



CoCo Seminar Series Spring 2022

Survey Measurement Development for Complex Multilevel Social Networks

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(Work in collaboration with Shelley Dionne, Rory Eckardt, Joey Tsai and Biying Yang)



**Wednesday May 4, 2022 12:00-1:00pm EDT
Hybrid (EB-T1 & Zoom; meeting link available on
<http://coco.binghamton.edu/>)**

Current procedures for collecting social network data using available survey platforms, such as Qualtrics, are limited and designed primarily for relatively small single-level social network samples. This makes measuring more complex systems, such as large samples with multilevel nested data structures, difficult. Trying to adapt a survey platform designed for small single-level social network samples to large and complex multilevel social network samples results in survey designs that are cumbersome for respondents. It is critical when collecting social network data within complex organizational systems to receive as much participation as possible to accurately reflect the social networks that exist within the system; however, current survey platforms fail to provide a user friendly method for collecting complex social network data. This can lead to participant survey fatigue and negatively impact participant response rates and quality of data collection. Thus, this CoCo presentation will be a brainstorming session with CoCo members to uncover ideas for creating more engaging survey designs for collecting multilevel social network data. The research team will present current social network survey designs and seek feedback from audience members on additional ways to collect complex social network data. This information will be used to inform a pilot study using newly developed survey designs.

Kim Brimhall is an Assistant Professor in the Department of Social Work at the College of Community and Public Affairs of Binghamton University. Her research focuses on improving organizational outcomes and employee well-being through leadership and management that create socially just, equitable, and inclusive work environments. She has experience working with hospitals, public child welfare and mental health organizations to improve quality of care by examining how leadership and inclusion influence employee job satisfaction and ultimately the organization's ability to innovate and improve client services.

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