

# CHNET-Works!



## Welcome to Fireside Chats

### Social Network Mapping Pilot Study (#2)

February 14, 2008



1:00 – 2:30 PM Eastern Time

Advisor on Tap: Anita Kothari PhD, University of  
Western Ontario

# Housekeeping



## Telephone:

- \*6 to mute/unmute
- If your line is 'bad' – hang up and call back in
- Do not put us on hold
- We are recording this 'chat'



## Visual Presentation: from our computer to yours.....



- Via Bridgit software (see Fireside Chat Instructions)
- There may be a few seconds delay in transmission
- If difficulties: use the back up PowerPoint Presentation:  
[www.chnet-works.ca](http://www.chnet-works.ca)
  - click on Fireside Chat, scroll to today's 'chat' info

## Agenda:

- Sign in and tech help prior to the 'chat'...
- Welcome, Housekeeping and Introductions
- Presentation and Discussions
- Closure



# From Last Week...

- Pilot
- Exploring the possibility that social network maps might be a helpful intervention for influencing public health policy

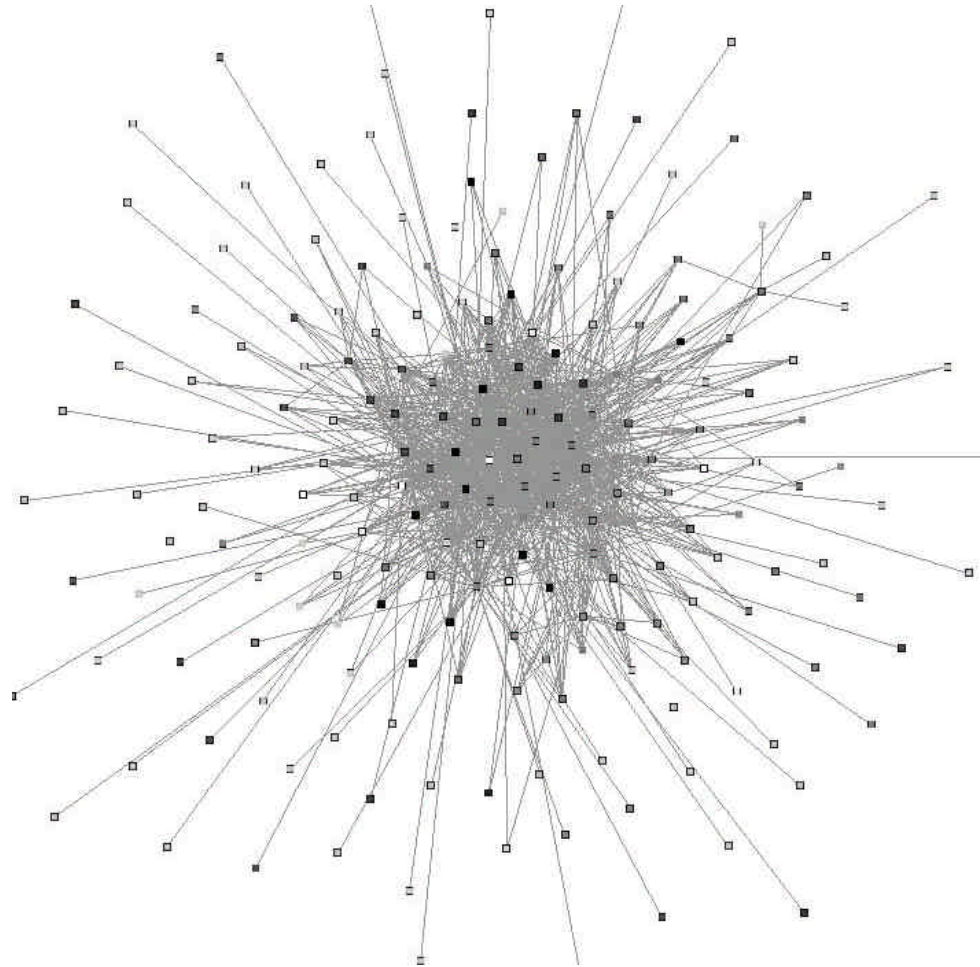
# This is 'chat' #2 for this Pilot Project

Today, we will:

- Take a look at and discuss results of participants responses to the Social Network Mapping Questionnaire!
- Describe next steps for participants
- What happens next for our researchers

# Smart Networks

- 1. Birds of a feather flock together.
- 2. Diversity
- 3. Several pathways between individuals
- 4. Connectors



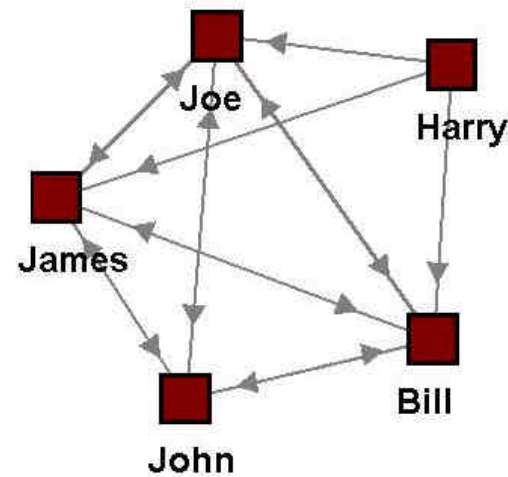
# Part 2: Look at the Patterns

You can do a visual analysis of network maps to identify the strengths and weaknesses of your network

(J. Holley)

# Network Elements

Some networks are closed (old boys networks) they may be effective but often are not innovative



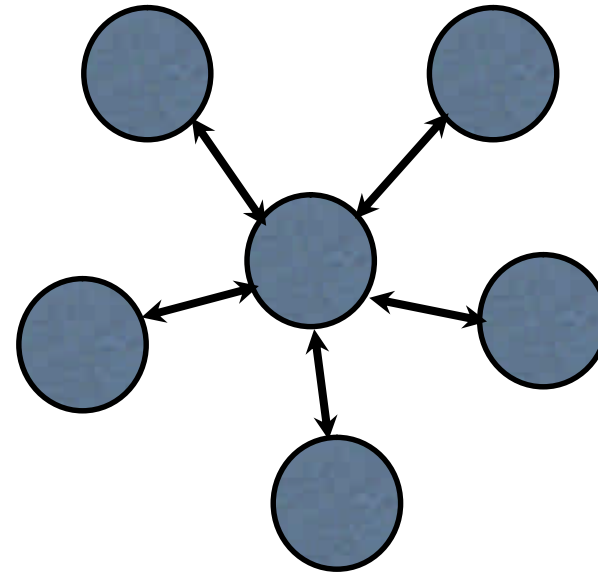
(J. Holley)

# Network Elements

Some networks  
are centralized

Hub and Spoke

Efficient but not  
resilient

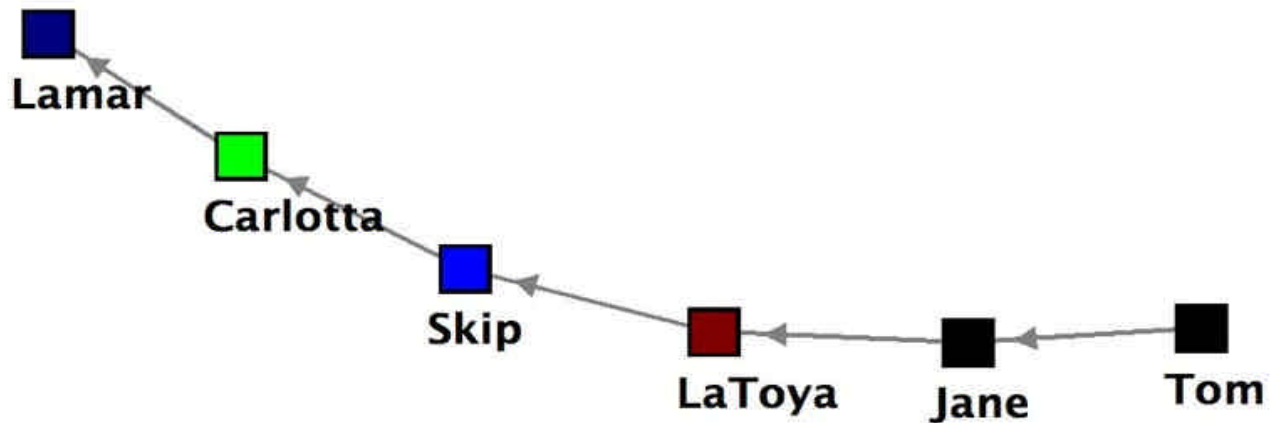


(J. Holley)



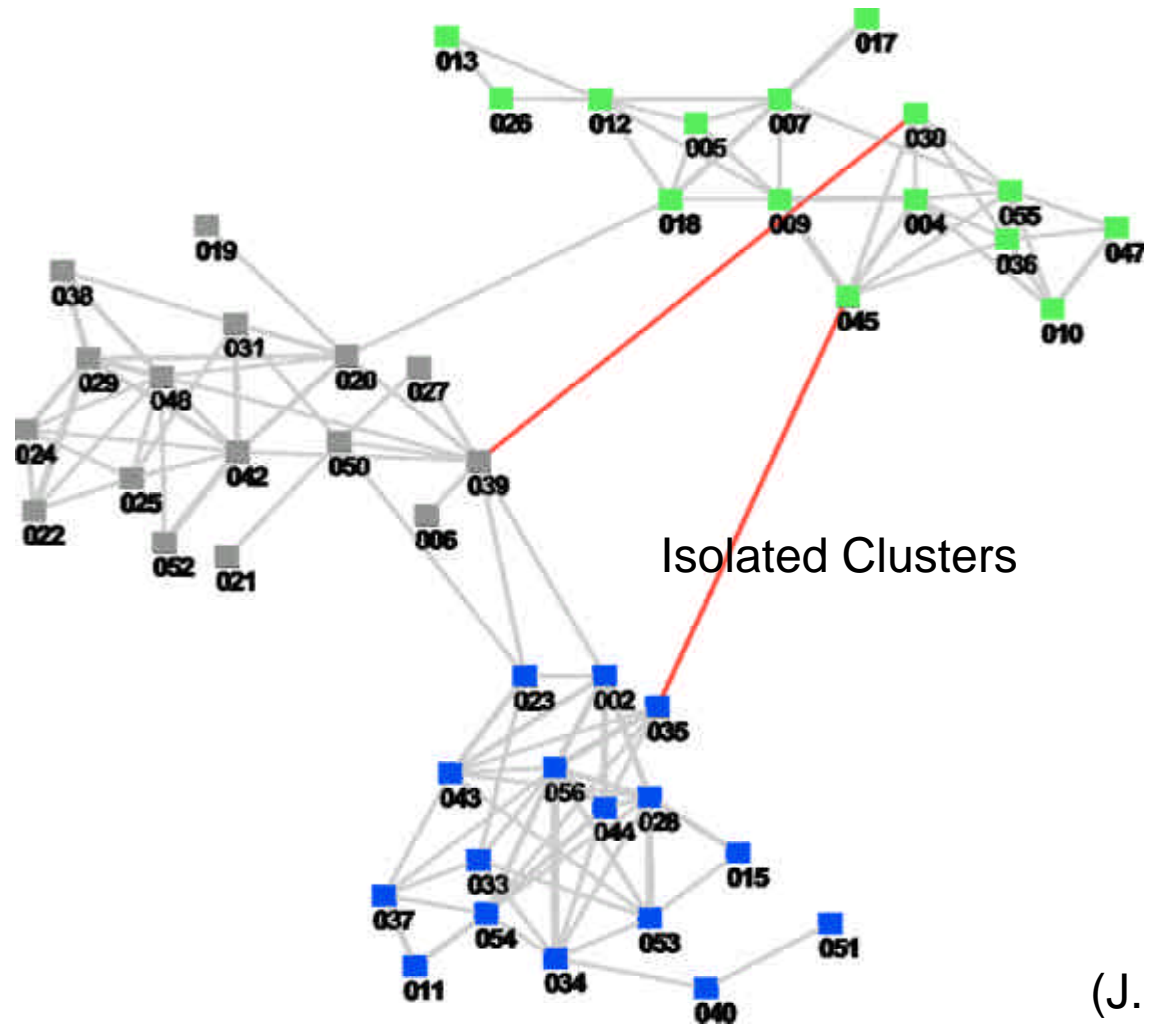
# Network Elements

Elephant Tails:  
Communication is distorted  
Or lost



(J. Holley)

# Network Elements



(J. Holley)

# Understanding your network

- Graphs
- Network Metrics

# Cliques - Subgroups

- **A set of at least 3 alters who are all directly tied to each other**
- **In other words, the number of subgroups that exist**
- **See stats:**
  - **Note the variability**
  - **Are cliques a good thing for advocacy?**

# Components - Subgroups

- A set of alters who are connected **directly or indirectly**
- They do not have to be connected to everyone else in the sub-group
- A network with many components implies a compartmentalized network
- Stats: no variability; we have connected groups

# Degree Mean Centrality

- A measure of direct ties in your network
- High mean centrality is related to a variable number of ties among your network members/alters
  - An index of exposure to what is flowing thru your network (network activity)
  - The opportunity to influence and be influenced
  - Related to the network's **cohesion**

# Closeness Mean Centrality

- Another measure of your network's cohesion
- A measure of independence from the control of others
- Unlike degree centrality, this measure looks at paths between individuals  $A - B - C$
- (not limited to direct ties  $A - B$ )
- you can reach someone thru intermediaries; closeness implies minimal distances for quick communication

# Betweenness Mean Centrality

- A measure of information control (individuals as bridges to information)
- **A – B – C**
- A different measure than closeness and degree
- Seems though we want fewer bridges...



# Looking at the graphs...

- There are two basic types of egocentric network maps
- 1. Core/Periphery Structures
- 2. Clique Structures
  
- 1. a single group (core) with hangers-on (periphery) PIC?
- 2. multiple subgroups each with own peripheries PIC?

Lingering thoughts?

# Next steps for this project:.....



- Participants will have an interview within the next 1-2 weeks, with Mechthild Meyer or Jo-Anne MacDonald
- Then....researchers review interview, questionnaire and online survey results – to consider ‘Is Social Network Mapping a useful tool for CHNET-Works! and involve further research?’
- ??Anita – is this info shared with participants?





Thanks for joining in!

**For more information about CHNET-Works!  
and future Fireside Chats**

[www.chnet-works.ca](http://www.chnet-works.ca)

- **Please contact the CHNET-Works! Animateur if you are interested in collaborating on future fireside chat discussions**