

Community Network Mapping and Building for Military Student Support

SECOME Symposium
USS Yorktown, South Carolina
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Social Networks

- A set of ties of the same type (relations) between actors (persons, organizations, nodes)
- Show connections between two (dyadic) or more actors (tie, link, edge, arc, line); the building blocks of networks; defined and limited by specific measurement(s)

How a network map can help...

- Understanding the *structure* of a network and how it functions can help identify holes and overlaps
- Apply that understanding to building a *strategic network* that
 - Fits the context of the organization
 - Meets the mission of the organization
 - Maximizes the impact of the organization
- Capacity for information and high impact visual

Measuring Relationships

- Identify (name the relationship)
- Quantify (strong/weak; density; distance)
- Qualify (directionality; centrality)

NB: All approaches to measuring relationships have their pros and cons. They are all limited by design decisions and dependent upon often unreliable things like MEMORY & PERCEPTION.

Charting Relationships

Friends?

1 = yes

0 = no

	Lynn	Tina	Karla
Lynn	--	1	0
Tina	1	--	1
Karla	0	1	--

com/wk

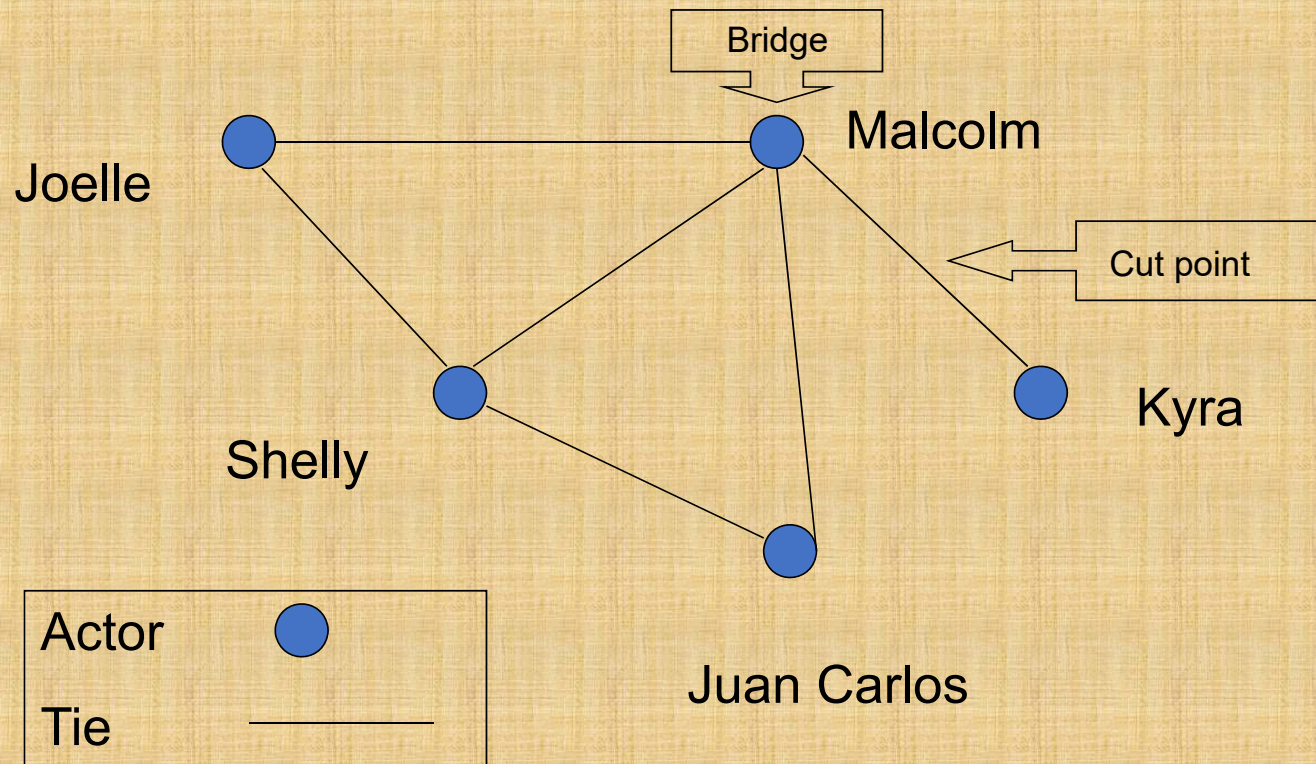
= (> 5 m)

= (work)

= by Lynn

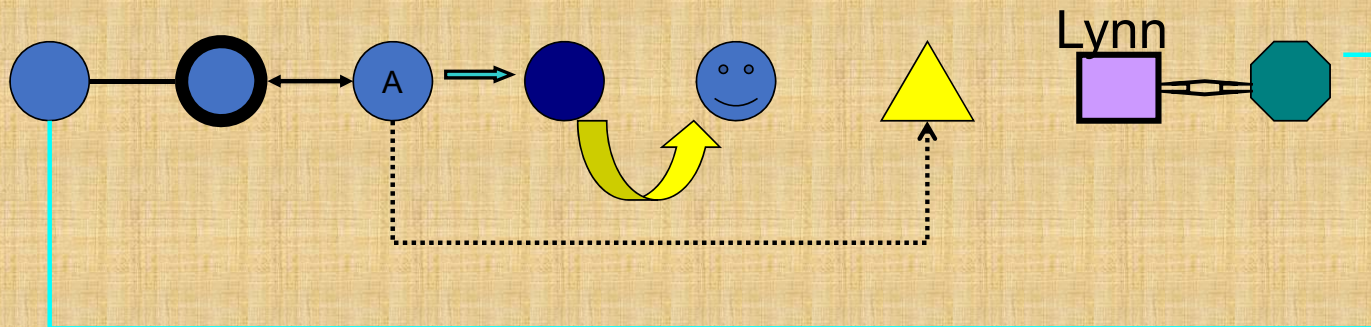
	Lynn	Tina	Karla
Lynn	--		
Tina	3	--	
Karla	2	5	--

Network A

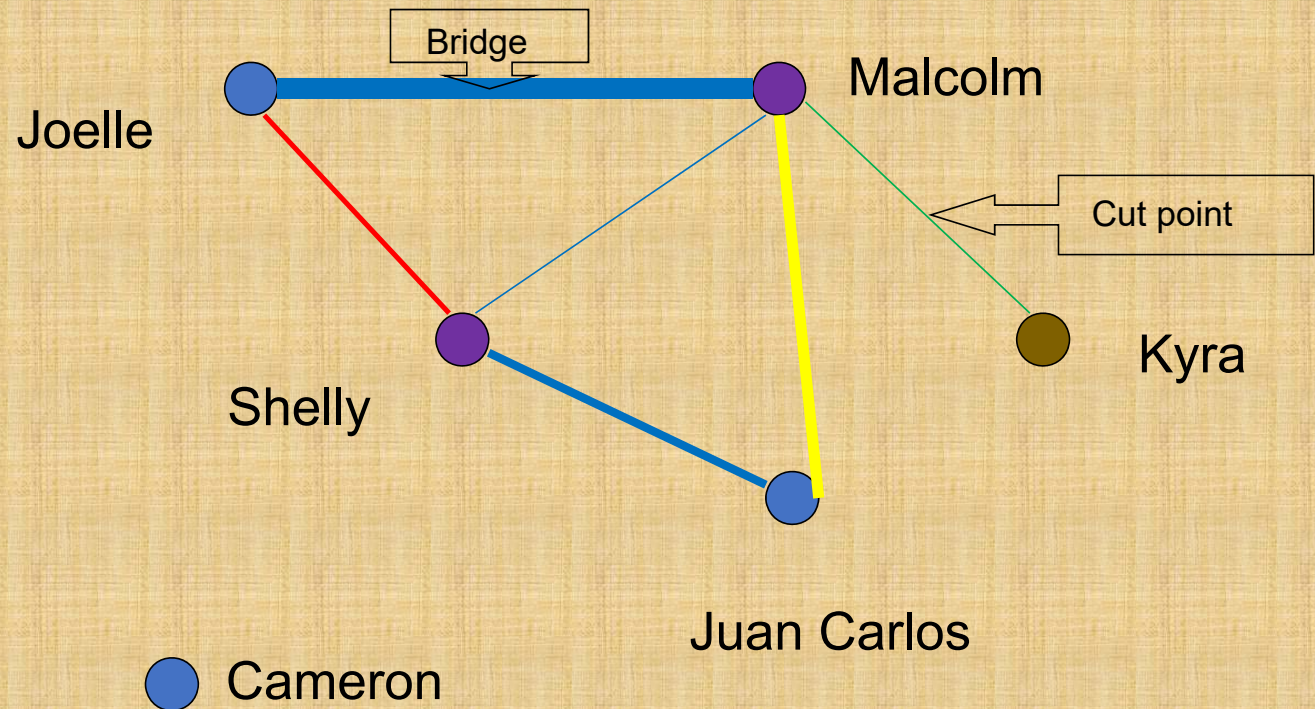


Visually Indicating Relationships

Defining your terms and providing a clear key is crucial to the accurate visual representation of a network.



Network A Refined with Qualifiers



Create your own map...

- What is the **purpose** of your map? Goals define research approach.
- What contextual factors will impact your mapping? Funds, competition, privacy, etc.
- What information will you need to meet your purpose/goals? (identifiers, quantitative/qualitative data, etc.)
- How will you build it?
- How and with whom will you share it?



Contact us!

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