



## **Sedaa GBT Social Network Survey Project**

The purpose of this document is to provide an overview of the **Sedaa GBT Social Network (SNA) Survey Project**. In addition, this document will act as a detailed guide that will explain and provide step-by-step instructions for the on-line survey.

### **Overview of the SNA Project**

The **Sedaa SNA project** will allow the membership of **Sedaa GBT** to obtain a snapshot of four different types of connections among the members. An SNA survey is slightly different than an attitudinal or an opinion survey. In order to allow the connections between members to be constructed, the SNA survey depends upon member's selecting each other by name. Thus, the survey is not anonymous, and for the purposes of the **Sedaa GBT SNA project**, the results will be shown to the entire **Sedaa GBT** membership, so the results will also not be confidential. In order to obtain an adequate representation of the **Sedaa GBT network**, an 80% response rate to the survey will be required. However, a partial network will also be shown if the 80% response rate is not reached.

To illustrate the **Sedaa GBT** network, the connections selected by the individual members will be constructed by a drawing program as a visual map. In the resulting map, individuals will be represented by dots or "nodes." Connections between individuals will be illustrated by lines.

### **Why Create a Sedaa GBT Network Map?**

Like social media websites, such as LinkedIn® or FaceBook®, connections among individuals can be increased by knowing how certain individuals are already connected. In FaceBook® this is accomplished by the website suggesting that you become "friends" of your "friends." In LinkedIn®, connections that you wish to establish can be assisted by understanding how many connections "out" a particular person may be from your direct connections. For example, if you wish to connect with an HR manager at a particular company, you may see that person is at least 3 steps away. By looking at the intermediate individuals from your network that are connected to this person, you can often arrange an introduction.

This is the same reasoning that will be used to illustrate the **Sedaa GBT** network. The **Sedaa GBT** network will be determined on slightly different criteria, however. This ability to use different criteria for understanding connections is a key part of the flexibility of conducting an SNA survey process.

### **SNA Connection Criteria**

The **Sedaa GBT SNA Survey Project** is based on four (4) different types of network connections. These connections are: *Colleague*, *Friend*, *Meet on Sedaa GBT*, and *Planning to*

*Connect for Future Work.* Each of these categories or criteria will create a separate network map.

When selecting for these categories, you may select the same individual or individuals in more than one category. It is also not necessary to select any individuals if you do not have a connection you wish to designate for a category. However, please note: Although you will find your name on the drop-down list in your country, you cannot select yourself for any category.

For the purposes of this survey, please use the following definitions when responding to the connection categories:

**COLLEAGE** -- someone with whom you previously or currently have worked -- either in your employment capacity, or as a member of a team. If you have a “Friend” with whom you have worked, please select them here.

**FRIEND** -- someone you know or are acquainted with, but with whom you have not worked nor done business. Only select people with whom you have a social relationship. For this specific criteria, do not include your Colleagues, or Friends with whom you have worked.

**MET ON SEDAA GBT** -- someone you have contacted because they are a member of **Sedaa GBT**. This may include Colleagues and people that you consider to be Friends.

**PLANNING TO CONNECT FOR FUTURE WORK** -- someone you are currently planning to work with, or would like to work with, but have not worked with previously. This category may also include individuals you consider to be Friends, but not Colleagues with whom you have worked or with whom you currently work.

### **What You Will See**

The **Sedaa GBT SNA Project** comprises several different survey pages on SurveyMonkey.com. Beyond the instructions (which will incorporate what you read here), there are three main task sections to the survey:

**First**, on a page entitled **Your Information**, you will be asked to confirm your personal information and your business location. You will also be asked to select your reasons for being a **Sedaa GBT** member.

**Second**, you will be taken to a **Country Selection Page**. The **Country Selection Page** will guide you to the various individual countries where you can select your connections according to four different criteria.

Individuals located in each country will be listed on a drop-down list as FIRST NAME LAST NAME-BUSINESS NAME.

**Third**, questions at the bottom of **Individual Country Pages** will either allow you to enter more individuals for that country, to return to the **Country Selection Page**, or to exit the survey.

**Your Information** The demographic information will be used to confirm your initial **Sedaa GBT** registration information, and to make it easier for other members to select you. In addition, this information will ask you to confirm your company name or Self-employed status. This step will provide an extra level of assurance for you and others that you are picking the correct individual. In addition, certain **Sedaa GBT** members have only provided their first names and/or have not provided their place of employment on the **Sedaa GBT** membership site. This means their complete information is not available on this **Sedaa GBT SNA** survey. Therefore, this information will also be used to correct those entries for this SNA survey.

**Please note:** You can leave the survey and re-enter it as many times as necessary. However, you will be required to enter your name and business name each time you enter in order to make selections.

Additional demographic questions will ask you the location of your business: the city, and state or province. A drop-down list of countries will allow you to select the country location of your business. This information will be used to locate your position on a world map. Your location designation will be translated into longitude and latitude coordinates that will be matched with a Google® map application for possible display of the **Sedaa GBT** network on a world map.

Finally, for the purposes of understanding how and why members use the **Sedaa GBT** network, **Sedaa GBT** is asking that you indicate your reasons for being a member. You will be able to select more than one response from the following:

- Promoting my business and/or company;
- Having discussions and/or obtaining feedback; and
- Looking for ways to work internationally.

**Country Selection**. The **Country Selection Page** only lists those countries in which there are **Sedaa GBT** members. The **Country Selection Page** will ask you to select one country at a time. After you select your country and hit the **Next** button, the program will take you to an individual country page.

Countries with large membership rosters, such as the United States, Pakistan, and Egypt, for example, will provide you with several options for selecting members for each of the four connections. For example, although each country will have a drop-down list of the members for that particular country, countries with large membership rosters will have several drop-down lists providing first names in alphabetical order. Each name (as provided by the membership) will be presented as FIRST NAME LAST NAME-BUSINESS.

In addition, those countries with very large membership numbers will also have more than one country page. These additional country pages will allow you to select additional members for that country in each of the four categories.

At the end of each country page, you will be provided with additional question choices for proceeding or exiting from the survey. If there are additional pages for a country, you will find a

question at the bottom of each individual country page that will ask if you want to continue selecting additional members for that country. This will allow you to enter more individuals for that country on additional pages. If you want to select members in additional countries, another selection question will allow you to return to the **Country Selection Page**. From the **Country Selection Page**, you will be allowed to select additional countries one at a time for designating additional members in the four categories. If you are finished with all your member selections, you will find an additional question option at the end of each individual country page that will send you to a **Thank You** page. This page will allow you to exit the survey.

**Re-entering the Survey.** It is important to try to finish your connection selection process in one session. However, if you are unable to do this, or you need to re-enter the survey in order to select more individuals, you will be able to do so. Your prior record will be saved. However, if you exit the survey and then re-enter the survey at a later time, it is important that you re-enter your name and your business name in the demographic section so we can continue to link your name to the names in your category selections.

### **What You Will Do**

This web link will direct you to the **Sedaa GBT SNA Survey Project**:  
<https://www.surveymonkey.com/s/6PQ72FF>

Before you start the survey, please re-read the instructions on the survey page. The basic instructions for each page are also listed below:

### **Demographic Page**

- Enter your first and last name. If you re-enter the site at a later time to select more members, or to finish a session, you will need to re-enter this information here.
- Enter your business name/employer name or Self-employed. If you re-enter the site at a later time to select more members, or to finish a session, you will need to re-enter this information here.
- Enter the city, and state or province of your business location in the text boxes.
- Select the country of your business location from the drop-down list.
- Select your reasons for being a member of **Sedaa GBT**.

### **Country Selection Page**

- Select the first country where you want to identify colleagues.
- Hit the **Next** button to go to the **Individual Country Page**.

### **Individual Country Page**

- Select an individual from the drop-down list for each of the four (4) categories.
- Individuals in each country will be listed as FIRST NAME LAST NAME-BUSINESS NAME. Click on the individual's name that you wish to select.
- Determine if you want to select additional individuals for that particular country (if available),
- For countries with large membership rosters an option question at the end of the page will take you to additional pages for selection;
- Determine if you want to select additional countries to designate more individuals,
- An option question at the bottom of the page will take you back to the **Country Selection Page**
- Determine if you are finished with your survey selection entries.
- An additional option question at the bottom of the page will take you to the **Thank You** page where you can submit your record to confirm you have finished the survey.
- Hit the **Done** button.

If you have any questions, comments, or concerns, please do not hesitate to send me an e-mail at: [Nan@DifferentLee.com](mailto:Nan@DifferentLee.com)