

The embeddedness of social capital in personal networks

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The dataset contains 60 cases of social entrepreneurs in two countries, Mexico (N=30), and Catalonia, Spain (N=30). The variables describe ego, and social venture characteristics, along with the aggregates of two methods of alter elicitation: Multiple Name Generator (MNG), and Position Generator (PG).

The MNG enquires about 8 types of support for starting or running the business (emotional support, financial capital, advice or information, help with administrative issues, clients or suppliers, collaborators, and others). In order to measure the social capital embedded in the personal network elicited with the MNG, respondents were asked to report the main occupation of each alter. The occupation was coded using the same occupational labels and prestige score tables as in the case of the PG (SIOPS-08).

The PG lists 15 occupations, 4 of which are context-dependent (i.e., chosen because of their relevance in either Catalonia or Mexico). These occupations were selected following two criteria: first, that they were relevant for the population object of study, and, second, that they cover the pyramidal range of social structure without overlapping prestige according to the SIOPS-08 scores.

For both methods of elicitations and for each ego, three measures were computed: Number of Positions Accessed (MNG_POS - PG_POS), Total Accessed Prestige (MNG_TAP - PG_TAP), and Average Prestige (MNG_AvgP - PG_AvgP). The dataset also reports the upper reachability (maximum prestige) and the range of accessed prestige (which is the difference between the maximum and minimum prestige).

Finally, the dataset summarizes the closeness between ego and alter (Likert scale; from 1 = not close at all, to 5 = intimate, with an added category 0 "I no longer have contact with this person"), and whether each pair of alters knew each other (Degree Mean).