



Erasmus+ KA220-ADU-5AC19444

Vow

Volunteering for a sustainable World!

# Networking as a functional tool for the development of your projects and campaigns

# THE AGGREGATION PROCESS

A "project" for the adoption of an innovation, in the scientific, cultural, economic, social, political fields, etc., depends on the ability of one or more actors to mobilize and stabilize a network capable of providing the necessary resources and support to the company in question.

**The process of aggregation** constitutes not only networks, but also the identity of those who are involved in them.



# SOCIAL NETWORKS

**Social networks** are built through the institutionalization of group relationships; The first source of social capital is the family; Subsequently, the individual increases and continuously modifies the volume of social capital through access to different relational environments.



# NETWORK DEFINITIONS

- ❑ Represents people and the interactions between them (Barnes)
- ❑ It is mobile and fair (Serres)
- ❑ Set of bonds that give meaning to behaviors (Mitchell)
- ❑ Interactions necessary to maintain social identity (Walker)
- ❑ Sharing common culture (Besson)



# NETWORK ANALYSIS

- **Structural characteristics:** describe the shape of the network and refer to the network itself, understood as a structure
- **Interactional characteristics:** they refer to the functioning of the network, to the links between its components or to the network as a process



# STRUCTURAL CHARACTERISTICS

- **Size or amplitude.** It is the sum of the members of a network
- **Composition.** It specifies the relational bases on which the relationships that make up the network are based: kinship, work relationships, friendships, etc.
- **Density.** The degree of interconnections between the members of a network.



# DENSITY/SIZE

1. Low density and small size of a network: **isolation**
2. High density and small size: **closure** with high social control and high affective involvement
3. Low density and large network wide: **anonymity**
4. High Density and Considerable Amplitude: **encapsulation**



# INTERACTIONAL CHARACTERISTICS

Content: the nature of the object of exchange, symbolic and instrumental

Multiplexity: the number of relationships or roles that connect two people to each other

Symmetry: indicates the relationship of power or advantage that is established between two people

Intensity: the degree of involvement in a bond  
Duration of the relationship

Frequency

Regularity of contact





# MODELS OF SOCIAL CHANGE

Actors, relationships and social and material networks emerge together in the course of the process of aggregation, which by definition constitutes an exercise of power: each aggregation is exercised out of "interest" and is based on the ability to arouse "interest"



# MODELS OF SOCIAL CHANGE

The most effective communication strategies in involving "customers" are those that tend to "put them in a position to" give them a new identity, even more socially advantageous, moving in phases:



# MODELS OF SOCIAL CHANGE

a] **problematization**: indicates the moment in which an actor assumes the responsibility and power to reactivate or introduce changes in existing relationships (actors activating contexts) trying to define the nature of the problems and of the others, with the aim of proposing or consolidating itself as an obligatory point of passage with respect to social, cultural, economic policies, etc.



# MODELS OF SOCIAL CHANGE

b] **co-interest**: it envisages the emergence of a potential "exchange" regime that configures the advantage that each element will obtain in exchange for its membership in the network;



# MODELS OF SOCIAL CHANGE

(c) **participation:** it involves some form of negotiation and always proceeds in successive steps; it requires to endure experiences of betrayal of the initial idea, to allow oneself to be "touched, and in part, transformed;

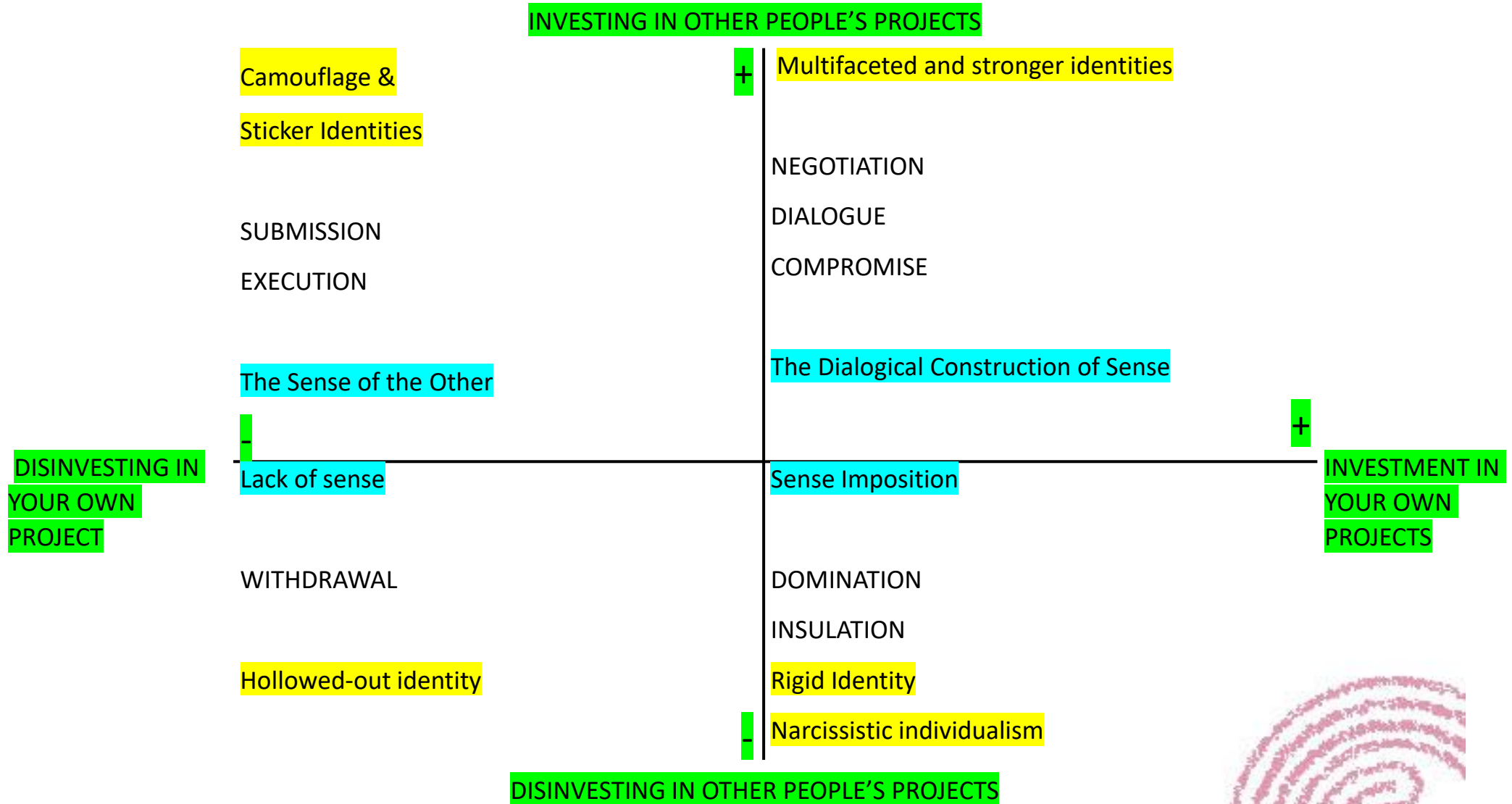


# MODELS OF SOCIAL CHANGE

d] **mobilization**: it is time for the so-called synergies to support the maneuvers implemented in a "proactive" way: here mobilization is used in its political and physical double sense: to mobilize in the political sense of the term it is necessary to be able to give a recognizable role and identity to an actor who can subsequently be "moved" in the form of an intermediary to the trading venues.



# INTEGRATE DIFFERENT PROJECTS



# NETWORK MODELS

	<b>NETWORK Deployed: FRAGMENTED (manipulation)</b>	<b>NETWORK Enlightenment: HIERARCHICAL (Domination)</b>	<b>NETWORK Reflective: MULTICENTRIC (innovation)</b>
<b>Structuring factors</b>	Mutual instrumental interest	Regulatory and/or economic constraints	Gradual disposition to transform... producing social capital
<b>Degree of formalization</b>	High	High	Variable
<b>Duration</b>	Propensity to intermittent	Propensity to stay	Propensity to Temporariness
<b>Definition of objectives and expected results</b>	Decided autonomously by each organizational subject	Decided and prescribed by the strongest organizational subject	Identified through negotiations between the different parties





# NETWORK MODELS

	<b>NETWORK Deployed: FRAGMENTED (manipulation)</b>	<b>NETWORK Enlightenment: HIERARCHICAL (Domination)</b>	<b>NETWORK Reflective: MULTICENTRIC (innovation)</b>
<b>How the applicant for intervention is seen</b>	Undifferentiated passive person	Undifferentiated passive user	Author-actor Co-Producer
<b>Communication s</b>	Limited and formal	Predominantly vertical and formal	Predominantly horizontal and informal
<b>Conflicts</b>	Removed, avoided potential autarkic tendencies	Suffocated by the logic of imposition	Considered and treated as constituent and vital elements of the network



# EXERCISE

Step 1.

Make a list of the most important people for you. Think about how people who are important and significant to you can be 'grouped', in which areas they are located (e.g. internals, collaborators, research, competitors, partners, neighbors...); significant in both a positive and negative sense

If a person is located in more than one area, choose the one that seems most significant to you



# EXERCISE

## Step 2

On a second sheet of paper, draw concentric circles with you in the center. Identify an area for each relational area of your life

Starting with the most intimate people, insert them with initials in one of the circles, the closer the circle is to the center the more you estimate that the person is closer to you

Connected people who know each other

You don't need to connect people to you

BUT, if you have a negative relationship right now, connect to it with a dotted line



# EXERCISE

## Step 3

Identify the role/function that people assume for you

Identify a few that take on multiple functions in relation to your organization

Identify people with whom you have multidimensional relationships

ARE YOU SATISFIED WITH THE HELP YOU RECEIVE FROM YOUR NETWORK, FOR EACH OF THE FUNCTIONS INDICATED?



# EXERCISE

## STEP 4: NETWORK MEMBER LIST

Areas	Internal	Services	Partners	Competitors	...

Member	type of relationship	Short term objectives	Long term objectives	Strengths points	Weak points	Opportunity	Disadvantages



# THANKS FOR YOUR ATTENTION!



**é.f.a.**

équipe formatori associati

Via Gramsci 1/1a Genova

bozzocosta@efaonline.it - +039 338 1246965

ferrari@efaonline.it - +039 393 9496485

segreteria@efaonline.it

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