

- \* Each concern statement explains which concepts stakeholders are using to interpret the organisation

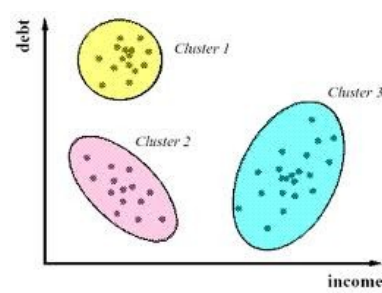
- \* E.G. We need to improve our quality because the competition is.
- \* Have hundreds of statements i.e. concepts!
- \* Need to cluster (group, classify, categorise)
- \* Down to a handful (about 5)
- \* Cluster Analysis needs numbers
- \* Idea Networking = qualitative method of clustering
- \* Advantages: explicit process, auditable, ends in a diagram
- \* Disadvantages: Linking is critical and laborious
- \* Alternatives: Post It Notes, colour code Excel
- \* Factor analysis, MDS, Principle Components, cluster analysis (quantitative)
- \* Thematic Analysis

### Cluster Analysis

- \* Inductive vs Deductive
- \* Automation?
- \* Pronouns, metaphors, synonyms, the unsaid
- \* Cows and genetics
- \* Who does it, groups, experts, bosses, judges?
- \* Put linking table into spreadsheet matrix (UCINET6)
- \* Columns are vertical; Rows are horizontal (40+)
- \* Name by statement number
- \* Nodes = statement
- \* Line = your link
- \* 1 to 5 links per statement
- \* See UCINET6 and NETDRAW

### Linking Statements

## IDEA NETWORKING



### Networking

### Table

- \* Matrix = network
- \* Hard to draw network by hand
- \* Software turns matrix into diagram
- \* NETDRAW
- \* Spring Embeddedness (repulsion of nodes)
- \* Clusters by eye or by analysis (Girvan Newman)
- \* See examples over page
- \* 5 clusters = strategic concepts
- \* No Arrows, No isolates
- \* Problems with diagram ??
- \* Concept Mapping: seeking concepts

No	Links	Because same keyword...
1	4, 5, 27, 64	Transit oriented development
2	13, 50, 71	Serving regional population
3	4, 10, 17, 20, 48	Unique image
4	31, 67, 68	low carbon
5	32, 33, 37	Affordable housing

