, key word (words in a scale name or words in an item), or previously designed surveys to help you search. This can be especially helpful once you have items in your private library. Because libraries can be large, it may take a minute or so for results to appear. Monitor the progress bar on your browser to ensure the search has been started.

Types of Social Network Items

Network Genie provides a repertoire of tools for collecting data about social networks that make it easy to use to get the information you want. This includes several types of Social Network Items. Most were introduced in the Example Survey. Each will be described in detail below.

Egocentric Subject Identification

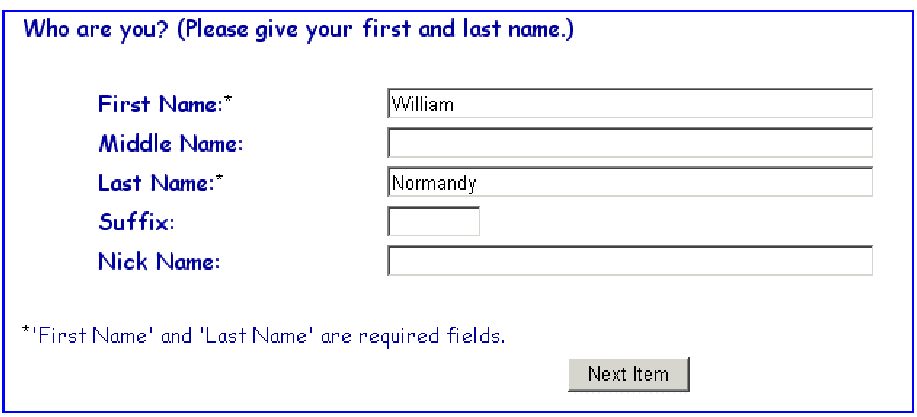
Inclusion of this item type is what makes a survey egocentric. In fact, you cannot use this item type with complete network surveys or in complete network projects. It can only be used in egocentric network surveys.

These items ask the participant to give his or her name. This is a required item type if you are conducting an egocentric survey and will be automatically placed first in the survey.

You can use any text you wish. You can ask for names. If you wish to allow your participants to remain anonymous, you might consider giving instructions such as:

> Who are you? (You can use a fake name if you want to remain anonymous, but you should include a fake first and last name.)

When the participant views this question, the text will be displayed as you have written it and Network Genie will add in First Name, Middle Name, Last Name, Suffix, and Nick Name text fields automatically to look like this:


Who are you? (Please give your first and last name.)

First Name:* William
Middle Name:
Last Name:* Normandy
Suffix:
Nick Name:

*'First Name' and 'Last Name' are required fields.

Next Item

Egocentric Network Identification

These items ask the participant to provide a list of alters – friends, peers, coworkers, relatives – and is a required item in any egocentric network survey you create. You may also add items of this type to complete network surveys, which will transform the network into a hybrid of complete and egocentric (see page 14).

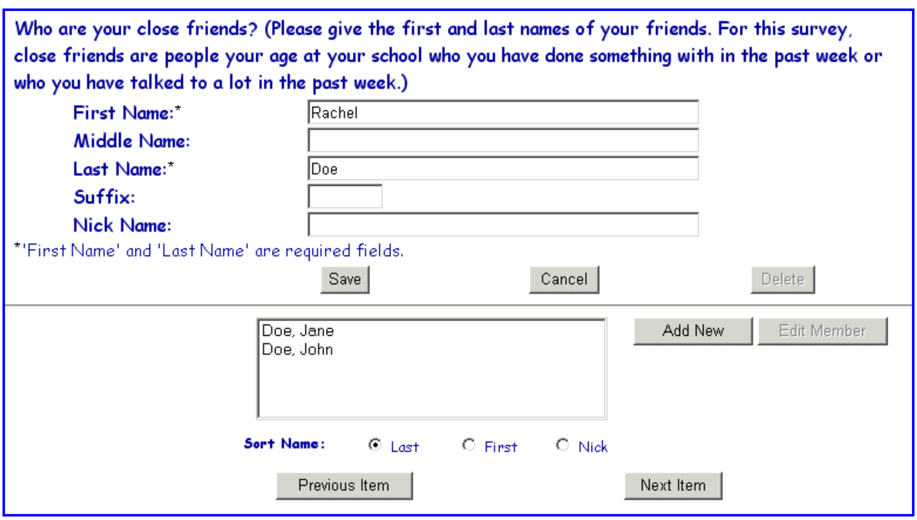
Warning: If you add an Egocentric Network Identification item to a complete network survey, all respondents who subsequently complete the survey will see these new network members in the list of possible network members.

Remember that those network members added by respondents will be added only as alters, not as egos. In analysis, these nodes will only have inbound links. See page 66 for help in working with hybrid networks.

You can use any text you wish, such as:

Who are your close friends?

When the participant views this question, the text will be displayed and Network Genie will add in fields for First Name, Middle Name, Last Name, Suffix, and Nick Name automatically to look like this:



Who are your close friends? (Please give the first and last names of your friends. For this survey, close friends are people your age at your school who you have done something with in the past week or who you have talked to a lot in the past week.)

First Name:* Rachel
Middle Name:
Last Name:* Doe
Suffix:
Nick Name:

*'First Name' and 'Last Name' are required fields.

Save Cancel Delete

Doe, Jane
Doe, John

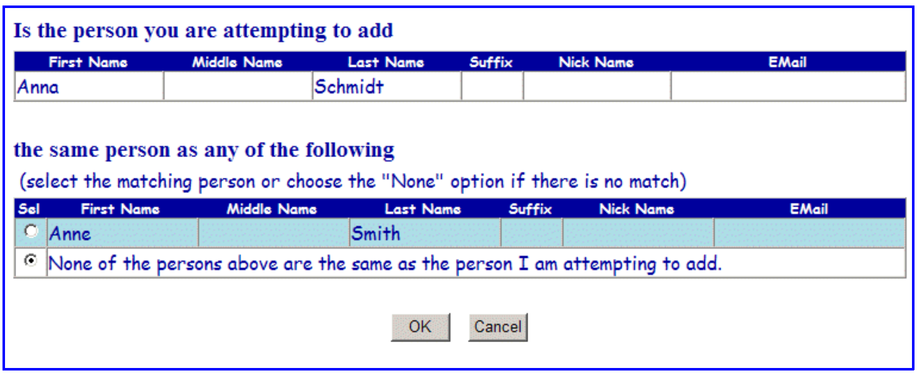
Add New Edit Member

Sort Name: Last First Nick

Previous Item Next Item

Note that the survey administration screen is divided into two sections. Participants add names in the top section and click the “Save” button to move them to the bottom. They can accumulate as many alters as they wish.

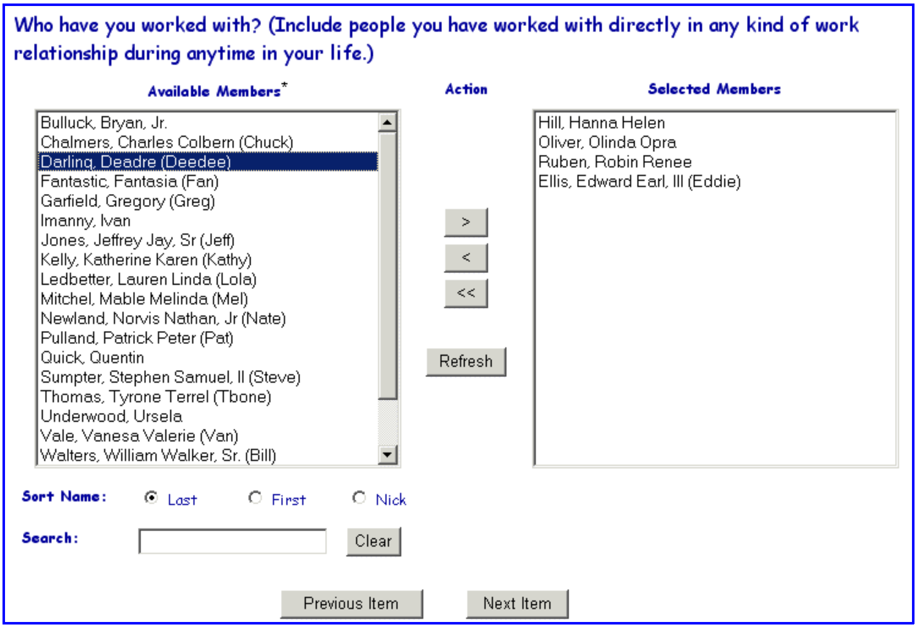
As names are added by participants, Network Genie includes a process for checking new names against previously entered names. The purpose of this – not an exact science – is to attempt to ensure that new names haven’t previously been entered. Egocentric data entry holds with it the potential for participants to misspell or use alternative spellings of names. This cannot be eliminated entirely because names and nicknames do ofttimes have quirky spellings. Nonetheless, participants are given the opportunity to chose whether a name they enter for an alter matches any name previously available as part of the network.



Network Subgroup Identification

These items ask the participant to select from a list of alters – friends, peers, coworkers, relatives, anyone who is listed in a social network. Therefore, items of this type allow you to identify a subset of alters selected from a network. Questions can be asked anyway you wish. (Learn how to order and nest subgroups beginning on page 39.) You can ask Network Subgroup Identification items in both egocentric network surveys and complete network surveys.

As in the example that follows, participants move names from the left box to the right box when selecting alters who belong to subgroups.



Note that there are two search options, one that allows alphabetical ordering by last, first, or nickname and one that allows the participant to type in a name. These will always be available to participants, so large lists can be easily navigated.

Your participants can move names back and forth between the *Available Members* and *Selected Members* boxes as long as they are on this page. When they click "Next Item," Network Genie will lock the *Selected Members* list. If they wish to return to add or delete names in their list, they will be warned that answers to any questions they have already answered about this subgroup will be erased.

The database created from answers are represented as binary values. Alters included in the subgroup are represented with 1s; excluded alters are represented with 0s.

Social Rating

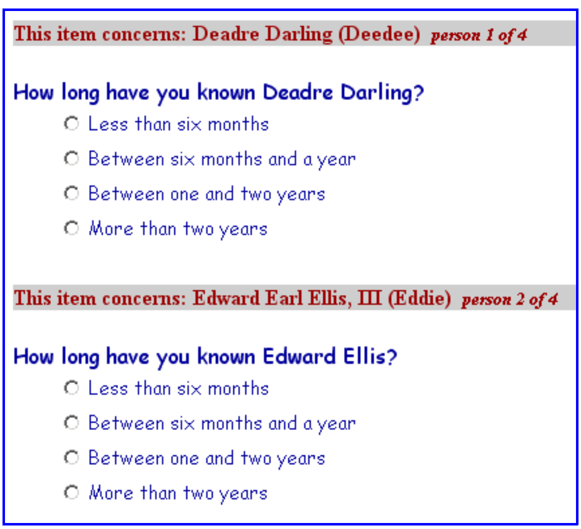
Rating items are among the most common type of item used in business and social science. In social network surveys, these items require participants to make ratings about alters in their network or network subgroup. Each Social Rating item will have a question or a statement that is associated with multiple responses from which a participant is expected to select one answer.

You can ask Social Rating items in both egocentric network surveys and complete network surveys.

There are three item response options available to users in designing surveys. These include: Classic Response, Matrix Response, and Text Response versions.

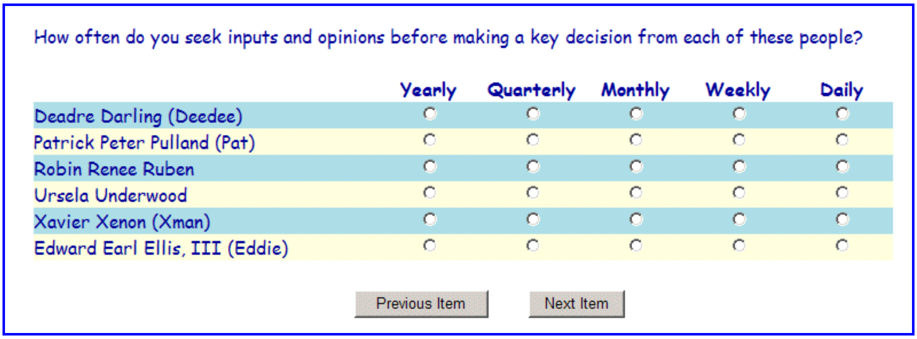
The **Classic Response** version embeds alters' name in item text using a name token – {name} – and respondent chooses responses from a list of radio buttons. Item text and response choices repeat for each alter.

Network Genie substitutes names of alters who were members of the just preceding subgroup for the token {name}. If no Network Subgroup Identification has been used, all alters are included. Thus, when Social Rating items are asked of participants, they get the same question about all alters within the network or their network subgroup on one web page, as in the example that follows:

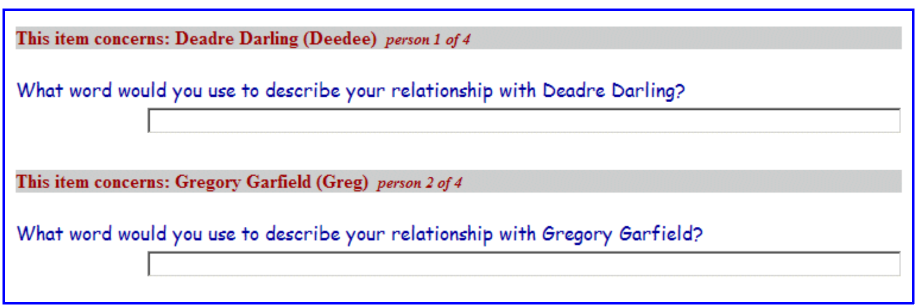


Survey participants need to scroll down the page to see names that are not visible. The "Next" button – used to move to the next question – is located at the bottom of each page.

The **Matrix Response** version presents item text once followed by a list of alters in the left hand column with responses for each alter in columns that follow to the right. Responses are presented as radio buttons, allowing only one (but requiring one) response for each alter. In the matrix response, no token is used.

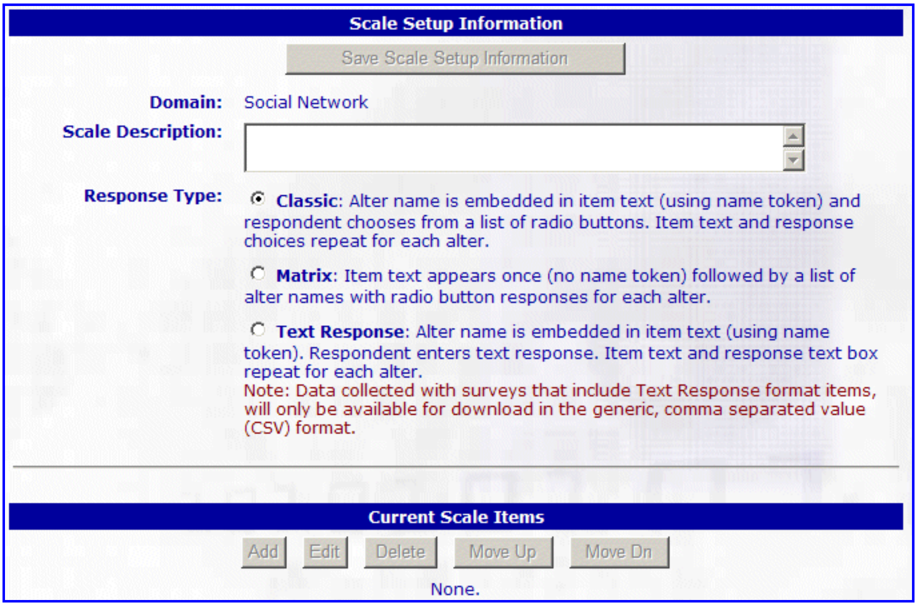


The **Text Response** version embeds each alters' name in the text of an item using the name token – {name}. Respondents enter text responses. Item text and response text box repeat for each alter.



Data collected with surveys that include Text Response format items, will only be available for download in the generic, comma separated value (CSV) format. (This excludes being able to export in other formats – InFlow, UCINet, NEGOPY, and MultiNet.)

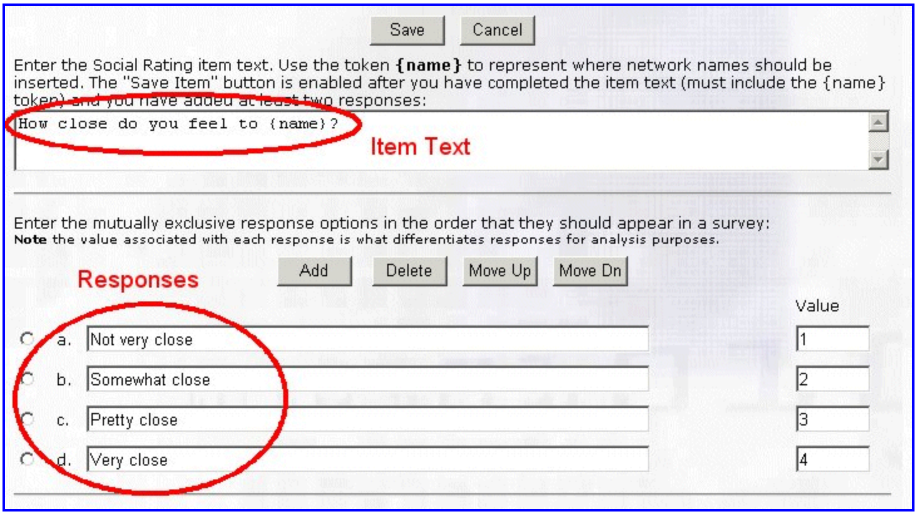
No matter which response type is selected, when creating a Social Rating item, you first give the scale a name. You must also define which response type will be applied to all questions in the scale. Note that the Classic type is the default.



Once the scale and response type are defined, you then add the item text and then, for each question involving Classic or Matrix Response types, add possible item response options.

Questions using the Classic Response and Text Response formats need to be worded with the token {name} somewhere in the question. The Matrix response format uses no token.

Responses each get a weight – the "Value" noted in the column next to each response in the example that follows. Values, not response text, are recorded when data are collected. Network Genie provides default item weight values for each response that begin at 1.0 and increase incrementally as integers.

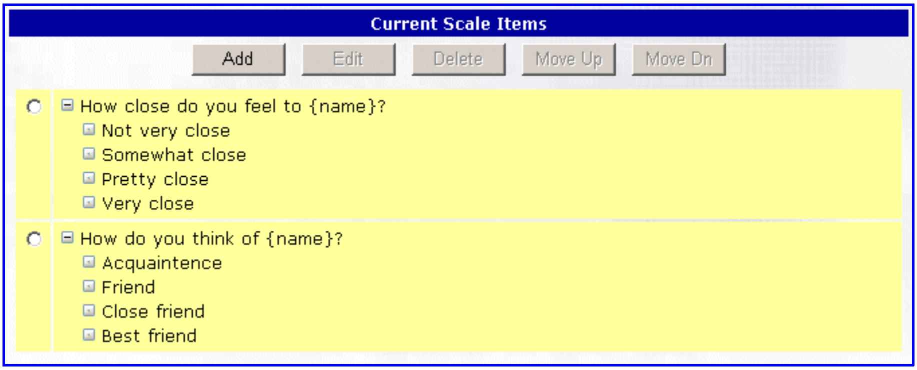


You can enter any real number (positive and negative numbers with decimals) in the item weight (Value) field. If you wish to have non-linear values or values that are not integers, you can edit the values response-by-response. For example, you may wish to reverse code responses. If you enter responses in a low-to-high order, you can click on the radio button next to each response and move it up or down until you have responses in the order in which you want. If you move an item up or down, its original value will track with it. Thus, to reverse code responses, either move the item response using the move buttons, or change the values in the item “Value” field.

Participants cannot move forward if data about any alter is missing.

If you wish to allow missing data, you will need to add a response such as “I don’t know” or “Skip this person.” You will need to define the value of this response as missing prior to analysis.

Network Genie places Social Rating items into scales. If you wish to have only one item in a scale that is acceptable; however, it is also possible that you may want to include multiple questions within a Social Rating scale. For instance, consider the following example:



In this case, two questions are included in a single scale. Data are available for analysis item-by-item. Including multiple questions within a scale is for your convenience only. If you always want to ask items together, this may simplify survey creation.

Participants' responses to Social Rating items are represented by the values assigned as weights. Alters not included in subgroups are represented with a missing value (e.g., "^" in NEGOPY, "na" in UCINet, etc.).

Social Ranking

You can ask Social Ranking items in both egocentric network surveys and complete network surveys. Ranking items ask participants to put alters in order based on some high-to-low or low-to-high prioritization scheme. For instance, if asked,

> "Who have you known the longest?"

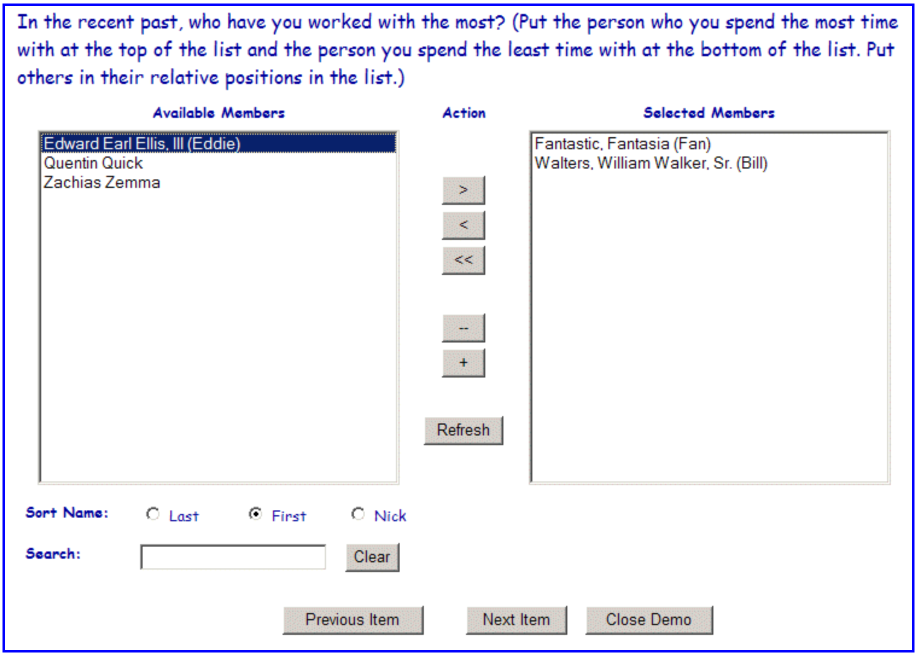
participants would be required to put each alter in order, putting the person known longest at the top of this list and the person with whom they are most recently acquainted at the bottom of the list.

It is important to let participants know which order (high-to-low or low-to-high) you are looking for.

A parenthetical explanation is helpful, such as:

(Put those you have known the longest at the top of your list.)

A survey rule is applied to Social Ranking questions. When surveys are administered, participants are barred from going to the next question until all names have been moved from the box on the left to the box on the right.



It is wise to use Social Ranking items only when alters in the network have been reduced in number to what should be a relatively small subgroup.

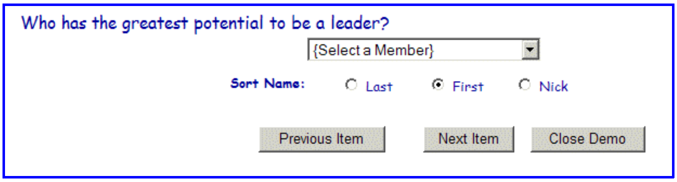
Output for Social Ranking items is the ordinal rank, with the first alter in the list being assigned a value of 1, the second alter a value of 2, and so forth to the end of the list. Alters not included in the network subgroup get values of 0 (zero).

Social Nomination

This type of item asks participants to nominate one and only one alter from within their network or network subgroup. Social Nomination items ask for the identification of just one alter. Typically, these questions ask the participant to select a network member who exemplifies a specific attribute – leadership, humor, good looks. Questions usually include superlatives such as *most, best, least*, or *worst*.

This type of item has a specific use. If you are looking for nominations for leadership positions, or wish to get additional information about exemplars of a specific attribute, Social Nomination items can be useful.

Responses consist of network members (based on the latest Network Subgroup Identification item or the whole network if a Network Subgroup Identification item has not been asked) whose names are presented in a drop-down list. (Learn how to order and nest subgroups beginning on page 39.)



Results of these items are binary. The selected alter receives a value of 1. All others receive values of 0 (zero).

Social Peer Perception

This item type asks egos about the perceptions of how their alters relate to each other. Items can be asked in egocentric network surveys and complete network surveys.

We suggest using these questions sparingly and limiting the use of questions to the smallest possible network subgroup participants create.

Social Peer Perception items are asked of each ordered pair of alters and the number of questions expands geometrically (N × (N-1)). Thus, with 3 alters in the subgroup, the ego will have to answer 6 questions. With 5 alters in the subgroup, the participant will have to answer 20 questions. With 10 alters, the respondent will answer 90 questions. There are times when such information is needed – and Network Genie has a way for you to get it.

Questions need to be worded with the tokens {name1} and {name2} presented somewhere in the question. The order of placement of each token does not matter.

Network Genie substitutes names in the just preceding subgroup (or all names if no Network Subgroup Identification item has been asked) for each token {name1} and {name2}. All alters serve as target peers for all other alters. Thus, as in the example that follows, the participant will be asked to estimate how Edward Ellis feels about Fantastic Fantasia as well as how Fantastic Fantasia feels about Edward Ellis.

This item concerns: Edward Earl Ellis, III (Eddie) and Fantasia Fantastic (Fan) *combination 1 of 20*

In your opinion, does Edward Ellis like working with Fantasia Fantastic?

- (•) No
- ( ) Yes

This item concerns: Fantasia Fantastic (Fan) and Edward Earl Ellis, III (Eddie) *combination 5 of 20*

In your opinion, does Fantasia Fantastic like working with Edward Ellis?

- (•) No
- ( ) Yes

Responses are automatically generated and are limited to “No” and “Yes.”

Be sure to word questions so that, in cases where Alter 1and Alter 2 are not in each other’s network, survey participants know how to answer. For example, consider this question:

> Does {name1} like {name2}?

If Alter 1 does not know Alter 2, you may have confused participants. A better way of framing such a question might be:

> Does or would {name1} like {name2}?

or

> If {name1} and {name2} were to spend time together, would {name1} like it?

You can use the {name1} and {name2} tokens multiple times.

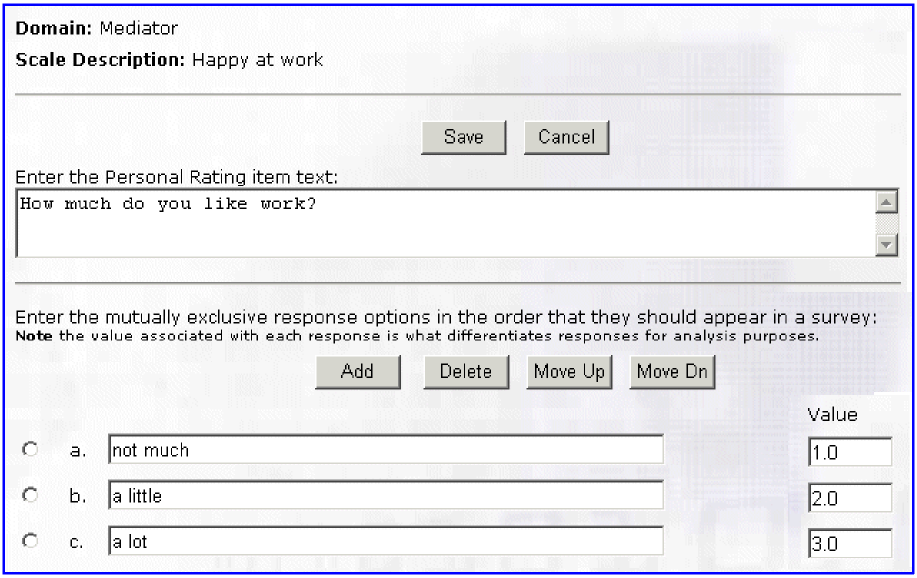
Participants cannot proceed until all combinations of alters have been rated.

Results from participants’ answers to these questions are stored as 0 (zero) for “no” and 1 (one) for “yes.” Alters who were not included in the subgroup are given missing values (e.g., “^” in NEGOPY, “na” in UCINet, etc.).

Person-Centered Items

When you want to know about the participant – the egos – Network Genie provides you with a practical way to ask questions.

Person-Centered Items available for use in Network Genie are all of the same format – a question or statement followed by possible item response options, from which the participant is asked to select only one valid response.



Person-Centered Items are embedded within scales. Because of this, you first create the scale and save its description, then create items in the scale, then, item-by-item, add response categories. Note that, as in the example, each response category has a value. You can add as many items and responses as you wish to a scale.

You can enter any real number in the item “Value” field. If you wish to have non-linear values or values that are not integers, you can edit the values response-by-response. For example, you may wish to reverse code responses for a given item. If you enter responses in a low-to-high order, you can click on the radio button next to each response and move it up or down until you have responses in the order you want them to be presented. If you move an item up or down, its original value will track with it. Thus, to reverse code responses, either move the item response using the move buttons, or change the values in the “Value” field.

Because of our history in survey item development, the Person-Centered library has a large public section that includes scales used primarily in research on adolescent health behaviors – sex, drugs, fighting. However, this library may also include scales of general interest. More scales and items will be added as survey items in the public domain are incorporated.

When you create Person-Centered Items, you will be asked to classify the question. For convenience, Person-Centered Items are organized into domains. We give you four to choose from – Demographic, Behavior, Mediator, or Unfiled.

Demographic items ask questions about who the participants are. So, questions about gender, age, ethnicity, race, language spoken, position or tenure in an organization, political affiliation, and socioeconomic status are all demographic topics.

Behavior topics focus on what the participants do. Do they smoke? How many hours a week do they work? What functions do they perform in their job? How much time do they spend on the phone? These all fall within the Behavior domain.

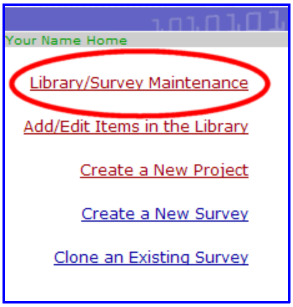
Questions that fall within the *Mediator* domain ask about attitudes, skills, personality, beliefs, and values. So, for example, self-esteem, tendencies to use rational versus impulsive decision making, attitudes toward work, and perceived acceptance by a group are all questions that would be classified as mediators.

If you are unsure, you can keep an item in the *Unfiled* domain.

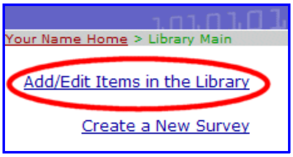
If your scale is designed as a test of knowledge, you can give the correct answer a value of 1.0 and incorrect answers values of 0.0.

Editing and Deleting Items

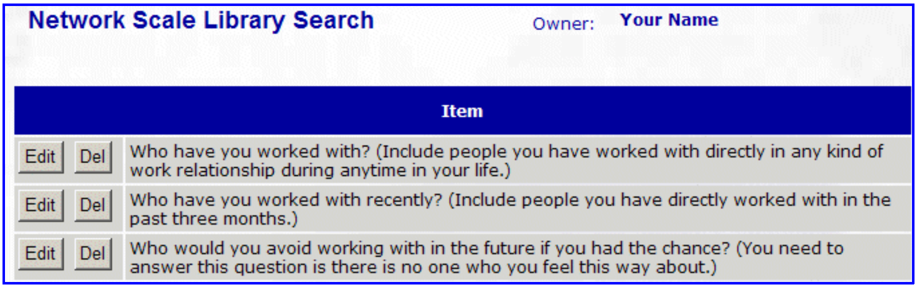
You can edit and delete Social Network and Person-Centered Items. First, use the Library/Survey Maintenance link in the navigation area to go to the Library. You get there from your home page.



Once you are on the "Library Main" page (**Home > Library Main**), click the Add/Edit Items in the Library link to get to a search page (**Home > Library Main > Network Scale Library Search**). Note, the default lets you search for Social Network Items. You can toggle with the link at the top of the page in the navigation area to get you to Person-Centered Items (**Home > Library Main > Network Scale Library Search > Person-Centered Scale Search**).



Once you have searched for items, click the "Edit" button to change item details or the "Del" button to delete the item.



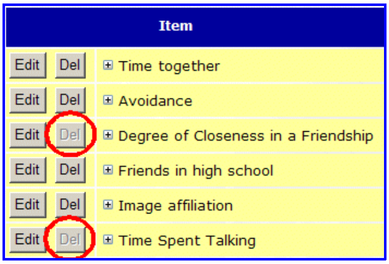
Network Scale Library Search Owner: Your Name

		Item
Edit	Del	Who have you worked with? (Include people you have worked with directly in any kind of work relationship during anytime in your life.)
Edit	Del	Who have you worked with recently? (Include people you have directly worked with in the past three months.)
Edit	Del	Who would you avoid working with in the future if you had the chance? (You need to answer this question is there is no one who you feel this way about.)

When you are finished, click the "Save" button. If you wish to cancel your work, click the "Cancel" button.

Delete Lock: Once an item has been used to collect data from a survey participant, Network Genie will lock the item and not allow it to be deleted from the library.

When an item is "delete locked," the "Del" button will be deactivated and will appear grayed out. In the example to the right, two items ("Degree of Closeness in a Friendship" and "Time Spent Talking") have been administered to at least one participant and cannot be deleted.



Edit Lock: Network Genie will lock an item so that you can no longer edit it after an activation is closed.

You can edit items – even after data collection has begun – up to the point at which at least one activation's end date has passed. (See page 59 to learn more about how surveys are activated and how activations are closed.) As long as an item is not locked for editing, use the edit feature to make minor corrections to surveys in order to fix misspelled words or correct the wording of a question. You can change response categories and values.

You should note that editing items after data collection has begun may cause data collected before and after the changes to be non-comparable.

For example, if you added a response category, participants who provided answers before the change would not have access to the new response. Your analysis of data that included both versions would be flawed. Similarly, if you change the text, the meaning of participants' answers may be changed. If you edited "Who do you like?" to read "Who do you not like?" the analysis would be flawed.

When an item has become locked for editing, the "Edit" button for that item will be disabled and it will appear grayed out. The lock protects the items from having two forms that might confuse analysis.

If you wish to change the item after it is locked, consider recreating the contents by cloning it into a new item and using that item from then on.

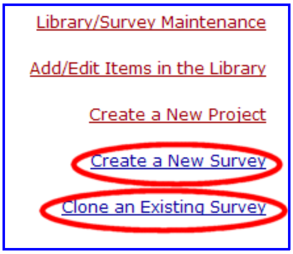
All about Surveys

Once items are developed, creating surveys is easy. You can use items from both public and private libraries to create surveys. Surveys can and quite often will contain both Social Network and Person-Centered Items.

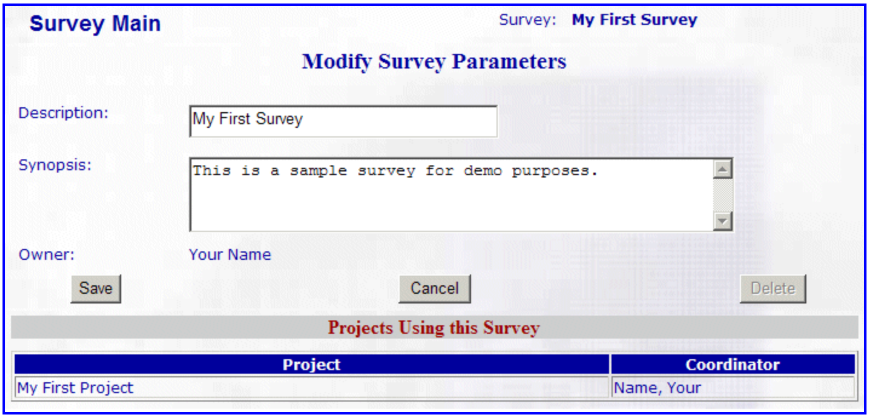
Other than the Project Coordinator, only a Team Member who has been delegated Librarian privileges can create surveys. (See page 54 of the User's Manual to learn about how to add Team Members and assign privileges.)

Creating Surveys

You can create social network surveys in several ways. Two options are presented to you on your Home Page. You have the option to create a new survey from scratch or to clone an existing survey that you can then edit and modify. You can also click on the name of a survey listed on your home page to edit it.



When you create a survey, you first have to give it a name. It is also helpful to give it a description. This becomes especially useful as you develop multiple surveys.



Item Operations

Creating surveys involves importing and ordering items from the Network Genie Library. Use the links in the item operations portion of the navigation area to complete your work. Use the Import Item from Library link on the navigation page to go to the Library search page where you can find items in the public or private Library.

You can import only one type of item at a time. Items you have already included in the survey you are editing will no longer show up in the Library.

If you find that you need to create a new item, this is easy as well. Click the Input New Item link in the navigation area. You will be redirected to the appropriate area of the Library where you can input a new item. When you save the new item, it will automatically be added to the survey and will be saved in your private library.

You can toggle between the "Network Survey Main" page (**Home > Survey Main > Network Survey Main**) and the "Person-Centered Survey Main" page (**Home > Survey Main > Network Survey Main > Person-Centered Survey Main**) by clicking on the top link in the navigation area.

Editing and Deleting Surveys and Items within Surveys

You can edit surveys, meaning that you can change its name, description, add and delete items, and reorder items. Make changes in the text boxes on the "Survey Main" page (**Home > Survey Main**) and clicking the "Save" button when you are finished.

To delete an entire survey, click on the survey that you would like to delete from your home page. From the "Network Survey Main" page (**Home > Survey Main > Network Survey Main**), click the Survey Main link (**Home > Survey Main**)in the navigation area. Clicking the "Delete" button will delete the survey, but not the items from the Library. If the survey has been administered, the "Delete" button will be deactivated.

Once a survey has been used to collect data, Network Genie will lock it and not allow it to be edited or deleted.

If corrections are needed, clone the survey to add or delete items.

Delete an Item

Select the item by clicking on the radio button next to it on either the "Network Survey Main" page (**Home > Survey Main > Network Survey Main**) or the "Person-Centered Survey Main" page (**Home > Survey Main > Network Survey Main > Person-Centered Survey Main**). Click Delete Item in the navigation area. The item will be removed from the survey (if the survey is not locked). The item will remain in the Library.

There is no undo function. If you mistakenly delete an item, use the Import Item from Library link to retrieve it.

Move an Item Up or Down

Select the item by clicking on the radio button next to it on either the "Network Survey Main" page **(Home > Survey Main > Network Survey Main)** or the "Person-Centered Survey Main" page (**Home > Survey Main > Network Survey Main > Person-Centered Survey Main**). You can only move one item at a time using the navigation links:

Move Up

or

Move Down

Once selected, an item remains selected until a new item is selected. If you wish to deselect all items, move to a different Network Genie page and then return to the "Survey Main" page.

Working with Items in Network Subgroups

The subgroup nesting features of Network Genie makes it extremely powerful and useful for gathering the social network data. There are specific rules for how you deal with network subgroups within social network surveys. These rules apply to:

- Ordering items
- Associating Network Subgroup Identification items and other item types, and
- Nesting subgroups.

To introduce how these rules work, a detailed example follows.

If you created a new complete network survey and selected three Network Subgroup Identification items and three Social Rating items and simply imported them into your survey, this is what the social network portion of your survey might look like:

Order	Group	Item
1	All -> 1.	Who are your friends (people you like and spend time doing things with)?
2	All -> 2.	Who have you done something with in the past 7 days?
3	All -> 3.	Who do you consider to be very close friends?
4	3.	⊟ Time together ⊞ How much time have you spent with {name} during the past week?
5	3.	⊟ Degree of Closeness in a Friendship ⊞ How close do you feel to {name}? ⊞ How do you think of {name}?
6	3.	⊟ Relationship ⊞ People play many roles. Which role best describes your relationship with {name}?

For each of the three Network Subgroup Identification items, your participants would draw names from the entire network. For example, participants' answers to the first item will result in SubGroup 1, denoted by: All ➛ 1. These three subgroups are not nested. All alters' names would be presented to the participant for each question.

When you create a social network survey, Network Genie reminds you which subgroup a question will refer to. The four Social Rating questions will all be asked about only the alters in SubGroup 3.

By default, when Network Subgroup Identification items are initially included in a survey, other types of items that follow refer to the subgroup just identified.

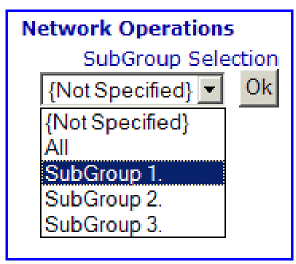
Moving Subgroups and Items

If you were to click the radio button next to item 3 in the example on the previous page and then click Move Up in the navigation area, you would get the following result:

Order	Group	Item
○ 1	All -> 1.	Who are your friends (people you like and spend time doing things with)?
◉ 2	All -> 2.	Who do you consider to be very close friends?
○ 3	2.	⊟ Time together ⊞ How much time have you spent with {name} during the past week?
○ 4	2.	⊟ Degree of Closeness in a Friendship ⊞ How close do you feel to {name}? ⊞ How do you think of {name}?
○ 5	2.	⊟ Relationship ⊞ People play many roles. Which role best describes your relationship with {name}?
○ 6	All -> 3.	Who have you done something with in the past 7 days?

SubGroup 3 became SubGroup 2. Notice that the Social Rating items associated with what was previously labeled SubGroup 3 also moved and are now associated with SubGroup 2.

Associating Items with Subgroups



What if you wanted something a little different? What if you wanted Social Rating items to be associated with different Network Subgroup Identification items. For instance, presume you wished to associate item 5 in the example just completed (Relationship) with SubGroup 1, item 4 (Degree of Closeness in a Friendship) with SubGroup 2, and item 3 (Time Spent Together) with SubGroup 3.

In the lower left navigation area, you will see a special tool: Network Operations. If you were first click the radio button next to item 5, click on the Network Operations drop down, highlight “SubGroup 1" and then click the “OK” button, the relationship question would now be placed immediately after the first Network Subgroup Identification item. You could similarly move the “Time Together” item to be associated with SubGroup 3.

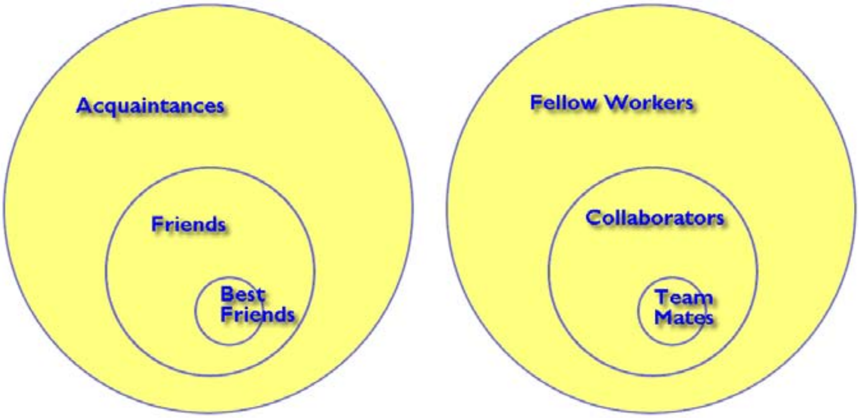
Order	Group	Item
1	All -> 1.	Who are your friends (people you like and spend time doing things with)?
2	1.	⊟ Relationship ⊞ People play many roles. Which role best describes your relationship with {name}?
3	All -> 2.	Who do you consider to be very close friends?
4	2.	⊟ Degree of Closeness in a Friendship ⊞ How close do you feel to {name}? ⊞ How do you think of {name}?
5	All -> 3.	Who have you done something with in the past 7 days?
6	3.	⊟ Time together ⊞ How much time have you spent with {name} during the past week?

Associating items with subgroups makes creating surveys very flexible. The Network Operations feature allows you to associate Social Rating, Social Ranking, Social Nomination, and Social Peer Perception items with Network Subgroup Identification Items. This allows you to ask the appropriate question of each network subgroup that participants create.

There is no undo function. If you associate an item with a subgroup by mistake, just perform the operation again.

Nesting Subgroups

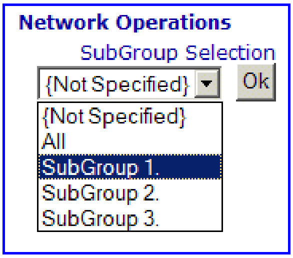
One of the most powerful features built into Network Genie is the ability to nest subgroups. You can create hierarchies, such as:



To demonstrate how nesting subgroups works, let's start with the following survey. This survey contains three Network Subgroup Identification items and three Social Rating items.

Order	Group	Item
1	All -> 1.	Who are your friends (people you like and spend time doing things with)?
2	1.	⊞ Relationship
3	All -> 2.	Who do you consider to be very close friends?
4	2.	⊞ Degree of Closeness in a Friendship
5	All -> 3.	Who have you done something with in the past 7 days?
6	3.	⊞ Time together

What if you wanted the second subgroup item to ask only about alters already in SubGroup 1? To create a nested subgroup, select a subgroup item you wish to nest (e.g., Who do you consider to be very close friends?). Then, use the Network Operations tool to move this subgroup to be nested by selecting "SubGroup 1" in the drop-down list and then clicking the "OK" button. This will change the information listed in the "Group" field from "All -> 2." to "1. -> 1.1." This means that item 3 will only be asked of alters selected when



participants answered item 1. If you stopped there, your survey would look like this:

Order	Group	Item
1	All -> 1.	Who are your friends (people you like and spend time doing things with)?
2	1.	⊞ Relationship
3	1.-> 1.1.	Who do you consider to be very close friends?
4	1.1.	⊞ Degree of Closeness in a Friendship
5	All -> 2.	Who have you done something with in the past 7 days?
6	2.	⊞ Time together

However, note that item 5 continues to refer to “All” or the entire network. You have the ability to choose how item 5 is nested as well. Using the Network Operations tool, you can change its nesting from presenting all names, to either presenting the names for SubGroup 1 or you can make it a subgroup of a subgroup by selecting SubGroup 1.1. Thus, if you repeated the nesting process for the third subgroup item (item 5: Who have you done something with in the past 7 days?), exactly as was done for item 3, both items would be nested under SubGroup 1 and known as 1.1 and 1.2., respectively. That is, the only alters that will be considered for both the second and third Network Subgroup Identification items will be those participants select in response to item 1. This nesting option would yield a survey that

Order	Group	Item
1	All -> 1.	Who are your friends (people you like and spend time doing things with)?
2	1.	⊞ Relationship
3	1.-> 1.1.	Who do you consider to be very close friends?
4	1.1.	⊞ Degree of Closeness in a Friendship
5	1.-> 1.2.	Who have you done something with in the past 7 days?
6	1.2.	⊞ Time together

looks like this:

However, you could nest even one more layer down. For example, if you had nested the second Network Subgroup Identification item under SubGroup 1, you could then nest the third Network Subgroup

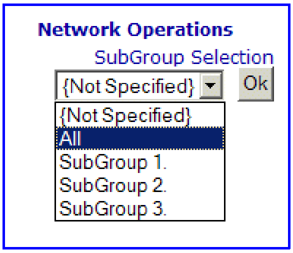
Identification item under SubGroup1.1. which would then be known as SubGroup 1.1.1. Participants would only identify who they had done things with in the past 7 days from among their close friends.

Order	Group	Item
1	All -> 1.	Who are your friends (people you like and spend time doing things with)?
2	1.	⊞ Relationship
3	1. -> 1.1.	Who do you consider to be very close friends?
4	1.1.	⊞ Degree of Closeness in a Friendship
5	1.1. -> 1.1.1.	Who have you done something with in the past 7 days?
6	1.1.1.	⊞ Time together

One more example – suppose you wish to have participants create a new subgroup using the entire network as its source. What if you want to identify alters not liked by egos? If you add a Network Subgroup Identification item at this point ("Who would you NOT like to spend time with?") and an associated Social Rating item ("Dislike network members"), the survey would consist of 8 items. If you import the item from the library after all your other work was done, the new item will appear as a subgroup to the previous item. (Network Genie does this by default.) So, item 7 would refer only to alters selected

Order	Group	Item
1	All -> 1.	Who are your friends (people you like and spend time doing things with)?
2	1.	⊞ Relationship
3	1. -> 1.1.	Who do you consider to be very close friends?
4	1.1.	⊞ Degree of Closeness in a Friendship
5	1.1. -> 1.1.1.	Who have you done something with in the past 7 days?
6	1.1.1.	⊞ Time together
7	1.1.1. -> 1.1.1.1.	Who would you NOT like to spend time with? (You do not need to list anyone if you do not want to.)
8	1.1.1.1.	⊞ Dislike network members

from among people the participant did things with in the past 7 days.



To make it refer to the entire network, select Item 7 and use the Network Operations tool to move it to "All." The network list this item will now refer to will be the entire network. Its relative position did not change; however, as can be seen in the Group column in the example below, alters identified will now become members of Subgroup 2. Further, alters are selected from the entire network.

Order	Group	Item
1	All -> 1.	Who are your friends (people you like and spend time doing things with)?
2	1.	⊞ Relationship
3	1. -> 1.1.	Who do you consider to be very close friends?
4	1.1.	⊞ Degree of Closeness in a Friendship
5	1.1. -> 1.1.1.	Who have you done something with in the past 7 days?
6	1.1.1.	⊞ Time together
7	All -> 2.	Who would you NOT like to spend time with? (You do not need to list anyone if you do not want to.)
8	2.	⊞ Dislike network members

The nesting feature makes Network Genie an extremely powerful tool for collecting social network data. It's like moving from using hand tools to power tools. You can gather social network survey data with Network Genie you could never gather with paper-and-pencil surveys.

Nesting is a powerful tool. We suggest you have a clear reason for nesting when designing a survey.

The Network Operations tool – located low in the Navigation Area – is the tool used to change the order of question. Use the Demo Survey link to ensure that items are in their proper order before launching the survey in a project.

Make sure the items are in the proper order before administering a survey. The Demo Survey link in the navigation area can help you make sure the survey works properly.

There are practical limits for using such questions. In theory, you could continue to nest question within question *ad infinitum*. However, in practice, going three deep in any one area should provide you with more than enough data for analysis.

Create surveys that are logical and not too taxing on participants. Learn when to use nesting and when fewer Network Subgroup Identification items will suffice. Collect only data you actually want and know how to analyze.

Egocentric Network Survey Item Restrictions

There are important restrictions that apply specifically to egocentric network surveys.

In egocentric network surveys, the first item must be an Egocentric *Subject* Identification item. Only one Egocentric Subject Identification item can be included.

When you create an egocentric network survey, the Egocentric Subject Identification item you select will automatically be placed to be the first item in the social network part of a survey.

Egocentric network surveys must include at least one Egocentric *Network* Identification item. These items will be placed immediately after the Egocentric Subject Identification item.

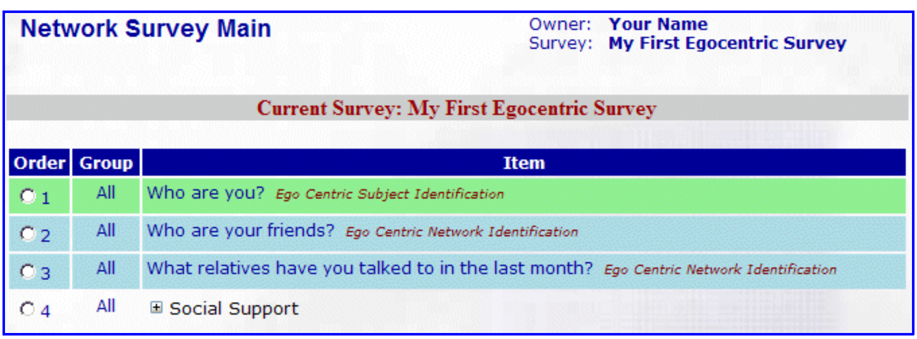
Multiple Egocentric Network Identification items can be used in one survey; however, you should note that the network that results will include a combination of all answers to these items. Thus, if you ask:

Who are your friends?

and

What relatives have you talked to in the last month?

both sets of alters will be included in the participant's egocentric network. You can use Network Subgroup Identification items to subsequently limit questions to logical subgroups. All Egocentric Network Identification items will immediately follow the Egocentric Subject Identification item, as in this example:



Looking at Surveys

Network Genie gives you two ways to look at surveys you have created.

You can see the entire survey as a new web page. This is useful if you want to create a PDF or copy the entire survey to include in a document to show to others who may not have privileges to view your account. From either the "Network Survey Main" page (**Home > Survey Main > Network Survey Main**) or the "Person-Centered Survey Main" page (**Home > Survey Main > Network Survey Main > Person-Centered Survey Main**), click on the Preview Survey link on the left menu bar. A pop up page will appear with your survey. What is not presented is any nesting information. However, all questions and responses will be presented.

You can also take your survey to test how it will work with your subjects. From "Network Survey Main" page (**Home > Survey Main > Network Survey Main**) or the "Person-Centered Survey Main" page (**Home > Survey Main > Network Survey Main > Person-Centered Survey Main**) click on the Demo Survey link. A new page will open and you can take the survey as an anonymous subject. You will have a demo network to work with. Taking the survey prior to administering it for real can help you see the survey as your participants will see it. Results of the demo are not saved.

Cloning an Existing Survey

Public surveys are always locked and Network Genie places a lock on private surveys once they are used. If you wish to modify an existing locked survey, Network Genie provides you a way to not have to start from scratch. The Clone an Existing Survey link on your “Home” page will give you the option to create a new survey from an existing survey and make modifications to it.

Give the cloned survey a new name and, if desired, a description. Select the survey you wish to clone from either a public or your private source. Your newly cloned survey will appear in your listing of surveys on that page. Click the survey link to work with the survey.

All about Projects

Network Genie projects are a way for you to organize the social network activities you are engaged in.

- **If you do consulting work for multiple clients, you may want to have a different project for each client.**
- **If you are a researcher and wish to organize your work according to the types of social network surveys you administer, you can have a different project for each type of survey you design.**

The choice of how you organize projects is yours and should be meaningful to you. A Network Genie project is a flexible tool for you to use as you see fit.

Creating New Projects

When you first create a project, Network Genie will require you to complete basic information about the project. New projects are easy to create and easy to modify. Project Coordinators can create a new project from their "Home" page by clicking the link Create A New Project in the navigation area.

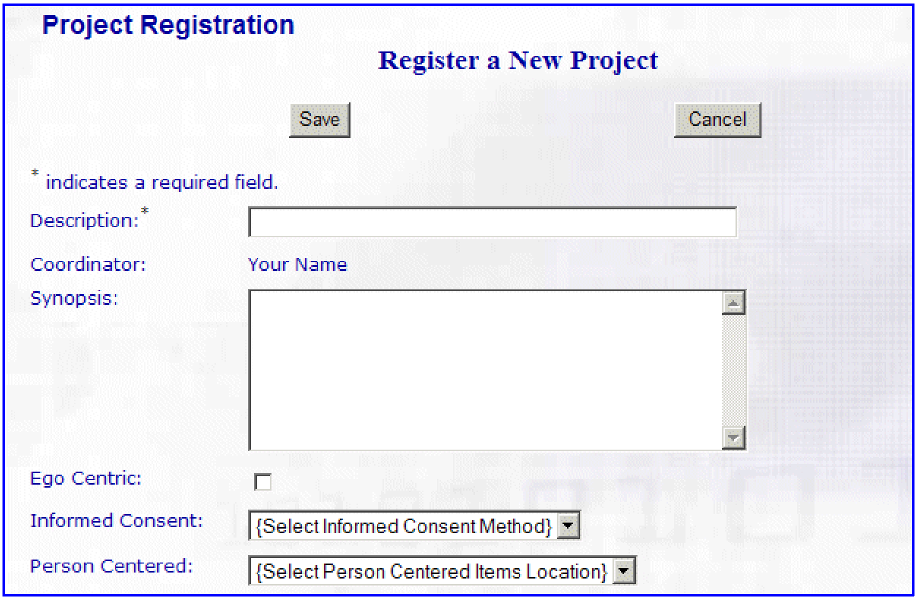
Creating a new project is an option that is available only to Project Coordinators.

Naming Your Project

You must give each project a description, which becomes its name. No matter what name you give to your project, you can edit it later. We suggest you describe projects so that you can distinguish them from one another.

Synopsis

Including a descriptive synopsis is optional. It takes a little extra time, but if you begin to develop a lot of similar projects, including a descriptive synopsis will be helpful to you later.



Egocentric Network Projects Versus Complete Network Projects

Projects can be of one of two types: egocentric or complete network. You can get a quick tutorial in the manual in the chapter titled “Types of Networks: Egocentric or Complete” that starts on page 13.

- If the project is egocentric, check the box. Network Genie will validate that you use an egocentric survey at the time of activation. You will not be allowed to use a complete network survey or import complete networks into an egocentric project.
- If the project will use a complete network, do not check the “Egocentric” box.

You cannot mix egocentric network surveys and complete network surveys within one project.

You can switch back and forth between Egocentric Network surveys and Complete Network surveys up until you launch your first activation. Once you have activated a survey, Network Genie will lock the project type and will not allow changes.

Informed Consent.

Selecting an informed consent option is required. Network Genie will help you track informed consent if it is required, but it assumes you have procedures established for informing participants and securing their consent. If you are conducting research or are otherwise required to obtain informed consent from participants or, in the case of children, from participants' parents or guardians, the responsibility for gaining approval from the human subjects protection committee rests with you.

It is the Project Coordinator's obligation to secure required permissions and to follow regulations that govern the protection of human subjects.

If you select "Active" informed consent, Network Genie will require you to verify that informed consent has been received before participants will be allowed to answer surveys. When participants attempt to login before you have recorded that informed consent has been granted, they will not be allowed to login. You will receive an e-mail containing this information:

> Survey participant, {Participant's Name} attempted to login to your Network Genie Project: '{Project Name}', in an activation with Network: '{Network List}' and Survey: '{Survey Name}; however, informed consent has not been recorded for this participant in this activation. Therefore, the participant was not allowed to start the survey.
>
> You will need to acquire informed consent for this participant and record it in Network Genie, before he or she will be allowed to complete the survey.

Network Genie also allows you to select “Passive,” which defaults all participants as having consent. This option is provided for cases where opt-out options are required. If there are participants who, for one reason or another, will not be allowed to participate, you can change their status.

If you select “None,” Network Genie will assume that informed consent is not needed and that all participants will be granted access to surveys when they are activated.

Order of Presentation.

You have a choice about whether or not Person-Centered Items should be at the beginning or end of the survey. This is a required element that needs to be defined before a project can be created. You can change your preference later.

Save or Cancel.

Click the “Save” button if you are happy with what you have done. If you want to abandon your work, click “Cancel.” You will be routed to the “Project Main” page (**Home > Project Main**) where you can view a summary of your project.

Project Roles

Once your project has been created, there is additional work you need to complete for it to function efficiently and to allow it to gather data. One task is creating a team of associates to help you.

Network Genie recognizes that most projects include a collaboration among people who play different roles. If you registered yourself as a Network Genie user, you automatically became a Project Coordinator. On the other hand, you might have been registered to use Network Genie by someone else who is a Project Coordinator.

If you are not a Project Coordinator and wish to become one, you can go to the Network Genie Login page:

https://secure.networkgenie.com/admin/MemberLogin.asp

and click the link:

I would like to Register as a Project Coordinator.

As a Project Coordinator, you assume the following obligations:

- You must represent yourself to be who you are. The personal information you provide must be correct and kept up to date.
- You must be willing to serve as the Coordinator for the Projects you define with Network Genie.
- You must be responsible for payment for services.
- You must accept legal responsibility for designing and completing informed consent procedures.

As a Project Coordinator, you are automatically granted the following privileges for each project you create:

- Ability to add others as Team Members to a project and edit Team Member profile information.
- Ability to create and modify projects.
- Ability to create and modify members of social network lists.
- Ability to activate projects for data collection.
- Access to “Add,” “Edit,” and “Delete” functions in the library that will allow you to manage items, scales, and surveys in your private library.

- Ability to retrieve data and to complete export and analysis functions.

Network Genie refers to the people who work with you on a project as "Team Members." These may be collaborators, project managers and assistants. The specific role each plays is up to the Project Coordinator to define. Each Team Member can have as few or as many privileges as you wish. You can edit Team Members' privileges.

To add new Team Members and assign them privileges, select a project from your home page and click on Maintain Project Team in the navigation area. You can view who is currently included in your team. You can create a new member from this page (**Home > Project Main > Project Team Member Selection**). Click on either the Create a New Member link in the navigation area or click the "Add New" button in the work area.

Privileges are project specific. When you add new Team Members, they are automatically added to the current project. If you start a new project, they will not automatically appear. However, you can import individuals or entire teams to new projects from existing projects.

If you have other projects on which people serve as Team Members, importing them to a new project will simplify the task of organizing your team.

On the "Project Team Member Selection" page (**Home > Project Main > Project Team Member Selection**), click on Import Team Members to be guided through this process. Network Genie keeps track of who works on which project and what privileges they have with each project. When you import a Project Team Member, the same privileges they have on the project from which they are imported will be kept. Of course, you may edit these privileges.

To remove a person from a project, select the Team Member from the "Member Selection" page (**Home > Project Main > Project Team Member Selection**). When you click the "Delete" button on the "Team Member Maintenance" page (**Home > Project Main > Project Team Member Selection > Team Member Maintenance**), he or she will be removed from the project. As long as Team Members are affiliated with at least one project, they will remain registered with Network Genie. If Team Members (other than people who are otherwise registered as a Project Coordinator) are removed from all projects, their identities will be removed from Network Genie.

Social Networks Lists

Lists of names – members of complete networks and individuals who will complete egocentric network surveys – are managed within projects.

Only a Project Coordinator and Team Members assigned the privilege of Social Network and Subject Maintenance are allowed to manage lists of names.

Navigate to the “Manage Network Lists” page **(Home > Project Main > Manage Network Lists**) from the project main page. This page will allow you to create network lists in several ways. You can: 1) Create a new network list, 2) Transfer a network list from another project, or 3) Edit an existing network list from the current project. Highlight the option you wish to use. Options that are not available will be grayed out.

Create a New Network List

Create a name to identify your network and click the “Ok” button. You will be routed to the “Acquire Network Members” page (**Home > Project Main > Manage Network Lists > Acquire Network Members**). You have three options for creating a list of subjects: 1) Upload a list of subjects from an existing Comma Separated Value (CSV) file, 2) Append a network list from another project, or 3) Create a new network list by entering subject information manually.

CSV Files. CSV (Comma Separated Value) files can be created with common spreadsheets such as Microsoft Excel or Quattro Pro. All information must be contained on the first worksheet page.

CSV files must conform to a preset format: last name, first name, middle name, suffix, nick name, e-mail address. There should be no header row.

	A	B	C	D	E	F
1	Apple	Amy				aa@tanglewood.net
2	Bulluck	Bryan		Jr.		bb@tanglewood.net
3	Chalmers	Charles	Colbern		Chuck	cc@tanglewood.net
4	Darling	Deadre			Deedee	dd@tanglewood.net
5	Ellis	Edward	Earl	III	Eddie	ee@tanglewood.net
6	Fantastic	Fantasia			Fan	ff@tanglewood.net

Using a correctly formatted CSV file is the easiest way to import a new list of network members.

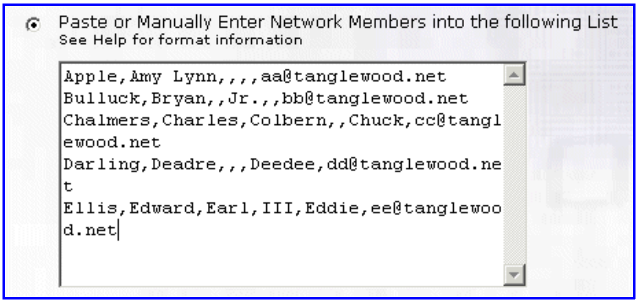
If you choose to upload a CSV file, you will be directed to browse to the file on your computer. If the upload is successful, the network will be displayed. You can add and edit individuals if there are missing network members or errors. If you made an error in the file you uploaded, click the top “Select” box and remove the file. You can use the “Acquire” button to add new or additional members to the network.

Append from Another Project. From the “Acquire Network Members” page (**Home > Project Main > Manage Network Lists > Acquire Network Members**), click on the radio button to append a network list from another project. Because this is a new network list, the complete contents of the network list will be added under the new name you have given it. This performs the same function as if you had selected “Transfer Network List from Another Project” on the “Manage Network Lists” page **(Home > Project Main > Manage Network Lists**). If the acquisition is successful, you will be routed to the “Network List Maintenance” page (**Home > Project Main > Manage Network Lists > Network List Maintenance**), which will list the newly imported network members.

Manual Entry. You can also manually enter or paste names into a network list.

When manually entering the names, you must follow this format: last name, first name, middle name, suffix, nick name, e-mail address. Spaces after commas are not allowed.

It is often easiest to copy and paste from a word processor document. A sample of what the pasted should look like follows:



Note that Amy Lynn Apple had a compound first name (Amy Lynn), no middle name, no suffix, and no nickname. If a person's first name is compound, spaces are allowed.

Transfer a Network List

You can transfer (copy) a network list from another project you are working on to your current project. From the "Manage Network Lists" page (**Home > Project Main > Manage Network Lists**), click on the radio button next to "Transfer a Network List from Another Project" and click the "OK" button. Select the project and then the subject list you would like to transfer and click the "OK" button. The "Network List Maintenance" page (**Home > Project Main > Manage Network Lists > Network List Maintenance**) displays the participants you have added to the current project. You can add, edit, or delete network members.

Transferring a network is the easiest way to import a list if you already have a network list created.

Edit an Existing Network List

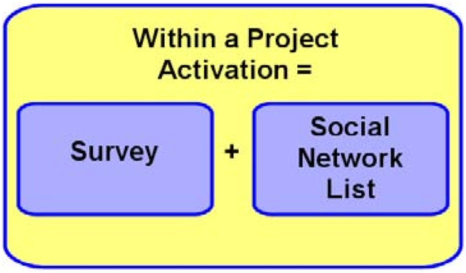
You can edit an existing network list from within your current project by clicking on the radio button, "Edit an Existing Network List from This Project" located on the "Manage Network Lists" page **(Home > Project Main > Manage Network Lists**). Select the network list you would like to edit, and click the "OK" button. You will be routed to the "Network List Maintenance" page (**Home > Project Main > Manage Network**

Lists > Network List Maintenance). From this page, you can add, edit, and delete network members. You can also change the description for the network list or remove an entire network list by clicking on the "Remove" button.

Once data have been acquired, you cannot remove the network list or delete members from the list. New members can be added. Information about existing members can be edited (e.g., the spelling of names, e-mail addresses, etc.). Newly added members will show up as alters when subsequent surveys are administered; however, new members added after activation will not be allowed to login to complete surveys for an existing activation.

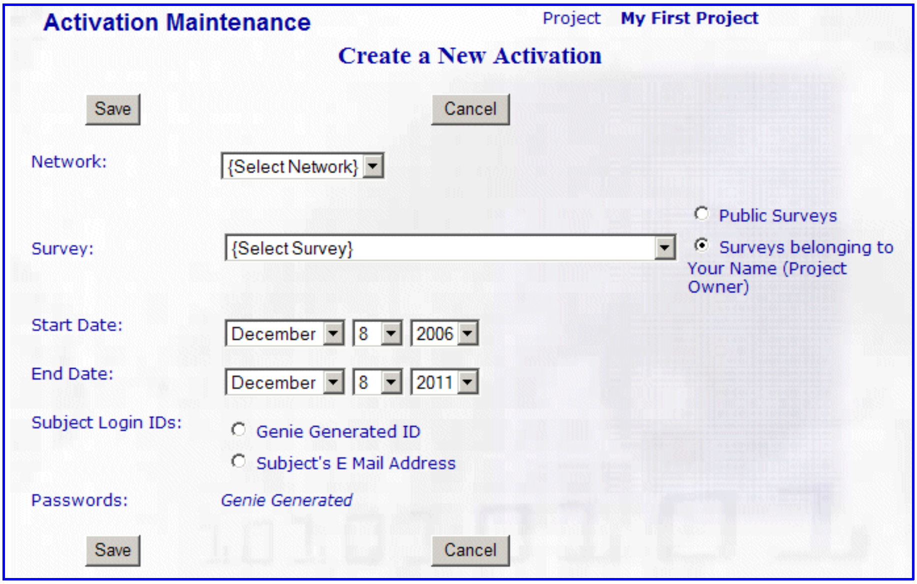
Activation

What makes social network survey data collection different than all other types of data collection is that questions refer to a social network. Activation is the process of linking a survey to a network.



Activating Complete Network Surveys

From the "Home" page, click on a project name in the work area then click on the Administer/Activate Surveys link in the navigation area. This will open the "Activation Status" page (**Home > Project Main > Activation Status**). To activate a survey click on the Create a New Activation link in the navigation area. You will see a similar page to the one that follows (**Home > Project Main > Activation Status > Activation Maintenance**).



Select a network and a survey with the drop down menus. Only complete network surveys (sociocentric surveys) will be listed for complete network projects. Make sure you select where surveys will come from – either the public source or your own source.

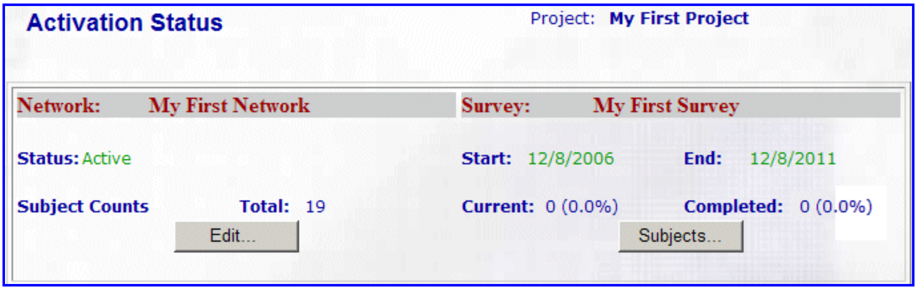
Network Genie will present default start and end dates for this activation. The default dates are the day of activation and five years subsequent. You may wish to restrict data collection to specific time periods.

Select how you want Login IDs to be generated. You should only use participants' e-mail addresses if you have provided this information in the network list.

Note that in complete network surveys, Network Genie automatically generates passwords for participants to use. These will be random six-digit numbers. Passwords are activation specific. If you are collecting longitudinal data from a set of participants, you need to activate the network for each wave of data collection. Each activation will have a separate set of non-repeating passwords.

Participants are only allowed to complete an activated survey once. If you wish to collect longitudinal data, additional activations are required.

When you click on the “Save” button, you will have activated a new project that may look like this:



<u>Administering Complete Network Surveys</u>

All complete network surveys are administered from the URL:

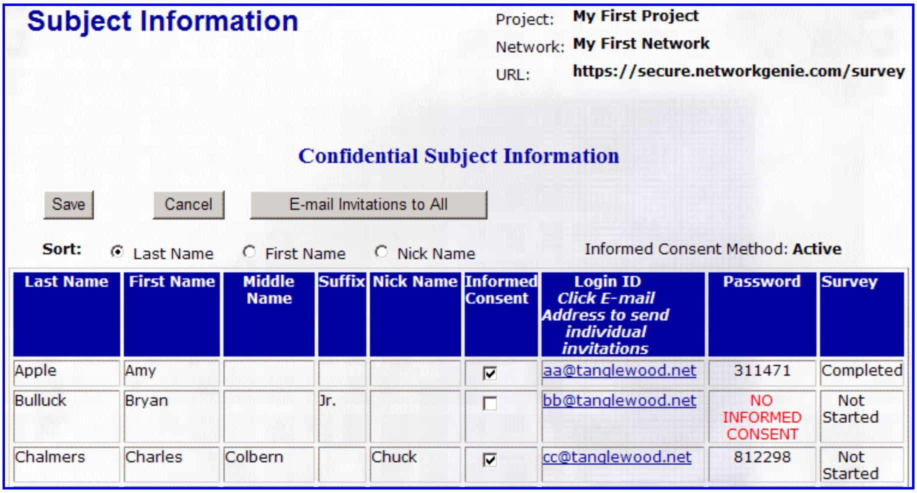
https://secure.networkgenie.com/survey

This is a secure site that sends encrypted data between the Network Genie server and the participants’ computers.

Once surveys are activated, network members can be invited to complete the survey. To do this, click on the “Subjects” button. On the “Subject Information” page (**Home > Project Main > Activation Status > Activation Maintenance > Subject Information**), you have the information you need to direct participants to the Network Genie survey administration site where they can complete surveys.

Once data have been acquired (one participant beginning a survey), you cannot delete an activation.

The “Subject Information” page (**Home > Project Main > Activation Status > Subject Information**) will look something like this:



Subject Information

Project: **My First Project**
Network: **My First Network**
URL: **https://secure.networkgenie.com/survey**

Confidential Subject Information

Save | Cancel | E-mail Invitations to All

Sort: (•) Last Name ( ) First Name ( ) Nick Name

Informed Consent Method: **Active**

Last Name	First Name	Middle Name	Suffix	Nick Name	Informed Consent	Login ID *Click E-mail Address to send individual invitations*	Password	Survey
Apple	Amy				☑	aa@tanglewood.net	311471	Completed
Bulluck	Bryan		Jr.		☐	bb@tanglewood.net	NO INFORMED CONSENT	Not Started
Chalmers	Charles	Colbern		Chuck	☑	cc@tanglewood.net	812298	Not Started

Note that this is the page on which active informed consent must be recorded if it is required. In our example, consent has been received for Amy Apple and Charles Colbern (Chuck) Chambers, but not for Bryan Bullock. Also note that, in this example, e-mail addresses are used as login IDs.

If you elected to let Network Genie generate IDs for participants, each participant will have a six-digit number for a Login ID and a Network Genie-generated Password. Login IDs have leading zeros that are important to include.

Getting Login Information to Participants.

How do you get login information to participants? You have two choices: e-mail invitations and paper invitations. Each option is described below.

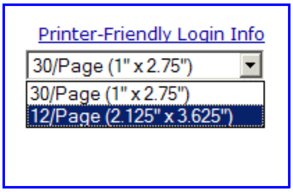
E-mail Invitations. From the “Subject Information” page (**Home > Project Main > Activation Status > Activation Maintenance > Subject Information**) you have the choice of inviting all participants simultaneously by clicking on the “E-mail Invitations to All” button. Or, you can invite them individually by clicking on their e-mail address, which will send an e-mail from mailerdaemon@networkgenie.com.

You can edit the e-mail invitation by clicking the E-mail Invitation Text link in the navigation area. Text is provided that you are free to modify.

If participants have e-mail addresses and you elected to use the e-mail address as their Login ID, passwords and a link to the survey administration site are provided to participants in the e-mail sent to them.

> **Because spam blockers may keep e-mail from reaching participants, tell them in advance to allow email from mailerdaemon@networkgenie.com.**

Paper Invitations. You can also provide participants with their Login IDs and Passwords using paper records. You can generate the login information in a printer friendly PDF file. To do this choose a format from the drop-down list in the navigation area then click on the Printer-Friendly Login Info link just above the drop-down. This will display a PDF in a new window with the login information for your subjects in a format can easily be printed. The formats (3 columns of 10 names or 3 columns of 4 names) correspond to commercially available labels and perforated paper stock for easy distribution.



Tracking Survey Completion

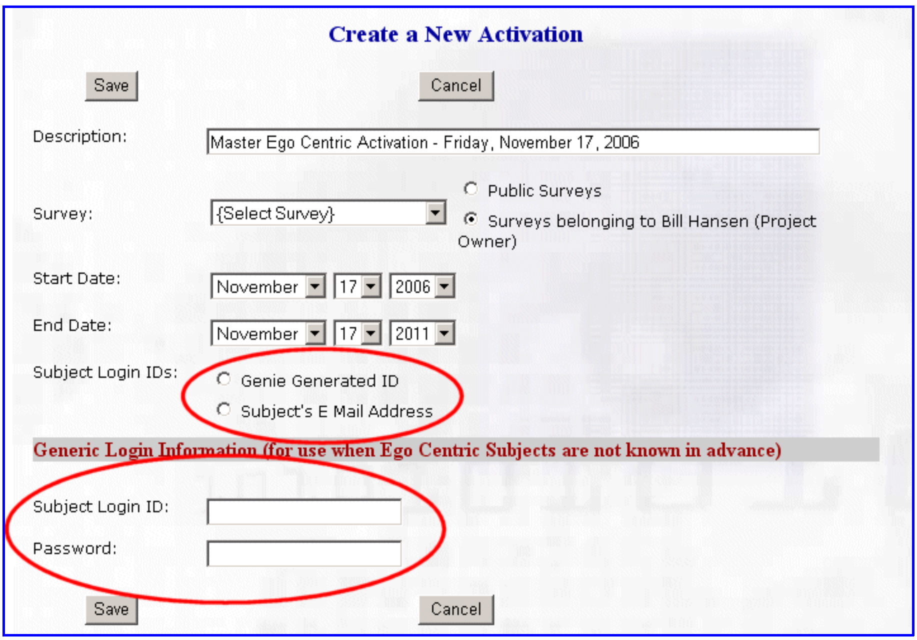
Network Genie provides you with a tool for tracking the completion of surveys. Network Genie tracks who has started and completed surveys. View this information on the “Subject Information” page (**Home > Project Main > Activation Status > Activation Maintenance > Subject Information**).

Activating Egocentric Network Surveys

Procedures for activation differ only slightly between complete network surveys and egocentric network surveys. Select a project then click on the Administer/Activate Surveys link in the navigation area. This will open the “Activation Status” page (**Home > Project Main > Activation Status**).

To create an activation of an egocentric network survey, click on the Create a New Activation link in the navigation area. You will see a page (**Home > Project Main > Activation Status > Activation Maintenance**) similar to the one that follows.

The description is generated automatically but can be modified. Select a network and a survey with the drop down menus. Only egocentric network surveys will be listed.



Select how you want Login IDs to be generated – Genie Generated IDs or E-Mail Invitations. It may be that you know who your participants are in advance and what their e-mail addresses are. If you want to use their e-mail addresses as login IDs, select this option. Otherwise, allow Network Genie to generate IDs for you.

You are also required to provide a separate Generic Login ID and Password. This is asked for in case you decide to add a participant who was not originally scheduled or in case you wish to set up data collection as an open-ended event, the "kiosk" option.

When you click on the "Save" button, you will have activated a new egocentric survey. Click the "Edit" button to change the details of this activation. Click the "Subjects" button to work with subject lists.

> **Once data has been acquired using an egocentric survey, you cannot delete the activation. You can, however, add participants to the subject list.**

Administering Egocentric Surveys

Egocentric network surveys are administered from the URL:

https://secure.networkgenie.com/survey

This is a secure site that sends encrypted data between the Network Genie server and the participants' computers when administering surveys.

If you elected to use the Network Genie-generated ID option for having participants login, all participants will use the Login ID and Password you created when you activated the survey. You must provide participants the URL.

If you elected to use participants' e-mail address for their Login IDs, you first need to gather participant information. If you have network members in an electronic list, you can import names by clicking the "Acquire" button on the "Subject Information" page (**Home > Project Main > Activation Status > Subject Information**). (See ***Social Network Lists*** on pages 56-59, 61, 65 for instructions for importing lists.)

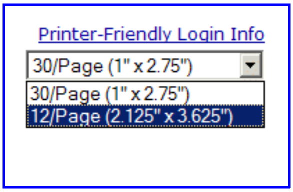
Sort ◉ Last Name ○ First Name ○ Nick Name

Select	Last Name	First Name	Middle Name	Suffix	Nick Name	E-mail
☑	Apple	Amy Lynn				aa@tanglewood.net
	Login ID:	aa@tanglewood.net	Password:	716740		☑ Informed Consent
☑	Bulluck	Bryan		Jr.		bb@tanglewood.net
	Login ID:	bb@tanglewood.net	Password:	490772		☑ Informed Consent

Once information is available, you can e-mail invitations to all participants simultaneously by clicking on the “E-mail Invitations to All” button. Or, you can invite them individually by clicking on their e-mail address, which will send an e-mail from mailerdaemon@networkgenie.com.

You can edit the e-mail invitation by clicking the E-mail Invitation Text link in the navigation area. Text is provided that you are free to modify. E-mail invitations will include a link to the URL as well as their Login IDs (their e-mail addresses) and their unique Network Genie-generated Passwords.

For cases where you know the egocentric subjects ahead of time, you can generate the login information in a printer friendly PDF file. To do this choose a format from the drop-down list in the navigation area then clicking on the Printer-Friendly Login Info link just above the drop-down. This will display a PDF in a new window with the login information for your subjects in a format that can easily be printed. The formats (3 columns of 10 names or 3 columns of 4 names) correspond to commercially available labels and perforated paper stock for easy distribution.



Special Cases: Hybrid and Snowball Networks

When Egocentric Network Identification items are included in complete network surveys, the resulting network list will include both egos and newly added alters (see page 14). These networks are special cases and you should have a good reason before you launch a project that uses a hybrid survey.

The essential difference between a hybrid and a snowball network is:

- A hybrid network includes alters who have no opportunity to become egos; they are added by egos who are already part of a complete network.
- A snowball network is one in which alters added in a hybrid network are, in a subsequent administration of the survey, invited to participate as egos.

Uses of Hybrid Networks

There are both reasons for and reasons against developing hybrid networks. What are good reasons for developing a hybrid network? When we have asked social network researchers and analysts why they would want to develop a hybrid network, their answers almost always include this reason: they are starting with a somewhat complete network that is missing people who will be key players that need to be identified.

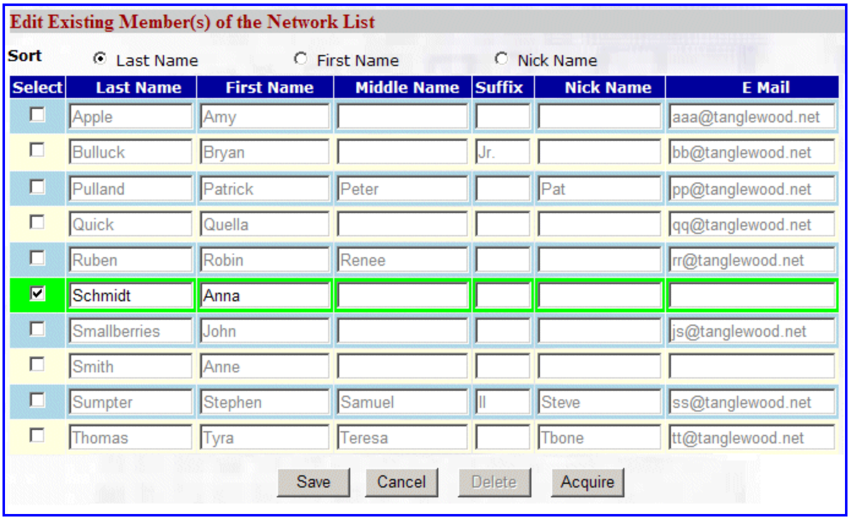
For example, several teams have wanted to develop a broader list of people working in a particular field. They knew the names and affiliated organizations of several people, but they also had a strong suspicion that the network would be much larger if all the players could be identified. They intended to use the hybrid feature (an Egocentric Network Identification item within a complete network) to broaden the network in the initial survey. In these cases the survey also included a Text Response Social Rating item that included a request for people's email addresses. In these cases, the team understood that the information provided by the initial survey may be flawed. People may not know or be willing to reveal another person's email address. E-mail addresses and alters' names may be incorrect. In other words, they were prepared to follow-up and to use the information listed primarily as a lead for creating a larger complete network for use in a subsequent study.

There are reasons to avoid developing a hybrid network. From an analysis perspective, alters who are added who cannot also be egos severely limit analyses that can be conducted. The data can really only be analyzed as a compilation of egocentric networks because reciprocal links are not available throughout the dataset. Furthermore, the availability of alters is time-dependent. Those who complete the survey early will not have access to added alters' names. If these people were inadvertently forgotten for some reason by early completers, there will be a bias in the results. There are, as noted above, many opportunities for error (listing the same person twice, misspelling names, etc.) that cannot be controlled. Finally, if a Text Response Social Rating item is used to collect e-mail address information, only CSV files can be downloaded (InFlow, NEGOPY, MultiNet and UCINet formats are not available). These weaknesses may be acceptable; you are the only one that can make that decision.

How to Make a Snowball

When you conduct a project using a hybrid survey, Network Genie uses two network lists. One, the subject list, you can view on the Subject Information page (**Home > Project Main > Activation Status > Subject Information**). On this list, you will see only egos; names of non-ego alters do not appear. The second network list is automatically expanded to include the new names. It is named the same as the prior list and only becomes available to you when you begin a new activation. Thus, the second list contains the original list of egos plus the list of alters added through the hybrid process. So, if you had activated a list titled “My Network” and completed a project using a hybrid survey and then decide to conduct a new administration of a survey using “My Network,” that list will now include the names of all alters added during the first project.

What is **not** automatically included are email addresses for alters. If you are using Genie Generated IDs and having participants use the ID number provided, this is no issue. Simply provide all participants with their Login ID. However, if you want to e-mail invitations to participants and have them login using their email addresses, you will need to update the network list to accomplish this. To do so, go to the Manage Network Lists page (**Home > Project Main > Manage Network Lists**), select the “Edit an Existing Network List from This Project” option, select the network you wish to edit, and add information by highlighting the name of participants and adding email addresses. Make sure you save your edits. Voila! You now are able to conduct a true snowball project.



Edit Existing Member(s) of the Network List

Sort ◉ Last Name ○ First Name ○ Nick Name

Select	Last Name	First Name	Middle Name	Suffix	Nick Name	E Mail
☐	Apple	Amy				aaa@tanglewood.net
☐	Bulluck	Bryan		Jr.		bb@tanglewood.net
☐	Pulland	Patrick	Peter		Pat	pp@tanglewood.net
☐	Quick	Quella				qq@tanglewood.net
☐	Ruben	Robin	Renee			rr@tanglewood.net
☑	Schmidt	Anna				
☐	Smallberries	John				js@tanglewood.net
☐	Smith	Anne				
☐	Sumpter	Stephen	Samuel	II	Steve	ss@tanglewood.net
☐	Thomas	Tyra	Teresa		Tbone	tt@tanglewood.net

Save Cancel Delete Acquire

Paying for Data

Network Genie is a fee-for-service application. We've taken a fair-value approach to pricing we hope you will find reasonable and affordable, with significant discounts for volume licensing.

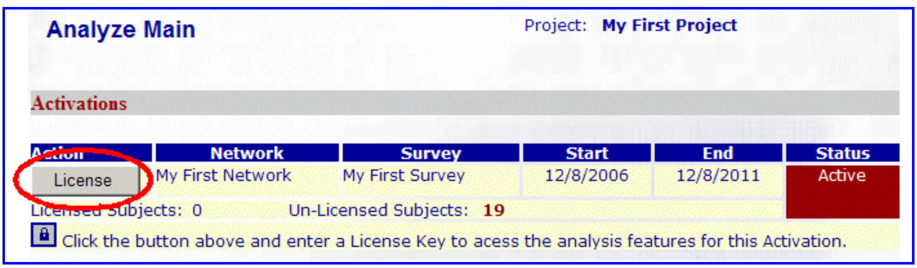
- You can pay at the time you wish to export, paying only for data from activated networks.
- You can buy a license in advance (and get a better rate).

You cannot retrieve, export or analyze data until you have paid Network Genie for the data you have collected.

You pay for Network Genie services through a secure online payment system. To get there, choose the Purchase a New License link in the navigation area from your "Home" page or from the "License" button or License Maintenance link on any un-licensed activation on the "Analyze Main" page, like in the example below. You will be redirected to our secure store website. The web address to pay for Network Genie surveys is:

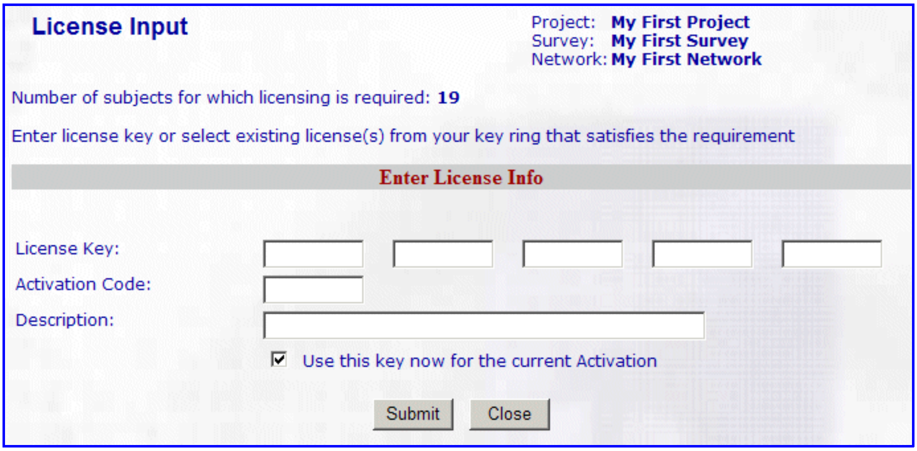
http://stores.homestead.com/TanglewoodResearchInc/Detail.bok?no=61

The website contains current pricing information. Prices are based on numbers of egos included in networks.



Once you pay, you will be sent an e-mail with information needed to complete the licensing procedure. You enter license information on the "License Input" page (**Home > Project Main > Analyze Main > License Input**).

The license key and activation code are like money. Anyone – a Team Member or not – who has access to these numbers can spend them. Once spent, there is no way to get a refund. Share the key and code only with Team Members who need to have them.



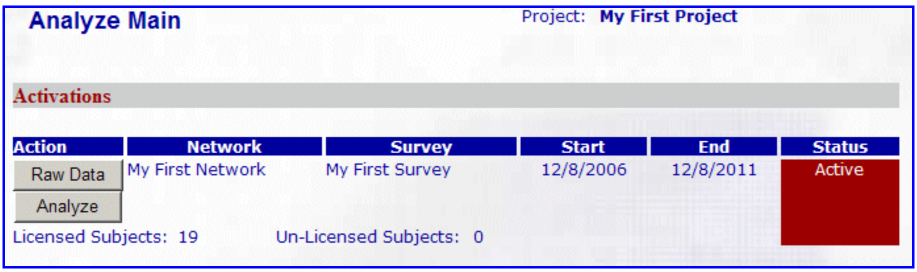
Use the “Description” field to provide any information about the license you wish to remember. (This information can be edited later.)

Licenses will be placed on a “key ring.” Network Genie keeps track of surveys by activation. When you apply the key to an activation, the number of unused surveys available to you for analysis is displayed next to your ring information. If you have multiple keys on your ring, you can select which will be the source of payment for surveys you wish to analyze.

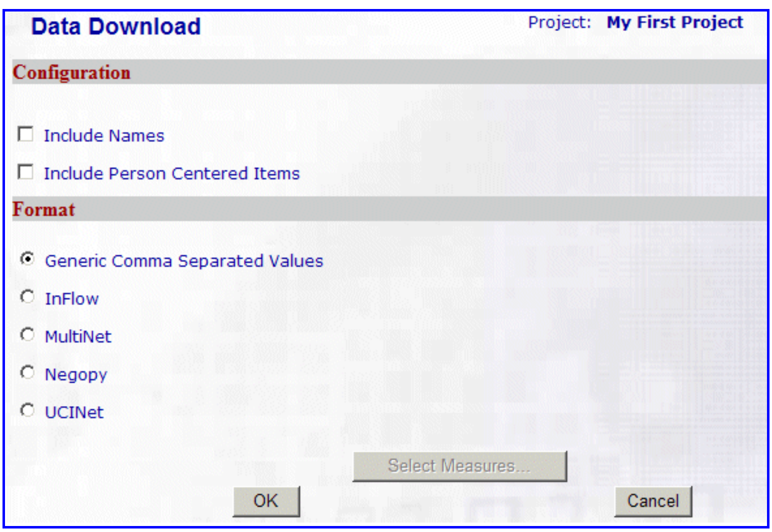
Retrieving and Exporting Data

Gathering data is one thing. Analyzing it is another. The final role Network Genie plays is to make it easy for you to retrieve data and export it in a format useful to you for analysis. This option is available to you if you are a Project Coordinator and to you as Team Member if you are assigned the *Analyze* privilege.

Researchers using Network Genie are expected to have their own preference for data analysis. You want graphs? You want numbers? Our analysis colleagues have your answers. Visit the International Network for Social Network Analysis, INSNA, website http://www.insna.org or http://www.insna.org/INSNA/soft_inf.html to get ideas. What Network Genie can do for you is to get your data ready for analysis by these programs.



Clicking the “Raw Data” button allows you to select which characteristics of the data to export.



You have the option to include or not include names and an option to include or not include Person-Centered Items.

The default format is to export all data in a Comma Separated Value (CSV) file. With this option you will receive data from all subjects and all variables. Such files can be opened with text editors or spreadsheet programs. Exported files are automatically zipped to conserve space and, because some formats generate multiple files, to allow these files to be kept together.

There are four formats specific to social network analysis programs that are supported. These have been grouped by the name of an exemplary program that uses each format, including InFlow, MultiNet, NEGOPY, and UCINet. Users familiar with analysis should be able to select from among these options to get data formatted for the application they plan to use for analysis. For each of the social network analysis formats, the user is also prompted to select which survey variables to export, as not all programs can handle all variables simultaneously.

If you choose a format that corresponds to a program that only accepts integer input values, the Network Genie will truncate the fractional part of any floating point values that are being exported. However, the floating point values are not truncated in the Network Genie database and full values are available to export into another format when you wish to do so. The Network Genie generic export format (CSV) ***does*** export floating point values which you may manipulate as you wish.

Upon selecting a format, normal browser screens ask for instructions to open, save, cancel, or get help.

You may also wish to use the data conversion utilities available at the INSNA website (http://www.insna.org/INSNA/soft_inf.html).

Because our primary goal is to help you retrieve data and export it for analysis by other applications formatted as you need it, Network Genie provides only the simplest of analyses. Clicking the “Analyze” button from the “Analysis Main” page (**Home > Project Main > Analyze Main**) provides these data.

The first data table will provide you with the number of links between participants, including outbound links, inbound links, and unreciprocated links. The second data table will provide you with the binary adjacency matrix from data collected. This table is only presented when the network consists of fewer than 100 participants.

Both the number of links table and the binary adjacency matrix note the presence of any link. Therefore, if there are multiple Network Subgroup Identification items, the matrix will reveal the presence of links among any of these items. When only one question is asked, interpretation of these data is straightforward. When you ask more than one social Network Subgroup Identification item, such as “Who are your friends?” and “Who are your enemies?” the resulting table and matrix will reflect links to both items.

Data Security Policies

Network Genie is designed to store your data in perpetuity. When required by a human subjects protection committee, data can be removed from the Network Genie server. Deleting data requires a Network Genie administrator's assistance and should be arranged ahead of time. An additional fee is required for this service.

The data collected by Network Genie are the property of the Project Coordinator who paid for the license. Tanglewood Research does not make claim of ownership of data, but does, as part of our service to customers, warehouse data on computers which are guarded against unwarranted access through the active enforcement of fire walls, encryption, and other security measures.

Tanglewood Research will not, without the express written consent of Project Coordinators or legally authorized agents, complete data analyses, with the exception of conducting analyses to audit data integrity and to create summaries for the purposes of documenting the variety and extent of usage of Network Genie. Tanglewood Research will not, without the express written consent of Project Coordinators or legally authorized agents, share data with third parties.

You can find the current End User License Agreement (UELA) on the Coordinator Maintenance page (**Home > Coordinator Maintenance**).

Conclusion

So, that's it! Network Genie provides you with an easy way to collect social network data that can be exported for analysis. We hope you find using Network Genie functional and even fun.

Tanglewood Research is committed to making Network Genie a useful tool for researchers and analysts. Your comments and suggestions are welcome. Send questions, requests for customer support, and comments to support@networkgenie.com.

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