

Network mapping – 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 training programmes and events

If a training programme or event aims to build a network amongst participants, network mapping can assist in evaluating how a network has developed as a result of a programme or event. Figure 1 shows the network of select participants prior to participating in a training 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.

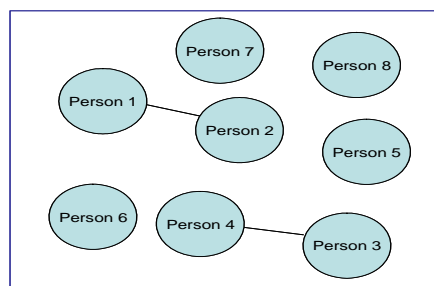


Figure 1: Participants network prior to education programme

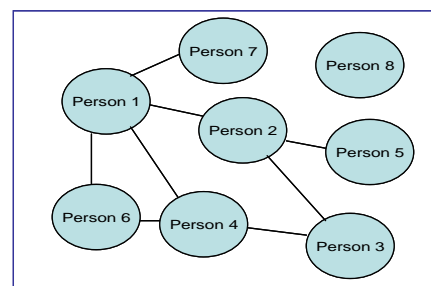


Figure 2: Participants network six months after education programme

«The owl can see that which others cannot; which is the essence of true wisdom» (ancient lore)

Mapping of support of 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.

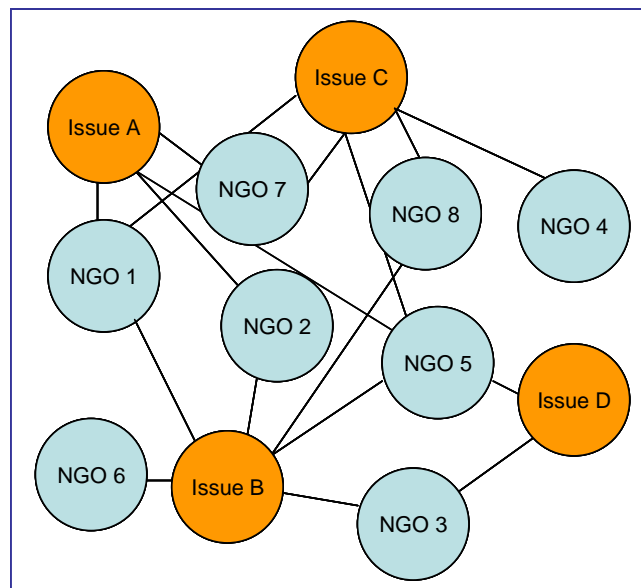


Figure 3 Mapping of support of issues amongst NGOs

Cost-effective evaluation

Owl Research & Evaluation supports organisations in analysing, assessing and evaluating activities in the communications, training/events and development fields.

Our key services include:

- ◆ Developing evaluation methodologies and guidelines
- ◆ Evaluating communication activities and campaigns
- ◆ Evaluating training programmes and events
- ◆ Supporting evaluation projects with research design, management & analysis

Contact Glenn O'Neil, Owl RE for further information: 41 (0) 76 325 6213,
oneil@owlre.com

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