

Rick Davies

Bio



[Dr Rick Davies](#) is an independent Monitoring and Evaluation consultant, based in Cambridge, U.K. He works with international development aid projects, funded and/or implemented by multilateral and bilateral aid agencies as well as international NGOs, in Africa and Asia. His work includes the management of evaluations, the design of M&E strategies and frameworks, the building of M&E capacity and the development of new monitoring evaluation methods. These include the now widely used [Most Significant Change technique](#), a means of monitoring-without-indicators. He manages the MandE NEWS website, in operation since 1997, and the associated MandE NEWS email list (2600+ members worldwide). He is also does peer reviews of evaluation related journal articles and supervision and examination of PhDs. He has been working on the applications of Social Network Analysis tools in evaluations since 2003, and is a member of the [International Network for Social Network Analysis \(INSNA\)](#).

Workshop title

Using Social Network Visualisation and Analysis tools for evaluation: A hands on introduction

Preface

In this workshop Social Network Analysis (SNA) is not being presented as yet another evaluation methodology. The focus is on the set of tools that SNA provides which can help us produce better descriptions, both of what is expected (the plan or theory-of-change), and what has actually happened, in a project being evaluated. Often evaluators will want to make comparisons between these two types of descriptions.

Target audience

Evaluators and evaluation commissioners who have some knowledge and/or experience with theory-of-change approaches to evaluation.

Level: Beginner. No prior knowledge of SNA is needed. This is an introduction to the uses of social network visualization and analysis.

Workshop content

1. Participants will leave the workshop with knowledge of how to selectively apply different SNA tools to meet some of the needs of evaluations they are involved in.
2. During the workshop they will have developed plans for test applications, and have been offered post workshop support with these applications.
3. They will know how to obtain further information and ideas on other uses of SNA tools.
4. They will be informed and realistic advocates of the use of SNA tools, to other evaluators who could find them useful.

Preparation

Participants may want to read some of the references list at the end of this paper

They may also want to download and try out social network analysis software listed here: [Social Network Analysis software: A list](#)

Workshop program

PLEASE NOTE: This program is likely to undergo further development. The most current version will be found online at <http://mande.co.uk/2008/uncategorized/using-social-network-visualisation-and-analysis-tools-for-evaluation-a-hands-on-introduction/> Password: Prague

1. One page participant survey: "Who of the listed participants have you heard of/met/worked with before?" (15 mins)
 - This survey will generate data for use in the workshop
 - To be followed by quick introductions
2. What is a network? (15 mins)
 - Quick brainstorm by participants, to identify their starting point
 - Rick's explanation of the definition being used in the workshop and its origins
3. Kinds of networks we could pay attention to (15 mins)
 - List of possibilities introduced by Rick
 - Participants brainstorm others
 - Discussion of kinds of networks of most interest and practically possible to explore
4. How to describe networks, a quick overview (45 mins)
 - Network matrices: Ghana NGO example
 - Network diagram: Ghana NGO example
 - Network measures: From www.mande.co.uk
 - Lists of nodes and links: NodeXL and yEd example
 - Participant's exercise: What actor and what relationships would be useful to map, and what attributes of these, and why so
5. Sources of network data and their uses, examples plus discussion after each (60+ mins)
 - Grantee contract data: DFID G&T Fund and IRRI/PETTRA
 - Existing reports: The Ghana NGO network
 - Workshop participant lists: M4P in Vietnam
 - Online surveys: Ghana NGOs and membership of issue coalitions
 - Workshop sessions: GTZ Outputs to Outcomes matrix
 - Logical Frameworks: The Global Witness Social Framework
 - Card sorting exercises: UNICEF staff view of project locations in Indonesia
 - Survey data: BNS in Vietnam
 - Story telling interviews (if time)
 - Evolving storylines (if time)
6. Software for network visualisation and analysis: A quick review with questions (30 mins)
 - Ucinet & NetDraw
 - yEd
 - NodeXL
 - Visualizer
7. Participants' plans for possible post workshop applications (30 mins)
 - Participants brainstorm what they could do
 - Rick responds with advice, and possible offers of post workshop support
8. Participant's evaluation of the workshop. (30 mins)
 - And repeat of participants survey, with focus on possible interactions in the future
 - Results will be shared with participants by email

Workshop process

This will include a series of short presentations, small group exercises, plenary discussions, supported with handouts and references. Optional preliminary reading is provided below.

Resources

On the MandE NEWS website:

- [Network models and Social Frameworks for representing project contexts, plans and outcomes](#)
- [Social Network Analysis software: An annotated list](#)
- [Participatory aggregation of qualitative information \[aka Network visualisations of qualitative data\]](#)
- [Network Mapping as a Diagnostic Tool](#), Louise Clark, 2006

Also of possible interest:

- [The Use of Social Network Analysis Tools in the Evaluation of Social Change Communications](#)
By Dr Rick Davies, April 2009. 23 pages.
- [Scale, Complexity and the Representation of Theories of Change Part II](#). Evaluation, Vol. 11(2):133-149, (2005). Sage Publications, London.
- [Scale, Complexity and the Representation of Theories of Change](#). Evaluation, Vol 10(1):101-121. (2004) Sage Publications, London.
- [Network Perspectives on the Evaluation of Development Interventions](#). Paper for the EDAIS Conference November 24-25,(2003) New Directions in Impact Assessment for Development: Methods and Practice