**Six steps to mapping Social Movements**

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| **Step 1 – Determine thematic focus of social movement mapping**  The first step in the mapping process is to determine a thematic focus of social movement. Considering that there exists a wide array of issues that social movement can cover, I/NGOs / Activists’ groups who are involved in the process of mapping should first identify what will be the thematic focus of the social movement mapping. This can include narrowing down from a broad field of social movement to a narrow and specific social movement focus.  For example, from a broad field of Good Governance, the focus of social movement can be narrowed down to social movement for good public service delivery to addressing needs to GBV survivors, to addressing mental health issues of GBV survivors.  While it is important to narrow down the focus of the mapping in terms of the scope and field of social movement, it should be noted that being too specific might result in challenging situation where identification of such movements will be difficult as there might be very limited social movements related to those issues. One way to overcome such challenge is to find a middle way where the field is not too broad and not too specific.  In the above example, there might not be any or very few social movements focusing on mental health issues of GBV survivors and good governance and public services can be very vague to comprehend in the mapping exercise, therefore a recommended field of focusing mapping would be somewhere in the middle, which, in this case is addressing needs of GBV survivors.  **Step 2 – Determine the Level of Mapping**  Depending on I/NGOs / activists’ interests, engagement and mapping may be most effective and relevant at global, national, regional/provincial, municipal/district or village levels.  **Global:** If the global or transnational social movement on global issues such as climate change, GBV and progressive taxes to name a few are relevant for I/NGOs / activists, they might be interested in mapping the global social movements on such particular thematic focus at the global level. I/NGOs / activists engaging at this level seek to influence global awareness, underscore the issues at local or national level to global platform in an attempt to hold global leaders and country authorities to account for policies and practices change.  **National:** I/NGOs engaging at this level may seek to influence national policies and practices.  **Regional/Provincial:** Opportunities for I/NGOs / activists influence at this level in most countries involve monitoring policy implementation and service provisions serving entire regions or provinces. It should be noted that from this level downward, authority to formulate policy or practices can be more limited in deconcentrated systems of government.  **Municipal/District:** Governing boards and advisory councils *(names might vary depending on countries)* are commonly attached at this level. Although these bodies’ authority over tangible change in policy issues and practices is subordinate to regional levels *(except in decentralized systems)*, latitude for civil society and activists’ input on influencing the authority can be substantial.  **Village**: This level would be of greatest interest to grassroots I/NGOs / activists that want to monitor and provide feedback on local issues raised by social movements at local level.  **Step 3 – Collect Information**  The documentation of information of various types is a crucial step for mapping social movement landscape. The main question I/NGOs / activists want to begin with is, “What social movements exists within the scope of their thematic focus in a particular context (global, national, local)?”and “Who are the actors that are involved in such social movement and who are they trying to influence?”  By answering these questions, they will set in motion a chain of fruitful inquires, beginning with informal contacts between I/NGO members/activists and social movement members. Collection of information needs to be carefully thought and planned.  While both qualitative and quantitative methods for data collections can be employed, it will depend on the need of the mapping itself. Some suggested tools for data collections can be:   * **Qualitative:**   + Focused Group Discussions – FGDs   + Key Informant Interviews – KIIs   + In-depth Interviews – IDIs   + Workshops * **Quantitative:**   + Survey   + Quantitative assessments   To develop aforementioned tools, it is important to create a set of questionnaires based on the mapping questions. Mapping questions are broad questions which guides to develop a set of questionnaires for KIIs, IDI, FGDs and workshops, survey. Quantitative assessments can be more specific which will unpack mapping questions.  Prior to deciding the tools to be used, it is important to identify the respondents for the data collections. This needs to be decided based on who are the relevant stakeholders and actors that you need to consult for extracting relevant information.   * ***Finding the Right Respondents***   Finding the appropriate respondents for your research matters. You can ask questions all day, but it won’t get you anywhere if you’re not asking the right people.  From FGDs to surveys, asking the right people will give you more relevant insights that are more likely to drive your business forward. But how do you know if your research population contains “the right people”? From focus groups to online surveys, you’ll want to consider the following in order to find the best respondents for your research. While doing so, keep in mind not to see respondents as subject but as knowledge holders; [ActionAid Feminist Research Guidelines](https://actionaid.org/sites/default/files/publications/ActionAid%20Feminist%20Research%20Guidelines_2021.pdf) could help guide through.   * ***Know Your Mapping Goals***   Knowing your mapping objectives is the first step to determining who your ideal respondents are. Your target population should have first-hand experience with the questions you’re trying to answer.   * ***Develop Well-defined Screening and Targeting Criteria***   Do you know what your ideal respondents looks like? Define your ideal respondents relevant to your mapping.   * Use demographics to target a certain age group, gender, location, or any combination. * Choose a committed, enthusiastic, and interested sample that is representative to your mapping. * Determine how to communicate with your mapping participants (in-person, email, etc.). * Choose a sampling technique that works for your research and relevant to your goals (Cluster Sampling, Convenience Sampling, etc.).   **Following steps can be helpful in the process of collecting information:**   1. Review the existing literature (if available and not necessarily that these will be always available, particularly for local social movements) on social movement of your focus in your focus of geography. 2. Profiling social movements: Make a list of social movements, the list can have following contents:    1. Name of social movement    2. Key contact person    3. Issues the social movement is focusing    4. Geographical coverage    5. Since when the social movement is in existence    6. What are their major achievements 3. Institutional structure and governance    1. Do they have a structure?    2. Number of members in the executive committee, disaggregated by gender and other groups as relevant (diversity and inclusion)    3. Membership- number and modality 4. Organising and mobilising strategy: A range of organising and mobilising strategies can be used to steer social movements and achieve their goals. Some key strategies include grassroots organizing, coalition building, direct action, online organizing and social media campaigns, advocacy and lobbying, public demonstrations, door-to-door canvassing, community organizing, art and cultural events. 5. Stakeholder mapping    1. Key stakeholders are those:       * We must cooperate with       * We must get approval from       * Can disrupt our work       * Can greatly boost or assist our work    2. Key Questions:       * Who are the main actors?       * What are their main interests, goals, positions, capacities, and relationships?       * What institutional capacities can be identified?       * What actors can be identified as spoilers? Why? 6. Risks and challenges    1. Guiding Questions:  * What are the areas of risks exposure? * What are long standing, and proximate risks? * Can risks exposure be categorised under certain themes? E.g. contextual, institutional, reputational, etc. * What are the existing risks mitigation and crisis management mechanism? Where are the gaps? * What are the challenges? What can be done? * Is there a budget, technical capacity, and expertise to mitigate risks exposure and address challenges?  1. Opportunities for entry points and collaboration    1. Identifying Entry Points (EP)  |  |  | | --- | --- | | **Key questions:** | **Entry Point Prioritisation**  **High**: Matches exactly to your goal and requirements  **Medium**: Partially or largely matches to your goal and requirement  **Low**: Doesn’t match with your goal and requirement | | Where?  Where is the EP located? | **HIGH** – EP specifically located at target level | | **MEDIUM** – EP located at multiple levels, including target | | **LOW** – EP not located at target level | | When?  When is the EP accessible? | **HIGH** – EP meets regularly as required by relevancy/interest | | **MEDIUM** – EP meets regularly but not by relevancy/interest | | **LOW** – EP does not meet frequently | | Who?  Who participates in EP? | **HIGH** – Target audience required by the mandate of SM to participate in EP | | **MEDIUM** – Target audience not required by the mandate of SM to attend EP, but does | | **LOW** – Target audience by the mandate of SM rarely attends EP | | What?  What is the agenda of the EP? | **HIGH** – EP has established agenda relevant to target topic | | **MEDIUM** – EP has flexible agenda | | **LOW** – EP has rigid agenda that does not cover target topic | | How?  How are participants selected for the EP? | **HIGH** – Civil society participants are invited to participate in the EP | | **MEDIUM** – EP invitations are flexible allowing CSO participation | | **LOW** – Civil society participants are not invited |   Relevancy: Prioritisation of EP will also help us map the relevancy of any social movement and identified EP to our own social movement.  **KEY QUESTIONS AND CONSIDERATIONS FOR ENTRY POINT[[1]](#footnote-1) MAPPING**  As CSOs/activists consider whether this tool would be useful to their social movement needs, they may consider the following key points about the tool:  **Entry Point Mapping is more sustainable if it is demand-driven.** The utility of entry point mapping is greater if it is being applied to respond to a CSO’s/activists’ defined needs to enhance engagement in or with social movement. Where the tool is addressing a targeted issue, the greater the chances of success. Where the tool is introduced in absence of a defined need, it is unlikely to lead to sustained engagement.  **Entry Point Mapping should be pursued as a collaboration between identified stakeholders.** Entry point mapping is a joint exercise among stakeholders, particularly stakeholders and requires active participation from both of them. Ensuring their participation in identifying entry points will result in meaningful mapping.  **Can moribund entry points be restarted?** An entry point mapping exercise may identify a range of entry points, from those currently active, to moribund or dormant avenues for participation. CSOs/activists should consider the time and energy necessary to activate moribund or dormant entry, particularly if structural obstacles exist.  In addition to mapping the aforementioned components, it is equally important to map the Gaps and Needs within any social movements. This assessment will provide us with a crucial set of information on gaps and needs for social movements to succeed and ways of identifying to support them (if that is the purpose) with required resources. Assessing the needs and capacity can be conducted based on following criteria:   * Knowledge and Information * Skills and capacity * Access to public information * Use of social movements approaches and tools * Strengthen collaboration and networking   **Step 4 – Analysis of data collected**  This is a process where cleaning, transforming, and modelling of data is done to discover useful information for identifying and understanding themes and patterns, the purpose of which is to extract useful information from data and weaving such data to construct a story to solve the problem.  Three essential things take place during the data analysis process — the first data organisation. Summarization and categorization together contribute to becoming the second known method used for data reduction. It helps in finding patterns and themes in the data for easy identification and linking.  Analysis of quantitative data is fairly straight forward, that it can be analysed in any of the software at your disposal or simply in MS excel. Once the data is organised it can be visualised in the form of table, chart, diagram.  **Step 5 – Substantiating collected data**  This step checks the accuracy and quality of source data before using, importing or otherwise processing data. This can simply be done through organising a validation workshop with key respondents who were consulted during the data collection. During this workshop a brief presentation of the initial findings through the data collection and analysis can be presented followed up by a questions of data validity and reliability.  **Why perform data validation?** When moving and merging data it’s important to make sure data from different sources and repositories will conform to the responses of the respondents. The goal is to create data that is consistent, accurate and complete so to prevent misinterpretation of the data.  **Step 6 – Narrating report**  A standard format can be used in writing and finalising the report. After the validation is completed, the team/individual who is responsible for mapping needs to produce a report in an acceptable format with all the crucial sections included. This will include background, methodology, findings, and conclusion and recommendations. |

1. Entry point in social movement refers to the strategic initial steps taken to get engaged in a particular movement. This can allow support and connection with multiple types of participants, such as organizations, collectives and/or informal groups. [↑](#footnote-ref-1)