

Preferred citation style for this presentation

Kowald, Matthias (2009) Collecting data on combined egocentric networks by taking a snowball sample, Sunbelt Social Networks Conference, San Diego, March 2009.

Collecting data on combined egocentric networks by taking a snowball sample

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IVT
ETH
Zurich

March 2009

 *Institut für Verkehrsplanung und Transportsysteme*
Institute for Transport Planning and Systems

ETH

Eidgenössische Technische Hochschule Zürich
Swiss Federal Institute of Technology Zurich

Why SNA in the field of transport planning?

Central paradigm of transport planning:

- Individual needs and geographically diverse places to satisfy them

Traditional approaches:

- Focussing on the structure of land use, generalized costs and available infrastructures

New approaches

- Taking into account individual attributes and the social environment of an actor

The survey project

Main questions:

- Who stays in contact with whom?
- What characteristics do they share / not share?
- How did they get to know each other?
- By which mode do they stay in contact?
- What is the number of joint activities

Defining the survey strategy

- Collect data on egocentric networks
- Start with a random sample in the canton of Zurich and continue by using the snowball technique
- Collect data on daily activities

Defining the survey strategy

To be able to recruit as many persons as possible:

- Reduce response burden
- Split the mode of the instruments
- Offer both instruments in German and English
- Make additional arrangements to increase the response rate

The survey instrument: Questionnaire

- Introduction
- Egos characteristics
- Name generator
- Name interpreter
- Sociogram

Observing social networks

This questionnaire is part of a survey-project of the Institute for Transport Planning and Systems of ETH Zurich. Please support the scientific work by filling out the questionnaire.

some hints:

It is possible to postpone the questionnaire and continue at a later point of time.
For technical reasons it is problematic to try to return to earlier pages of the questionnaire.



Eidgenössische Technische Hochschule Zürich
Swiss Federal Institute of Technology Zurich



Main goals of the survey

Social relationships are difficult to capture, temporally spontaneous, and irregular. Because they often occur in concert with visits and activities, they are also of interest for traffic and travel behavior. The examination of social networks constitutes a new dimension in transportation research. By filling out the included questionnaire you can help develop this new approach and help to better understand a part of today's traffic problems. Please take part in the survey and answer the posed questions.

You can find detailed information about this project and the people involved at:

www.soziale-kontakte.ch

How can I participate?

Filling out the questionnaire takes somewhat longer than an hour. You have the opportunity to stop filling out the questionnaire and postpone it until the time is convenient. Through your participation you are helping to develop a new research approach to transportation problems. Please take the time to read through the questions thoroughly and to answer them completely. Because of technical problems it is not possible to return to earlier pages of the questionnaire. Please take into account that all kinds of people are of interest to us. The enclosed 20 Franks are intended as compensation for your trouble.

What happens with my data?

Your information will be handled strictly confidentially. The evaluation of the data takes place in anonymous form, which means that a connection between your answers and you is not possible. The addresses given are used for finding Latitude and Longitude. In addition, all of the contact names given by you will have the possibility to take part in this survey. The ultimate goal is statistical analysis and not investigations of individuals.

Mr. Matthias Kowald (see below) is glad to answer any questions.

Thank you very much in advance for your cooperation.

With kind regards,

Prof. Kay W. Axhausen

Observing social networks

https://survey.ivt.ethz.ch/soziale-kontakte/english/PartA.html

Meistbesuchte Seit... Getting Started Latest Headlines

Observing social networks mysql.ivt.ethz.ch / localhost / s... Download Screenshot Plus Wid...

A:

Please answer the following questions about yourself.

1: Do you have a driver's license?

yes
 no
 No answer

3: In what month were you born?

Please choose..

4: In what year were you born?

Please choose..

5: Are you...?

male
 female
 No answer

6: Which country describes your citizenship?

Please choose..
Switzerland
Germany
France
Italy
Austria
Afghanistan
Albania
Algeria
Argentina
Armenia
Australia
Azerbaijan
Bahamas
Bahrain
Bangladesh
Belarus
Belgium
Bolivia
Brazil
Please choose..

7: In what country were you born?

You will find Switzerland, Germany, France, Italy and Belgium on top of the list. All other countries are in an alphabetical order.
In the case the country of your birth is not included, please write it down at the "Other"-Field at the end of the list.

8: Of which country are you a citizen?

In the case the country of your birth is not included, please write it down at the "Other"-Field at the end of the list.

Please choose..

9: Are you a citizen of another country, and if so, which one?

In the case the country of your second citizenship is not included, please write it down at the "Other"-Field at the end of the list.
If you have no further citizenship you can choose this answer at the end of the list.

Please choose..

24:

Please list the approximate primary residential locations in which you lived since you were born (including moves within a city/town). To mark the location approximately is detailed enough.

Please keep in mind the following:

- 1) Please start with the address you lived at after your birth.
- 2) Mark the approximate location of residence with a double-click in the card or use the search-field above the map and click on the "search"-button.
- 3) Check the address afterwards and correct it if necessary.
- 4) If the address is right click on the "accept address"-button on the left of the table. Please also fill in the year you moved to this residence.
- 5) If you want to delete an wrong address, use the "delete"-button on the right side of the table.

Moerserstr. , Kamp-Lintfort

The map shows Zurich with various districts labeled: Aussersihl, Fluntern, Hottingen, Hirslanden, Enge, and Seefeld. A search bar at the top contains 'Moerserstr. , Kamp-Lintfort' and a 'search' button. The map is powered by Google and includes a copyright notice for 2009 Tele Atlas.

Please check the address and correct it if necessary

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Moerserstr. , Kamp-Lintfort

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Please check the address and correct it if necessary

Moerser Straße 291-299, 47475 Lintfort, Deutschland

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Moerserstr. , Kamp-Lintfort

POWERED BY Google Kartendaten © 2009 Tele Atlas - Nutzungsbedingungen

Please check the address and correct it if necessary
Moerser Straße 227, 47475 Lintfort, Deutschland

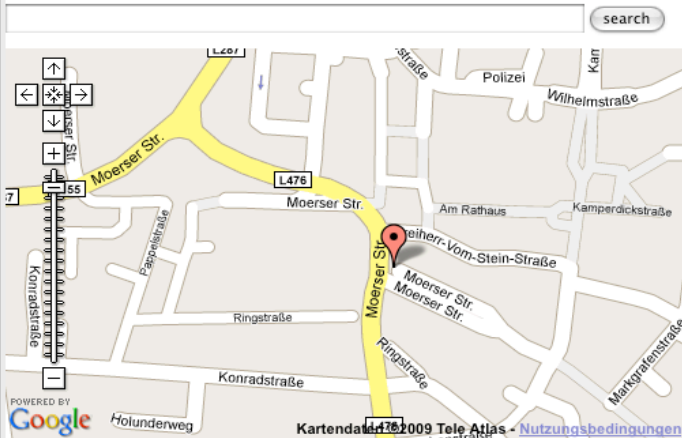
	address	move in	
<input type="button" value="accept address"/>		please choose..	<input type="button" value="delete"/>
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Please check the address and correct it if necessary
 Moerser Straße 227, 47475 Lintfort, Deutschland

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accept address		please choose..	delete

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search

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Please check the address and correct it if necessary
 Moerser Straße 227, 47475 Lintfort, Deutschland

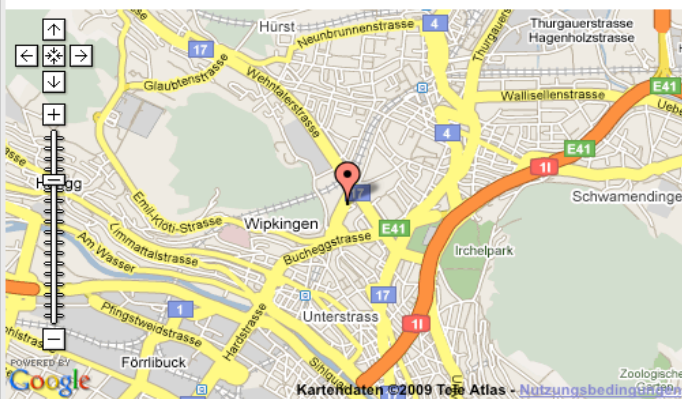
	address	move in	
accept address	Moerser Straße 227, 47475 Lintfort, Deutschland	1979	delete
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- 5) If you want to delete a wrong address, use the "delete"-button on the right side of the table.



Please check the address and correct it if necessary

Hofwiesenstrasse 168, 8057 Zürich, Schweiz

	address	move in	
<input type="button" value="accept address"/>	Moerser Straße 227, 47475 Lintfort, Deutschland	1979	<input type="button" value="delete"/>
<input type="button" value="accept address"/>	Kuckucksweg 5, 47475 Lintfort, Deutschland	1986	<input type="button" value="delete"/>
<input type="button" value="accept address"/>	Grabenstraße 20, 47057 Duisburg, Deutschland	2000	<input type="button" value="delete"/>
<input type="button" value="accept address"/>	Hofwiesenstrasse 168, 8057 Zürich, Schweiz	2008	<input type="button" value="delete"/>
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B:

Your social contacts

In this section of the survey, we ask you for the names of people with whom you spend your free time. Different situations are prescribed to frame these interactions. Please add the names with whom you have contact in the manner described.

Please keep in mind the following:

- If you cannot think of an answer to a question, household objects or photo albums could perhaps be useful to jog your memory.
- Please think to include family members in addition to other social contacts.
- Names of people which fit in more than one situation need only be mentioned once.
- Please write down the full name. If you cannot remember the proper name of a person, simply use a nickname.

Please enter as many names as occur to you in the respective prescribed situation.

1:

Please list the people with whom you make plans to spend free time. (Examples: errands, sports, club or organized activities, cultural events, cooking together or going out to eat, taking holidays or excursions together)

Please write down first name and surname

Person 1	<input type="text"/>
Person 2	<input type="text"/>
Person 3	<input type="text"/>
Person 4	<input type="text"/>
Person 5	<input type="text"/>
Person 6	<input type="text"/>
Person 7	<input type="text"/>
Person 8	<input type="text"/>
Person 9	<input type="text"/>
Person 10	<input type="text"/>
Person 11	<input type="text"/>
Person 12	<input type="text"/>
Person 13	<input type="text"/>
Person 14	<input type="text"/>
Person 15	<input type="text"/>
Person 16	<input type="text"/>
Person 17	<input type="text"/>
Person 18	<input type="text"/>
Person 19	<input type="text"/>
Person 20	<input type="text"/>
Person 21	<input type="text"/>

1: Please list the people with whom you make plans to spend free time. (Examples: errands, sports, club or organized activities, cultural events, cooking together or going out to eat, taking holidays or excursions together)

Please write down first name and surname

Person 1	Thomas Müller
Person 2	
Person 3	
Person 4	
Person 5	
Person 6	
Person 7	
Person 8	
Person 9	
Person 10	
Person 11	
Person 12	
Person 13	
Person 14	
Person 15	
Person 16	
Person 17	
Person 18	
Person 19	
Person 20	
Person 21	
Person 22	
Person 23	
Person 24	
Person 25	
Person 26	
Person 27	
Person 28	
Person 29	

2: If there are other people with whom you discuss important problems, please list them here.

Please write down first name and surname

Person 1	
Person 2	
Person 3	

1: Please list the people with whom you make plans to spend free time. (Examples: errands, sports, club or organized activities, cultural events, cooking together or going out to eat, taking holidays or excursions together)

Please write down first name and surname

Person 1	<input type="text" value="Thomas Müller"/>
Person 2	<input type="text" value="Peter Jansen"/>
Person 3	<input type="text"/>
Person 4	<input type="text"/>
Person 5	<input type="text"/>
Person 6	<input type="text"/>
Person 7	<input type="text"/>
Person 8	<input type="text"/>
Person 9	<input type="text"/>
Person 10	<input type="text"/>
Person 11	<input type="text"/>
Person 12	<input type="text"/>
Person 13	<input type="text"/>
Person 14	<input type="text"/>
Person 15	<input type="text"/>
Person 16	<input type="text"/>
Person 17	<input type="text"/>
Person 18	<input type="text"/>
Person 19	<input type="text"/>
Person 20	<input type="text"/>
Person 21	<input type="text"/>
Person 22	<input type="text"/>
Person 23	<input type="text"/>
Person 24	<input type="text"/>
Person 25	<input type="text"/>
Person 26	<input type="text"/>
Person 27	<input type="text"/>
Person 28	<input type="text"/>
Person 29	<input type="text"/>

2: If there are other people with whom you discuss important problems, please list them here.

Please write down first name and surname

Person 1	<input type="text" value="Barbara Kowald"/>
Person 2	<input type="text"/>
Person 3	<input type="text"/>

Observing social networks

https://survey.ivt.ethz.ch/soziale-kontakte/english/PartC.jsp?language=english

Meistbesuchte Seit... Getting Started Latest Headlines

C1:

Questions about your contacts

The questions in this section relate to the people you named. Please answer the questions for each person. Try to be as precise as possible in your answers. Provide estimates where you are not certain.

Please answer the following questions about:

Thomas Müller

1:

Is the person ...?

male
 female
 No answer

2:

What is the family status of that person?

single
 married
 divorced
 widowed
 married living separately
 No answer

3:

In what year was this person born?

Please choose..

4:

What is the primary country of the person's citizenship?
You will find Switzerland, Germany, France, Italy and Austria on top of the list. All other countries are in an alphabetical order. In the case the country is not included, please write it down at the "Other"-Field at the end of the list.

Please choose..

5:

In which language do you primarily communicate with the person?
You will find German, French and Italian on top of the list. All other languages are in an alphabetical order. In the case the language is not included, please write it down at the "Other"-Field at the end of the list.

Please choose..

6:

Which is the highest educational level the person has completed?

Elementary / Primary school
 Junior high school / Middle school
 Secondary school, vocational school

Fertig

times per

17:

Would you ask the person for help in urgent situations (e.g. when in need for money)?

- yes
- no
- No answer

18:

Would you discuss important problems with the person (e.g. personal relationships, illness)?

- yes
- no
- No answer

19:

Where does the person live?

Please mark the location as detailed (street and number) as possible.

We want to ask the person to participate in this study, too.

Zurich, Switzerland

search



Please check the address and correct if necessary.

Next >>

Resume later

D:

How your contacts know one another

Please describe the relationships between the people you named. By this is meant the people who make plans to spend time together. Please enter the context of the meeting in the first column and note the participants in the list that follows. Please keep in mind the following tips:

- It is not important to name all people in a group; only those who make plans to spend time together and therefore who maintain close personal contacts. (E.g. of eleven players on a soccer team, only two express plans to train together, though all eleven are present at the workout).
- The name of the group: Please enter the circumstance in which the planned activity takes place (E.g. athletic club, family, game circle, hiking pals, etc.).
- The people: Please note the participating persons who meet one another in this context to spend time together in the list. Click on the "take group"-button afterwards. After this you can continue with the next group.
- Individual people can belong to more than one group. A person who only knows you need not be mentioned.
- An example:
Family: Heinrich Müller, Thomas Mustermann, Gertrude Simsen
Hiking group: Gertrude Simsen, Karlo Hamserser
Group 3: ...

1:

Please enter the context of the meeting first (e.g. athletic club, family, game circle, hiking pals, etc.) and note the participants in the list that follows. After this please click on the "accept-group"-button and continue with the next context.

Name of the group

<input type="checkbox"/>	Name
<input type="checkbox"/>	Thomas Müller
<input type="checkbox"/>	Peter Jansen
<input type="checkbox"/>	Barbara Kowald

D:

How your contacts know one another

Please describe the relationships between the people you named. By this is meant the people who make plans to spend time together. Please enter the context of the meeting in the first column and note the participants in the list that follows. Please keep in mind the following tips:

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- An example:
Family: Heinrich Müller, Thomas Mustermann, Gertrude Simsen
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Group 3: ...

1:

Please enter the context of the meeting first (e.g. athletic club, family, game circle, hiking pals, etc.) and note the participants in the list that follows. After this please click on the "accept-group"-button and continue with the next context.

Name of the group

<input type="checkbox"/>	Name
<input type="checkbox"/>	Thomas Müller
<input type="checkbox"/>	Peter Jansen
<input type="checkbox"/>	Barbara Kowald

D:

How your contacts know one another

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Name of the group

	Name
<input checked="" type="checkbox"/>	Thomas Müller
<input checked="" type="checkbox"/>	Peter Jansen
<input type="checkbox"/>	Barbara Kowald

- It is not important to name all people in a group; only those who make plans to spend time together and therefore who maintain close personal contacts. (E.g. of eleven players on a soccer team, only two express plans to train together, though all eleven are present at the workout).
- The name of the group: Please enter the circumstance in which the planned activity takes place (E.g. athletic club, family, game circle, hiking pals, etc.).
- The people: Please note the participating persons who meet one another in this context to spend time together in the list. Click on the "take group"-button afterwards. After this you can continue with the next group.
- Individual people can belong to more than one group. A person who only knows you need not be mentioned.
- An example:
Family: Heinrich Müller, Thomas Mustermann, Gertrude Simsen
Hiking group: Gertrunde Simsen, Karlo Hamserser
Group 3: ...

1:

Please enter the context of the meeting first (e.g. athletic club, family, game circle, hiking pals, etc.) and note the participators in the list that follows. After this please click on the "accept-group"-button and continue with the next context.

Name of the group

	Name
<input type="checkbox"/>	Thomas Müller
<input type="checkbox"/>	Peter Jansen
<input type="checkbox"/>	Barbara Kowald

Group	Names
game circle	Thomas Müller, Peter Jansen

- It is not important to name all people in a group; only those who make plans to spend time together and therefore who maintain close personal contacts. (E.g. of eleven players on a soccer team, only two express plans to train together, though all eleven are present at the workout).
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Please enter the context of the meeting first (e.g. athletic club, family, game circle, hiking pals, etc.) and note the participators in the list that follows. After this please click on the "accept-group"-button and continue with the next context.

Name of the group

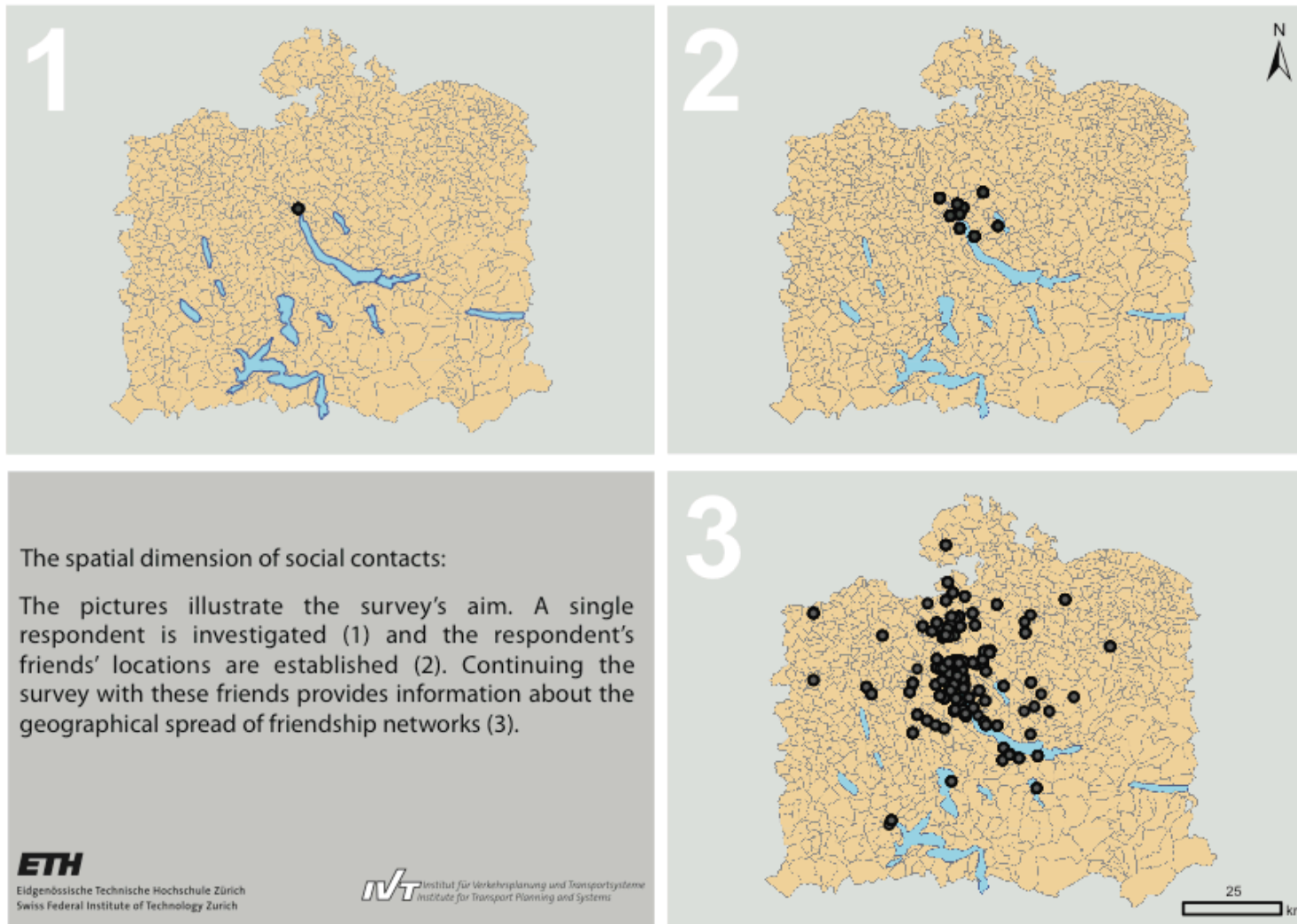
	Name
<input type="checkbox"/>	Thomas Müller
<input type="checkbox"/>	Peter Jansen
<input type="checkbox"/>	Barbara Kowald

Group	Names
game circle	Thomas Müller, Peter Jansen
family	Thomas Müller, Barbara Kowald
friends	Thomas Müller, Peter Jansen, Barbara Kowald

Results from a first pre-test: Response rate

	Overall	Share (%)	Share of persons, reached by phone (%)
Sample	189	100.0	
Problems with addresses	21	11.1	
Not reached by phone	86	45.5	
Reached by phone	82	43.4	100.0
Recruited	32	16.9	39.0
Participated	17	8.9	20.7
With interview	<i>5</i>	<i>2.6</i>	<i>29.4</i>
Without interview	<i>12</i>	<i>6.3</i>	<i>70.6</i>

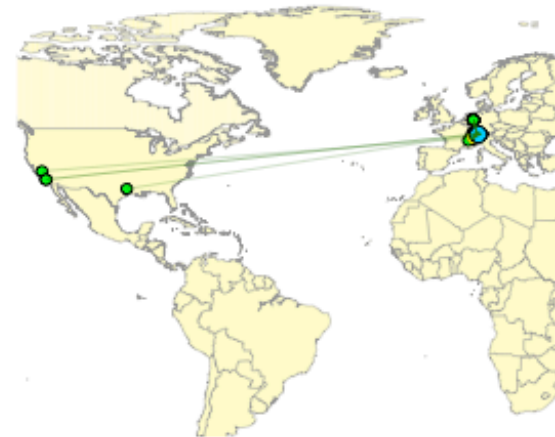
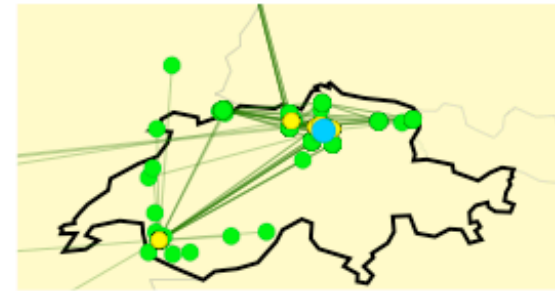
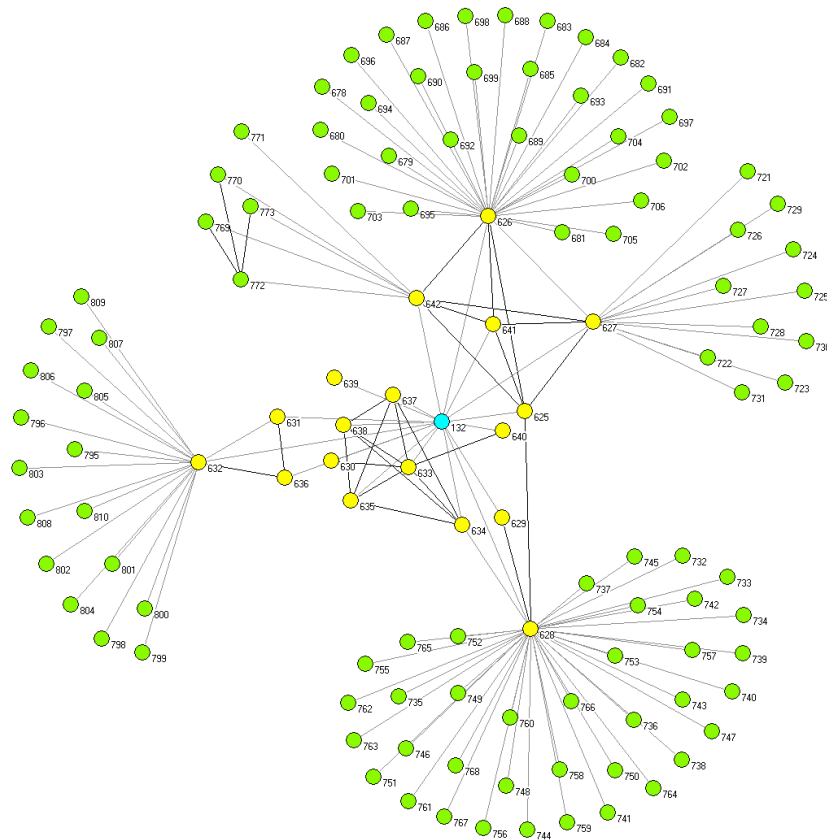
The greeting postcard



Results from a first pre-test: The snowball process

	Person 1	Person 2	Person 3
Given Names	9	12	18
Valid Names	8	6	16
...with greeting card	-	2	4
...without greeting card	8	4	12
Participators	2	0	6
... ..with greeting card	-	0	4
... without greeting card	2	0	2

Results from a first pre-test: Combined Networks




Designing the survey instrument: The Diary

- Mode of the trip or purpose of the activity
- The location of the activity
- Persons joining the respondent
- Frequency of the activity
- Process of planning the activity

Tagebuch zu sozialen Kontakten und Reiseverhalten					
Datum	Zeit	Ereignis	Ort	Personen	Art der Aktivität
	18:00				
	19:00				
	20:00				
	21:00	20:46			
		Bitte wählen Sie ein Ereignis		-keine-	
	22:00	21:56			
	23:00				
	01:00				
	02:00				
	03:00				
	04:00				
	05:00				

GPS Online-Diary						
Date	Time	Evnt	Location	People	Purpose	
18:00 19:00 20:00 21:00 22:00 23:00 01:00 02:00 03:00 04:00 05:00						
	21:06			n.a.		
	22:06					

- Trip
- Activity
 - Walking
 - Bicycling
 - Motorcycle
 - Car as driver
 - Car as passenger
 - Heavy rail
 - Local public transit
 - Other

GPS Online-Diary					
Date	Time	Evt	Location	People	Purpose
	18:00				
	19:00				
	20:00				
	21:00				
	21:06	Activity	Select a location Zürich	None	incomplete
	22:06				
	23:00				
	01:00				
	02:00				
	03:00				
	04:00				
	05:00				

GPS Online-Diary					
Date	Time	Evt	Location	People	Purpose
	18:00				
	19:00				
	20:00				
	21:00				
	21:06			None	incomplete
	22:00				
	23:00				
	01:00				
	02:00				
	03:00				
	04:00				
	05:00				

New location

Map Satellite

Hauptstr. 1, 12345 Zürich

Search Done

Done



Date	Time	Evtnt	Location	People	Purpose
	18:00				
	19:00				
	20:00				
	21:00				
	21:15	Activity	köln		incomplete
	22:00				
	23:00				
	00:16				
	01:00				
	02:00				
	03:00				
	04:00				
	05:00				



Select involved people. ✕
Please specify all people.

- None
- asdfghag EDIT
- Gabriel EDIT
- Jeremy EDIT
- New asrgarg EDIT
- paul EDIT
- Sean EDIT
- wrg EDIT

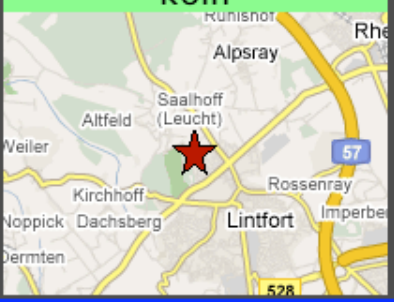
Date	Time	Evt	Location	People	Purpose
	18:00				
	19:00				
	20:00				
	21:00				
	21:15	Activity	köln	<div data-bbox="1299 558 1612 1053"> <p>Select involved people. × Please specify all people.</p> <ul style="list-style-type: none"> None asdfghag Gabriel Jeremy New asrgarg New Person New Person New Person Paul </div>	incomplete
	00:16				
	01:00				
	02:00			<div data-bbox="1299 1069 1904 1356"> <p>Name: Paul ×</p> <p>Relationship: Child Done</p> <ul style="list-style-type: none"> Spouse/partner Relative Friend Co-worker Caregiver Other </div>	
	03:00				
	04:00				
	05:00				

Date	Time	Evt	Location	People	Purpose
	18:00				
	19:00				
	20:00				
	21:00				
	21:15		köln	Gabriel, Jere Sean	
	22:00				
	23:00				
	00:16				
	01:00				
	02:00				
	03:00				
	04:00				
	05:00				

Kind of activity/purpose?

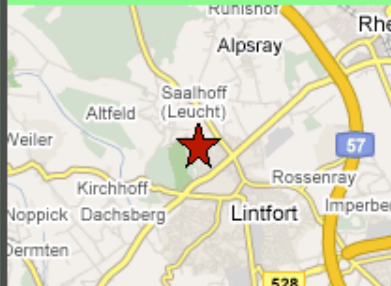
- Dropping off or picking up
- Private business
- Work related business
- School or training
- Work (at work place)
- Shopping (grocery/daily goods)
- Shopping (long term goods)

Who planned the activity?



Activity

Gabriel, Jere
Sean

Date	Time	Evtnt	Location	People	Purpose
	18:00				
	19:00				
	20:00				
	21:00				
	21:15	Activity	köln 	Gabriel, Jere Sean	
	22:00				
	23:00				
	00:16				
	01:00				
	02:00				
	03:00				
	04:00				
	05:00				

✕

Kind of activity/purpose?

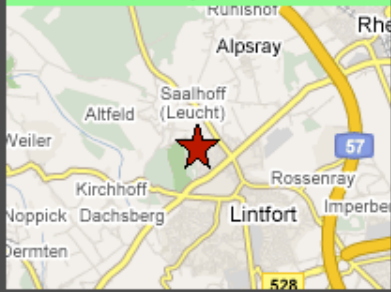
Did you ever join such an activity at this location before?

Time since the activity was planned?

Who planned the activity?

- ✓ Gabriel
- Sean
- Jeremy
- Paul



Date	Time	Evtnt	Location	People	Purpose
	18:00				
	19:00				
	20:00				
	21:00				
	21:15	Activity		Gabriel, Jeremy, Paul, Sean	<ul style="list-style-type: none">- Private business- More often- Routine/return home- Another participator (please specify)
	22:00				
	23:00				
	00:16				
	01:00				
	02:00				
	03:00				
	04:00				
	05:00				

Results from a first pre-test: The diary

	Overall	Share (%)	Share of persons, reached by phone (%)
Sample	17	100.0	
Not reached by phone	2	11.8	
Reached by phone	15	88.2	100.0
Recruited	7	41.2	46.7
Not recruited	8	47.1	53.3
Participated	5	29.4	33.3

Future work

- Analysis of a second pre-test running at the moment
- Main study (April - August 2009)
- Data Analysis
- Estimation of statistical properties and data extrapolation
-> see on Saturday, March 14:
Illenberger, Johannes (2009) An approach to correct bias induced by snowball sampling, Sunbelt Social Networks Conference, San Diego, March 2009.