

Net - Map

toolbox

Influence Mapping of Social Networks®

By Eva Schiffer

Step 1- Preparation

1. Define question (e.g. "Who can influence the success of our project?")
2. Define links (e.g. giving money, disturbing someone, giving support, giving command) and assign different colors to the links (i.e. giving money = red link)
3. Define goals (e.g. environmental orientation and development orientation or pro and contra peace building)
4. Decide who should be involved in interviews / discussion

Step 2- Actor selection

1. Ask: "Who is involved in this process?"
2. Write names on actor cards and distribute on empty NetMap sheet (see picture 1)

Step 3- Drawing of links

1. Ask: "Who is linked to whom?" Go through the links one by one (e.g. "Who gives money to whom? Who disturbs whom?")
2. Draw arrows between actor cards according to interviewees directions.
3. If two actors exchange something (e.g. information) draw double headed arrows. If actors exchange more than one thing, add differently colored arrow heads to existing links. (see picture 2).

Step 4- Influence Towers

1. Ask: "How strongly can actors influence xy?"
2. Explain / agree on a definition of influence with your interviewee, clarify that this is about influence on xy and not influence in the world at large
3. Ask interviewee to assign influence towers to actors: The higher the influence on the issue at stake, the higher the tower. Towers of different actors can be of the same height. Actors with no influence can be put on ground level. Towers can be as high as interviewees want.
 - Place influence towers next to actor cards (see picture 3)
 - Verbalize set-up and give interviewee the chance to adjust towers before noting height of tower on the NetMap (important for documentation purpose)

Step 5– Goals

1. Ask according to pre-defined goals, actor by actor, e.g. “Does this actor support environmental, developmental goals or both?”
2. Note abbreviations for goals next to actor cards, allow for multiple goals where appropriate, by noting more than one goal next to the actor. (see picture 4)

Step 6– Discussion

1. According to specific goal of your NetMap exercise, discuss what this network means for strategy of organization, where influence comes from, what happens in case of conflicting goals etc.

Acknowledgments

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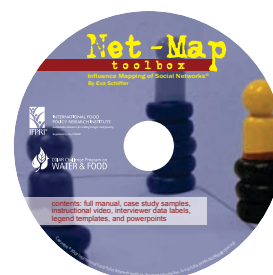
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For more information contact:

Eva Schiffer
IFPRI-NetMap@cgiar.org

CD-Rom contents

- Full manual
- Case study samples
- Instructional video
- Interviewer data legends
- Powerpoints



CGIAR Challenge Program on Water & Food
127 Sunil Mawatha, Battaramulla • Colombo, Sri Lanka
Tel.: +94 (11) 2786854 • Fax: +94 (11) 2784083
cpsecretariat@waterforfood.org • www.waterandfood.org



INTERNATIONAL FOOD
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International Food Policy Research Institute
2033 K Street, NW • Washington, DC, 20006-1002 USA
Tel.: +1 202-862-5600 • Fax: +1 202-467-4439
ifpri@cgiar.org • www.ifpri.org