Tool 2 – Social network analysis: Grassroots regeneration and local leadership
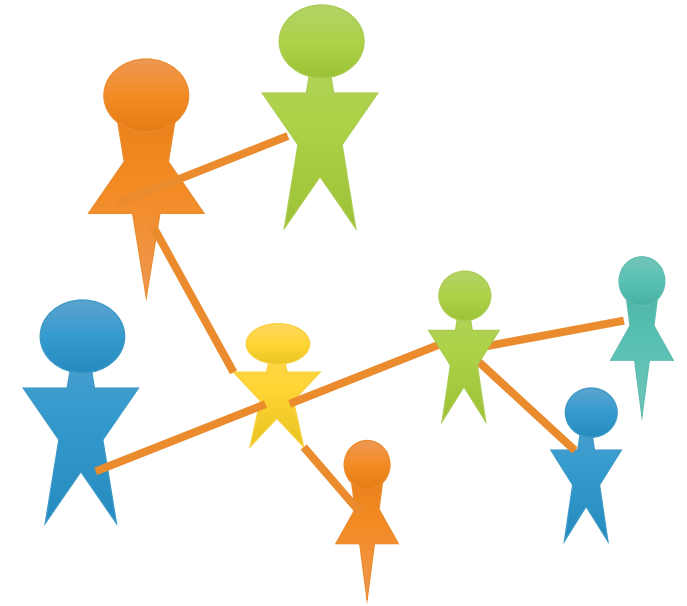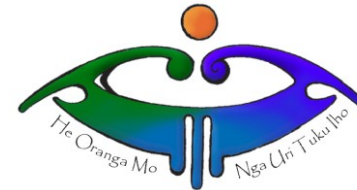
What is it?

- This is a tool to help you understand the web of people and relationships involved in solving different environmental problems.

- It will pinpoint the current and future leaders who people turn to for information, resources, and motivation to tackle the problem.

- At the same time, it will alert you to gaps in relationships, resources, and information-sharing.

- Using this tool, you can identify strengths to leverage as well as areas where more work is needed in order to better address pressing environmental issues.

What can you use it for?

- To implement a complex strategy by leveraging people and resources in an effective way.

- To identify key people who can help spread a message.

- To pinpoint the strengths and weaknesses of your group, project, or programme – including how you can best achieve your goals or where more work is needed.

scion

How do you apply it?

Identify

- Decide on your question(s) - what do you want to know?
- Identify your stakeholders.

Gather

- Decide how you want to gather your data. Different approaches will give you different insights.
- Gather your data.

Analyse

- Analyse and interpret your data (by hand or using computer software).

Review

- Review the results with your stakeholders: Do the results make sense to them? What actions need to be taken to address the findings?
- Repeat the process to see if the networks have changed over time and if further action needs to be taken.

scion

Identify

- Key question:

  "Who provides you with information about restoring the Waiapu catchment?"

- Key stakeholders:

  Community members identified through local knowledge and reviewing reports and documents about who plays an active role in formal or informal catchment management.

scion

Gather

- Mixed data collection approach:
  - Social Network Analysis (SNA) to understand *who are the current stakeholders* and *who is connected to who* in relation to restoring the Waiapu catchment.

  - Qualitative interviews to understand *how*, *why*, and *in what context* different relationships are formed for the purpose of supporting catchment restoration.

Download a sample data
collection template
+ inform consent form.

scion

Analyse

- Researchers analysed network data through free online software (Gephi and Pajek). The software creates visual network maps of relationships and connections around the sharing of information related to catchment restoration (see network map in next slide).

- Common, recurring themes from the qualitative interviews identified and grouped together.

scion

Analyse

This is an example of a network map which helps visualise the relationships uncovered during the data gathering phase.

Each dot represents a person or organisation. The bigger the dot, the more connected they are.

Each colour represents a different group or category (e.g., government, advocate, researcher, etc.).
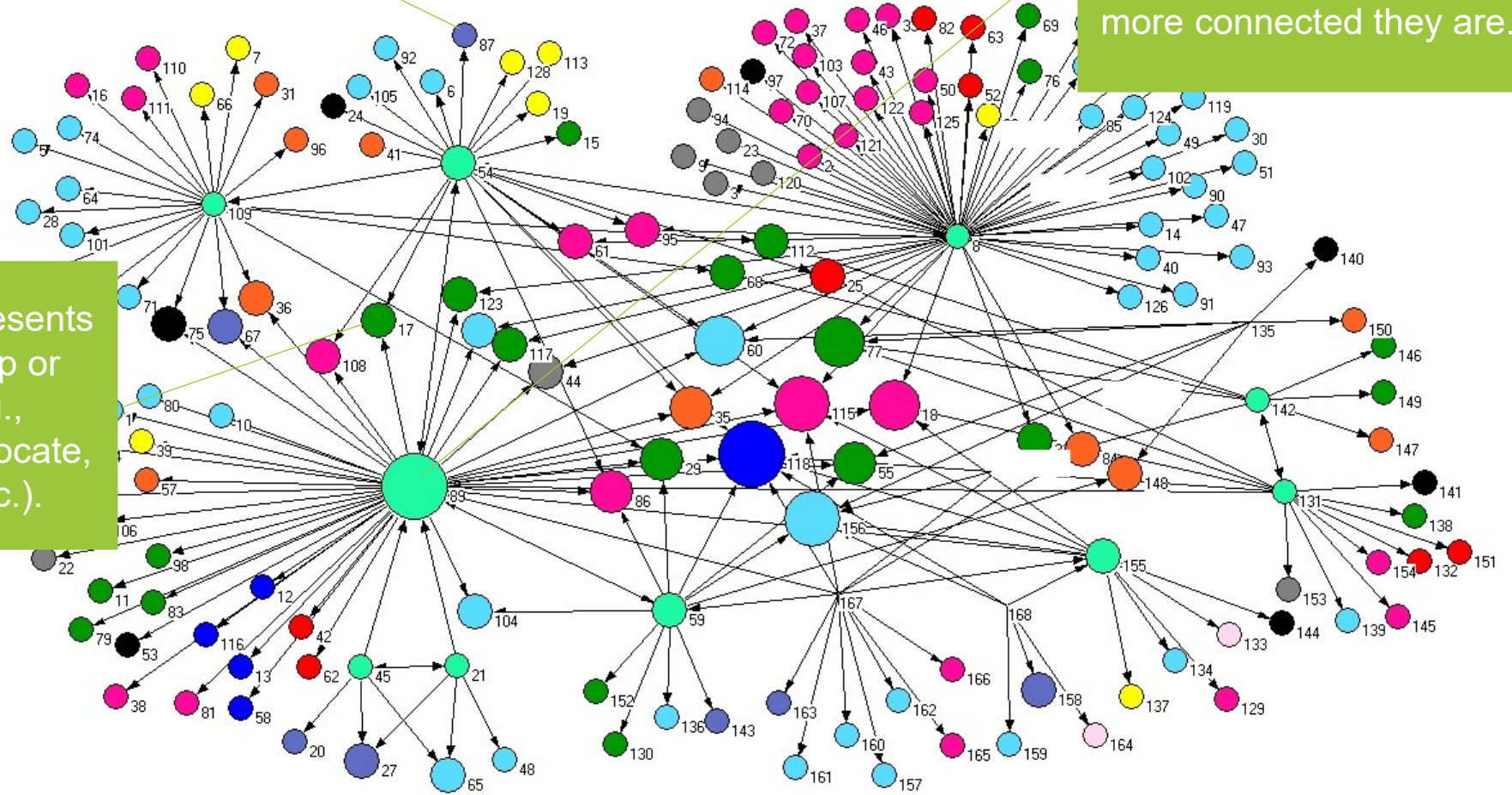
Review

- After the community feedback on the first set of interviews in 2016, researchers decided to interview rangatahi.

- Key issues identified using the social network analysis:
    - There is too much reliance on a few key people when it comes to catchment restoration. Succession planning and leadership development are needed!
    - Tamariki and rangatahi need support to become more involved.
    - There is a role to play for the wider community to engage with restoration work in the Waiapu catchment.
    - Targeted engagement strategies are needed to appeal to different groups.
    - Opportunities exist for building and maintaining more trust between catchment residents and government and non-government agencies.

scion

www.scionresearch.com

Prosperity from trees *Mai i te ngahere oranga*