When everything connects
Social networks, technology adoption and adaptive capacity in the semi-arid tropics

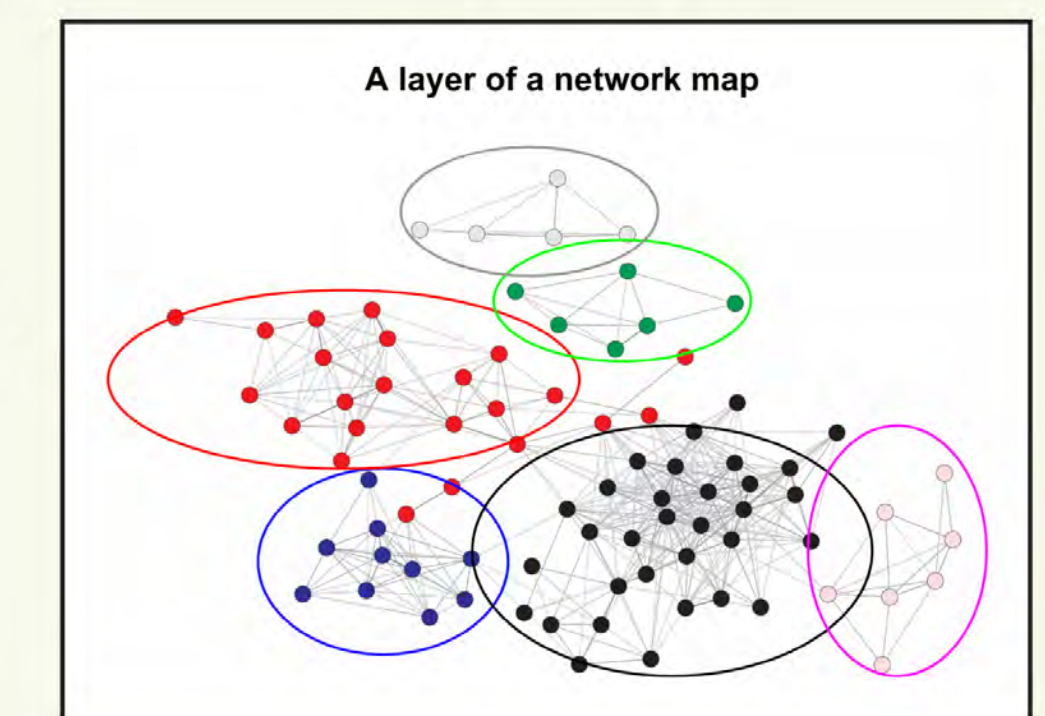## Tracking change in rural poverty

- To gain a greater understanding of the experiences of poverty – economic, psychological and sociological aspects
- To understand and describe social processes and social change
- To tap subtle issues - perceptions, attitudes, feelings and RELATIONSHIPS.

Social networks – element of social capital

- Not just about 'connectedness' – but the position of the individual in the network; the relationship between objects/nodes
- Study of how the social structure of relationships around a person, group, or organization affects beliefs, behaviors and outcomes
- An understanding of networks is essential to understand action in relation to its social context
- Essential for understanding social dynamics - "wiring" for socio-cultural processes.

Research Framework

Mapping network architecture

Complete census of the village

- List all individual members of the household – age, education, relationship to head, occupation.
- List all the immediate relatives of the family, where they live, distance, and the interactions with them.

Transactions

- List the major transactions the household/members have with other people in the village – economic, socio-cultural, political - and information, especially about agricultural technology
- Identify the caste of the people with whom they have transactions, assign a unique id for each

Pictorial illustration of the social ties and networks members of a household have with other people/groups

A network map of a village

Farmers' decision-making has multiple goals, as it includes social constraints in addition to economic objectives. Independence, quality of life, or social bonding are non-monetary goals that are valued in addition to monetary goals.

Periphery

Core

Structure of networks and the dynamics of local processes can have a dramatic impact on how locally interactive, context-dependent actions lead to outcomes at higher, more aggregated levels (eg, at the level of communities, or populations).
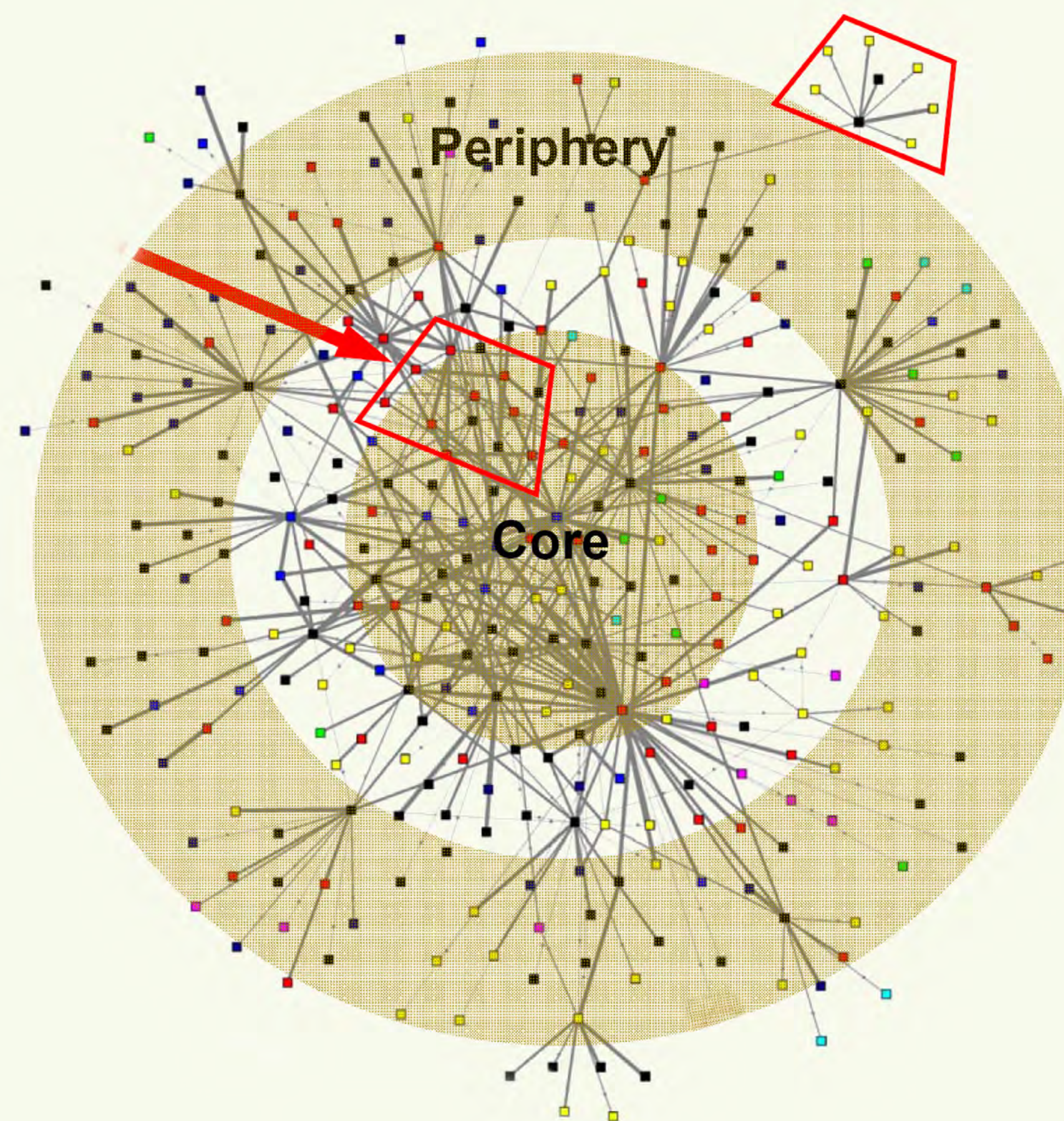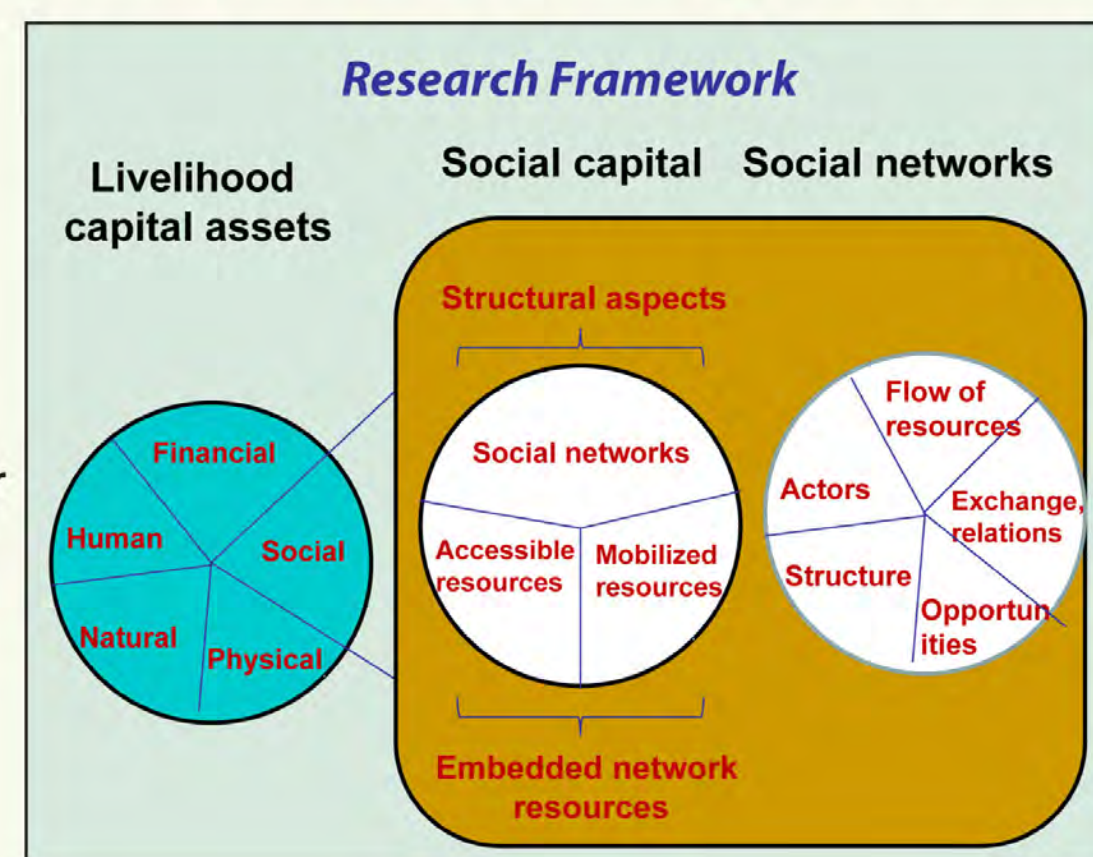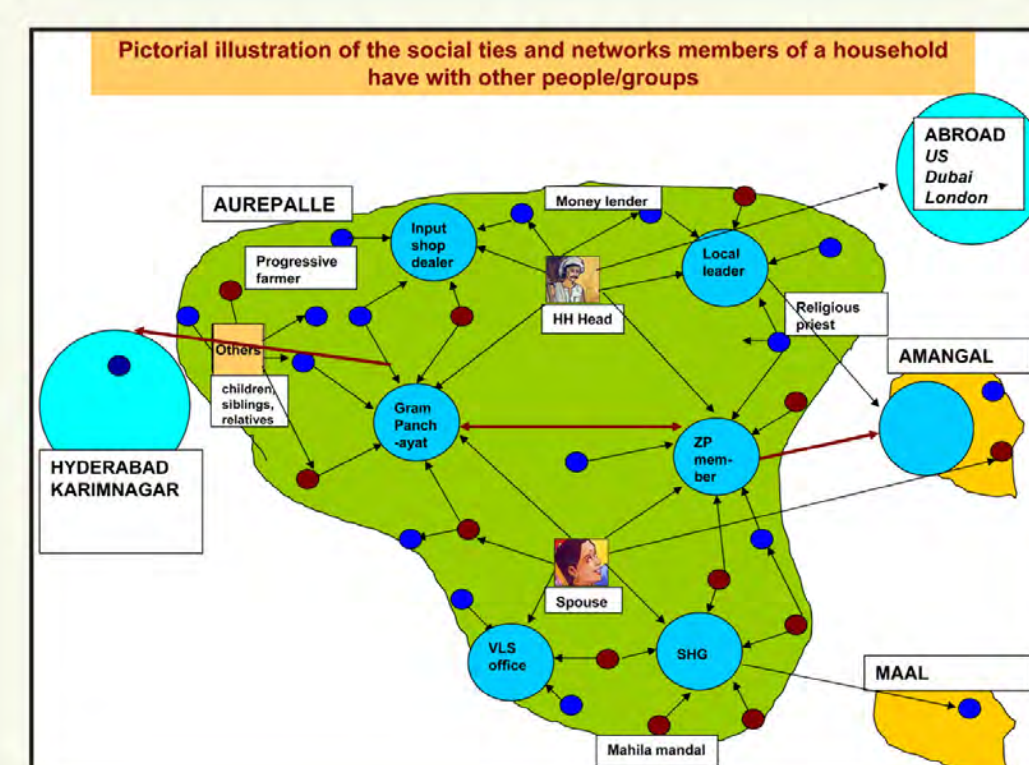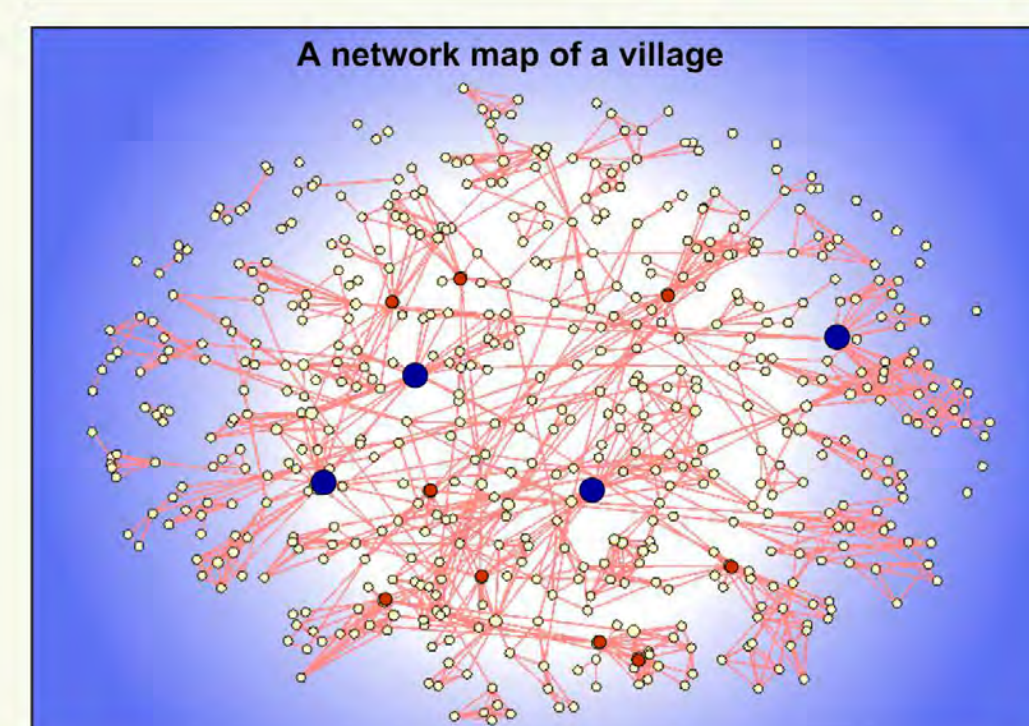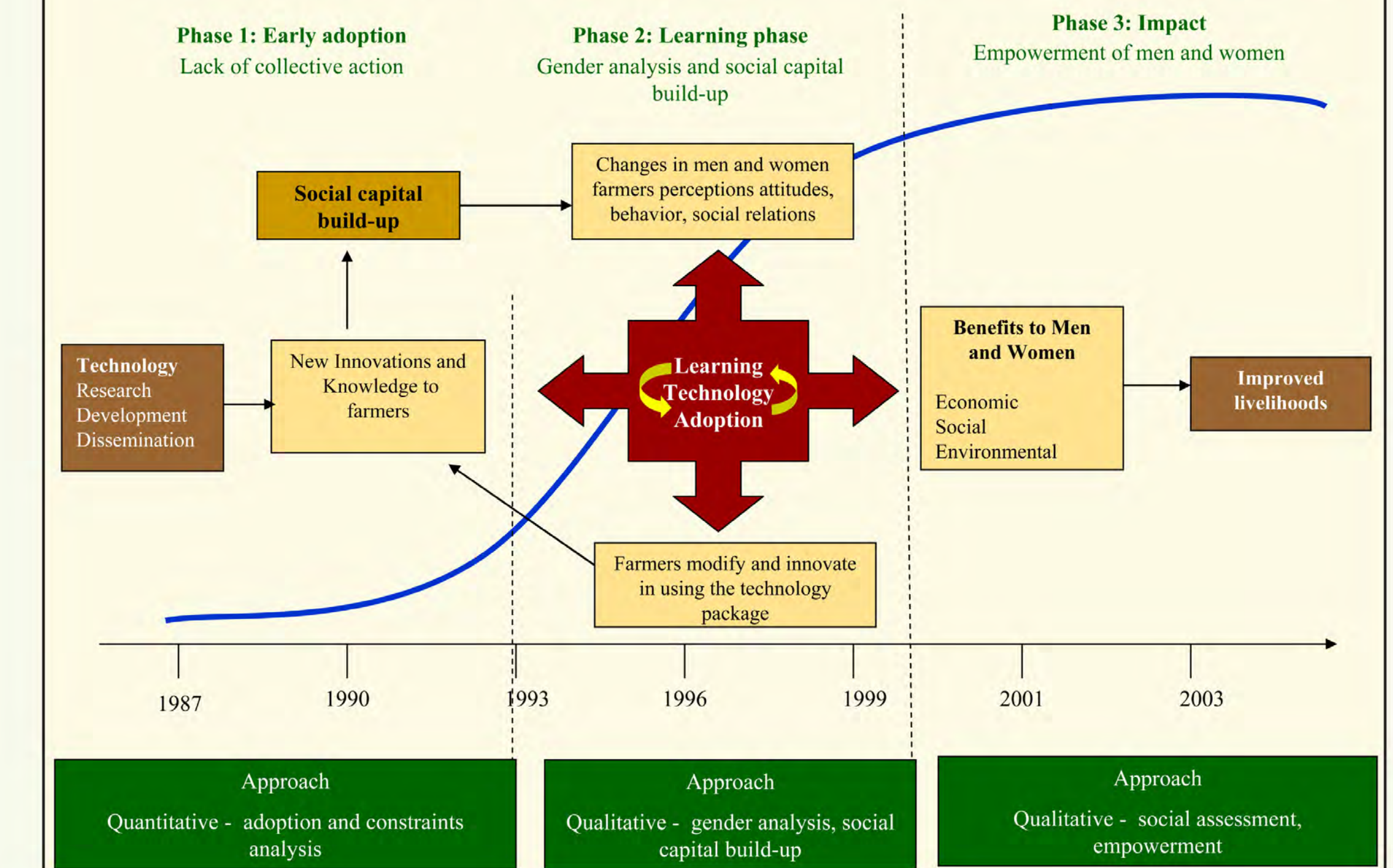

We get information on

- Who is connected to whom?
- What is the social and geographical range of people's connections?
- How do people use their connections?
- The focal/nodal points

A layer of a network map

Technology adoption

- What are the social networks that support the development and sharing of agricultural knowledge and innovation?
- Which informal networks of cooperation and sharing (of labor, implements and information) are important in current agricultural practices?
- What are the networks of information to which migrants have access in urban and rural areas and how does this influence their (family's) involvement in agriculture back home?

Stages of adoption pathway leading to empowerment

Adaptive capacity

- Shaped through the dynamics of social relationships
- Situated in the wider, scaled processes of social life and in a context of multiple-risks.
- Multi-layered and many faceted social ties of everyday social interaction - community's best resource
- Focus on formal organizational capacity as well as informal social networks.