Social Networks

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Structure of a Network

- **Density**
  - Connections or linkages within

- **Size**
  - Number of direct contacts

- **Range**
  - Extent, heterogeneity

- **Intensity**
  - Emotional closeness, focal person
Network Characteristics

*Influence Diffusion of Ideas, Behaviors, Even Diseases*

- **Density**
  - HIGH density: Many connections—easier flow of innovations
  - LOW density: Few connections—slower or more difficult flow
High Density

Many of the Potential Contacts Are Made within a Period of Time
Network Characteristics

Influence Diffusion of Ideas, Behaviors, Even Diseases

- **Range**
  - HIGH range: Variety of different members; greater opportunity for new ideas to enter network; greater influence in terms of community change; as those members will themselves have a variety of networks

Continued
Network Characteristics

*Influence Diffusion of Ideas, Behaviors, Even Diseases*

- LOW range: Members more homogeneous; fewer points where new ideas can enter network
Wide Range
Group Members Come from A Variety of Backgrounds
Youth Who Drink Alcohol

Social contacts as sources

- Friends: 36%
- Fathers: 26%
- Brothers: 9%
- Mothers: 6%
- Acquaintance: 6%
- Self: 17%
Rural to Urban Migration

Rural Dweller becomes Urban Visitor

Social events
Family
Friends
Business
Urban to Rural (And Others)

In the community
- Polygamy
- Boy/Girl Friends
- Divorcees

Lagos Returnees

Commercial Sex Workers

Drivers

Farm Laborers
Intervention Can Build on Group Support

Training village health workers
THE NETWORK OF LEARNING FOR COMMUNITY HEALTH

Instructors help health workers learn

Everyone helps the instructors learn

Health workers help instructors learn

Everyone helps student health worker learn

Health workers help children learn

COMMUNITY

Health workers help parents learn

Parents help health workers learn

Parents help children learn

Children help parents learn

Children help children learn

Health workers help workers learn

Workers help health workers learn

Midwives help health workers learn

Network of Learning

- Village health workers become a social network during training
- They reach out to other networks in which they are members to share knowledge and skills
Youth Groups Help Community

El Progresso, Honduras
Self-Help Among Diabetic Patients

- Members provide emotional support when family members reject someone
- They teach each other skills and provide encouragement to enhance self-efficacy
- As a group, they negotiate with medicine shops for lower prices
Mother’s clubs for child health
Peer education builds on social support/networks
Peer education programs are based on theory and assumptions that young people can communicate among themselves better.
Social Network Differences Influence Peer Education Effects

- In-school networks
  - Captive audience
  - Well defined groups like classes
  - Structured opportunities to interact
Social Network Differences
Influence Peer Education Effects

- Out-of-school networks
  - Small networks—e.g. 6 apprentices in a workshop
  - Overall populations larger, more diverse
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Theoretical Bases
For Peer Education

✱ Building knowledge
  – Information flows more freely among peers

✱ Perception of risk
  – Risk perception closely linked with emotional development stages
Theoretical Bases
For Peer Education

 Perception of norms
  - Beliefs of whether the behavior is acceptable, approved of by social network
Self-efficacy

- Enhanced through observational learning, especially by observing people in similar situations/similar backgrounds
- Greater sense of identity with people of similar background
Social support is often needed to support public health efforts like immunization. Do family members (who help watch over other children at home) approve? ... etc
Networks Are Units of Identity

- People know to which network they belong
- People belong to many networks
Networks Are Units of Identity

- Different networks may meet differing needs for social support
  - Emotional, appraisalal, material, and informational
  - Networks mediate between the individual and the larger community
- Networks collectively comprise the fabric of the community
Network Analysis

- Memberships
- Connections
- Sources of support
- Define an individual’s coping strategy
Network Analysis

Note

- Networks do not include social services and service providers
- Networks serve as mediators between these services and individual group members
Memberships

Co-op/union
Farmer
Religious sect
Extended family
Social club
Different Groups, Different Support

_union or co-op_

- Material support
  - Access to government fertilizers as a group
  - Loans, contributions
Different Groups, Different Support

- Union or co-op
  - Information support
    - Sharing ideas about crop production and availability of agricultural inputs
  - Appraisal support
    - Feedback on production methods, crop choices
Different Groups, Different Support

- Social club
  - Emotional support
    - Attend each member’s social events
    - Come together for mourning
Different Groups, Different Support

- Social club
  - Material support
    - Contribute financially to ceremonies
    - Loan each other money
  - Appraisal support
    - Feedback on performance of social roles
Farmer with Guinea Worm
Sources of Social Support

- Farm work group with Akin and Niyi helps harvest his yams.
- Farmers Coop helps him buy his supply of fertilisers for next season.
- Yam sellers association helps market his yams.
- Bamikale has guinea worm.
- Members of social club visit and give emotional support.
- Extended family members provide food, medicines, advice on care.