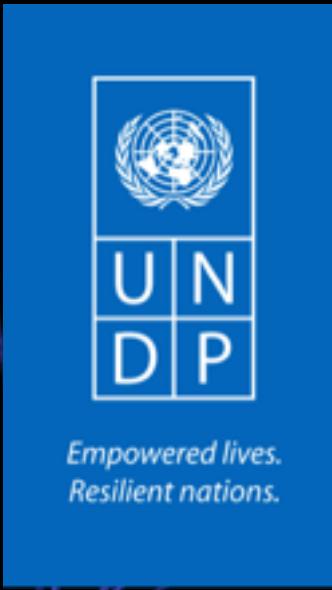


HORIZON SCANNING IN ARMENIA, EGYPT AND GEORGIA

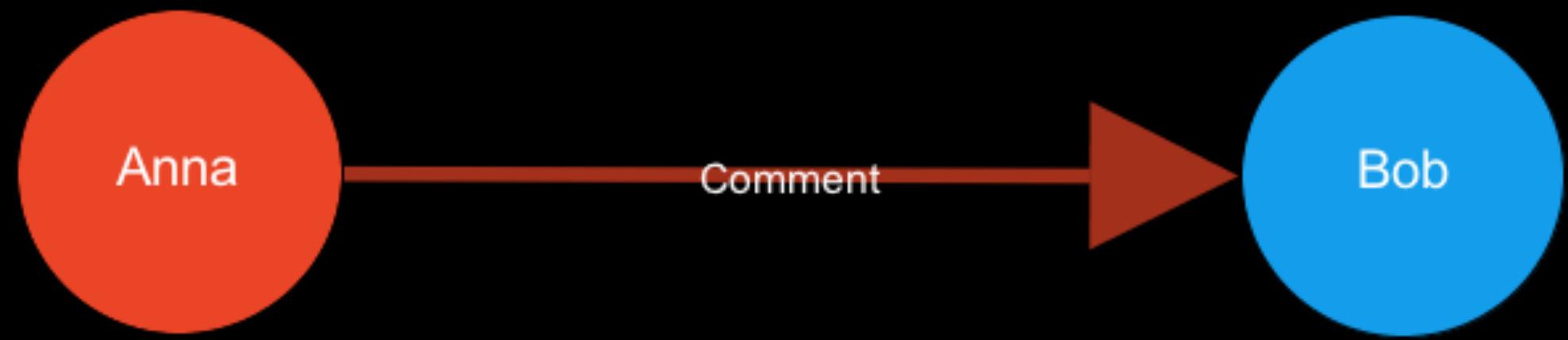
THE SPOT THE FUTURE CONVERSATION NETWORK

Alberto Cottica, Benjamin Renoust and Inga Popovaite
This version: 15 July 2014



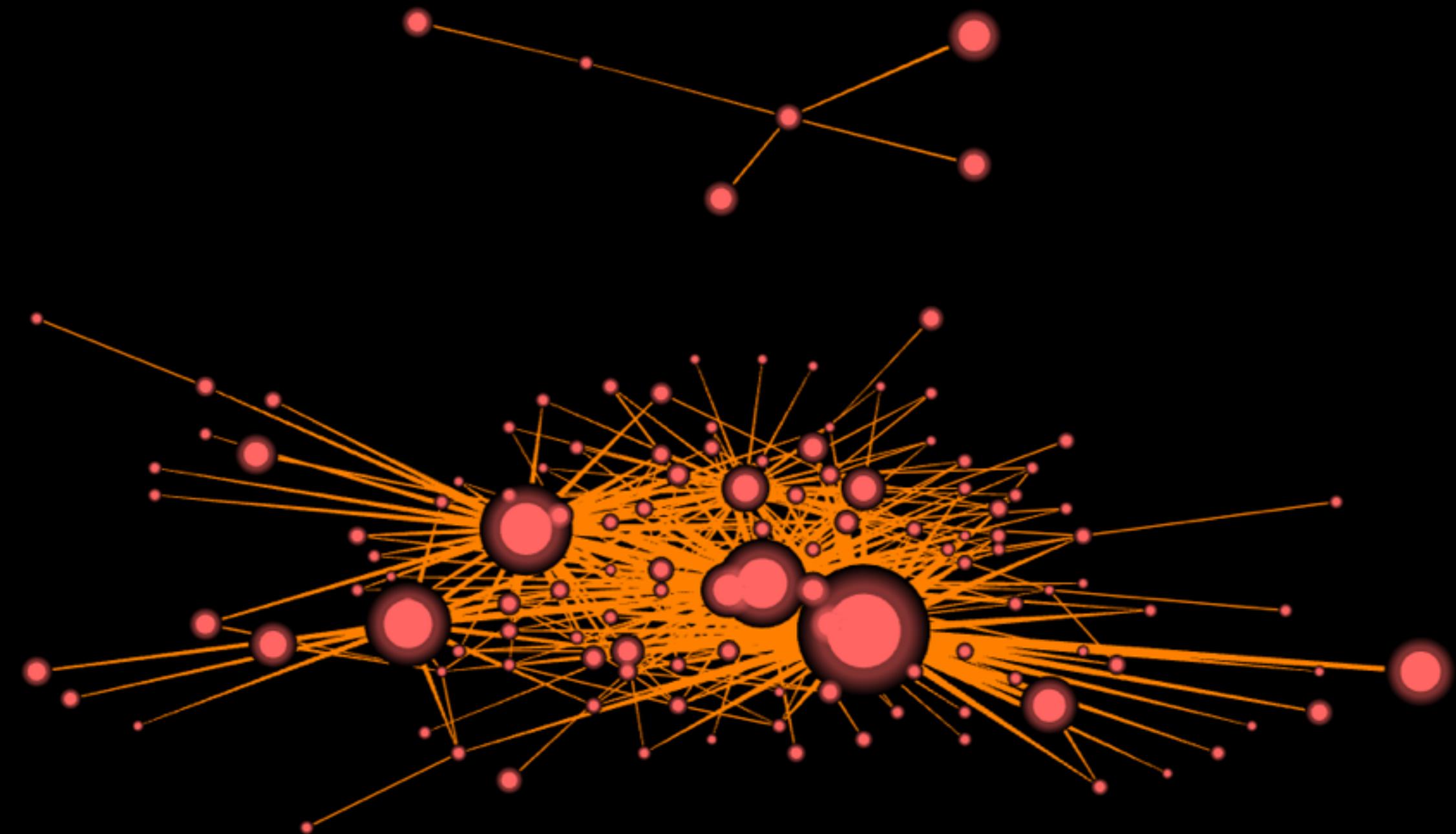
ABOUT THIS DOCUMENT

- **Interaction with peers in the social innovation space is conducive to new inspiration, new patterns of behaviour and, ultimately, innovation.** By fostering new relationships between its participants, Spot The Future adds value and impact to the consultation exercise. But not all patterns of interaction are healthy: some imply the opposite risks of balkanisation and groupthink.
- **This document looks at Spot The Future as a network of relationships.** A network is instantiated by drawing the comments from the database of the Edgeryders platforms. A connection (edge) is formed from Anna to Bob when Anna comment's Bob's content.



THE STRUCTURE OF RELATIONSHIPS

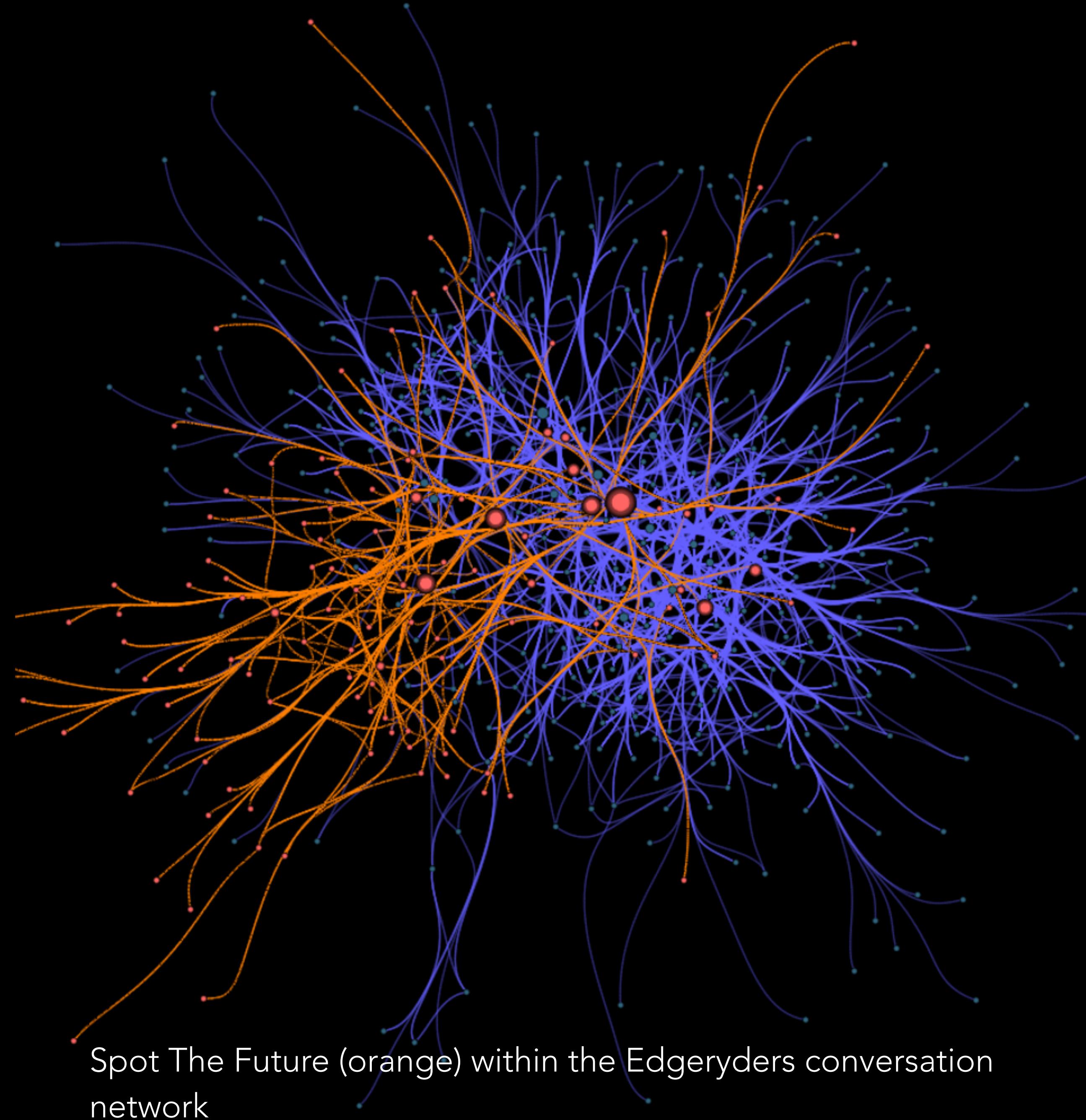
- **The STF network involves 128 participants, with 161 STF-related posts and 910 comments giving rise to 384 relational exchanges.** This network can be thought of as the system of highways along which information about social innovation in Armenia, Egypt and Georgia travels.
- **There is little or no insularity, and everybody is heard out.** The conversation is almost unique, with a giant component connecting 122 out of 128 participants. Centrality analysis shows that Edgeryders moderators play a key role in connecting the network.



The Spot The Future conversation network

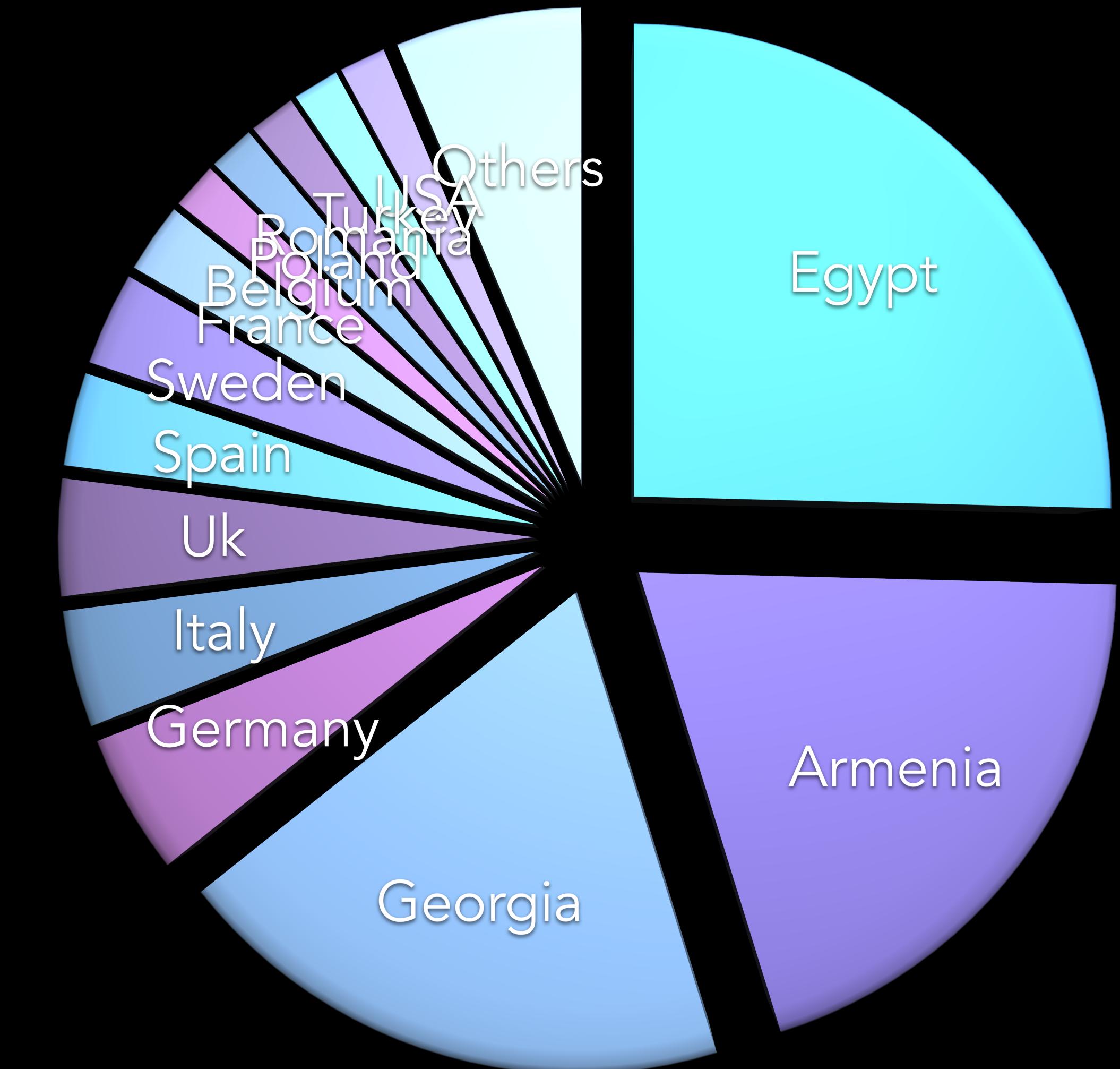
DIVERSITY VS. FOCUS

- **The data indicate a healthy conversation, with a good balance between diversity and focus.** This shows from the way the STF conversation network is embedded in the broader Edgeryders network. The two are not disconnected, yet the STF network is still clearly visible as a more densely connected community within the broader network.
- **This structure shows that participants from the existing Edgeryders community engage in STF,** boosting the conversation's diversity; but also that focus is maintained, given that the STF conversation maintains structural cohesion.



A GLOBAL CONVERSATION

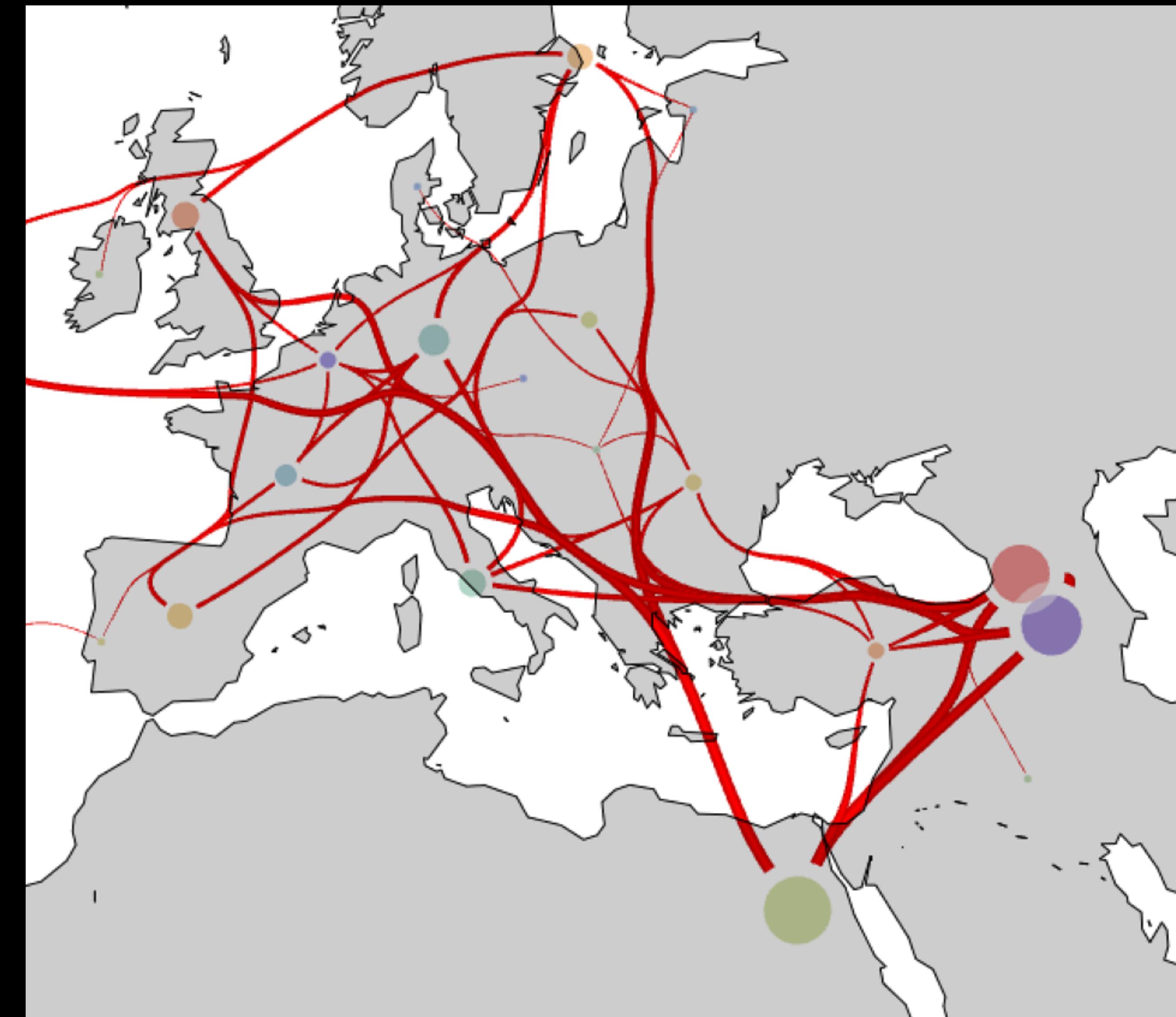
- **Participants in Armenia, Egypt and Georgia contribute the most content, but there is a healthy international variety of contributions.** Participants in the three STF countries invest about 40% of their interactions in-country, and the remaining 60% interacting with people in different countries (both other STF countries or non-STF countries).
- **Overall, we recorded participants from 22 countries.**



STF participants by country

WITHIN-COUNTRY VS. ACROSS-COUNTRIES

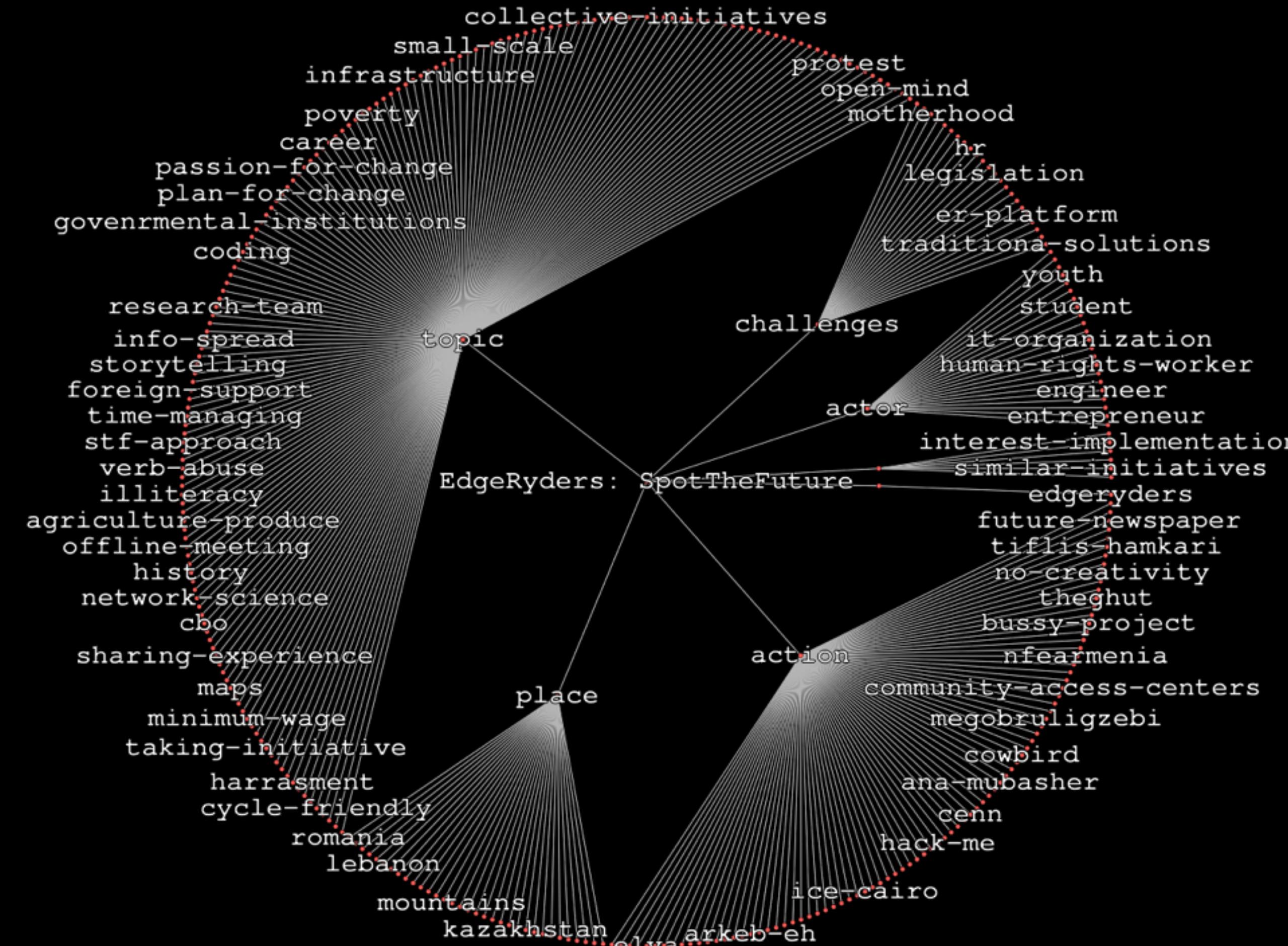
- **Egypt is central in the interaction across STF countries**, with over 10 unique relationships both with Armenia and with Georgia. Armenian participants did not interact as much with Georgian ones.



Geocoding of STF participants by country (partial)

SEMANTICS

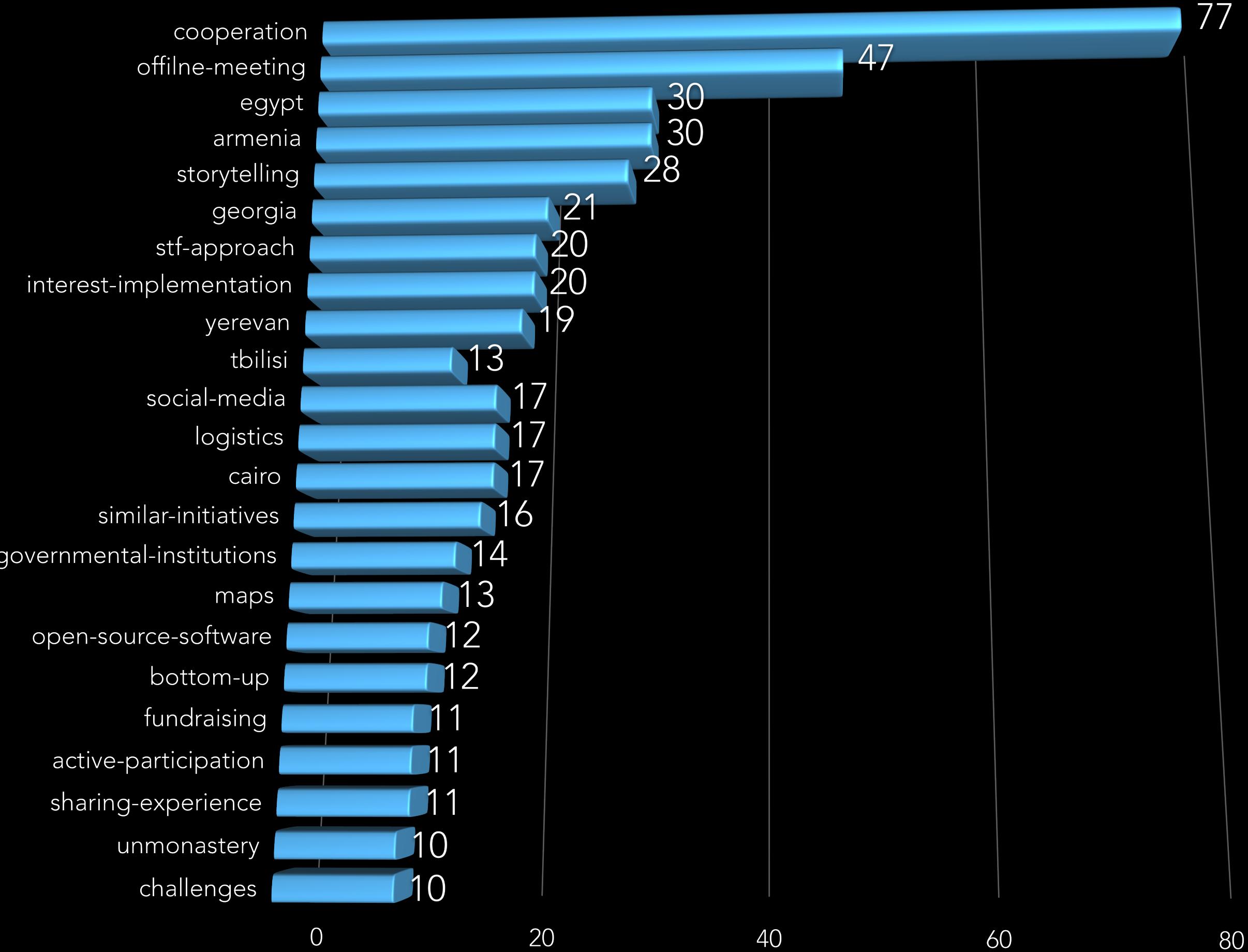
- **Ethnographic coding was applied to 161 posts and 782 comments.** Coding is a standard ethnographic technique. It consists of reading all contributions and assigning relevant keywords to snippets of texts.
- **Such coding can be used to add semantic meaning to each individual connection in the network.** 243 tags in 6 categories were identified as recurring all along the STF conversation.
- If the conversation network is similar to a system of highways, semantic meaning can be thought of as the traffic actually riding on those highways.



STF keywords tree

COOPERATION: THE MAIN CONCERN

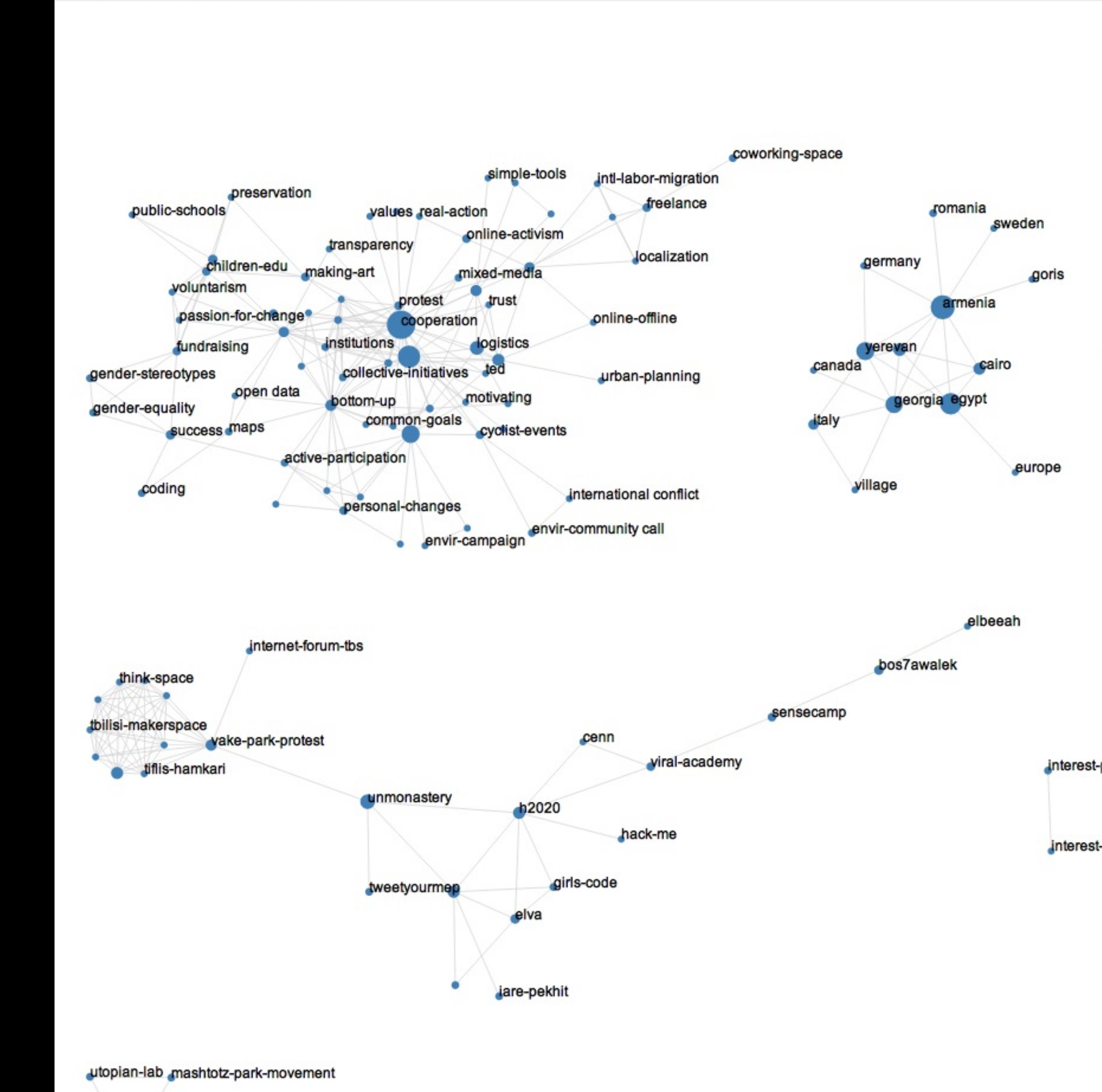
- **“Cooperation” is the keyword carried by most edges** – almost 80 occurrences. Roughly one contributions in 10 over the whole exercise is about cooperation.
- The strong presence of the “stf-approach” keyword reflects a strong awareness of the community of the collective intelligence exercise they are engaged in. This connotes a respectful, non-exploitative approach to research.



STF keywords by occurrence

PROJECTS AS SOLUTIONS

- Two keywords “interact” when they are mentioned by two participants across an exchange. **The network of interactions across keywords shows three main components.**
- To the northwest, one finds **issues** (like gender-sterotypes) and **methods** (like offline-meetings, transparency and protest). **This indicates the community comparing solutions and matching them to problems.**
- To the northeast, one find **places**. **This indicates across-country comparison.**
- To the southeast, one finds a clique of **Georgian projects**. (like Tbilisi-makerspace).
- Participants are discussing **projects** in the context of **problem-solutions conversations**, against a backdrop of **international comparisons**.



STF keywords interaction network (partial)

CONTACT

EDGERYDERS LBG

FIND OUT MORE AT [HTTP://
COMPANY.EDGERYDERS.EU](http://COMPANY.EDGERYDERS.EU)

OR WRITE TO ALBERTO@EDGERYDERS.EU

This work is property of UNDP and licensed under a Creative Commons
Attribution-NonCommercial 4.0 International License.

