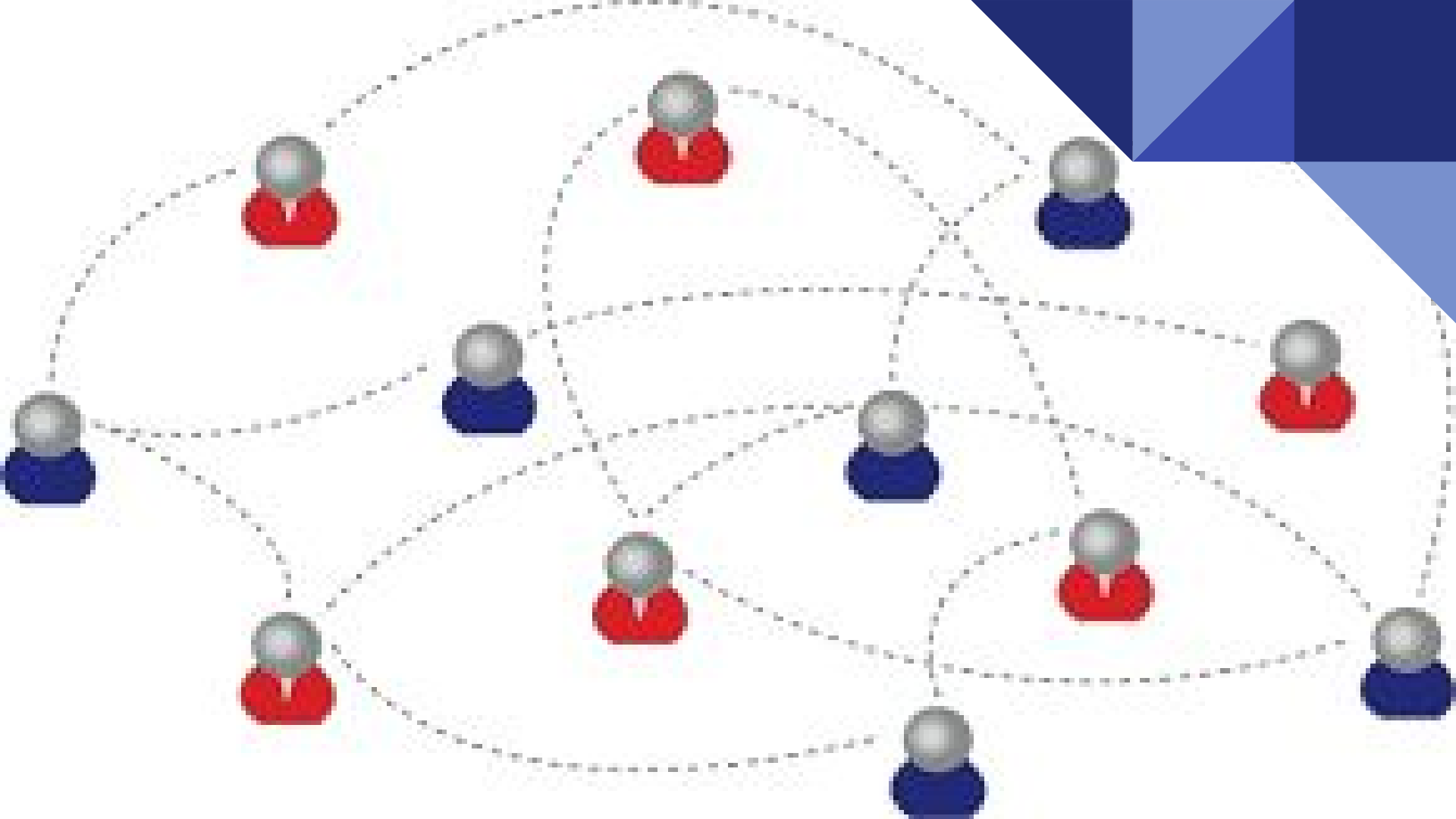


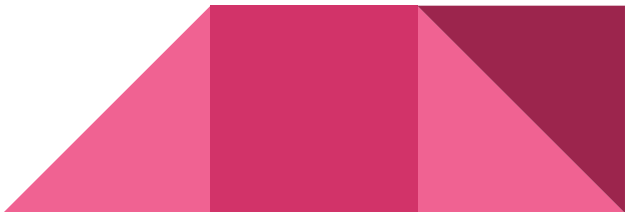


Social Networks for Stakeholder Identification and Analysis

Group 1
Geetha Parangi
Laura Wagner

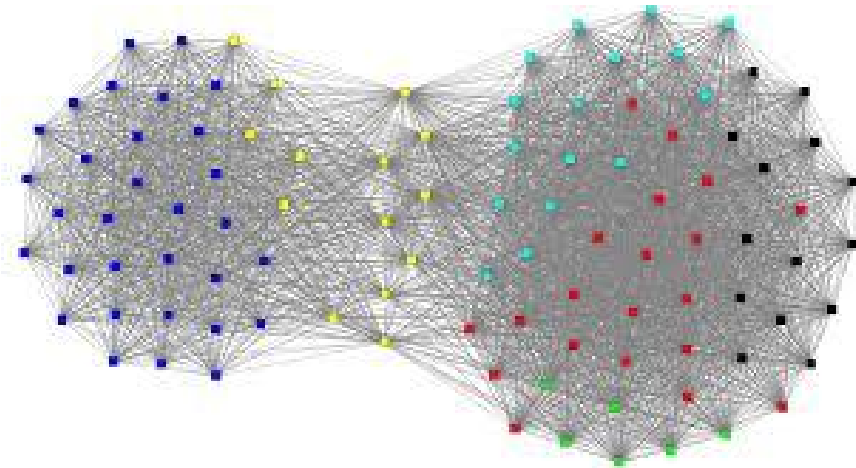


Content

- Stakeholder Identification in large projects
 - Drawbacks of existing system
 - New approach for stakeholder identification and prioritization
 - Advantages and Drawbacks of the new approach
- 

Social Network Analysis and Crowdsourcing

In system of systems projects which involve hundred or thousands of stakeholders it is critical to identify all of them.



Drawbacks of Existing Methods

- Miss out some stakeholders or find irrelevant stakeholders
- Treat all stakeholders equally
- Suitable for small projects but not for complex system to system projects



Existing Methods



Checklist based



Interview

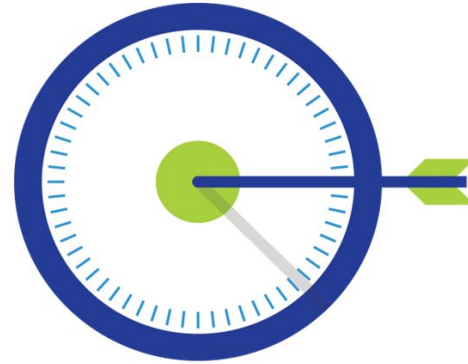


Search

StakeNet - Step 1

Determine the project scope:

- Preparatory step
- Boundary of project



OUT
IN



1. Determine scope

2. Identify roles

3. Find stakeholders

4. Get recommendations

5. Build network

6. Prioritise stakeholders

StakeNet - Step 2

Find initial set of stakeholders roles:

- Based on search method
- Initial set of stakeholder roles



Users



Developers



Legislators



Decision-Makers

OUT
IN



1. Determine scope

2. Identify roles

3. Find stakeholders

4. Get recommendations

5. Build network

6. Prioritise stakeholders

StakeNet - Step 3

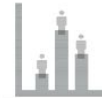
Find stakeholders for each stakeholder role:

- Person taking up the role
- Use default representatives
- Allow nominations



Dave

OUT
IN



1. Determine scope

2. Identify roles

3. Find stakeholders

4. Get recommendations

5. Build network

6. Prioritise stakeholders

StakeNet - Step 4

Find stake and recommendations of each stakeholder:

- Influence of / on project
- Triple <Stakeholder, Stakeholder Role, Saliency>
- Repeat for each new stakeholder (Snowballing technique)



OUT
IN



1. Determine scope

2. Identify roles

3. Find stakeholders

4. Get recommendations

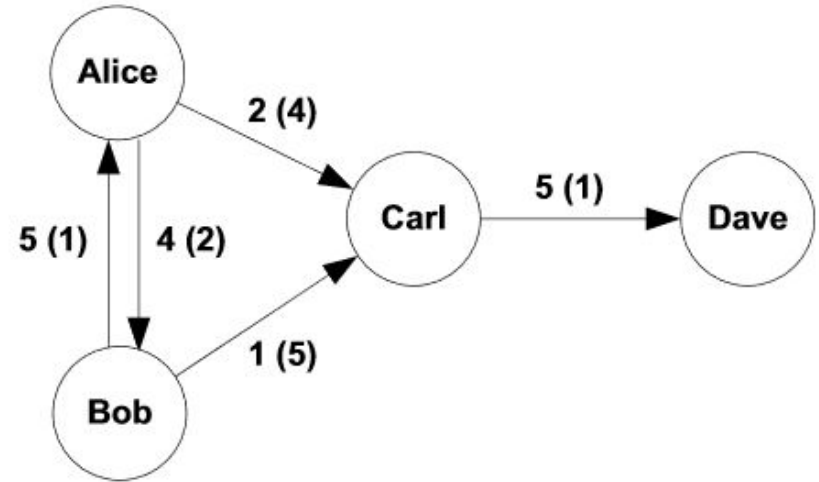
5. Build network

6. Prioritise stakeholders

StakeNet - Step 5

Draw the social network:

- Stakeholders as nodes
- Recommendations as directed edges
- Edges valued in salience



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1. Determine scope

2. Identify roles

3. Find stakeholders

4. Get recommendations

5. Build network

6. Prioritise stakeholders

StakeNet - Step 6

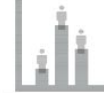
Prioritise stakeholders

- Apply social network measures
- Edge values as length or weighting
- Two lists per measure
- Improvement by combining

Betweenness centrality
Closeness centrality

PageRank
Degree centrality
In-degree centrality
Out-degree centrality

OUT
IN



1. Determine scope

2. Identify roles

3. Find stakeholders

4. Get recommendations

5. Build network

6. Prioritise stakeholders

Advantages

- Simple to use - no training required for the analyst and for the stakeholders
- Can identify stakeholders who withhold information and negative stakeholders who are unsupportive to the project
- Possibility to support stakeholders from multiple locations - provide recommendations in their own time with no need of physical presence



Drawbacks

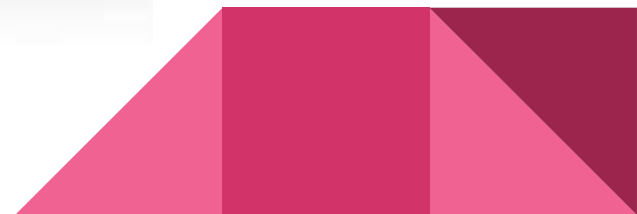
- Less suitable for high security domains
- Effectiveness depends on the stakeholder's willingness to share information
- It depends upon stakeholders to add, delete, and modify the project scope and details of the stakeholders due to evolutionary development sometimes which the stakeholder don't do.



Conclusion

It's critical to identify Stakeholders in large project, existing methods are inefficient to do so, to some extent this new approaches helps in finding stakeholders and also helps in prioritizing based on the recommendation provided by other Stakeholders but it's not the full proof





Discussions

Is it possible to Identify all stakeholders in a large project?



Would you use this approach in your project to identify stakeholders and why ?

