

Social Network Analysis:

Mapping Networks for Insights & Action

Network mapping is a process designed to reveal relationships, current, emerging, and potential within and across organizations and groups. Four of the most common techniques are:

- Person-to-person mapping
- Organization-to-organization mapping
- Affiliation mapping
- Personal network mapping

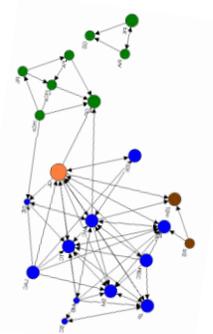
Each offers slightly different insights and views into the relationships in a network.

Person-to-Person Mapping

A person-to-person analysis shows the informal connections among people; these can be particularly useful in identifying where connections currently exist (and the strength of those connections) as well as where connections do not currently exist.

Connections, indicated by lines between people (represented as circles) may indicate different aspects of relationships, including:

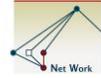
- How frequently information is exchanged between people
- Who people seek out for advice or to share new ideas
- How well people know each other's knowledge and skills



A formal network analysis uses a survey to gather data from all the people in the network. Diagnostic tools provide both a visual map of the connections and quantitative data that substantiate the maps and their underlying patterns. In addition to providing a snapshot in time of the network as a whole, a network analysis points to the key people in the network – the linchpins and connectors – as well as individuals or groups that may be marginalized or underutilized due to lack of connectivity.

The analysis leads to actions that can increase the social connections– improving communications, knowledge transfer, collaboration, and mutual understanding of shared goals, concerns, and aspirations.

Network Mapping



Personal network mapping is a key step towards evaluating one's social capital, the stock of trust, mutual interests, and shared experiences that enable leaders to be successful in working with a diverse group of stakeholders and personal resources.

Network Mapping Process

Network mapping projects typically have the following steps:



- Understand the network and the goals for mapping the network. To create more connectivity among people? To enhance the ecosystem of the organization? Or to make sure that people are connecting around ideas important to them?
- Construct a survey to collect the data needed for the mapping. This typically requires names, organizations represented, and emails of participants who will take the survey and the design of questions to elicit the connections.
- Use specially-designed software to create maps with various views.
- Review the maps with the client to gain the client's insight into how the maps reflect their knowledge about the network and the people in it.
- Design and deliver a presentation about the maps, often in a workshop context that introduces network concepts, to the constituency that has been mapped and facilitate conversations about acting on the insights provided by the maps.

The process typically takes between 3 and 15 days of work, spread out over 3 to 10 weeks. Variables in the process include the types of analysis requested, the number of participants and the number of demographic attributes available to identify participants.