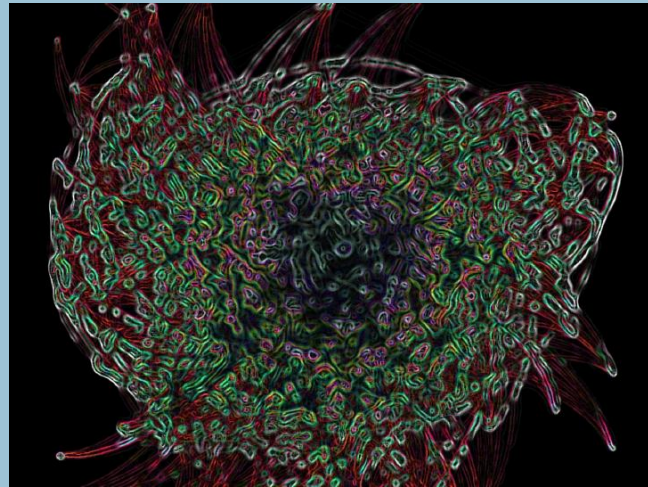




Evaluating Exchange and network building projects



Examples of prior work

Ali Fisher



Identifying success in building networks and exchange programmes;

Factors:

- Number of people involved often referred to as 'reach'
- The number of connections or relationships which exist within the network 'density'
- The key nodes or clusters that develop

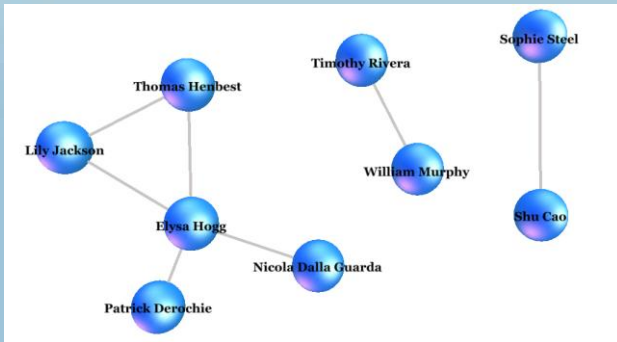
Finally:

- What behaviour is it hoped the network members will adopt?

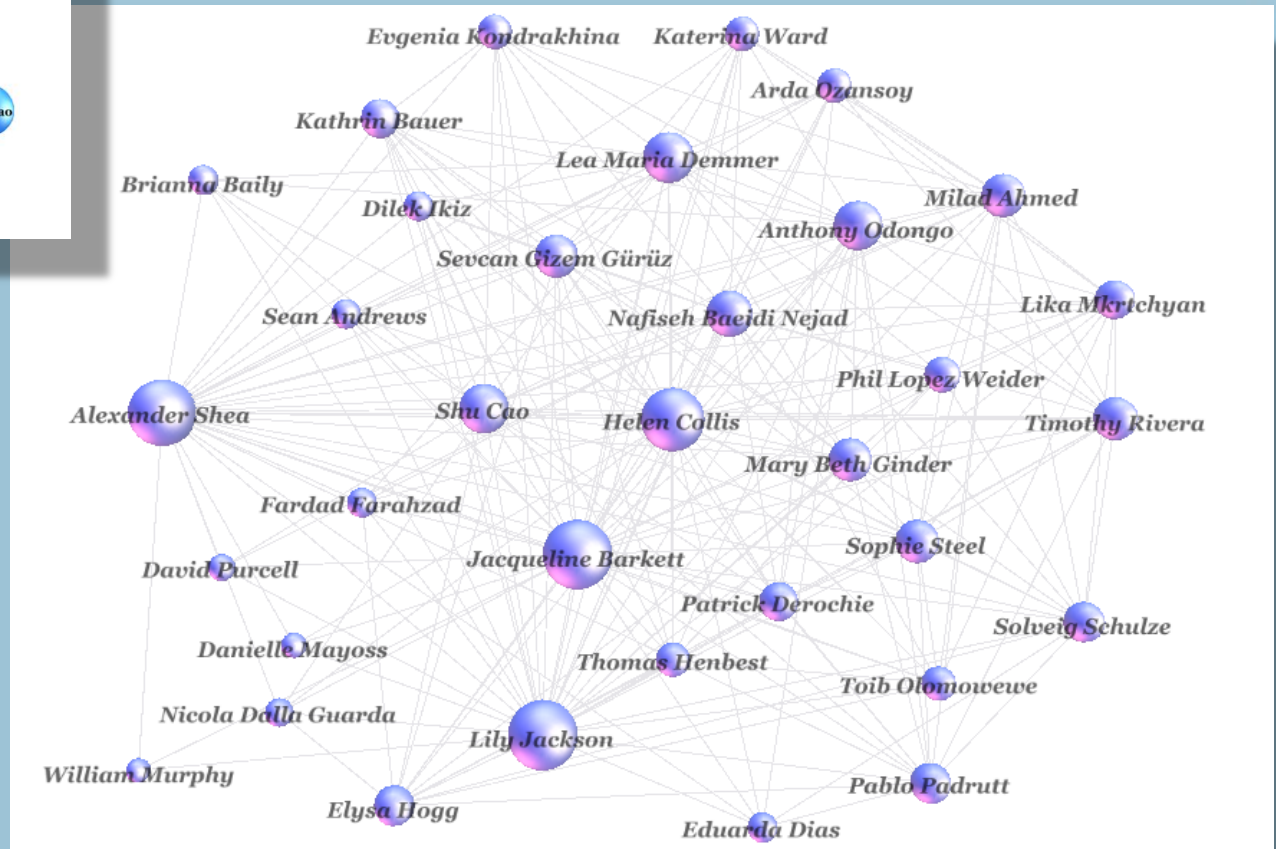
Evaluating network growth



Example 1: Evaluating a network building conference



- Few relationships before the event
- Many connections 1 month following the event
- Key nodes or clusters can be identified.



Method and output

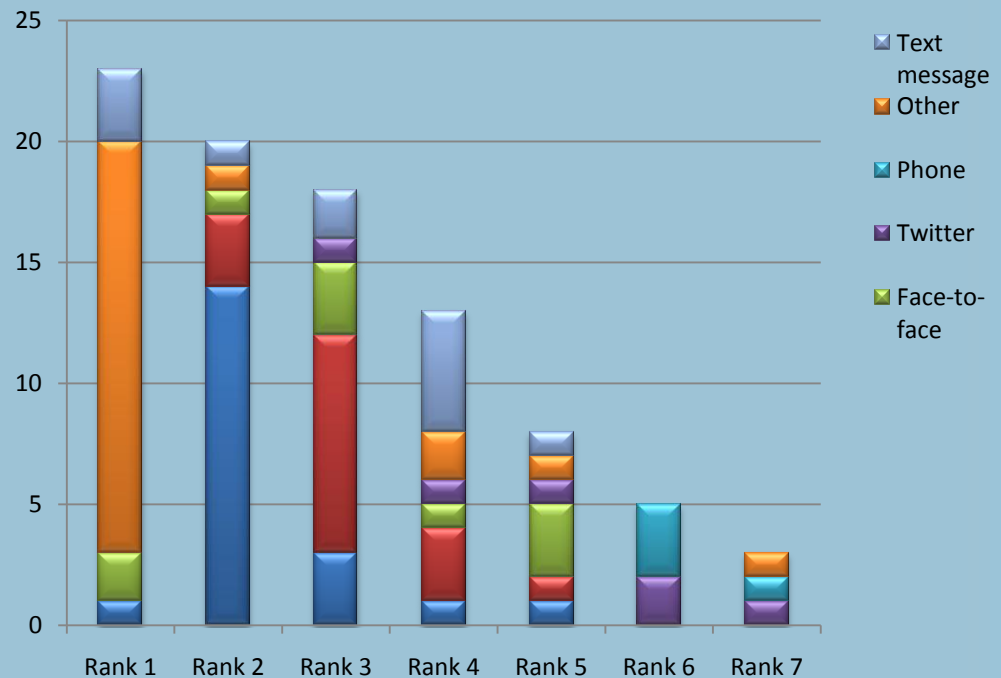


Method

- Data collected through online survey of participants (completion time 6 minutes).
- Questions reveal the relationships between participants and the results of any subsequent collaboration.

Output

- Map the network of connections.
- List of collaborations as the result of a project.
- Identify the means of communication preferred by participants.
- Identify whether participants are increasing the reach or density of the network.

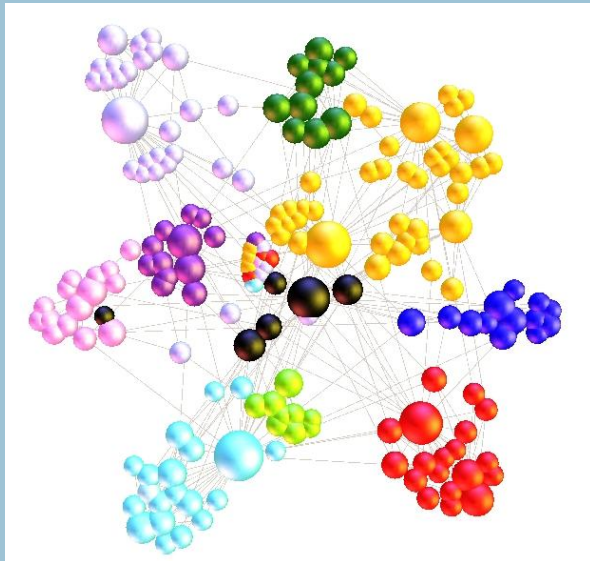
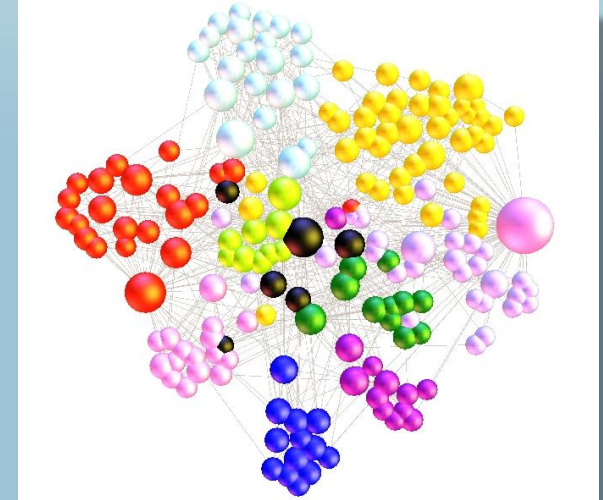


Projects promoting collaboration



Example 2: Turning Points – Arts Council (UK)

- Project intended to promote collaboration between artists in the UK.
- Questions reveal the relationships between participants and the results of any subsequent collaboration. This allows clusters to be identified and projects evaluated.



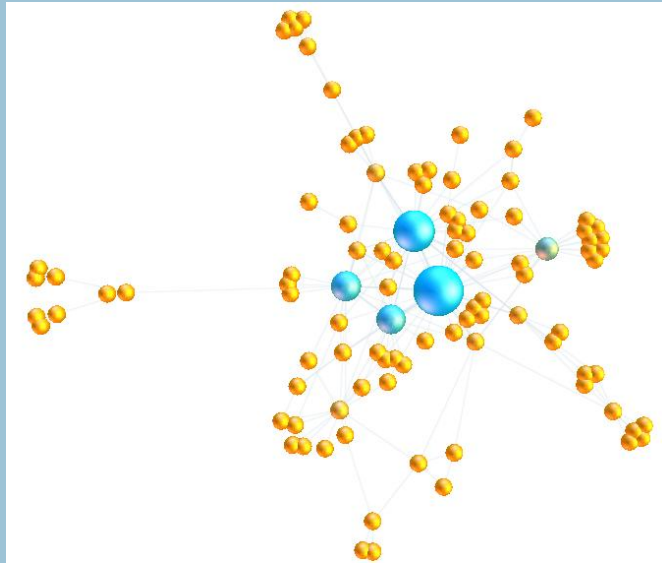
- Top image; shows connections between individuals who shared ideas following Turning Points.
- Bottom image; shows connection between individuals who collaborated following Turning Points.
- Colour shows geographic location – collaboration tends to be between individuals in similar location



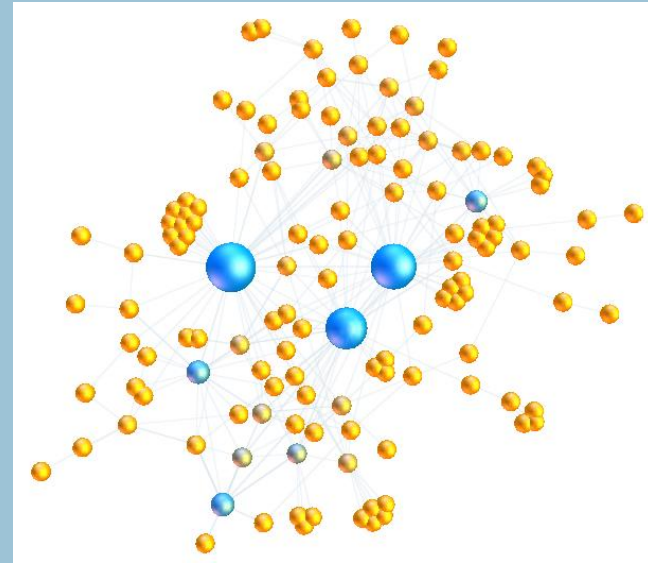
Example 3; The Network Effect

- A 3 year project to build a network of participants across Europe.

Before



After



- Comparison of the 'before' and 'after' images demonstrate the growth of the network in terms of members and number of connections. The core of the network has also become more dispersed.