

Pop Culture for Social Change

A PARTNER Platform Highlights Report - April 2022

Connections & Accomplishments

A 2021 Pop Culture for Social Change Network Analysis

USC Annenberg
Norman Lear Center
Media Impact Project

With support from:
POP CULTURE COLLAB

Executive Summary

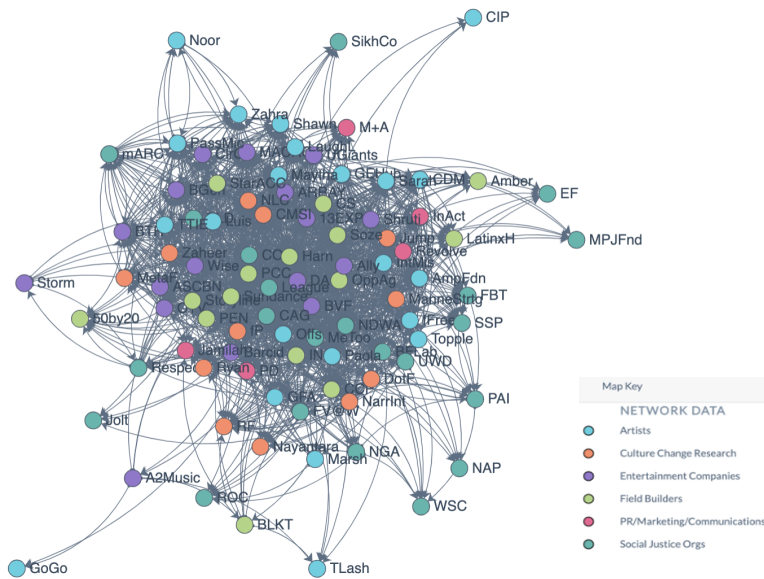
The first network mapping survey of the Pop Culture for Social Change field conducted by the Norman Lear Center is intended to begin the process of visually mapping the emerging field to better understand how closely field members work together and the many ways in which strengths and resources are collectively leveraged.

In February 2021, ninety-three organizations were identified as part of the Pop Culture for Social Change field and all were sent the PARTNER survey to participate in the social network analysis. 76 responded for a 82% response rate. This brief shares highlights from this analysis.

Network Structure

The network is diverse with a low level of density. Of all the possible connections in the network, 20% were reported. This means that there is some connectivity already taking place with opportunities to develop more connections between members.

The map shows all 93 members represented in the network as a circle (node) and the lines show all coordinated and integrated relationships reported by respondents. Nodes are colored by organization type. The node size shows which organizations have the greatest number of connections (they are larger).



Network Heterogeneity

The 93 network members represent different focus areas related to pop culture for social change. A diverse set of members is a good goal for ecosystems, as they tend to provide more diverse resources and opportunities for the network to take a systems approach to achieve its goals over time.

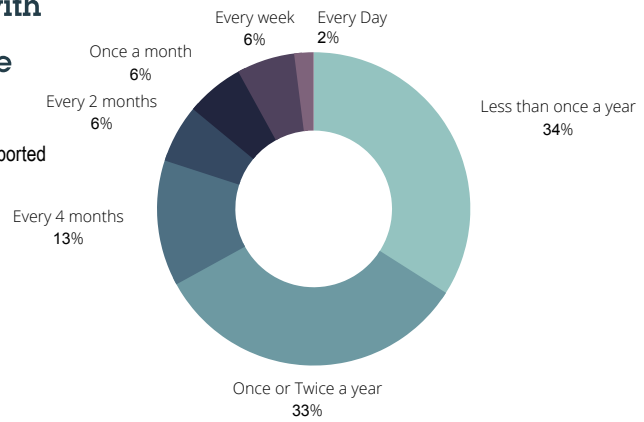


Relationships Today

Network relationships range on a spectrum of intensity from cooperative to coordinated to fully integrated partnerships. Most relationships are cooperative between members.

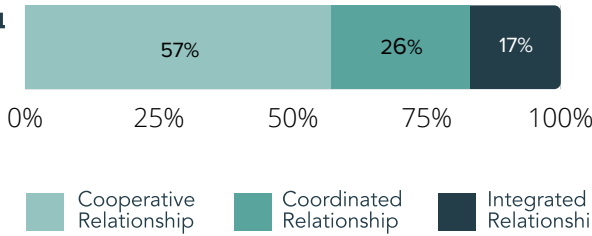
How often do you work with each other group in the network?

n = 68
1211 relationships reported



How would you describe your current relationship?

n = 68
1195 relationships reported

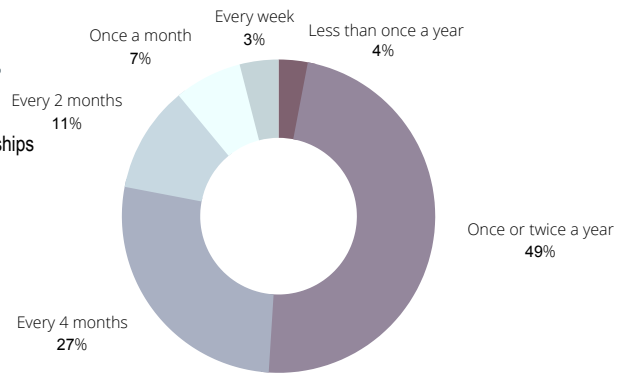


Ideal Future Relationships

Network relationships range on a spectrum of intensity from cooperative to coordinated to fully integrated partnerships. Most relationships ideally would be more coordinated between members.

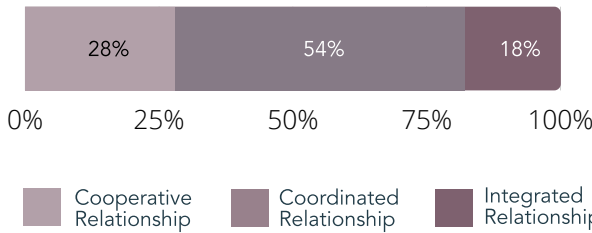
How often would you ideally work with each other group?

n = 50
369 envisioned relationships



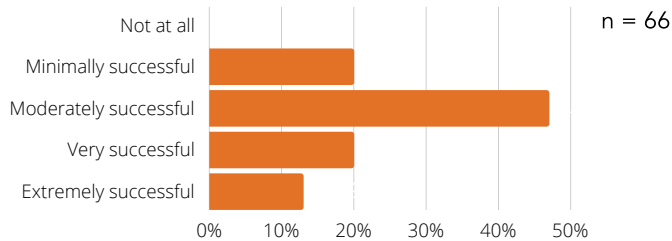
How would you describe your ideal relationship?

n = 50
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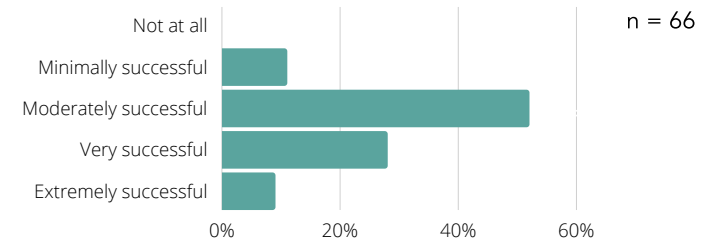


Network Success

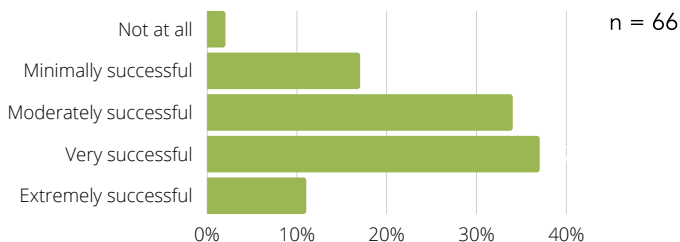
How successful has the group been at wielding our power as a community to create political change?



How successful has the group been at wielding our power as a community to create cultural change?



How successful has the group been at seeding, activating, and modeling new pluralist narrative environments?



How successful has the group been at Forefronting Black, Indigenous, and People of Color (BIPOC) artists/leaders?

