Making Connections: Using Social Network Analysis for Program Evaluation

Description

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Abstract: â??Social network analysis (SNA) is a methodological approach to measuring and mapping relationships. It can be used to study whole networks, all of the ties within a defined group, or connections that individuals have in their personal communities.The resulting graph-based structures illustrate the composition and effectiveness of networks on a variety of levels. Programs that can benefit from a social network perspective are common in evaluation research. This brief introduces the concepts behind SNA and illustrates how to use this method in process and outcome evaluations.â?•

Tags

1. Networks

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