

Stakeholder analysis using social network analysis Workshop

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ABSTRACT

Stakeholder analysis and social network analyses are increasingly employed in Natural Resource Management. Stakeholder analysis emphasizes the importance of defining and classifying stakeholders. Many conservation initiatives fail because they do not pay attention to the interests and characteristics of the stakeholders involved. Stakeholder participation will be selective and be based on both theoretical assumptions of a legitimate stakeholder and unevenly distributed power among stakeholders. Stakeholder analysis identifies key stakeholder groups and assesses their relationships relative to power and importance. Social Network Analysis (SNA) focuses on understanding the characteristics of social networks that increase the likelihood of collective action and successful natural resource management. Social networks in the natural resource management sector comprise actors who are tied to one another through socially meaningful relations. A combination of stakeholder analysis and social network analysis helps identify stakeholder categories, ensures non-marginalisation of key stakeholder groups and specifies representatives that are well connected with and respected by the groups they need to represent.

AIM

- Establish a social network map of key stakeholders involved in ecosystem services decision-making distributed across Oceania.

OBJECTIVES

1. Identify key stakeholders
2. Identify key issues involved in environment planning and management
3. Determine ways to improve current existing issues in environment planning and environment
4. Determine the influence that connectivity between key stakeholders has on decision making and planning outcomes

WORKSHOP DESIGN

1. Participants will be categorised according to stakeholder groups
2. Each stakeholder group will be part of a focus group style interview
3. Participants will also be subject to short surveys seeking information to gather network data. This data helps to indicate the social relation among stakeholders and their connectivity.

Example:

1. “Do you communicate with anyone from (stakeholder category name here) on water issues?”
2. “How often do you communicate with this person?” (Daily, Weekly, Monthly, 1-2 times/year)

These questions will be repeated for each name generated in each of the stakeholder categories. The resulting data will be then analysed using UCINET (a software for analysing social network data)

In order to assess the structure of this social network, I will analyse the following network properties

1. **Density:** This is the proportion of possible ties in a network that are actually present. A network’s density is used to measure the extent to which all actors in a network are tied to one and another. A density score of 1 will indicate that all actors in the network are directly tied to one and another while a density score of 0 indicates that the network is fully disconnected.
2. **Centralization:** Centralization indicates the unequal distribution of connections within a network. A centralization score of 1 indicates that the maximum number of ties concentrated around one actor is present, and a score of 0 indicates the network is fully disconnected.
3. **Degree centrality:** Refers to how many others an actor is directly connected to. Helps in identifying stakeholders who generated more ties in the network as well as those who broker across disconnected segments of the network.
4. **Betweenness centrality:** Refers to the frequency of an actor that falls on a short path connecting other actors who are themselves disconnected.

Measuring betweenness centrality and degree centrality will help to determine the most well-connected actors and actor roles across stakeholder groups. Kruskal-Wallis test and Wilcoxon post hoc pairwise comparison will be used to determine any significant differences in degree centrality and betweenness centrality among actor roles.

BENEFIT TO PARTICIPANTS:

Stakeholder analysis is a simple but effective method that can help planners and managers understand the social dimensions of their undertaking without waiting for long term policy changes. It also helps with formulating future strategy and implementation of policies.

This workshop provides an opportunity for important stakeholders to take part in the study and express their opinion.

Participants get the opportunity to be included in a social network analysis which will be conducted in real time with results provided by the end of the Oceania Ecosystems Services Forum (2019).

USE OF INFORMATION FOR PERSONAL RESEARCH:

All the information provided will be treated in strict confidence with no participant being identified. Where participants are willing to be identified, they will be credited for their valid input towards the first author's study. The results from the workshop will be further analysed and be written up as part of the first author's thesis.

