Berthod, O., Grothe-Hammer, M., & Sydow, J. (2017). Network ethnography: A mixed-method approach for the study of practices in interorganizational settings. Organizational Research Methods, 20(2), 299-323.

Berthod, Grothe-Hammer, and Sydow (2017) present an innovative mixed-method approach, termed 'network ethnography,' for studying practices in interorganizational settings. The paper aims to integrate rich ethnographic data with the structural clarity provided by SNA at the whole network level. This integration is proposed to address methodological challenges in researching interorganizational networks, particularly those related to the practice-turn in organization and management research.

The study emphasizes the application of SNA in interorganizational settings to quantitatively measure network attributes such as participant ties, density, and clustering tendencies. It also explores the role of social practices in enacting and legitimizing interorganizational networks, a process not fully captured by hierarchical structures.

Berthod et al. (2017) argue that while SNA provides insights into network power, positions, and multiplexity of ties, ethnography is crucial for accessing unacknowledged practices and tacit knowledge about the enactment and transformation of these structures. However, they also note that without SNA, ethnographic fieldwork may struggle to understand the relational context beyond what is observable.

The authors discuss the importance of addressing different epistemologies underlying SNA and ethnography and propose reflectively mixing these methods. They suggest that while SNA can identify key organizational players, ethnography can reveal how rules are negotiated and applied in practice.

Berthod et al. (2017) contribute to the debate on mixed-method research, highlighting the need for a synthesis of qualitative and quantitative approaches. They suggest a research design that includes steps like accessing the field, parallel data collection, independent preliminary analyses, and then zooming out and in to integrate findings from both SNA and ethnography.

This paper's methodology and insights are particularly relevant to our research, as we aim to combine ethnographic methods with SNA. The proposed approach offers a comprehensive framework for understanding both the structural and practice-based aspects of interorganizational networks. The detailed guidelines on conducting network ethnography, including steps for data collection and analysis, provide a valuable blueprint for our research design. This approach allows for a more nuanced understanding of the dynamics in interorganizational settings, crucial for our study's goals.