



Universitat Autònoma de Barcelona

The social networks of social entrepreneurs in Catalonia

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An ongoing project ...

- “Social entrepreneurship”: local embeddedness, social networking sites and theoretical development - ENCLAVE (2013-2015).

www.egolab.cat > Projects

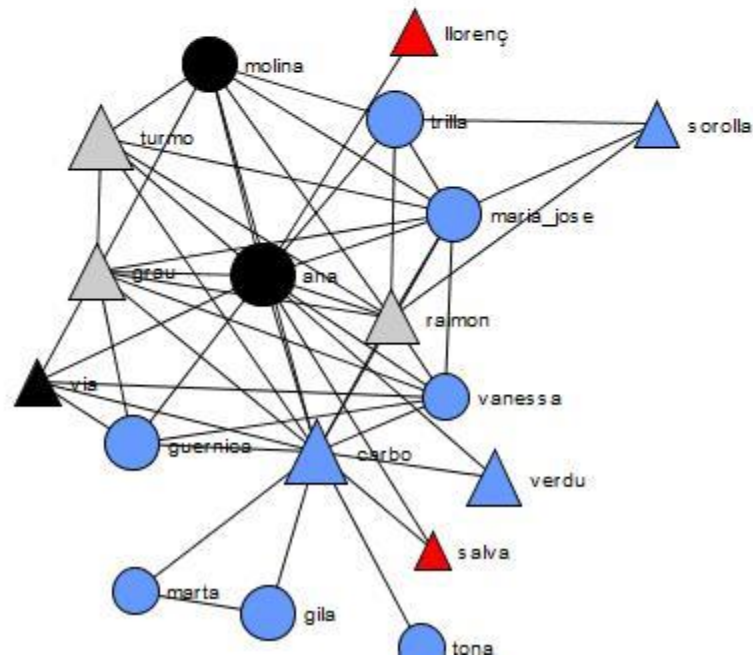
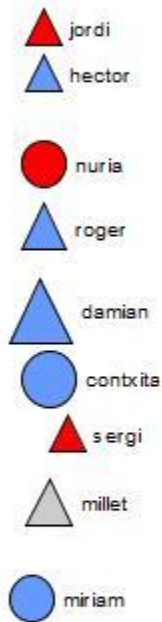
Motivations ...

- Self-named “social entrepreneurs” in Europe show differences compared with “comercial” ones (Hoogendoorn et al. 2011, Hoogendoorn & Hartog 2011):
 - Part time involvement /full time.
 - “U” distributed in terms of age.
 - Higher rate of failure during the starting phase.
 - Gender (more women).
 - Community, local oriented /market oriented.

Methodology

- 50 cases in several places in Catalonia.
 - Personal Network (>15 alters).
 - Name generators.
 - Networking activity (SNS).
 - Local Embeddeness.
 - Social capital questionnaire.
 - Interview / personal network visualization.
- Survey (Respondent Driven Sampling)
- Panel Follow up – android app

Examples of personal networks



Respondent Driven Sampling websurvey

- [RDS Websurvey](#) will allow us to describe the world of “social entrepreneurship” in Catalonia, given a working definition.
- Snowball method: Diverse “seeds” → email **three** invitations to **participate** by acquaintances → idem ... (until having about 850 responses).

Sub panel = 10

- Android app ...
 - Personal network survey.
 - Self-management of communication activities.
 - Basic feedback (compared with a “successful” social entrepreneur.)
 - Export +anonimisation personal network data for obtaining personalized feedback.
- “Social Capital Companion” ... <http://www.inf.uni-konstanz.de/algo/software/scc/>

Some preliminary insights ...

(i) Social entrepreneurship is a new phenomenon in Spain:

- The emergence of a new arena after 2010 cuts on social expenditure made by the former Socialist party.

(ii) Banks (BBV, La Caixa) took the baton in collaboration with Business Schools (ESADE in Catalonia).

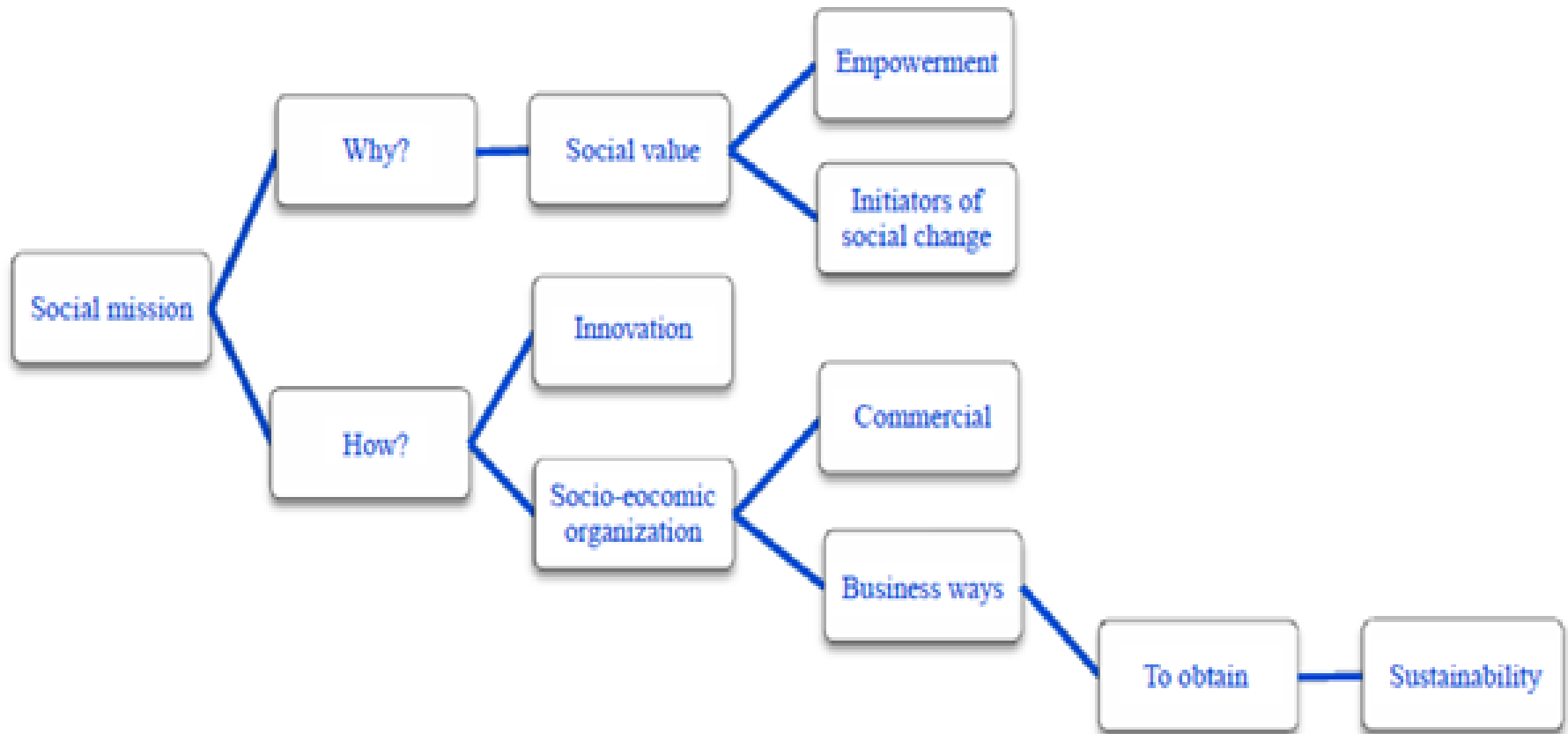
(iii) New actors and old ones meet in the new scenario:

- “Displaced”, “re-invented”, and “awarded”.

Emergence of a new arena

- Former areas of activity (directly or indirectly supported by public spending) mix in the new arena of social entrepreneurship:
 - NGOs, former Coops (green and/or socially oriented),
 - local development, health services for aging people / minorities, services related with migration, and
 - new entrepreneurs presenting themselves as “social entrepreneurs” (consulting services, IT for social enterprises, etc.)

Homogenous discourse (Hervieux et al. 2010)



Banks ...

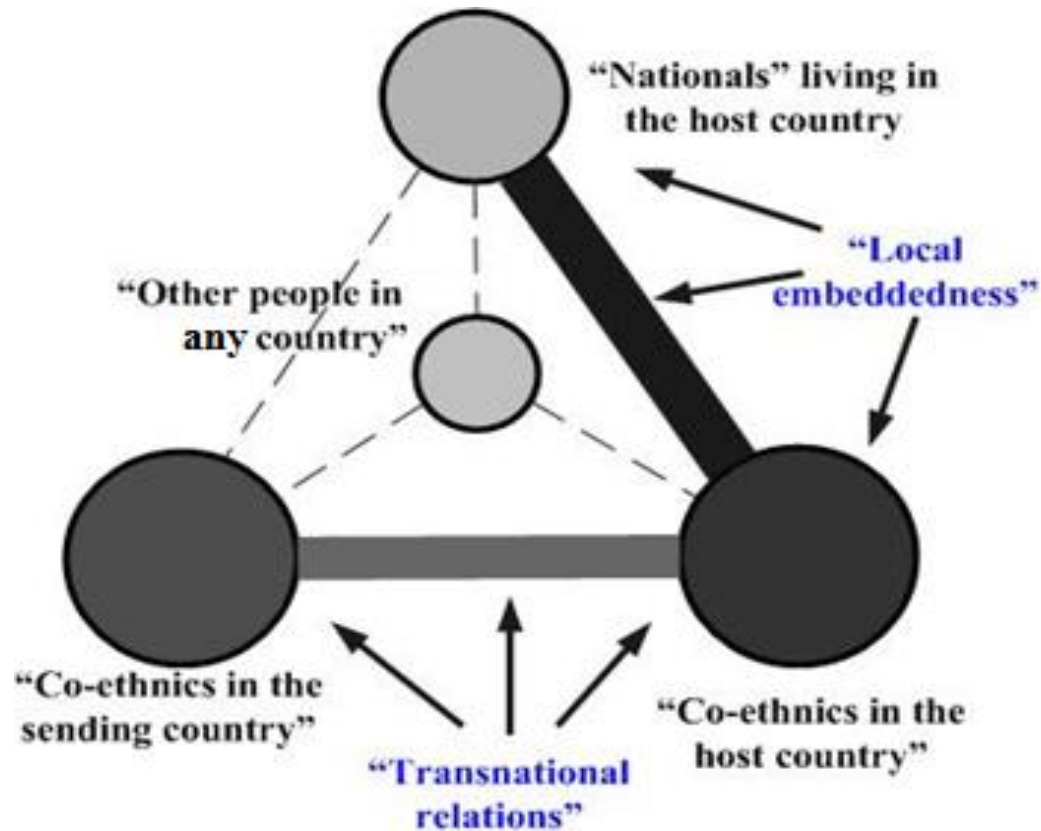
- The whole sector of “Cajas de Ahorros” (savings banks) disappeared after the financial crisis. Their social programs disappeared as well (popular libraries, support to old/disabled people, grants, international development ...), and those were in part occupied by the new big players in the banking sector.

The personal networks of social entrepreneurs

How to compare personal networks ...

- Clustered graphs (Brandes et al. 2008, Lerner et al. 2007, 2008) is a methodology for summarising and comparing personal networks (either at the individual or aggregate levels).

An example ...



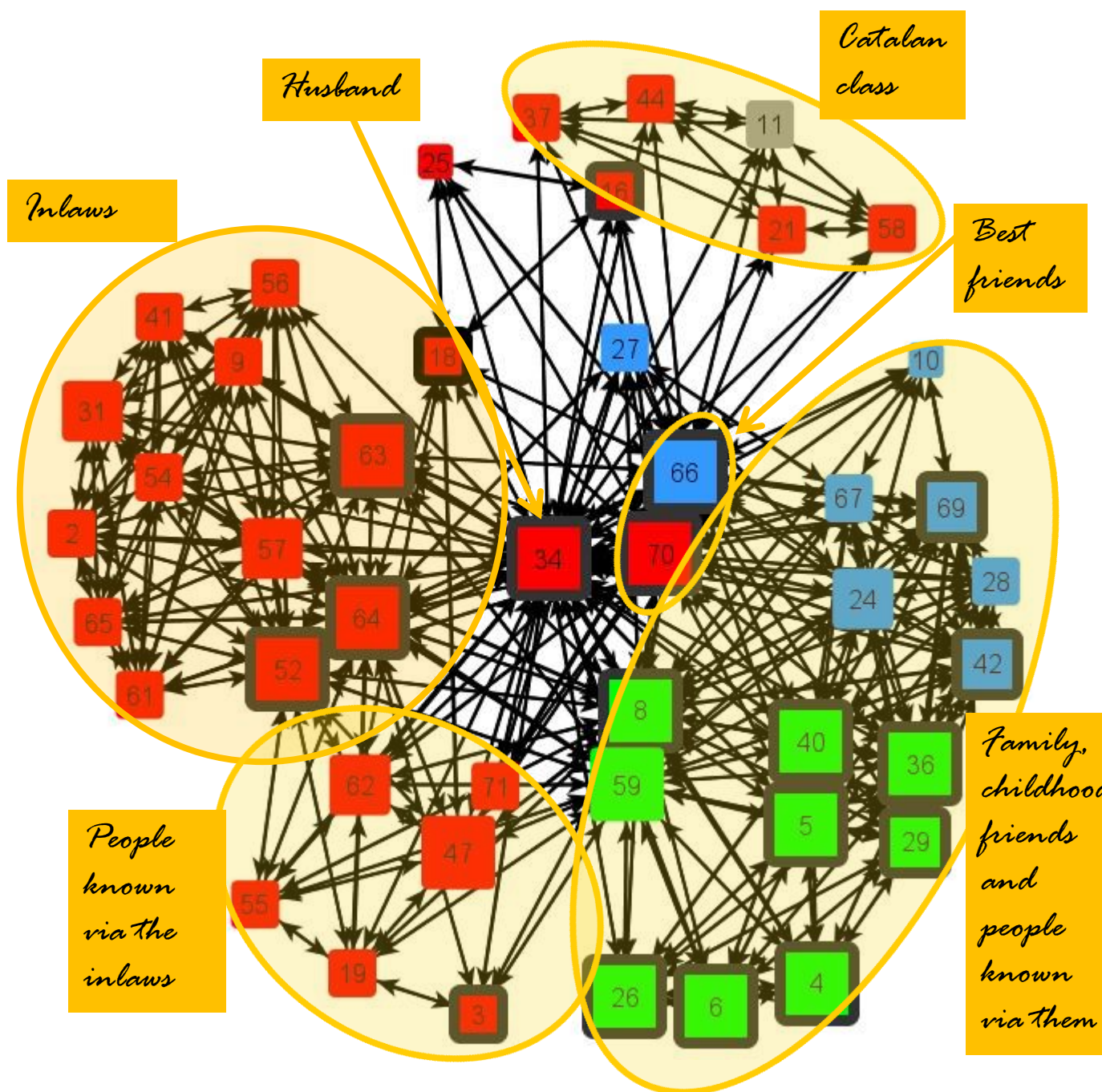
Clustered Graphs (Lerner 2013, personal communication)

- The **size** $n(A)$ of a class A is the number of alters in it. The relative class-size is the class-size divided by the number of alters in the network. Let $m(A,B)$ denote the number of **ties** between class A and class B. The weight $w(A,B)$ of the tie between A and B is defined by

$$w(A, B) = \frac{m(A,B)}{\sqrt{[n(A)*n(B)]}} \quad (1)$$

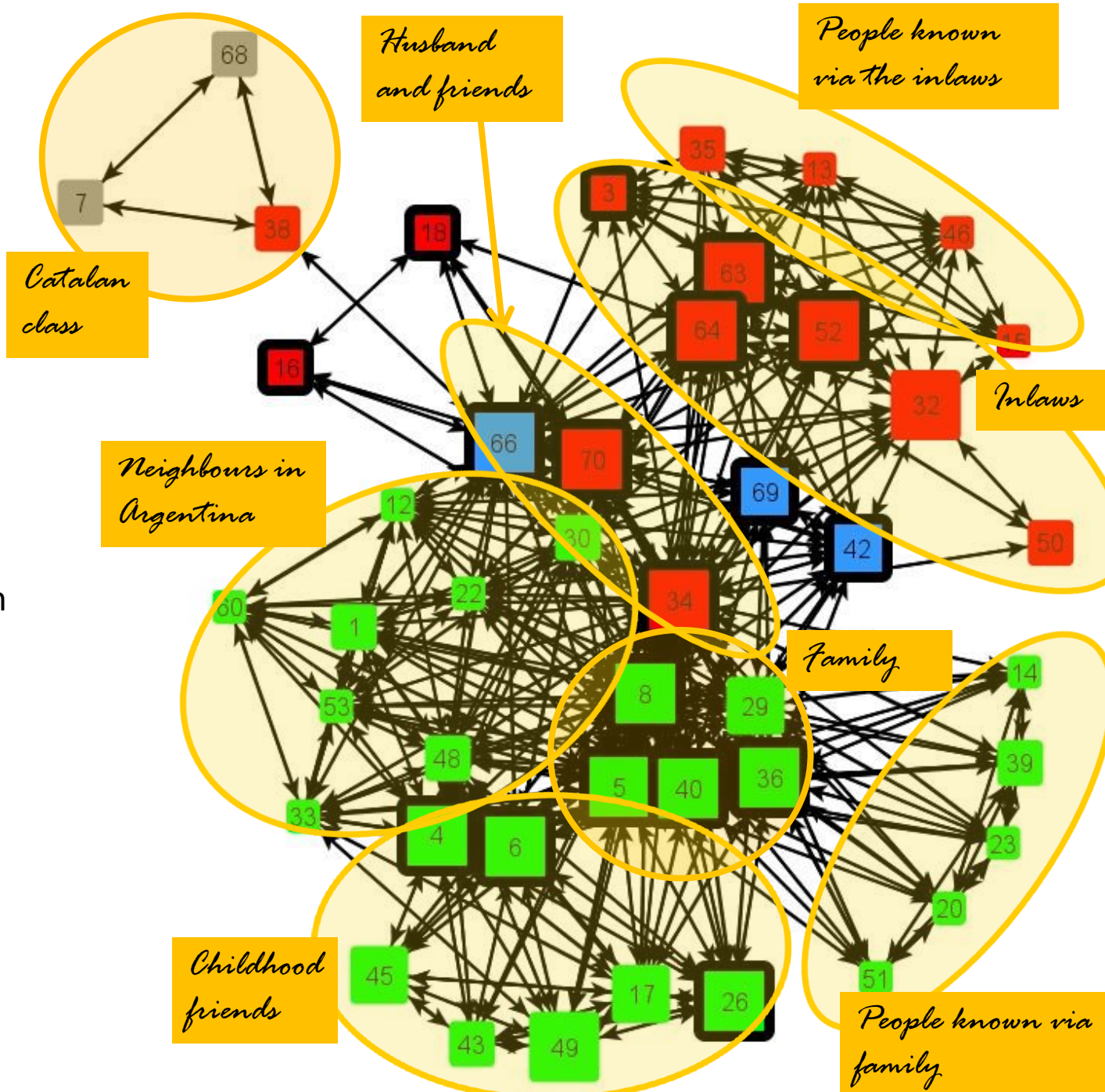
Argentinean woman t_1

- Red:** Spaniards
- Green:** Argentines in Argentina
- Blue:** Argentines in Spain
- Gray:** The others
- SIZE:** Closeness (1-5)
- With margin:** Stable

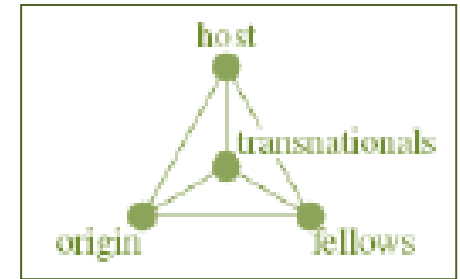
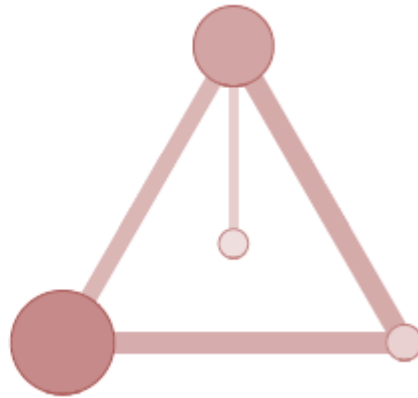
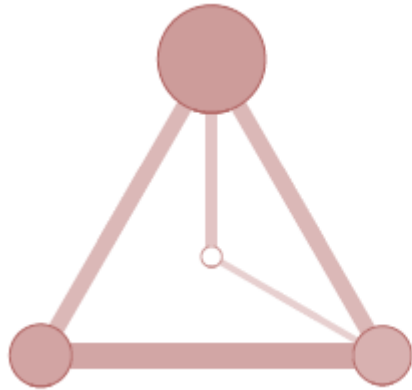


Argentinean woman t_2

- Red:** Spaniards
- Green:** Argentinesans in Argentina
- Blue:** Argentinesans in Spain
- Gray:** The others
- SIZE:** Closeness (1-5)
- With margin:** Stable



An example of “regression”

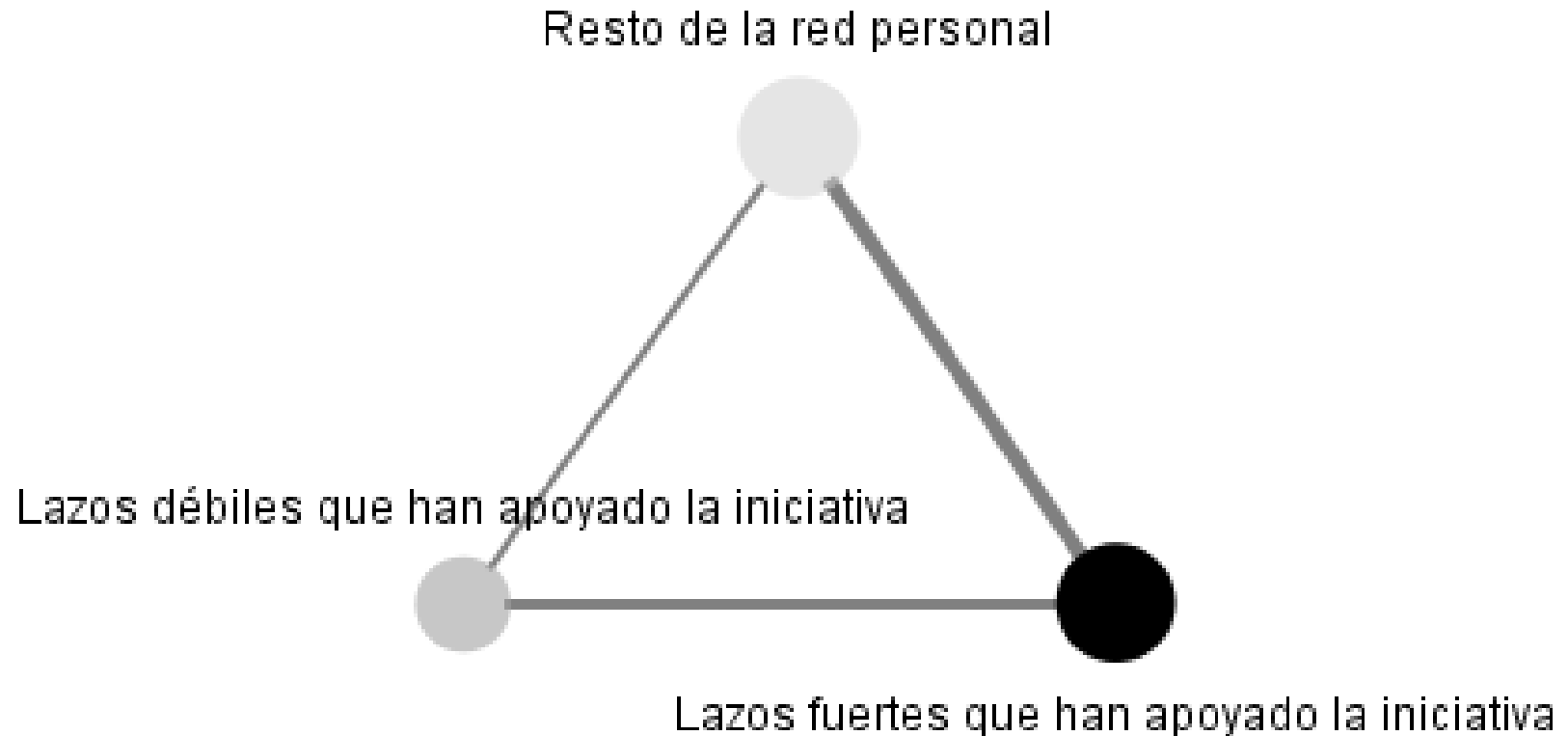


*“I felt Argentinean and it changes bit by bit... now that I know a bit about the [Catalan] language, **I feel a bit more that I belong here**, but not completely so.”*

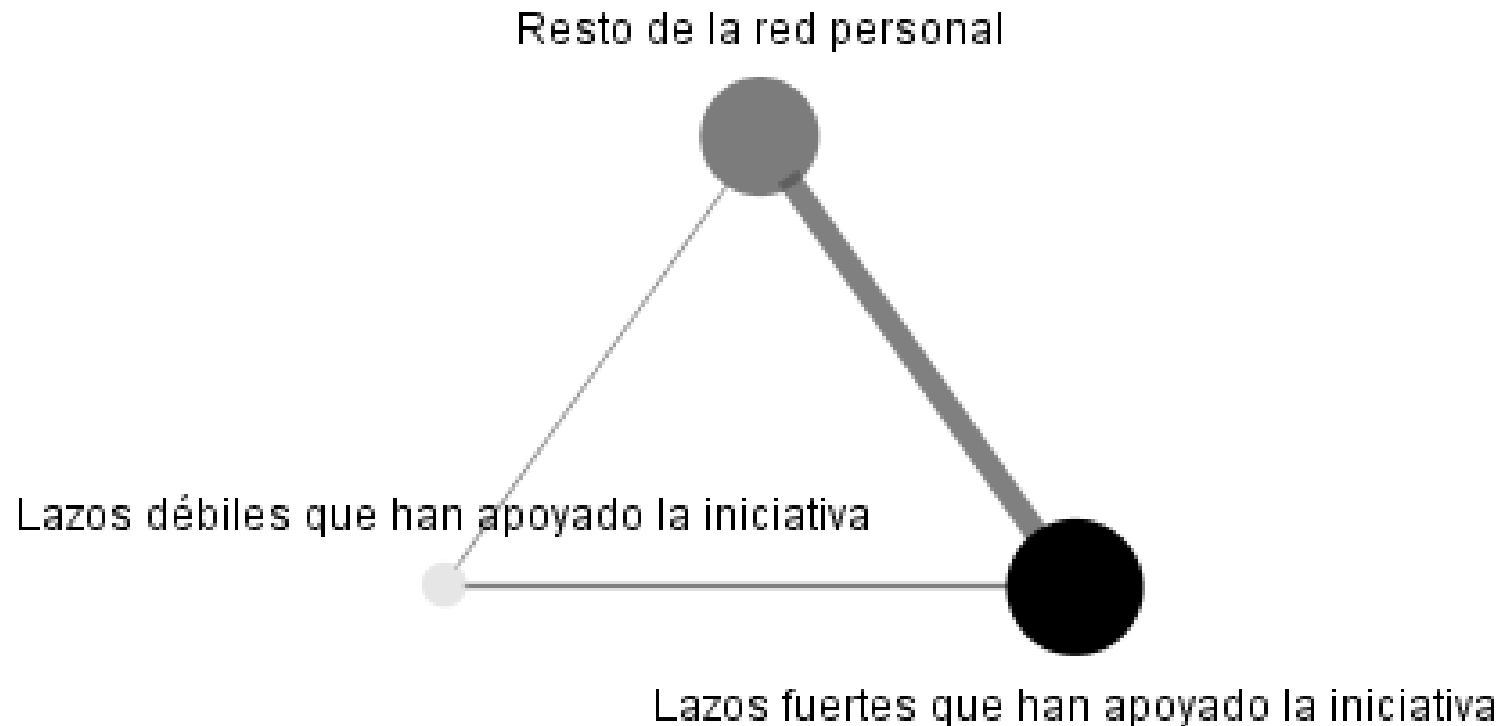
“It is difficult to go [to Argentina]. Every time I see how my mother is a bit older and it is more difficult to leave her again”.

*“I like the people there. If I had to go back, I would go easily. I would miss the commodities, the organization is better here, everything is cleaner, **but at the sentimental level**.... I miss the feeling, the tact, the contact, and here I have nothing”*

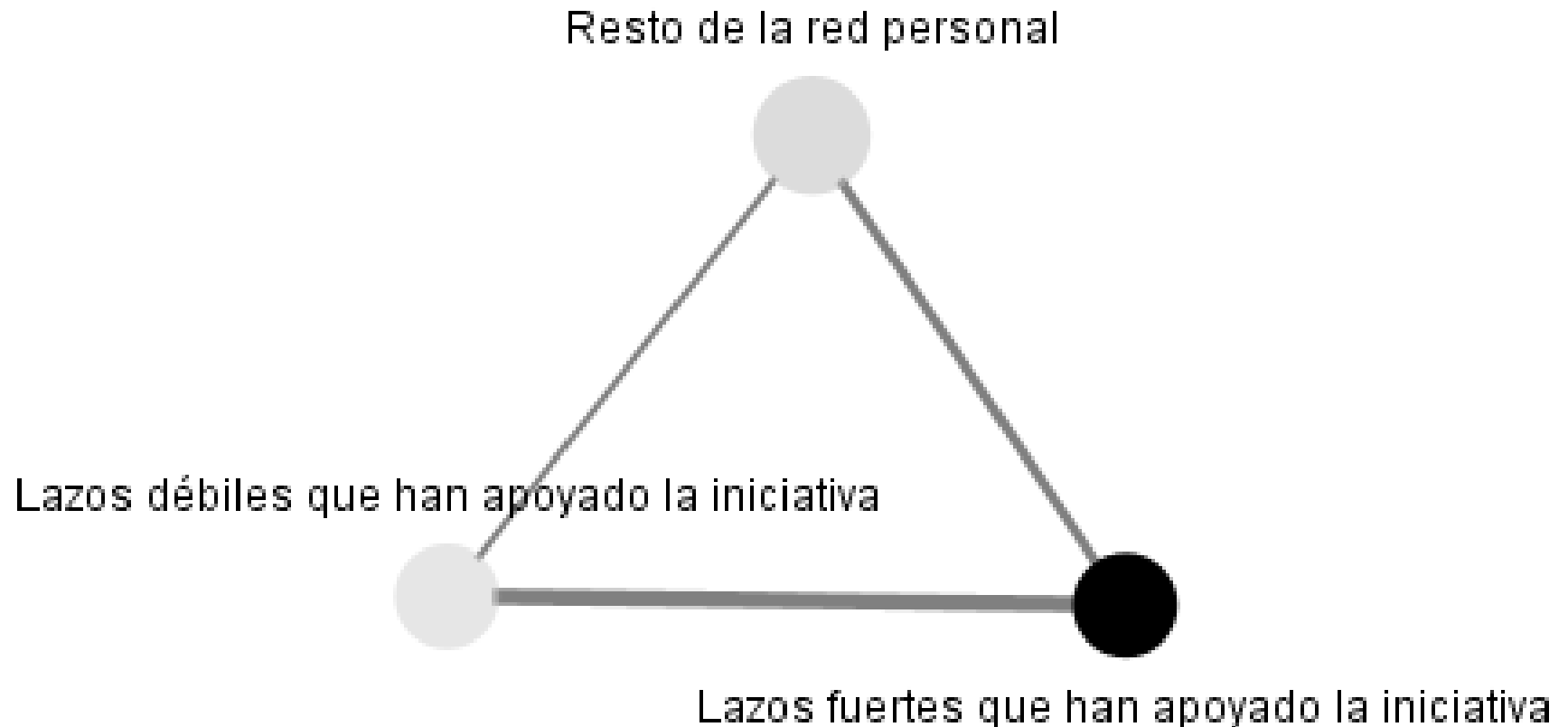
“Displaced”, 5 cases



“Re-invented”, 5 cases



“Awarded” or “reconigsed”, 5 cases



Conclusion

- There is the need of a **positive** definition instead of *prescriptive* one (tautology: social entrepreneurship is about entrepreneurs socially oriented).
 - Balance among value created /value appropriated.
- **Social impact** is not assessed systematically with a unified and comparable methodology.
 - Anecdotal cases.
 - Isolated indicators (e.g. influencing legal dispositions, Ashoka).

Thanks!

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