

8.4.7. Actors Diagram

A social network analysis (SNA) connects actors, which can be individuals (people) or organizations, through shared interests, values, financial ties, or other relationships. This method is used to study these connections, often represented visually as an actor diagram, which maps the relationships among various actors in the network. By using SNA, one can see who is connected to whom, identify key relationships, and understand the structure of influence and communication within the network.

To create actor diagrams, various free tools are available. One example is the Social Network Visualizer (SocNetV) (<https://socnetv.org>), an open-source software, which allows unlimited copying and modification. Figure 8.4.7. shows Social Network Visualizer displaying an actor diagram of a 65-actor network.

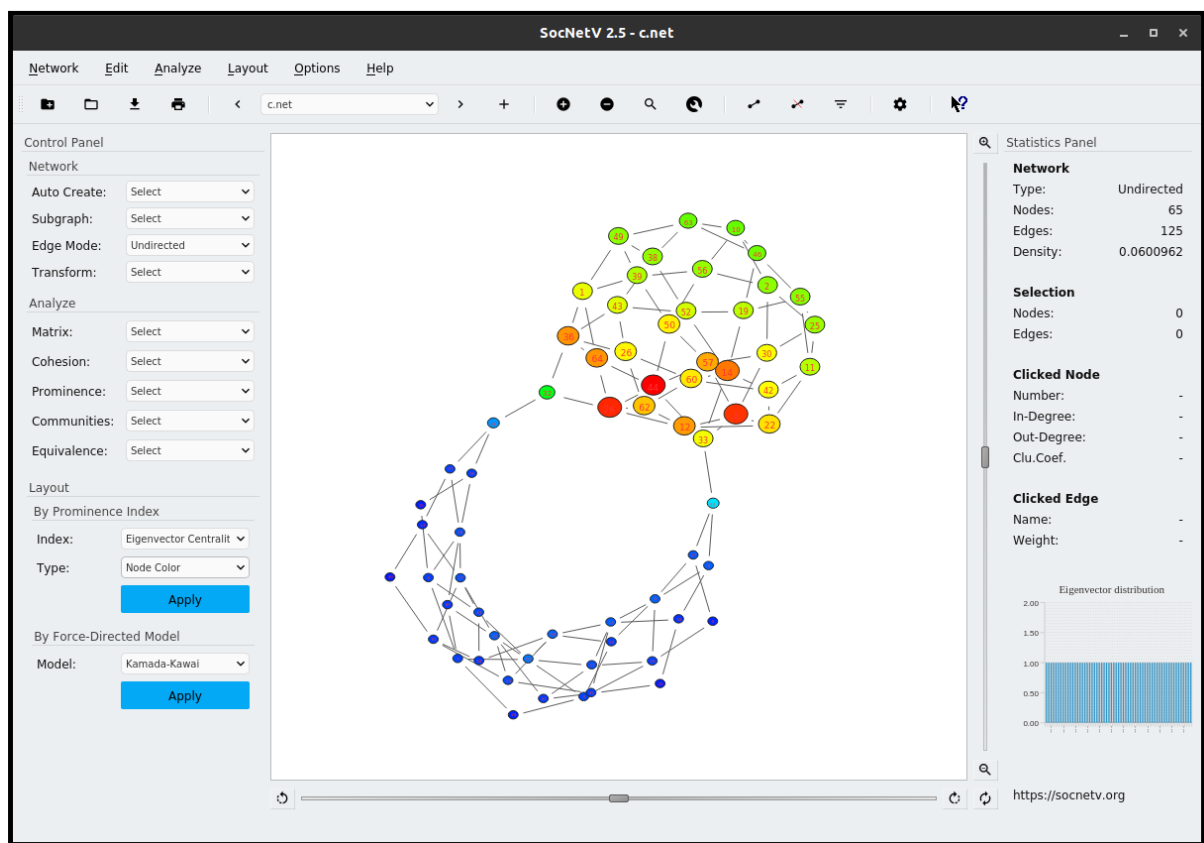


Figure 8.4.7. SocNetV loaded with a 65-actor network.



SocNetV Manual.pdf

Another approach to visualizing relationships between actors is through an associative matrix, which displays connections in a table format. In an associative matrix, each row and column represent actors, and the cells indicate the presence or strength of a relationship between them. An Excel template for creating an associative matrix is provided as Template 8.13.

Individuals / Organisation / Groups		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
		A	B	C	D	E	F	G	H	I
1	A																														
2	B																														
3	C																														
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Evaluation Criteria (examples)	
Know each (positive)	1
Work together	10
Closer connection or cooperation	20
Partner	30
Shareholder	40
Contact person / owner	50
Know each other (negative)	-1
Work against each other	-10
...	...
Notes / remarks	

The Excel Working Sheet is attached as Template 8.13