SNAPT

Social Network Analysis via Perceptual Tomography

SNAPT is a tablet-based data collection system which researchers can quickly map both actual and perceived structure of a networked population.

SIGNIFICANCE

Social network information is valuable when examining the behavior of individuals and their social context. However, network information that goes beyond "ego networks," or information about an individual and their immediate social connections is difficult to collect. Social Network Analysis via Perceptual Tomography (SNAPT) is a tool designed to collect social network information at a larger scale than allowed with an ego network. SNAPT is much faster to use than a full network process using a large social roster. SNAPT works by taking advantage of participant's perceptions of the ties between other people. Where a single report of a tie between others might be erroneous, a thorough sampling of a community will yield multiple reports of perceived ties. This type of network sampling can provide models of full networks with reduced interview burden for participants and initial data requirements for researchers.

HOW CAN I LEARN MORE ABOUT SNAPT?

Stop by our booth, send an email to groptheoryinc@gmail.com, or visit us at http://snapt-software.com.

SNAPT COLLECTS

• "Objective" self-reported data on participant attributes

• "Objective" self-reported data on participant social retationships

• "Subjective" 3rd party-reports concerning other participants' attributes

• "Subjective" 3rd party-reports about other participants' inter-relationships

CUSTOMIZE SNAPT

Using a web-interface, researchers specify the study protocol questions that they would like to use in collecting data on attributes and relationships of interest. The SNAPT tablet downloads this study specification from our servers.

SPEED

SNAPT is fast because participants provide data on social relationships by sorting other participant's pictures using simple drag-and-drop actions. SNAPT tablets coordinate in the background via the cloud, so multiple tables can be engaged simultaneously to speed up data collection. The time it takes for each participant to complete a SNAPT survey depends on the length of the researcher-defined study protocol.

FRIEND   RECOGNIZE   DON'T KNOW

Easy to use interface allows participants to quickly group user uploaded headshots by dragging thumbnails using their finger on touch enabled screens.