Network Pictures
Analysis in MAXQDA

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Introduction

This poster provides an overview of how MAXQDA can be used in the process of network pictures analysis. Network pictures can be immensely helpful in analyzing business networks, yet they are pretty much an underestimated tool in a researchers' toolbox. This could be a result of many methodological challenges, that arise during the network pictures analysis (Abrahamsen, Havenid & La Rocca, 2017). Therefore, there is a need for the use of software to enhance the process. The goal of this presentation is to connect the methodology of conducting research with network pictures and the possibilities that come from the use of MAXQDA software. This poster presents a network pictures analysis in the business case study (in this case an analysis of a business-to-business project created by five leading companies in the gardening market).

Network pictures

Network picture is a representation of a respondent's business network mental perception (Ramos & Ford, 2009; Ryynänen, Kortelainen, Lätillä & Jalkala, 2012). Using this mental picture business actors navigate, relate and make decisions (Håkanson, Ford, Gadde, Snehota & Waluszewski, 2009). By acquiring the different participants' network representations, alongside with conducting an in-depth interview, a researcher can recognize the respondents' perspective, presumptions, experiences and by that the business network itself. The analysis must include different points of view, as according to The Industrial Marketing and Purchasing Group researchers there is no such thing, as one correct network picture. Everything is subjective and therefore it requires gathering a variety of perspectives to draw conclusions (Waluszewski, Håkansson & Snehota, 2017).

Dimensions of the analysis
(Ramos & Ford 2009)

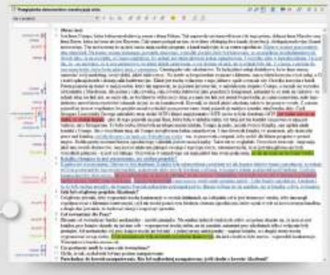
- Scale and structure of the network
- Processes of the network
- Positioning in the network

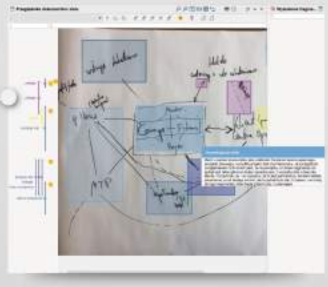
The Analysis Process

1. Creating or acquiring the initial coding tree based on the literature on network pictures analysis (eg. Ramos & Ford 2009) and the research question.
2. Coding of the interviews using the code tree.
3. Connecting the network pictures to the verbalized description in the interviews.
4. Coding of the network pictures.
5. The analysis of the network pictures in all three dimensions.
6. Statistical analysis, e.g. coding frequencies, to explore similarities and differences among the respondents.
7. Evaluating the data, analysis, writing the manuscript.

The Software Features

1. Coding the interviews and network pictures.
2. Linking parts of the interviews with network pictures.
3. Writing memos.
4. Using the Complex Code Configurations analysis.
5. Using the graphical tools to compare interviewees and evoke memos and comments.





Conclusions

This poster shows how to use software to help with the challenges of conducting network pictures analysis. The main advantage of using the software is the ability to connect different parts of the interviews with the network pictures thanks to the links and codes. The network pictures should contain all the necessary information from the interviews to analyze and compare them.

Bibliography

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