

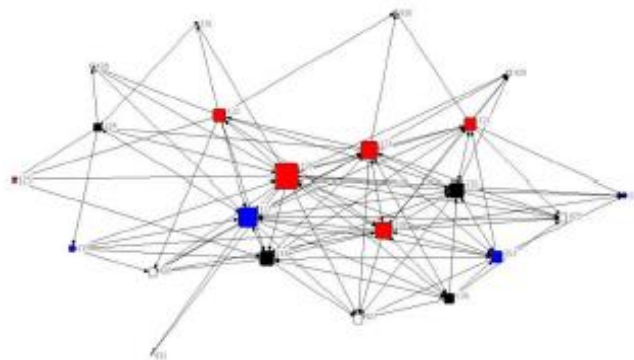


Social Network Analysis

Social network analysis is the “mapping and measuring of relationships and flows between people, groups, organizations and other connected information/knowledge entities” (Valdis Krebs, 2017, para. 1). In other words, social network analysis helps us first realize our connections to other people, groups, or organizations and investigate how those social connections relate to the flow of information.

For example, if a community Triple P coalition wants to leverage the natural flow of parenting information to increase the reach and effectiveness of their Stay Positive media strategies in the community, they might conduct an analysis of the social network of parenting information within their community. This might uncover key community members or information hubs that parents look to for parenting information. Likewise, if a community Triple P coalition wants to maximize the accessibility of Triple P programs within certain neighborhoods of their community, they might conduct an analysis of the social network of parenting support providers within their community. This might uncover key service agencies or practitioners that parents are already accessing for parenting support services, and that might provide or facilitate Triple P program accessibility in their neighborhood. Through intentional efforts to maximize and build on existing social networks in the community, Triple P may have greater impact and scale-up efforts might be more efficient and sustainable. Social networks are vital to the adoption, implementation, and sustainment of a program, and understanding these social networks and how they function helps researchers and agencies understand specific factors related to successful program implementation (Valente, Palinkas, Czaja, Chu, & Brown, 2015). Figure 1 below provides a visual representation of what a social network analysis might look like for parenting support providers within a community. The larger the squares, the more connections/ties/supports within the community.

Figure 1. Example Community Social Network



References:

Valdis Krebs (2017). Social network analysis: An introduction. Retrieved from <http://orgnet.com/sna.html>.

Valente, T. W., Palinkas, L. A., Czaja, S., Chu, K.H., & Brown, C. H. (2015). Social network analysis for program implementation. PLoS ONE, 10(6), 1-18. doi: 10.1371/journal.pone.0131712