



Geneva Communicators Breakfast

30 March 2007

Presented by the Geneva Communicators blog:

<http://genevacom.wordpress.com>

Network Mapping for Evaluating Effectiveness

Understanding how people and organisations connect, work together and share common interests is important for many projects and programmes. Mapping of networks can assist in determining the importance of these issues.

Evaluating Networks

Mapping of networks can provide insight into:

Networking structure: *What is the perceived influence and importance of the different network members? Who plays a key role in a network? Who is isolated?*

The nature of relationships: *How do members connect within a network – where are the strengths and weaknesses?*

Changes to networks over time: *How do networks evolve over time – particularly with the intervention of programmes or projects?*

Identification of issues: *What issues link a network together, where is there common support, where is there limited support?*

Evaluating Effectiveness of Education/Training Programmes

If an education/training programme aims to build a network amongst participants, network mapping can assist in evaluating how a network has developed as a result of a programme. Figure 1 shows the network of select participants prior to participating in an education programme. Figure 2 shows the network of select participants six months after the programme. This illustrates the growth of the network, the key role Person 1 plays in the network and the isolation of Person 8 and to a lesser extent Persons 5 & 7.

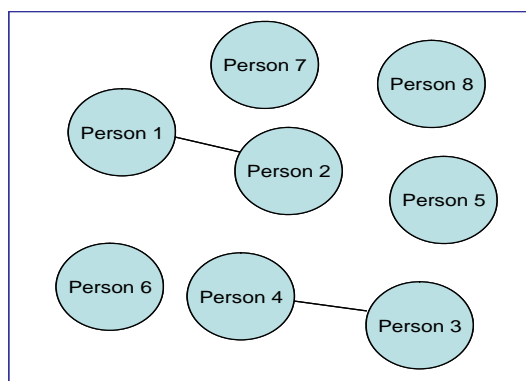


Figure 1: Participants network prior to education programme

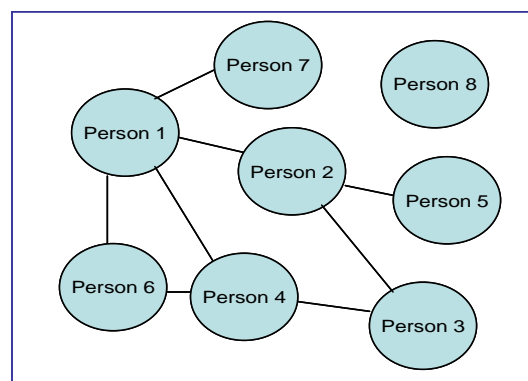


Figure 2: Participants network six months after education programme

Mapping of Support for Issues

Network mapping is useful in determining how organisations or individuals support issues, programmes or events. Figure 3 maps the priorities of NGOs in supporting a select number of issues. This illustrates that Issue B has the most support amongst the NGOs and issue D the least support; NGO 5 has an interest in all issues and NGOs 4 & 6 an interest in only one issue each.

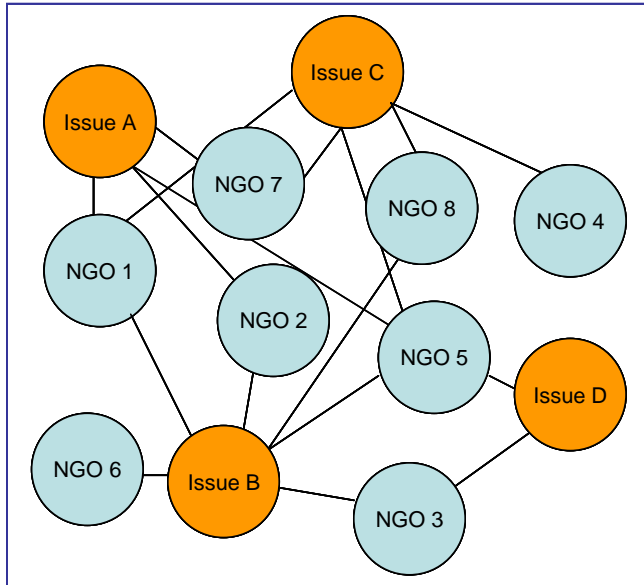


Figure 3: Mapping of support for issues amongst NGOs

How are Networks Mapped?

Network mapping is undertaken through a series of steps:

1. Identification of variables to be measured and mapped
2. Surveying of individuals/organisations on the variables
3. Mapping of variables using a networking software
4. Presentation of networks mapped.

If a project has a *before/after* element, surveying needs to be undertaken prior to and after the given intervention (e.g. training programme).

Further information - Glenn O'Neil: glenn.oneil@gmail.com
Evaluation blog: <http://intelligentmeasurement.wordpress.com/>