



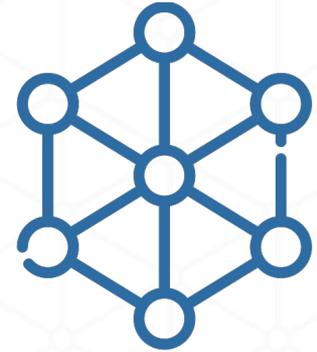
**SOCIETAL  
PLATFORM**

Societal Platform  
Network Mapping and Analysis  
'How-to' Guide

# Network Mapping and Analysis

Network mapping and analysis is a process that helps to understand the behaviour of networks.

This presentation serves as a basic reference framework and provides processes to help organisations engage in the network mapping and analysis process.



# Network Mapping

# Network Mapping and Analysis

Network mapping exercise for Societal Platform missions focuses on mapping their current network and the desired network in the context of an identified goal.

The network map is formed using nodes and edges -

- **Node** (entity) is a thing with distinct and independent existence. It can be an individual, institution or even a resource.
- **Edge** (Interaction) is an action that describes what a node does with respect to another node. For example, node A provides content to node B. 'Provides content' is the interaction here.



# Network Mapping

Things to do before beginning the mapping exercise:

## **Context:**

Setting the context at the beginning of this exercise helps the participants at an early stage to internalise the foundational aspects. This helps drive the thinking during the network development process.

## **Mission:**

The mission guides the thinking and actions behind each step, as the actions at each step are expected to be in the context of the mission.



# Network Mapping

## Step 1:

- Identify a particular goal you want to achieve (e.g., in the next year) as part of the mission
- Identify the existing nodes in the network
- Map the nodes to which the organisation is directly connected (Refer figure 1)

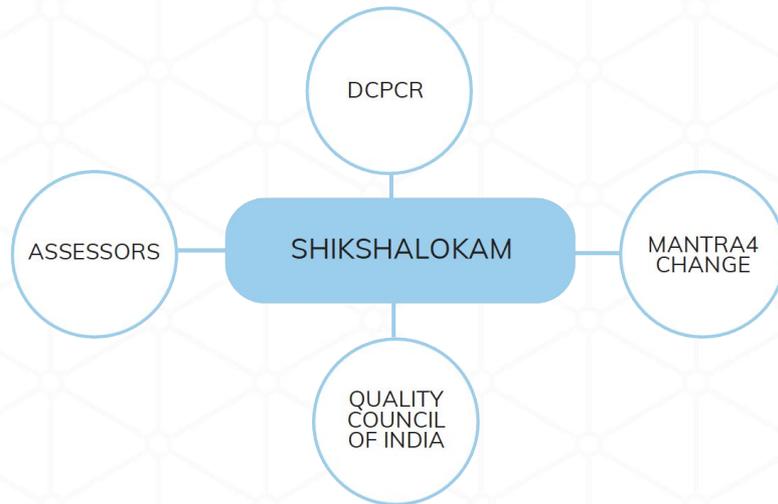


Figure 1. Directly connected nodes

(This Presentation contains ShikshaLokam's network map at various stages as an example case - ShikshaLokam is a Societal Platform mission working to - Enable and amplify leadership development opportunities for individuals and institutions engaged in K-12 education systems. The goal identified for the exercise was to drive adoption and greater relevance with 150000 education leaders in a year)

## Step 2:

- Map the path from each directly connected node to the individuals or institutions for whom the mission is intended for (such as school students or schools) (Refer figure 2)

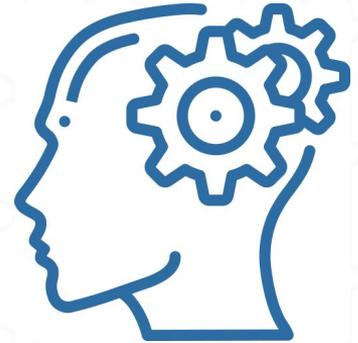
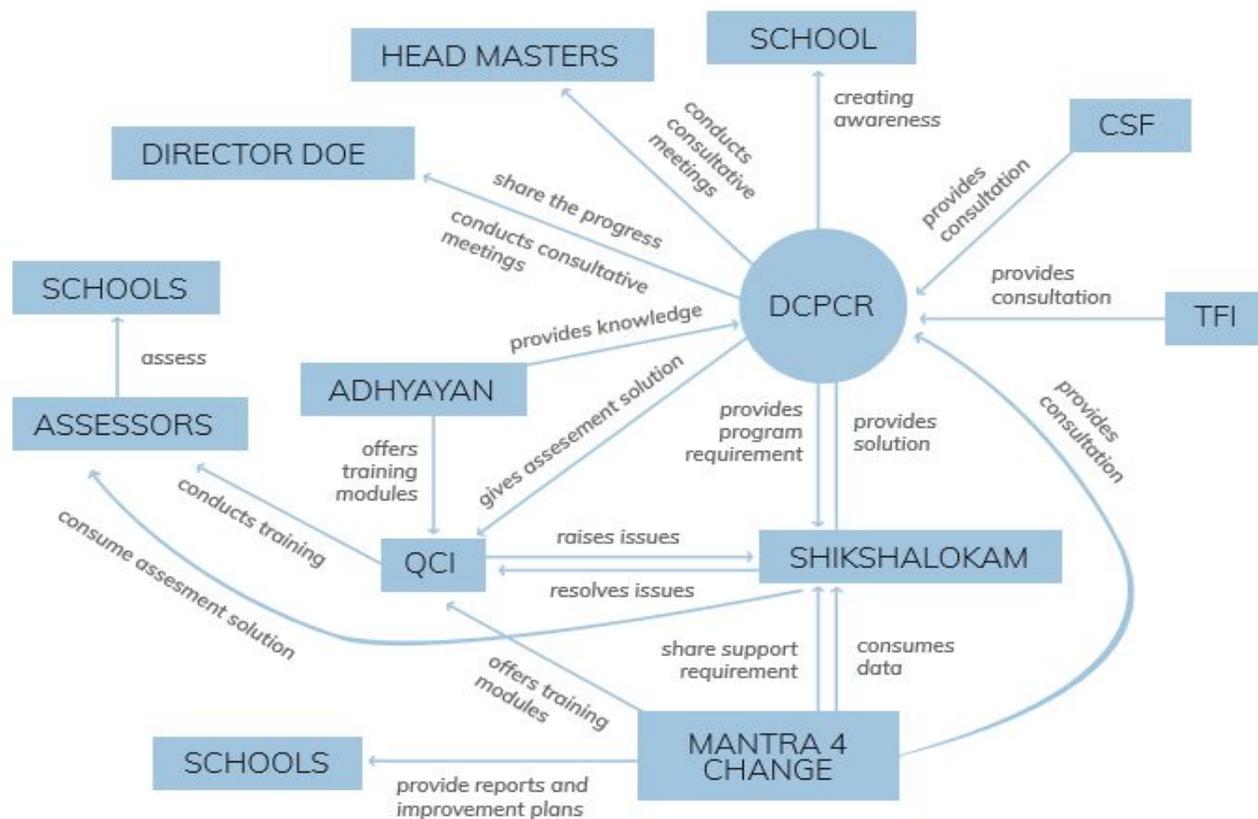


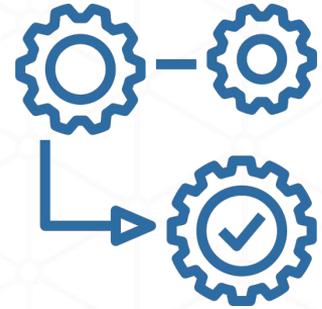
Figure 2. Current Network of SDI programme from ShikshaLokam perspective



# Network Mapping

## Step 3 -

- Identify the potential new nodes you want in the network to help the ecosystem achieve the identified goal (e.g., Ministry of Human Resource Development)
- Map the new nodes in the network (Refer figure 3)
- Map the desired interactions which will lead towards achieving the set goal (e.g., ShikshaLokam co-creates solutions with NGOs - Refer figure 3)





# Network Analysis

# Network Analysis

After creating the network map, we can analyze the following aspects in it to understand it better:

**Note:** Social Network Analysis (SNA) software can assist in producing the measures required to answer the questions. Also, [Gephi](#) is an open-source network visualisation and analysis software that can be used for this exercise.

## Network Analysis

There are questions that can help drive this process, such as,

- When two nodes are likely to interact? (e.g., when there are assets useful to develop solutions)
- What are the important attributes that contribute to the interaction (e.g., open access to assets)
- How much resource (information, data, etc.) a node has to expend in order to make a connection?



## Analysing Connectivity

At the node level,

- How connected a node is
- Which nodes are central to spreading something or influencing other nodes in the network

At the network level,

- How connected or integrated the network is

*Example of an SNA measure: Degree centrality*

## Analysing Clustering

- What are the different kinds of groups in a network? (e.g., actors involved in solution development, contributing assets, etc.)
- On what basis micro-networks within a network get formed and what are their characteristics?
- Hidden groupings and clusters in networks

*Example of an SNA measure: Clustering coefficient*



## Analysing Network Type

Understanding how the network is structured and defining how something will flow, which nodes will have influence and can affect the entire network.

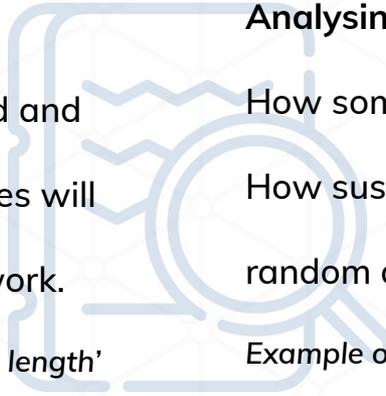
*Example of an SNA measure: 'Average shortest path length' combined with 'Clustering coefficient'*

## Analysing Network Dynamics

How something spreads across a network?

How susceptible is our network to failure both from random and strategic attack?

*Example of an SNA measure: Modularity*



# Conclusion

Network mapping and analysis can be a useful way to understand all the interactions happening in the network and the roles different actors play in the network—with respect to a specific Societal Platform mission.

A participatory process of involving all relevant actors across the exercises will be hugely beneficial in developing a holistic network and imagining new possibilities with the output that will come out of the network mapping and analysis process.



# SOCIETAL PLATFORM

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