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Innovating. Evaluating. Connecting. →

Social Network Analysis:

A Systems Tool for Evaluating Collaboration Networks

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The main point of this webinar is:

I can use the concept of a _____ as a standard for evaluating collaboration networks, either as a heuristic or with full analysis.

Systems
+Networks
+Good

Networks are useful systems tools because they provide insight into interrelationships and intervention points.

Collaborative Networks

Good collaboration networks promote collective action, social learning, & resilience.

Good collaborative networks are modular adhocracies.

Why? The Adaptive Cycle

Modular adhocracies work well for collaboration networks because they promote network structures for the appropriate phase and scale of the adaptive cycle.

How Modular Adhocracies Work

Modular adhocracies work by enhancing collective action and tacit knowledge in modules, while cross-boundary brokers facilitate social learning through adhocracy, connecting the right modules at the right times around the right issues.

Modular adhocracies maintain resilience through local redundancy & global diversity.

Use as a Heuristic or Full Analysis

Managers, evaluators, and other professionals can use the idea of modular adhocracy as a heuristic to see if teams are on the right track, and if not, what intervention might be needed.

Full SNA of modular adhocracies requires both quantitative & qualitative data. Details on Bethany's site (search "easy SNA")

