

Inside Out: Mapping Local Community Networks to Improve Outreach and Communication

Communicating Research to the Community



INSTITUTE FOR RESEARCH
IN THE SOCIAL SCIENCES
COLORADO STATE UNIVERSITY



What is a social network?



Network Types



What do networks reveal?

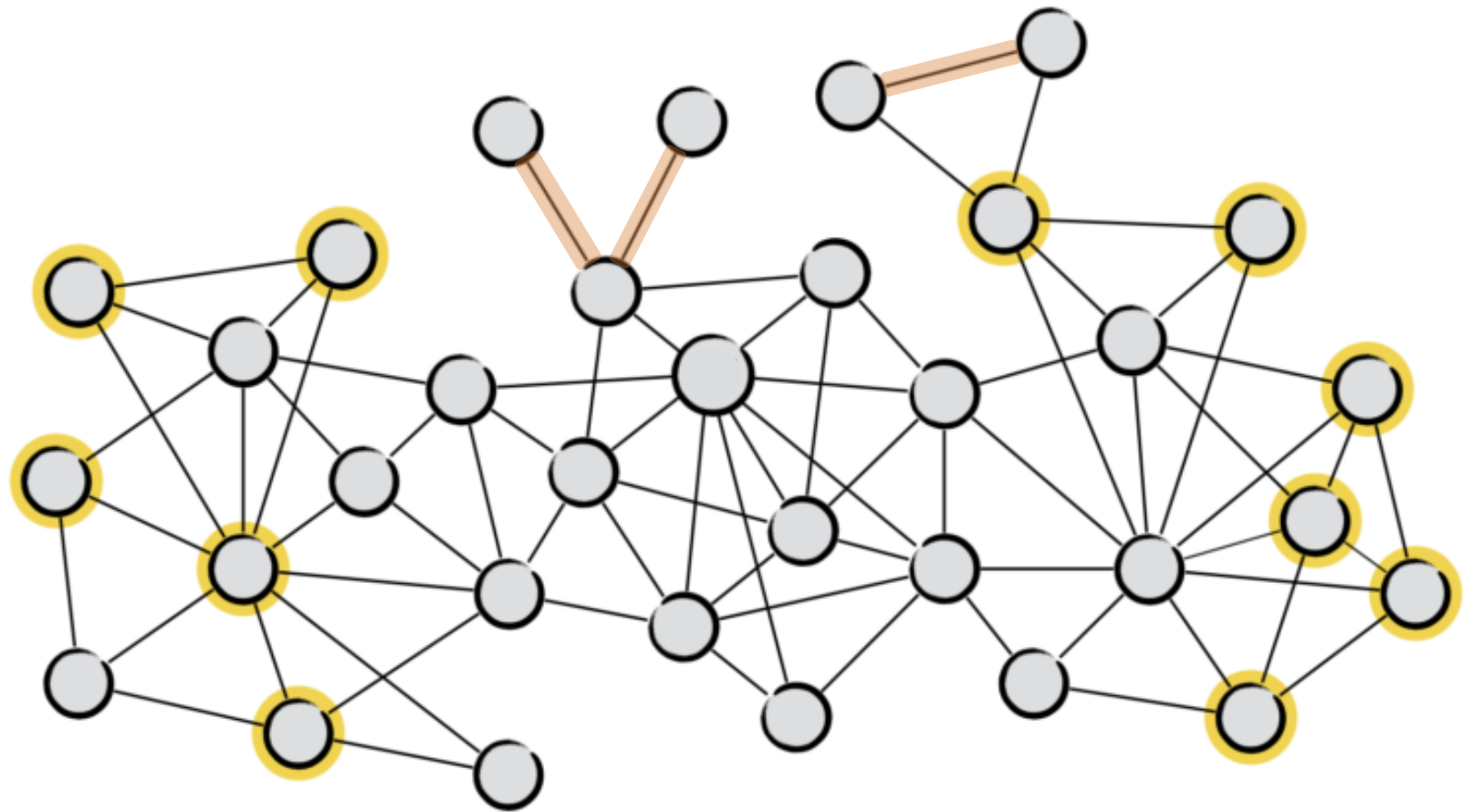


Informing outreach & action

Overview

What are social networks?

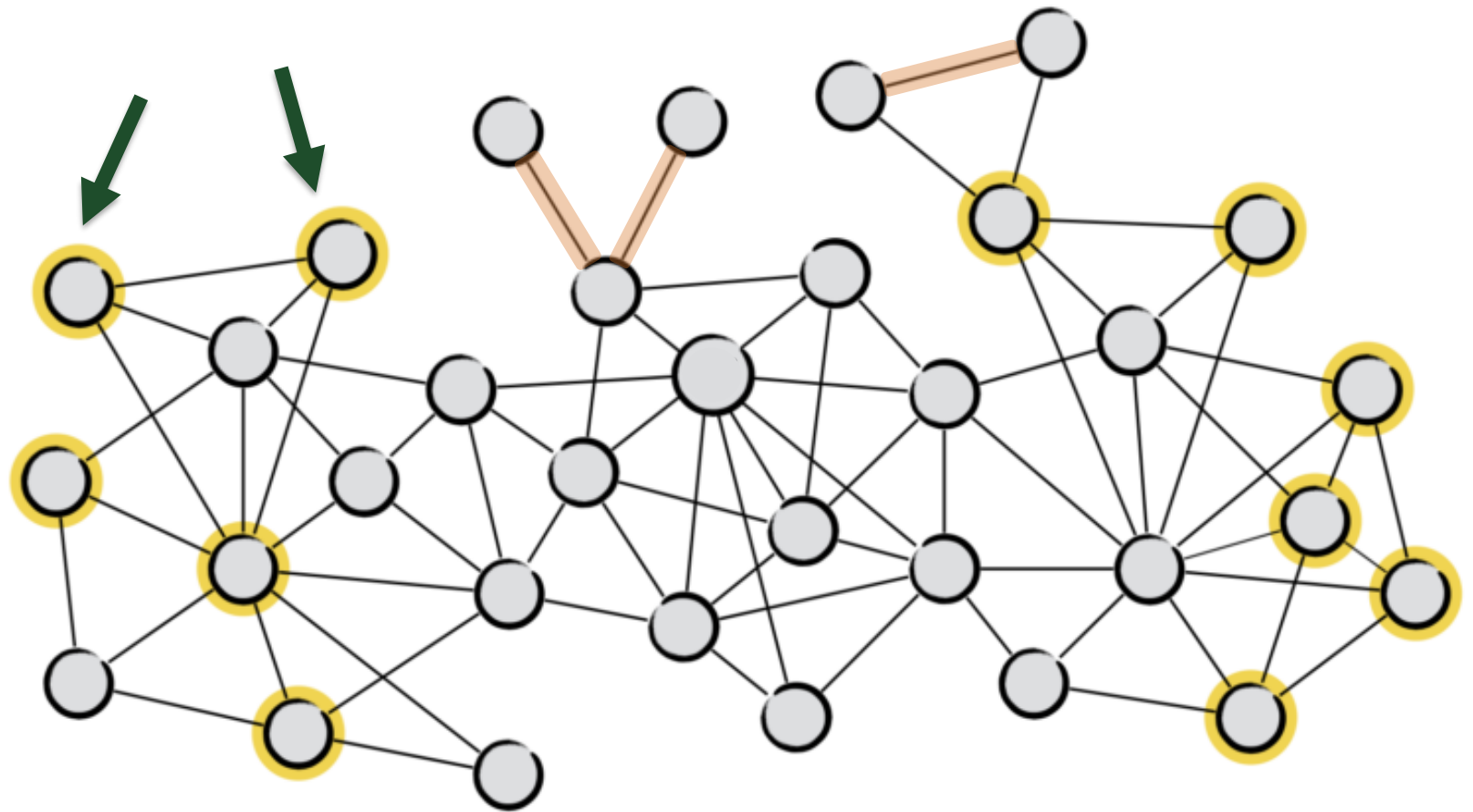
Nodes & Ties



Nodes/Vertices/Actors

Actors who can establish relationships with each other.

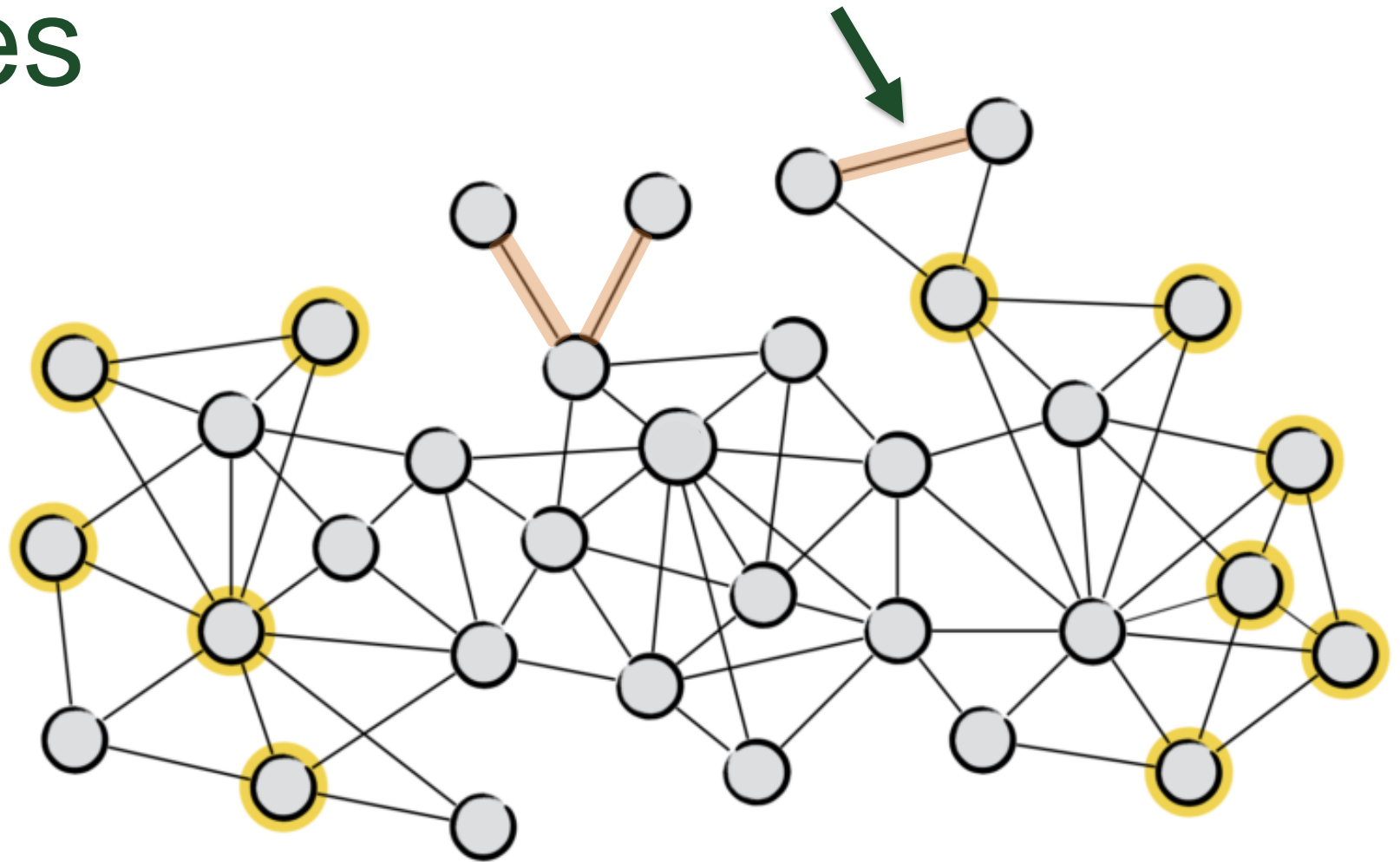
- People
- Companies
- Households
- Countries



Links/Edges/Ties



Any type of relation that might exist between actors

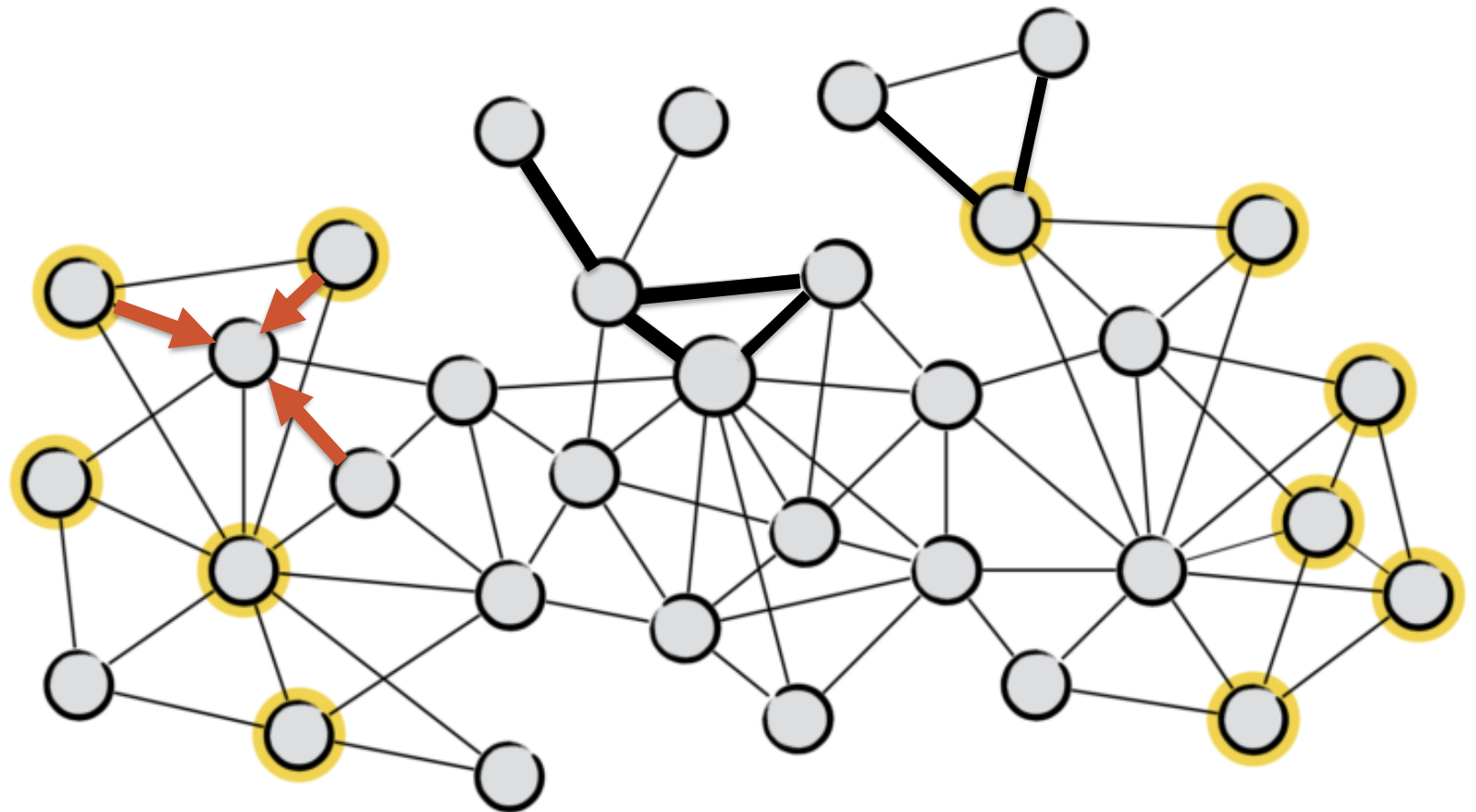
- Friendship
- Trusts
- Communicates with
- Works with
- On softball team



Links/Edges/Ties

Ties can have a variety of types:

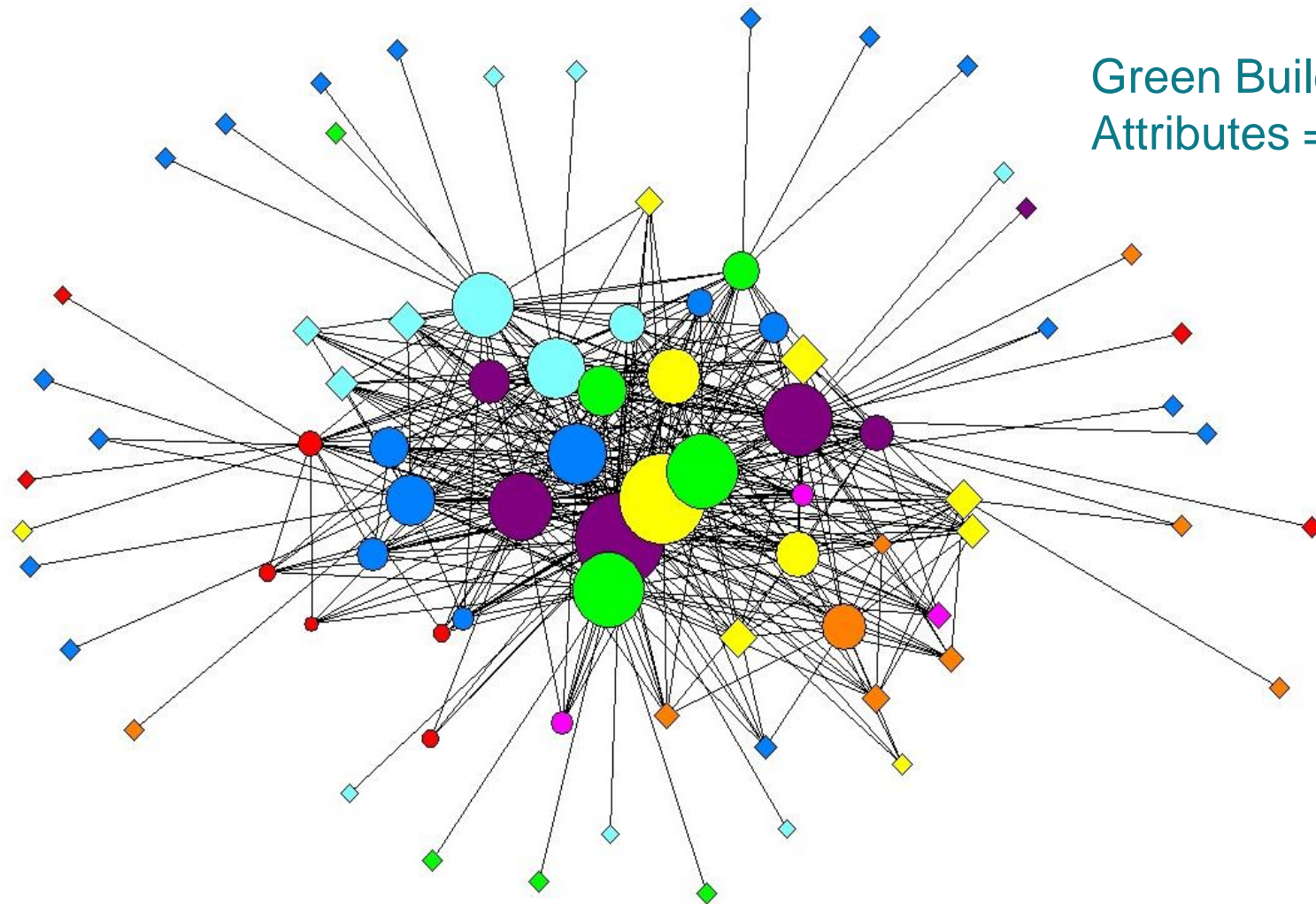
- **Strength/Value** 
 - Frequency of communication
 - Strength of friendship
- **Directed** 
 - A likes B
 - C sends email to D



Attributes: describe nodes or ties

Common Attributes

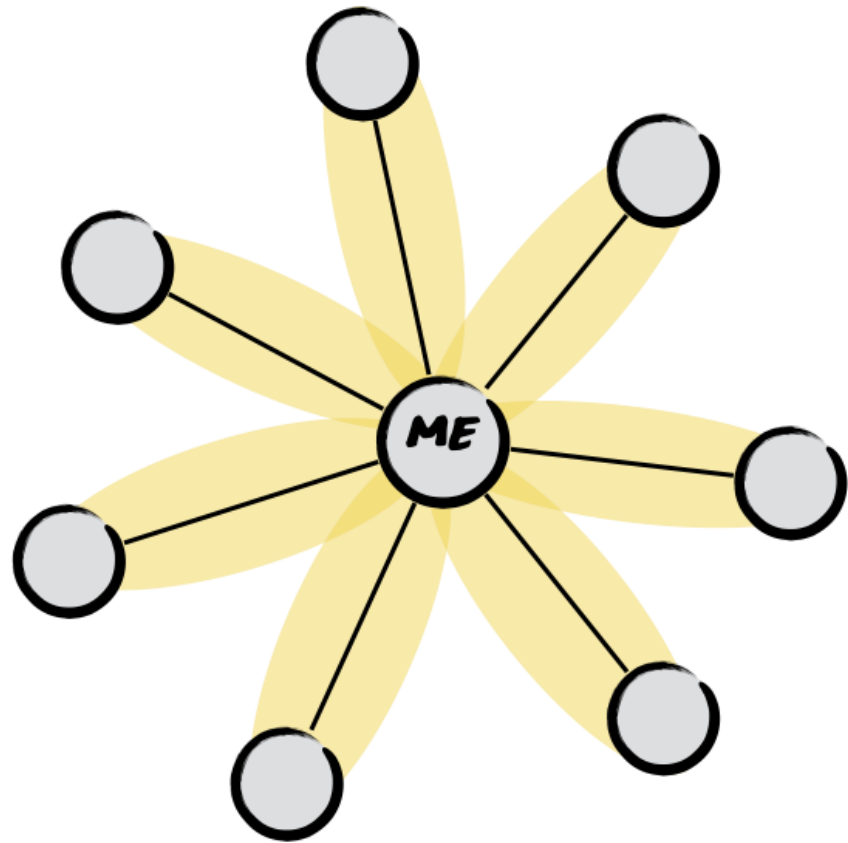
- Race/Ethnicity
- Gender
- Discipline
- Seniority
- City
- Country of origin
- Type of drug use



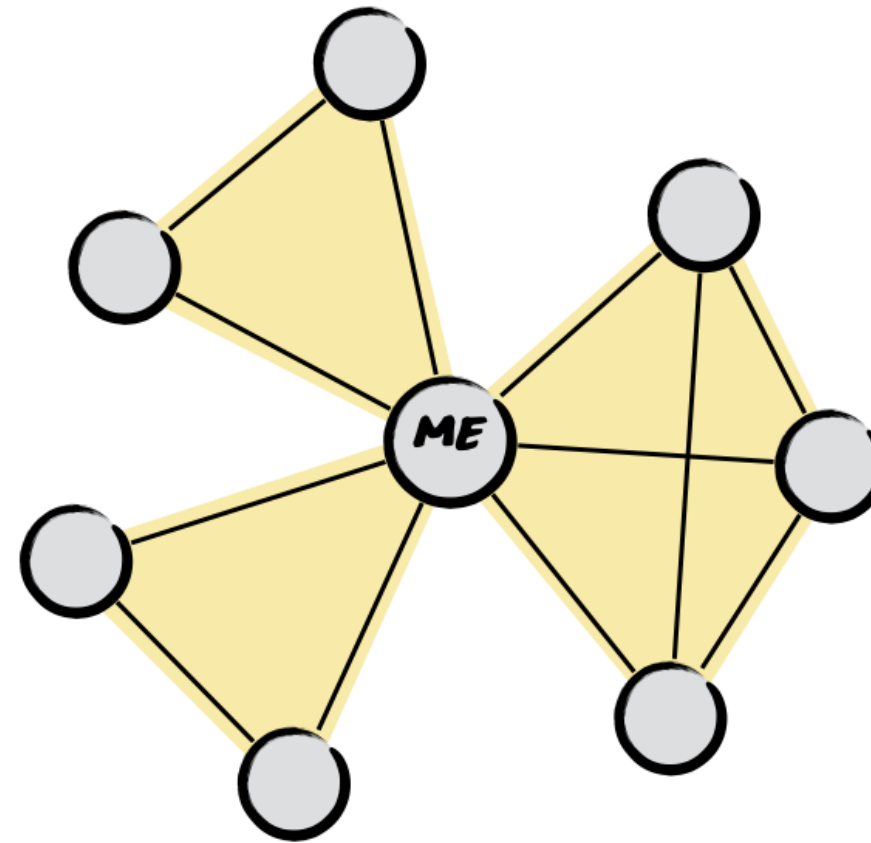
Green Building Design Network
Attributes = Field of Knowledge



Ego Networks



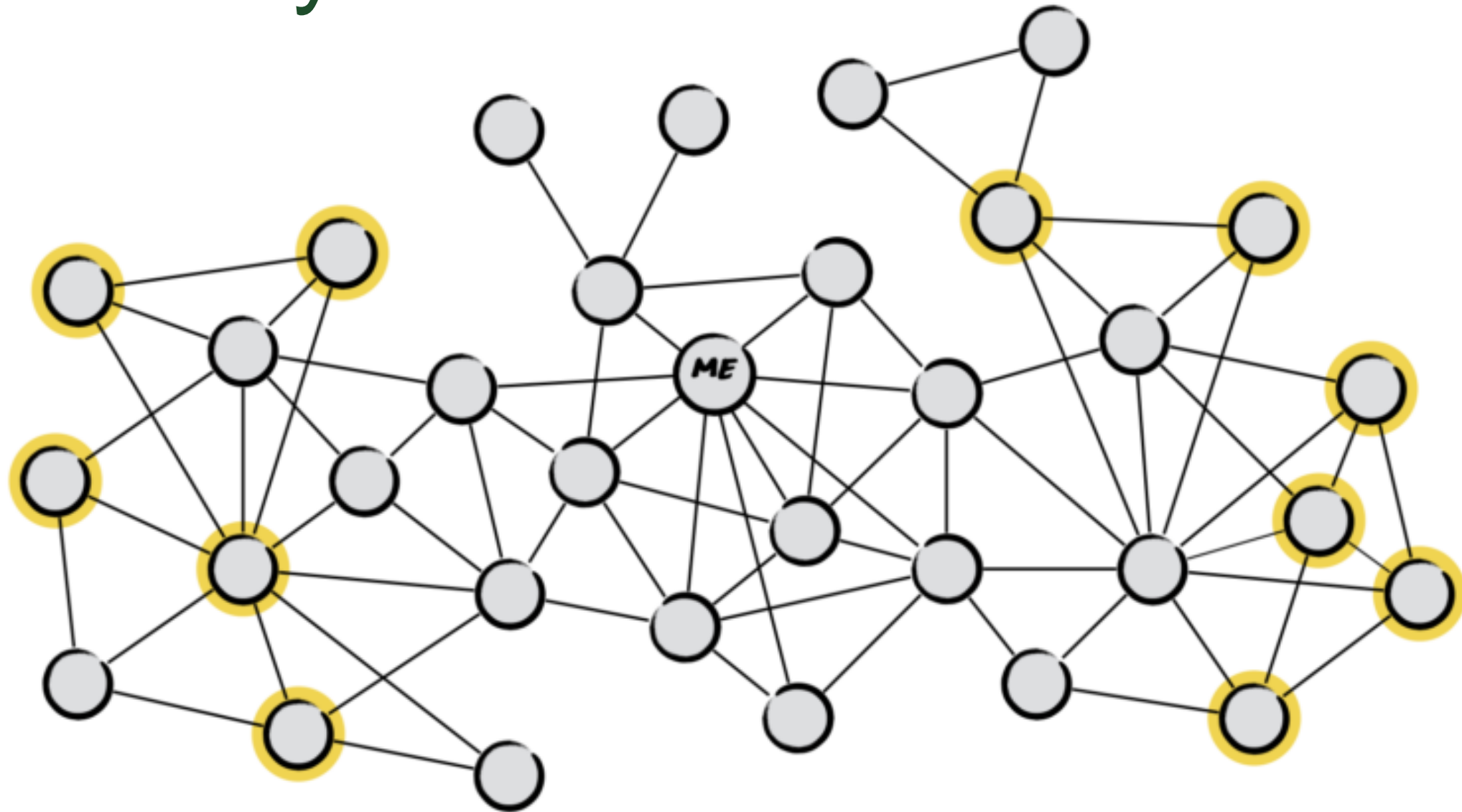
OUR INDIVIDUAL CONNECTIONS



ALL CONNECTIONS

<https://www.reliantsproject.com/2022/01/01/its-not-only-who-we-know-its-who-they-know-part-2/>

Community Networks

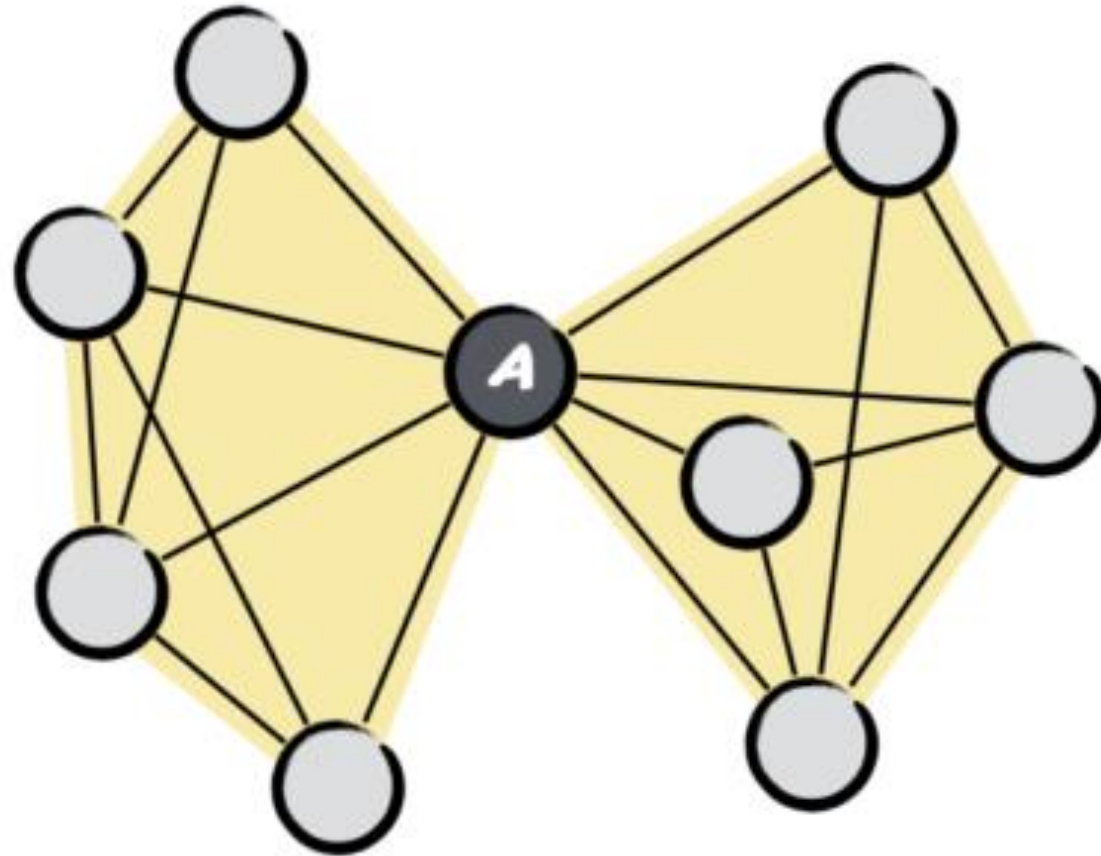


<https://www.reliantsproject.com/2022/01/01/its-not-only-who-we-know-its-who-they-know-part-2/>

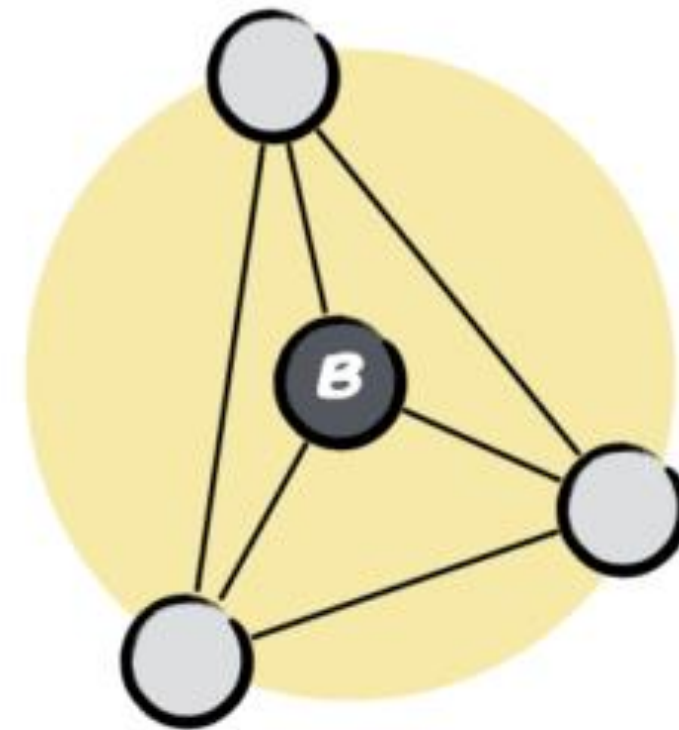
What can networks show us?

Vulnerability is Hidden in Our Networks

Which network protects stroke sufferers?



**ARRIVE AT THE HOSPITAL
IN TIME**

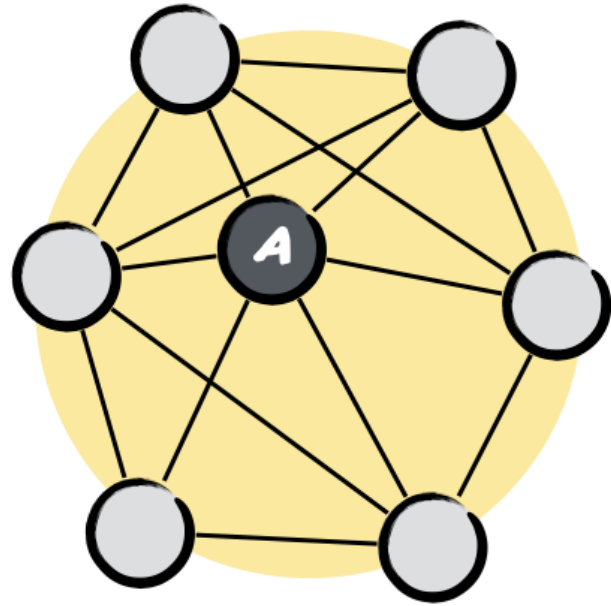


**ARRIVE AT THE HOSPITAL
TOO LATE**

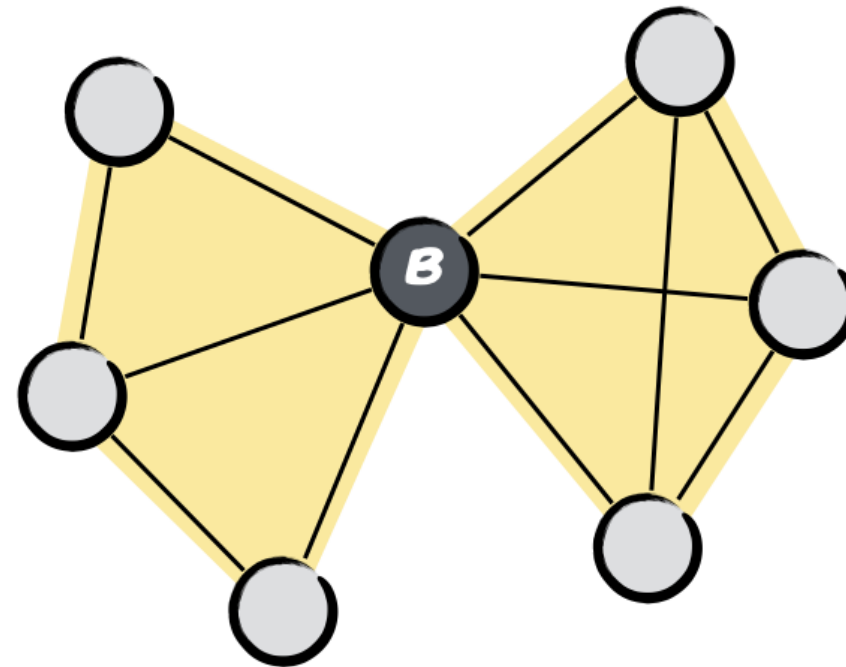
<https://www.reliantsproject.com/2022/01/01/its-not-only-who-we-know-its-who-they-know-part-2/>

College student networks

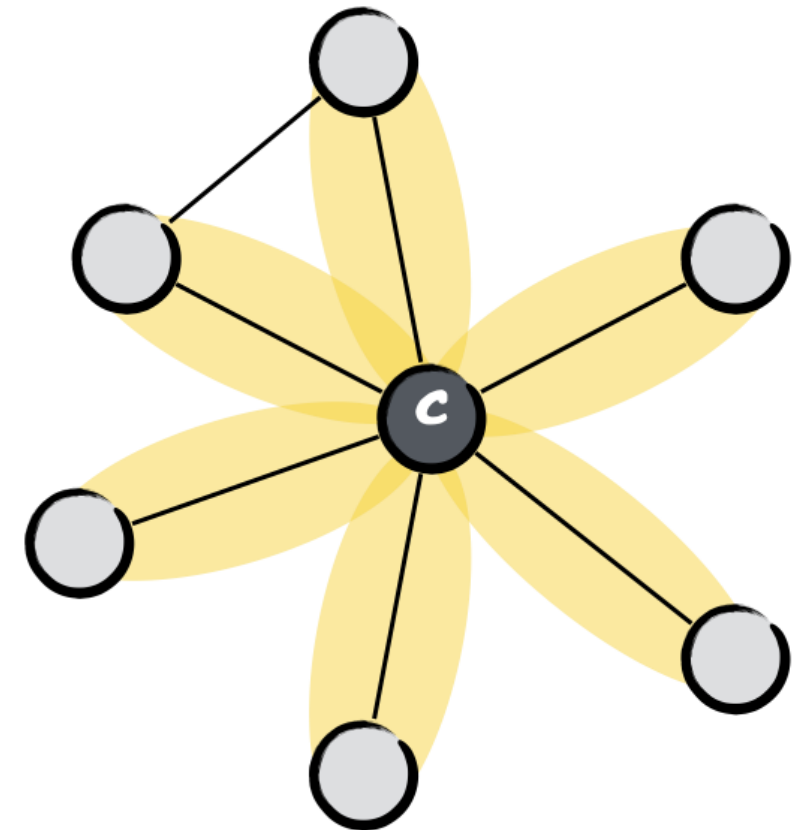
Which one predicts best outcomes?



TIGHT KNITTER

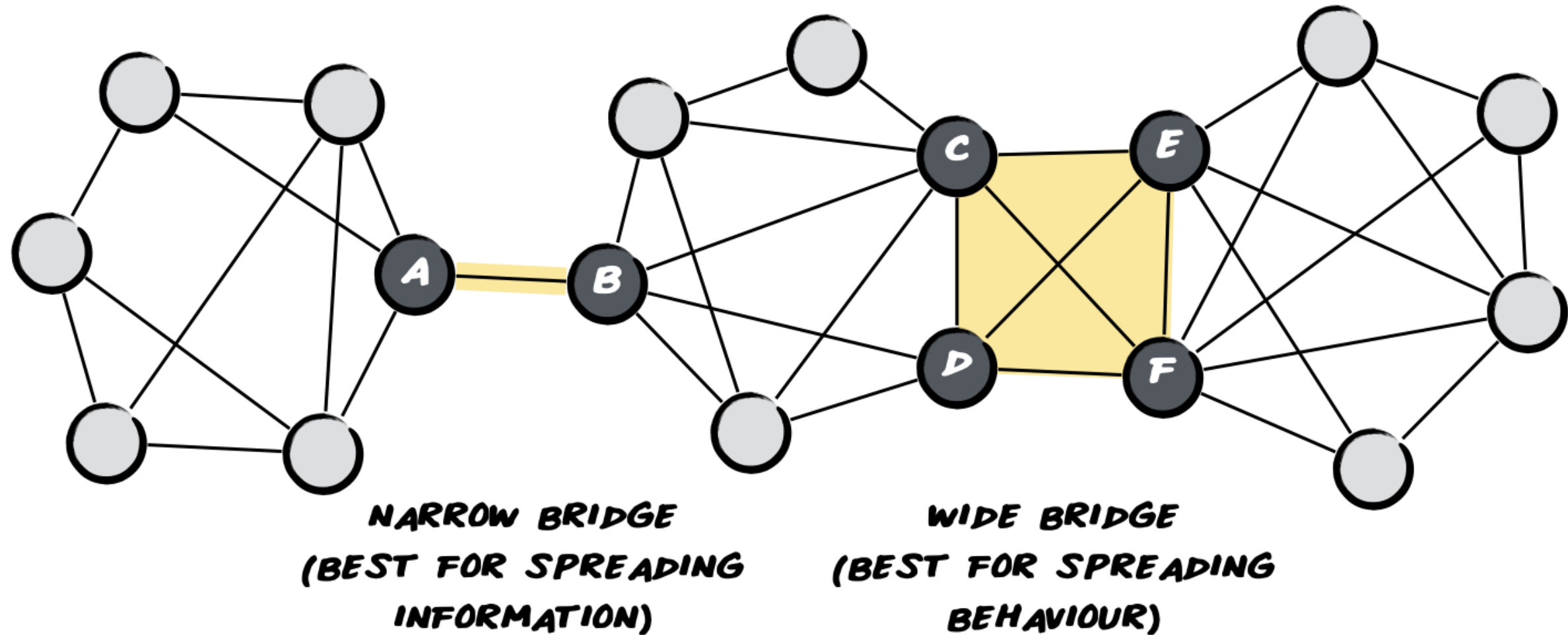


COMPARTMENTALIZER



SAMPLER

Spreading Social Change



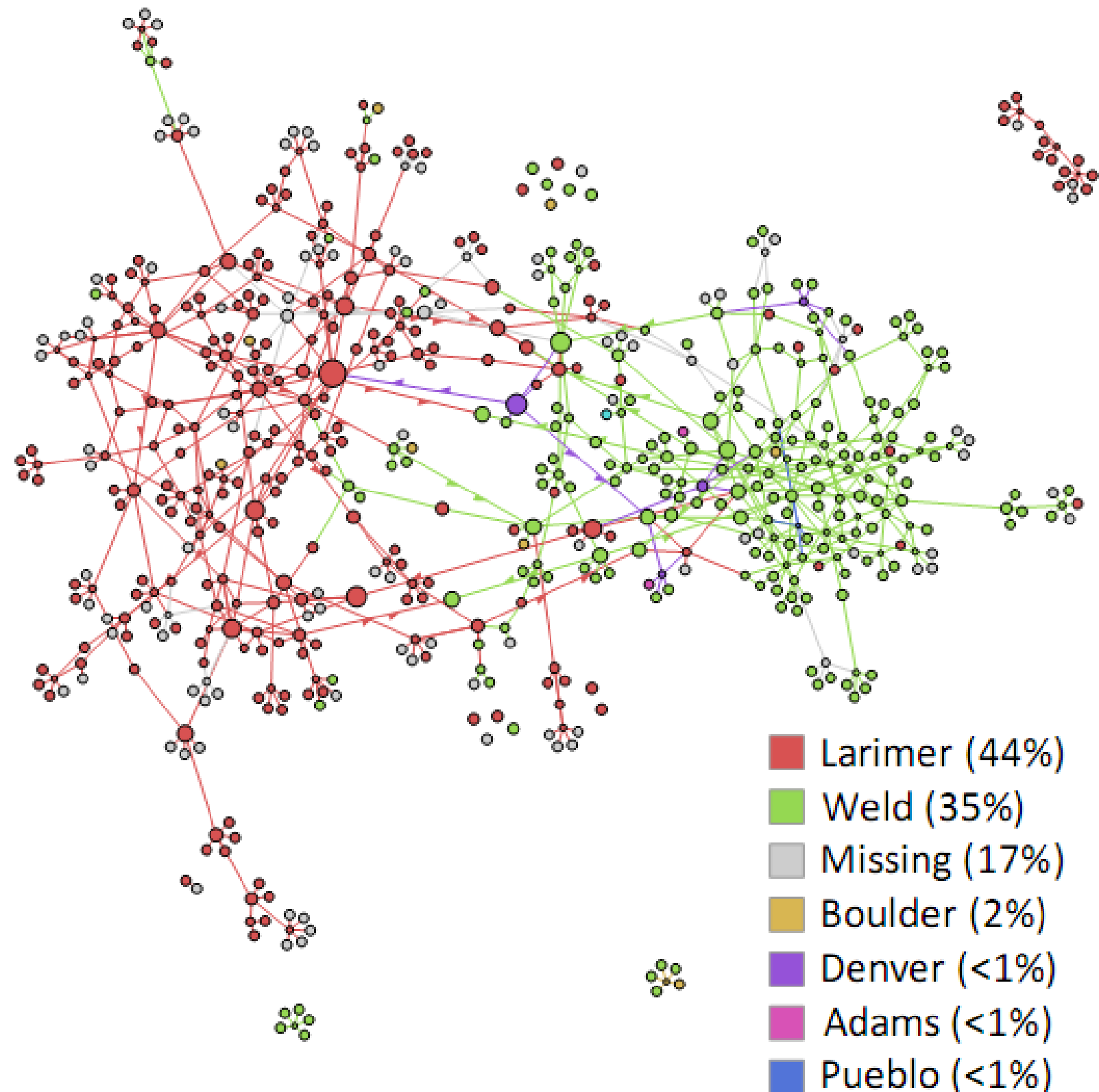
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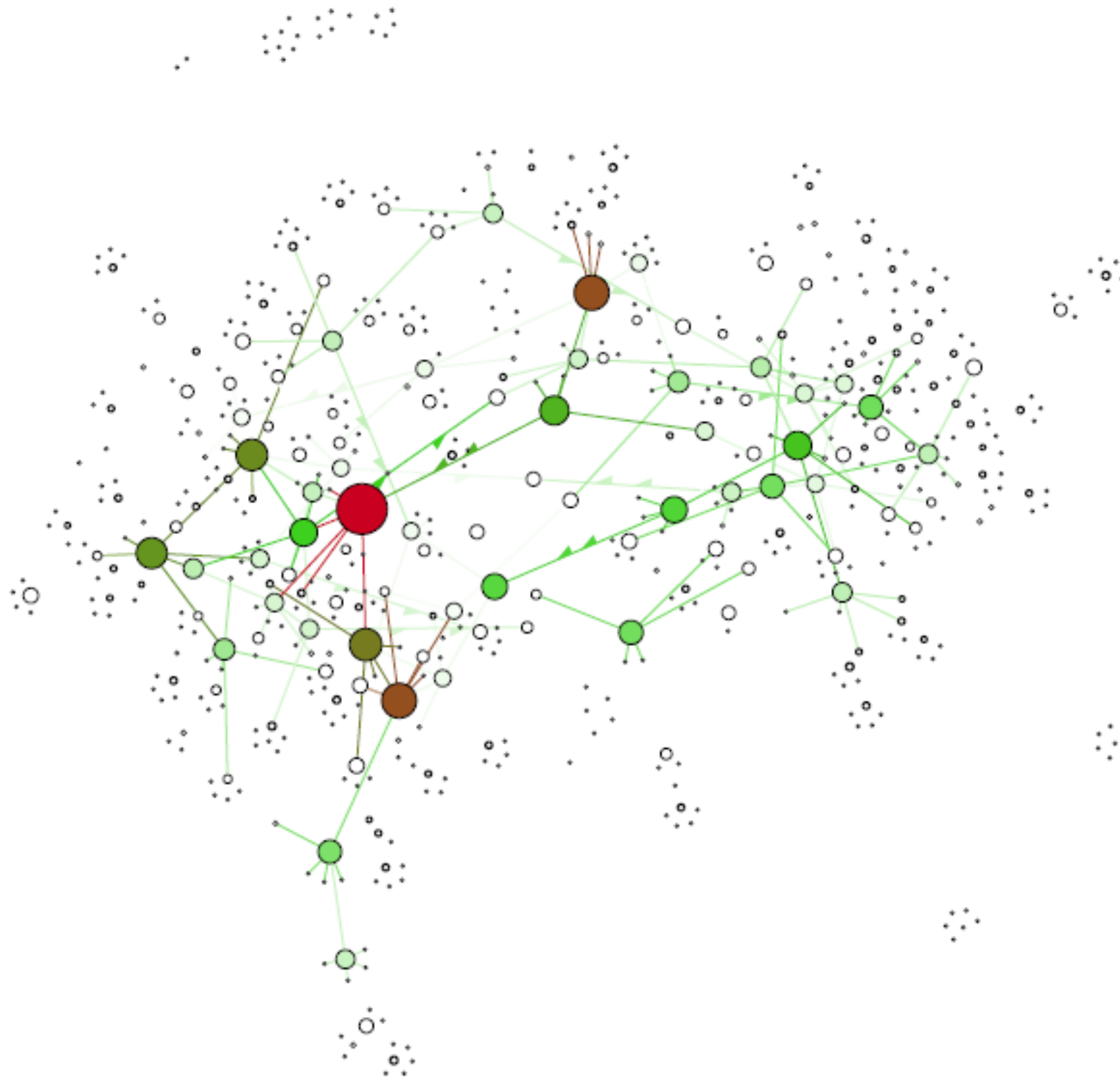
Why should we visualize
networks for community
partners?



Revealing Hidden Connectors

How can we FIND
and invite members
for a diverse
community board?



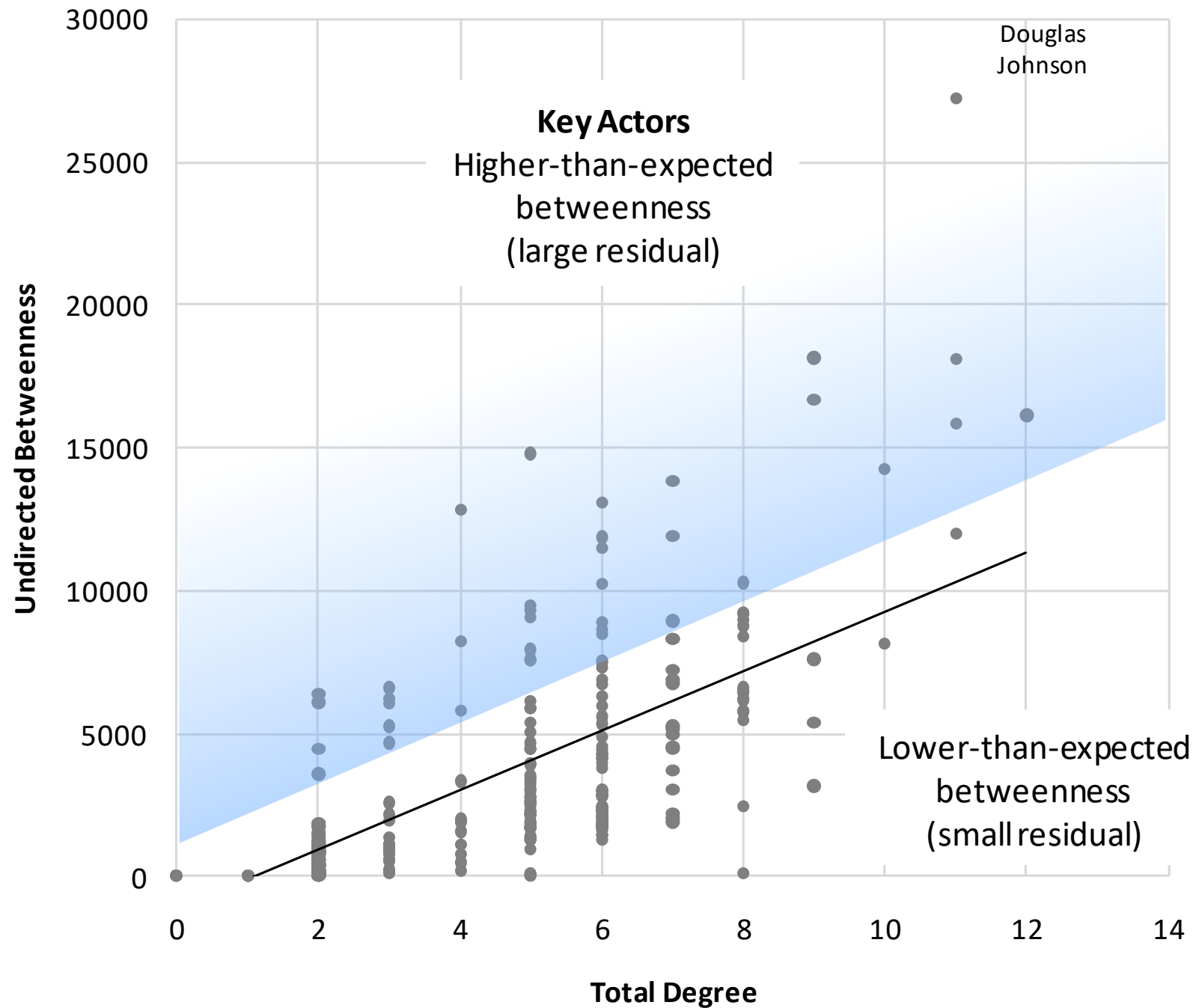


Betweenness

Who connects diverse groups across the network?

“USUSAL suspects”

Key Actors



Who is doing the best job of bridging across the network?



Key Actors

These people are connection
MORE people than expected their
number of ties alone.

UNEXPECTED Connectors

Key Actors and Economic Sector



- Missing (413)
- 3 Business (63)
- 4 Education (27)
- 1 Agriculture (24)
- 7 Government (20)
- 2 Arts & Entertainment (17)
- 8 Health and Healthcare (7)
- 10 Non-governmental Organizations (6)
- 9 Philanthropic (4)
- 16 Science & Technology (4)
- 6 Seniors (3)
- 12 Sustainability (2)
- 5 Transportation (1)
- 14 Utilities/ Energy (1)
- 13 Youth (1)
- 15 Social Issues (1)

People & Domains

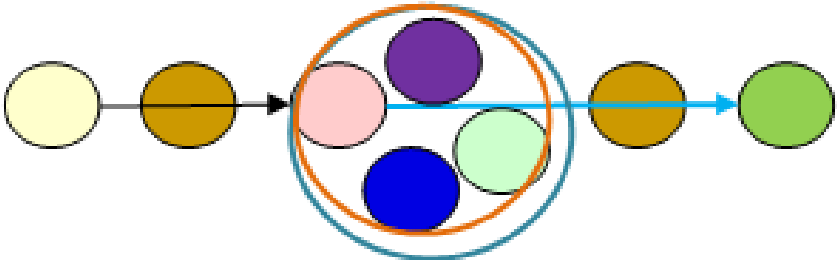




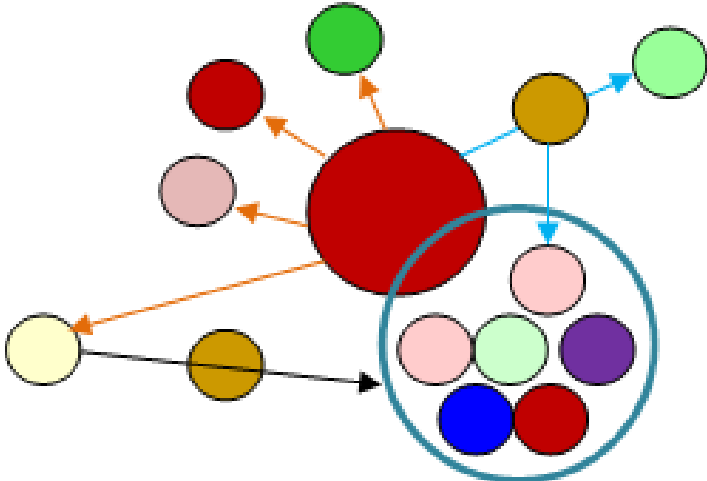
Improving Mental Health Services

Mental Health Referral Processes with and Without a Broker

General Referral Process



Referral Process with Dean (large red node) Acting as Broker



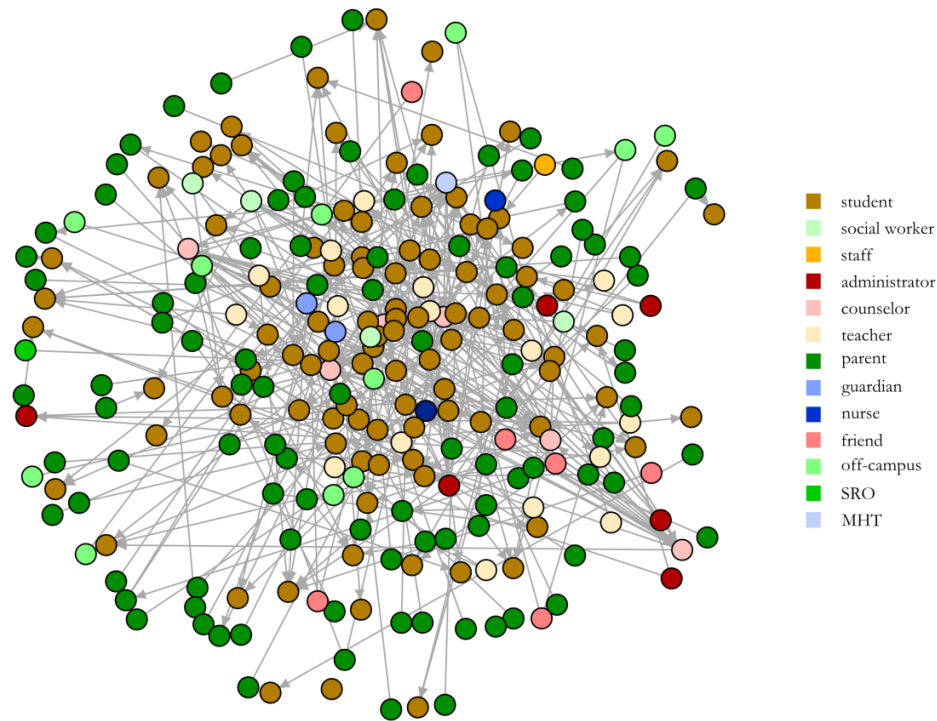
→	Step 1
→	Step 2
○	Step 3 (MHT)
→	Step 4
■	student
■	social worker
■	staff
■	administrator
■	counselor
■	teacher
■	parent
■	guardian
■	nurse
■	friend
■	off-campus
■	SRO

Visualizing Innovation in Processes



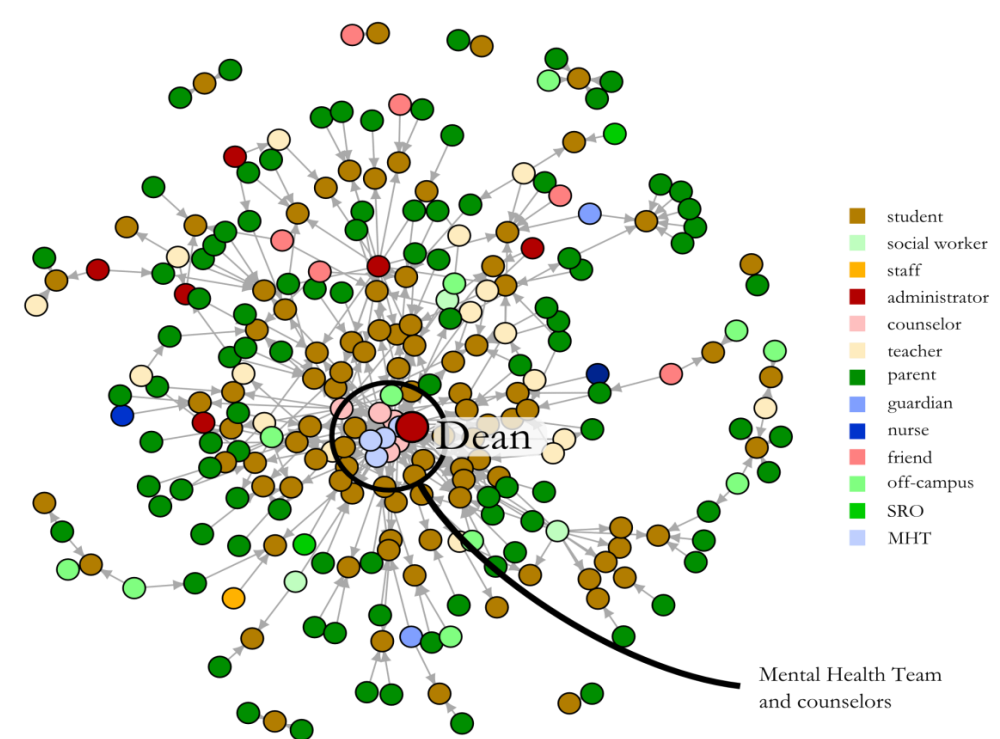
Testing Innovation in Processes

WITHOUT a Broker

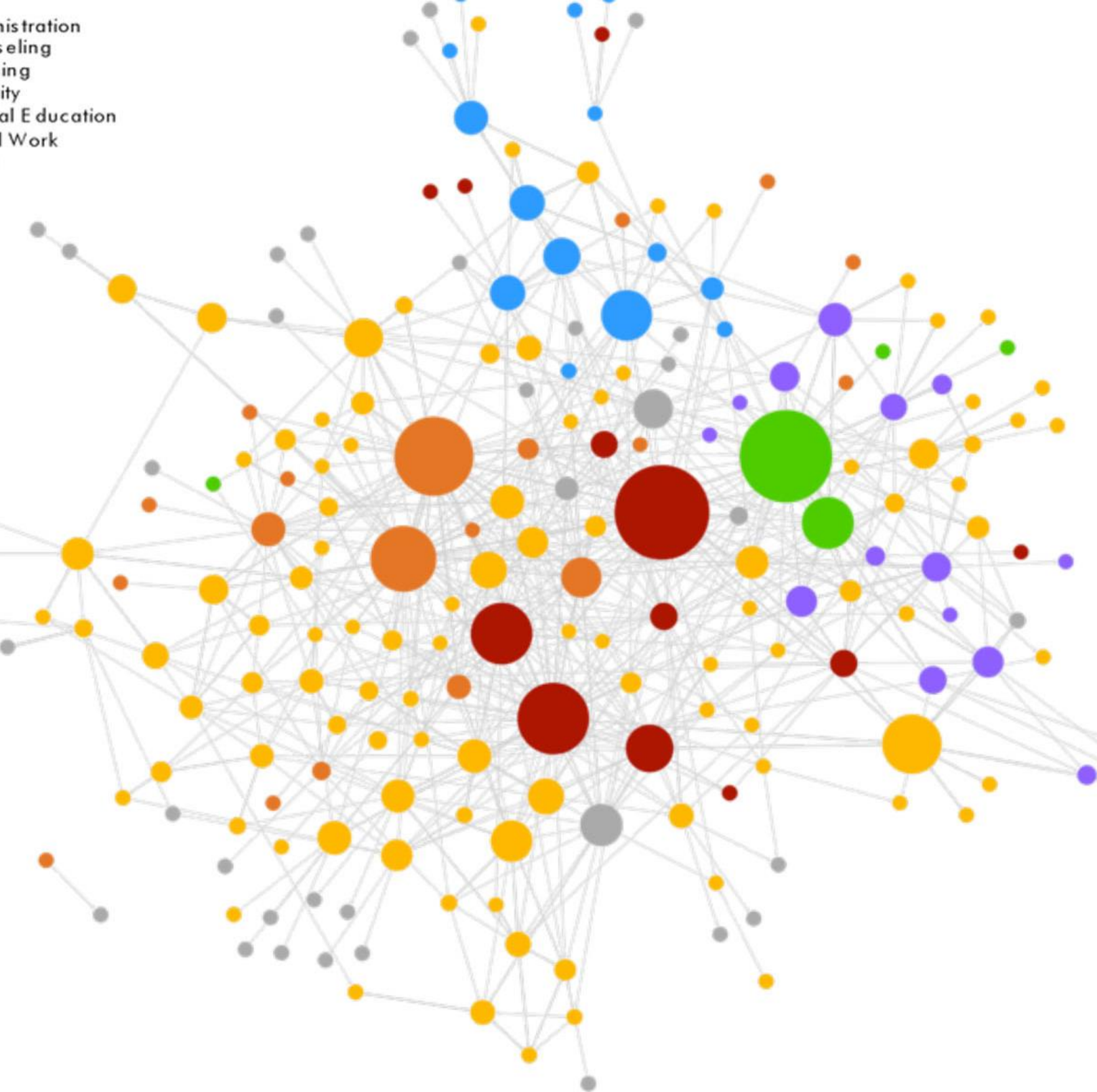


- 1) Mental Health Team alone improves information flow through the school community

WITH a Broker

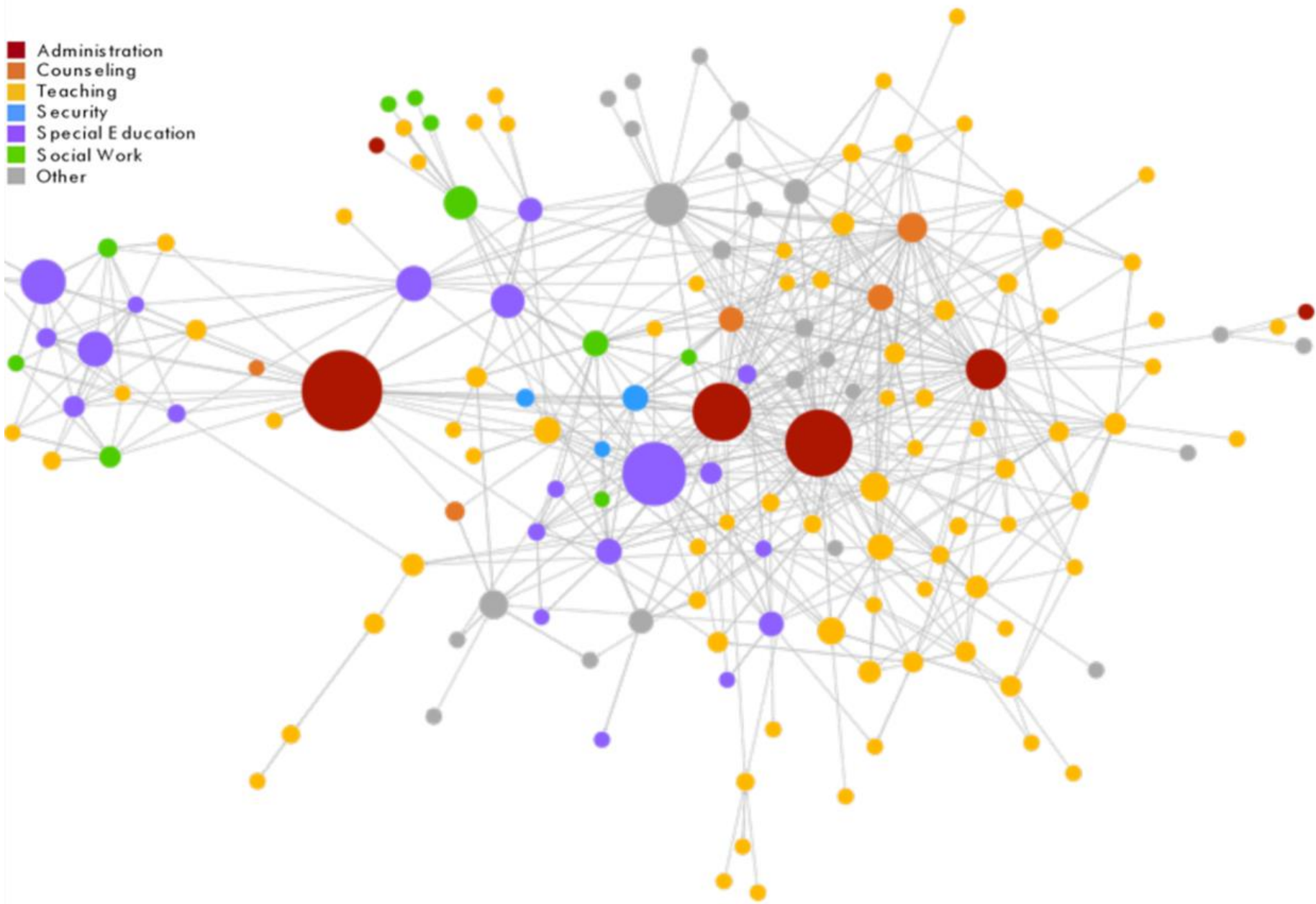


- 1) improves information flow through the school community,
- 2) increases the centrality of the MHT in the school community,
- 3) improves the efficiency of information sharing



Spatial Segregation Creates Social Segregation

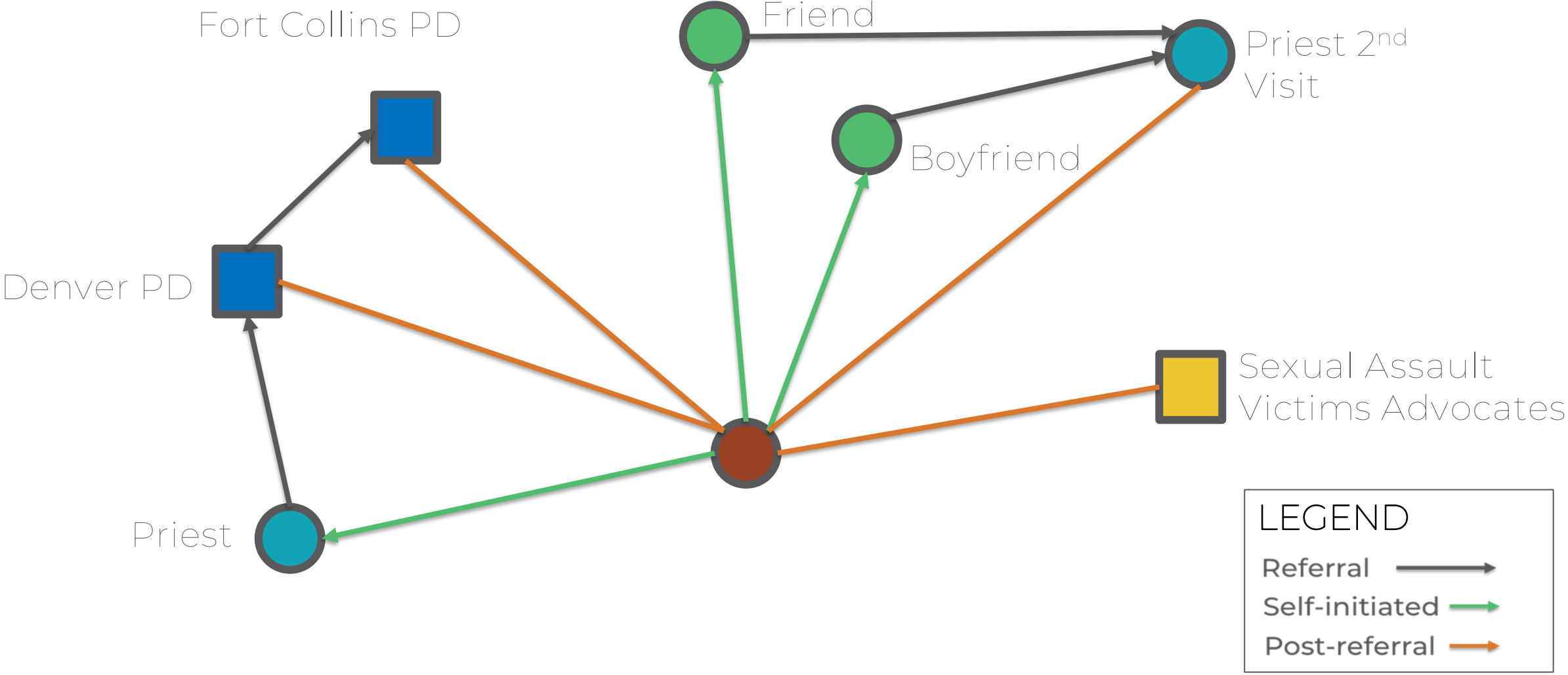
- Administration
- Counseling
- Teaching
- Security
- Special E ducation
- Social Work
- Other



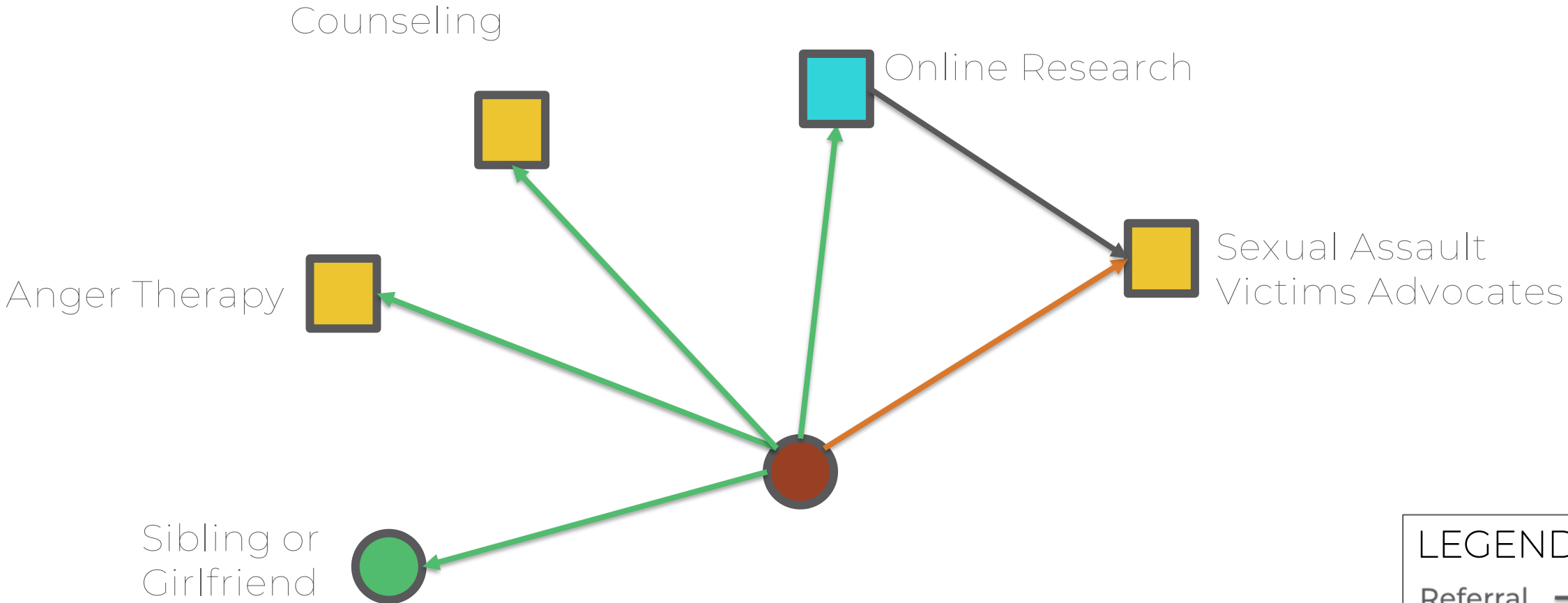


Identifying Underserved Populations

Referral Network: Women



Referral Network: Men



LEGEND

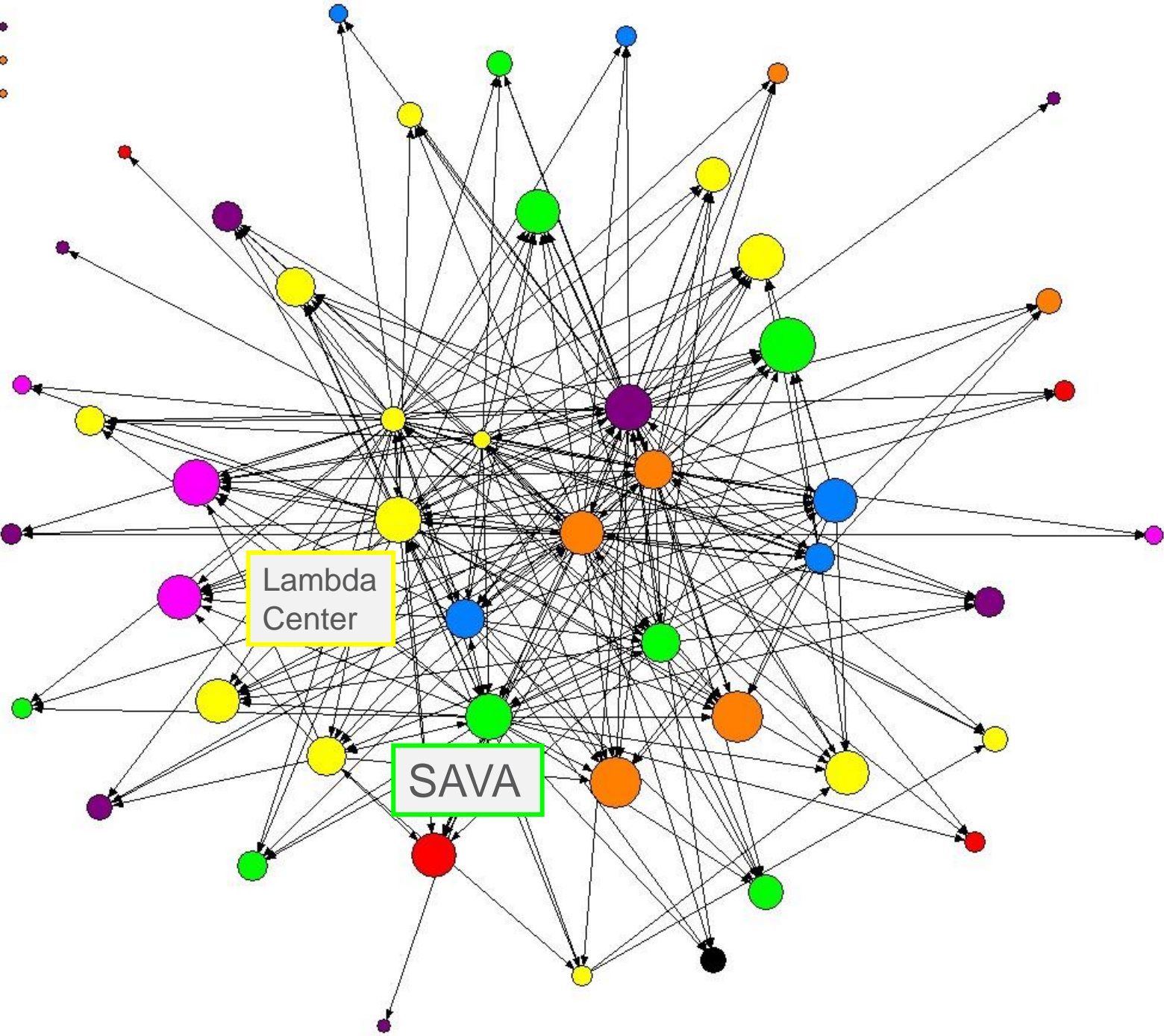
- Referral →
- Self-initiated →
- Post-referral →

We don't talk about it...



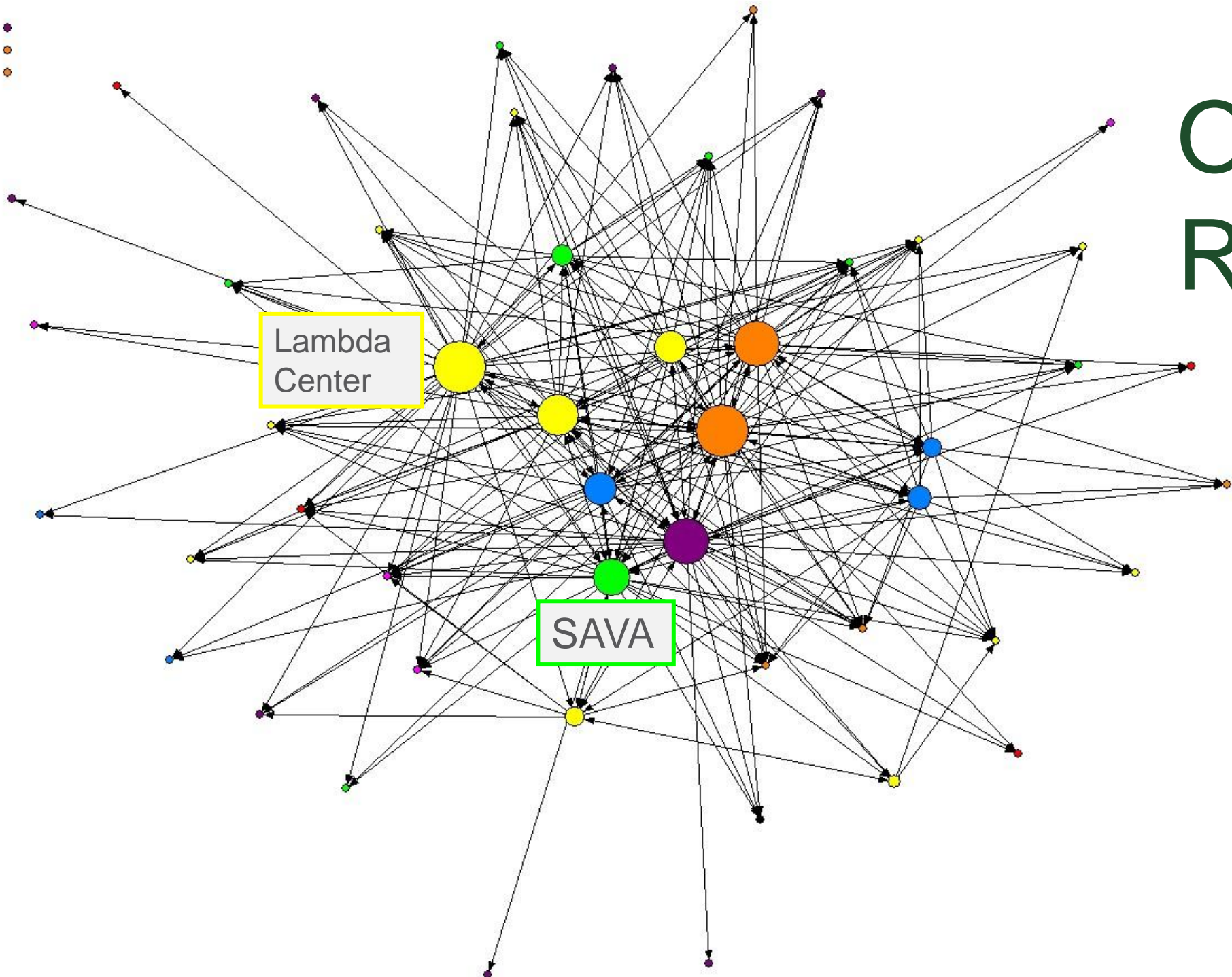
Inter-Agency Referrals

Size = Referrals INTO an agency



- KEY:**
- POLICE
 - SOCIAL SERVICES
 - MENTAL HEALTH / COUNSELING
 - LEGAL
 - HOUSING
 - HEALTH
 - EDUCATION / PREVENTION
 - LOBBYING

Out-Degree Referrals

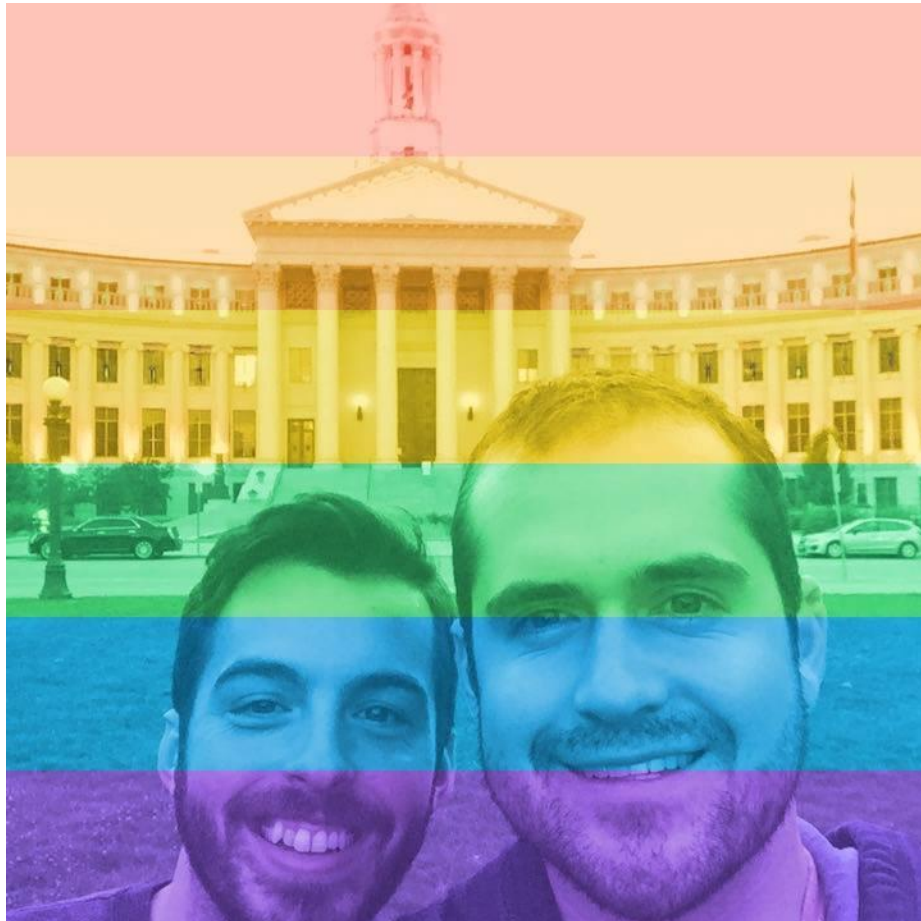


Size = Referrals OUT

KEY:

- POLICE
- SOCIAL SERVICES
- MENTAL HEALTH / COUNSELING
- LEGAL
- HOUSING
- HEALTH
- EDUCATION / PREVENTION
- LOBBYING

Integrating Results



How do we tell SAVA that we do not feel safe in their office when all the images are of women?

Join Our Team

SAVA is hiring!

APPLY TODAY

NEW Outreach Plans



Get Help

We're here to help you. Click the button below to find out ways in which we can help. If you need immediate help, please call our hotline at (970) 472-4200.



Get Informed

Learn all about who we are, the facts about Sexual Assault, and what resources are available to you.



Meet Us

Our staff is dedicated to addressing sexual violence in our community. Click on the button below to meet our team.



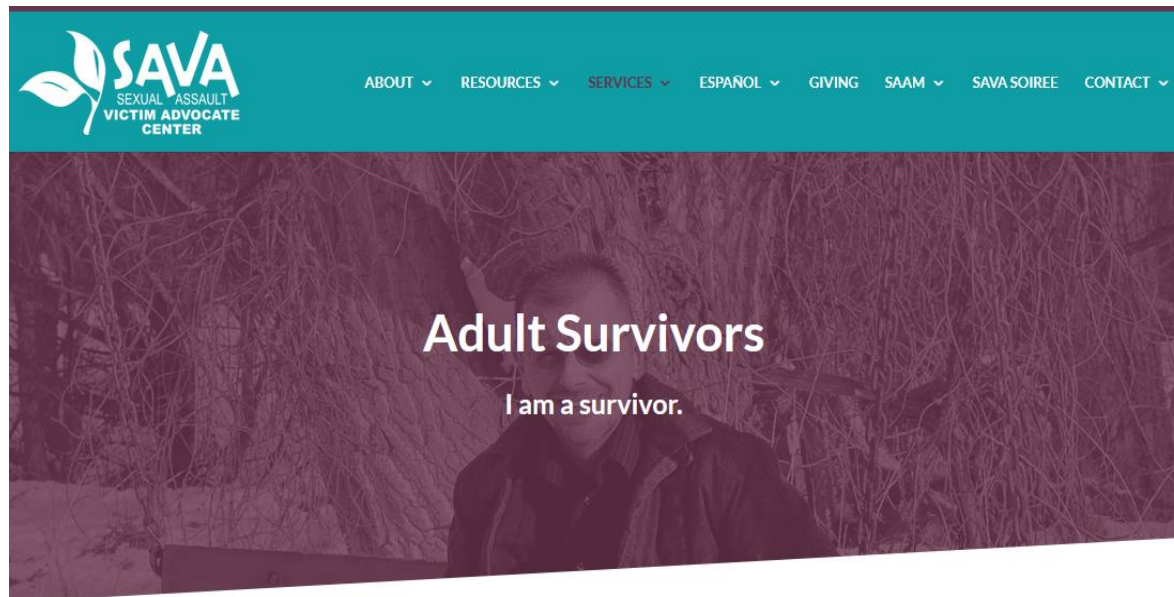
Join Us

Become a SAVA volunteer and join us in our mission to end sexual violence. Click on the button below for more information on volunteering.



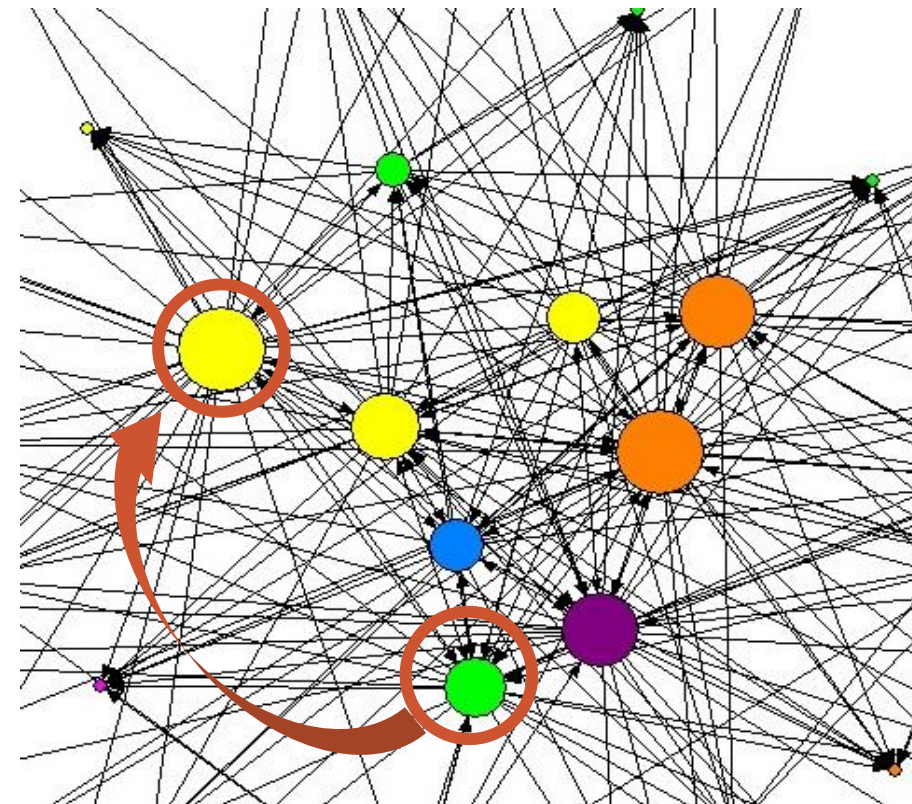
Taking Action

Revamped Website



Commonly known as Primary Survivors, SAVA provides services for all individuals who have experienced a sexual assault during their lifetime. Healing after a sexual assault can be a difficult and complex process.

Collaboration for Service Delivery





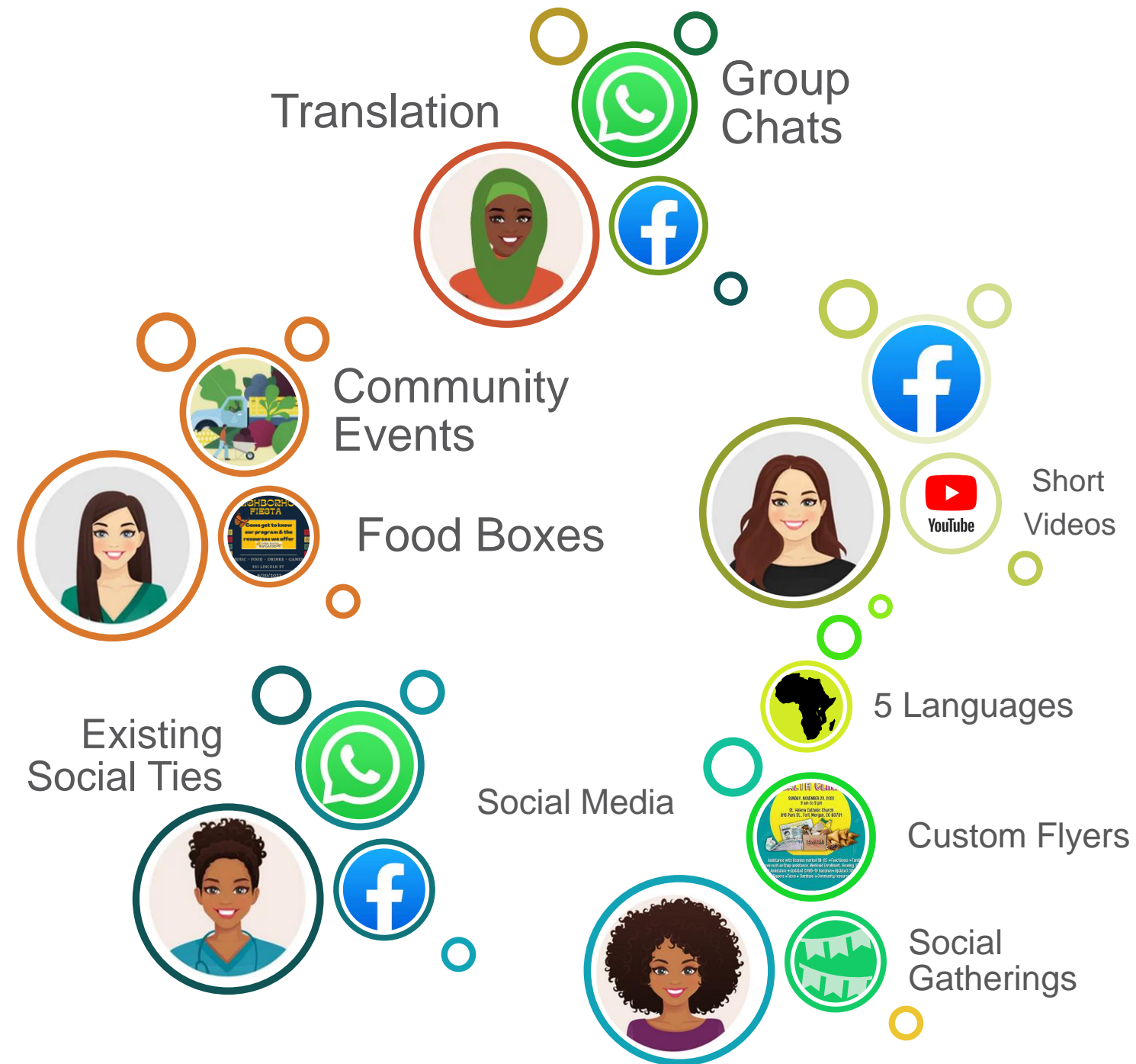
Revealing Outreach Channels

Health Navigators



Trusted Connections

1. Existing Social Networks
2. Translating CDC reports into community languages
3. Modifying information into new media

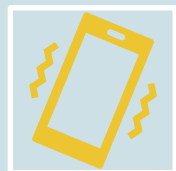




Visualizations guide ACTION



Networks are often hidden



Identify communication channels FIRST

Then, create materials for those methods

Network Lessons



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