



Analytica Stakeholder Analysis

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Analytica Limited
Medius House LG
2 Sheraton Street
London W1F 2BH
United Kingdom

t: +44 (0) 870 366 5254

w: www.analytica.com

SUMMARUY REPORT

Date Released	Jan 10, 2006
Topic	Incontinence
Geographic Focus	United Kingdom
OSA ID	06/77/S1
Data Collected	Jan 1-4, 2006

(This report is a summary of OSA 06/77)

This report identifies the top influencers on the topic of "incontinence" in the United Kingdom.

Please refer to the full report for the full list of influencers.

Results

The top 25 influencers are listed in the table below.

<i>Organisation</i>	<i>Website</i>	<i>Issue Influence Index™</i>
NHS	www.nhs.uk	26.93
NIH	www.nih.gov	18.05
The Continenence Foundation	www.continenence-foundation.org.uk	14.96
Department of Health	www.dh.gov.uk	13.58
Incontact	www.incontact.org	11.20
National Institute for Clinical Excellence	www.nice.org.uk	10.90
RCOG	www.rcog.org.uk	8.37
ERIC	www.eric.org.uk	7.24
British Medical Journal	www.bmj.com	6.22
BBC	www.bbc.co.uk	5.76
Wellbeing Of Women	www.wellbeingofwomen.org.uk	5.71
University Of York	www.york.ac.uk	5.70
British Journal Of Ophthalmology	bjo.bmjournals.com	5.39
www.dryforlife.co.uk	www.dryforlife.co.uk	5.35
Association For Continence Advice	www.aca.uk.com	5.29
Age Concern England	www.ace.org.uk	5.08
NCCHTA	www.ncchta.org	4.93
www.besttreatments.co.uk	www.besttreatments.co.uk	4.85
CancerBACUP	www.cancerbacup.org.uk	4.84
University Of Oxford	www.ox.ac.uk	4.80
University College London	www.ucl.ac.uk	4.70
St. Mark s Hospital	www.stmarkshospital.org.uk	4.60
The Digestive Disorders Foundation	www.digestivedisorders.org.uk	4.35
National Electronic Library For Health	www.nelh.nhs.uk	4.05
NHS Prodigy	www.prodigy.nhs.uk	4.05

Table 1 - Top 25 Influencers - Incontinence - Issue Influence Index™

Table 1 lists the top 25 influencers on the topic "incontinence" in the United Kingdom at the time of the analysis.

Table 1 also lists the Issue Influence Index™ for each organisation.

The Issue Influence Index™ is a linear influence index that measures both direct and indirect influence using "citation analysis". (See the section on influence and methodology for further information).

The fact that the index is linear means that an organisation with an index value of 10 has twice the influence as an organisation with an index value of 5.

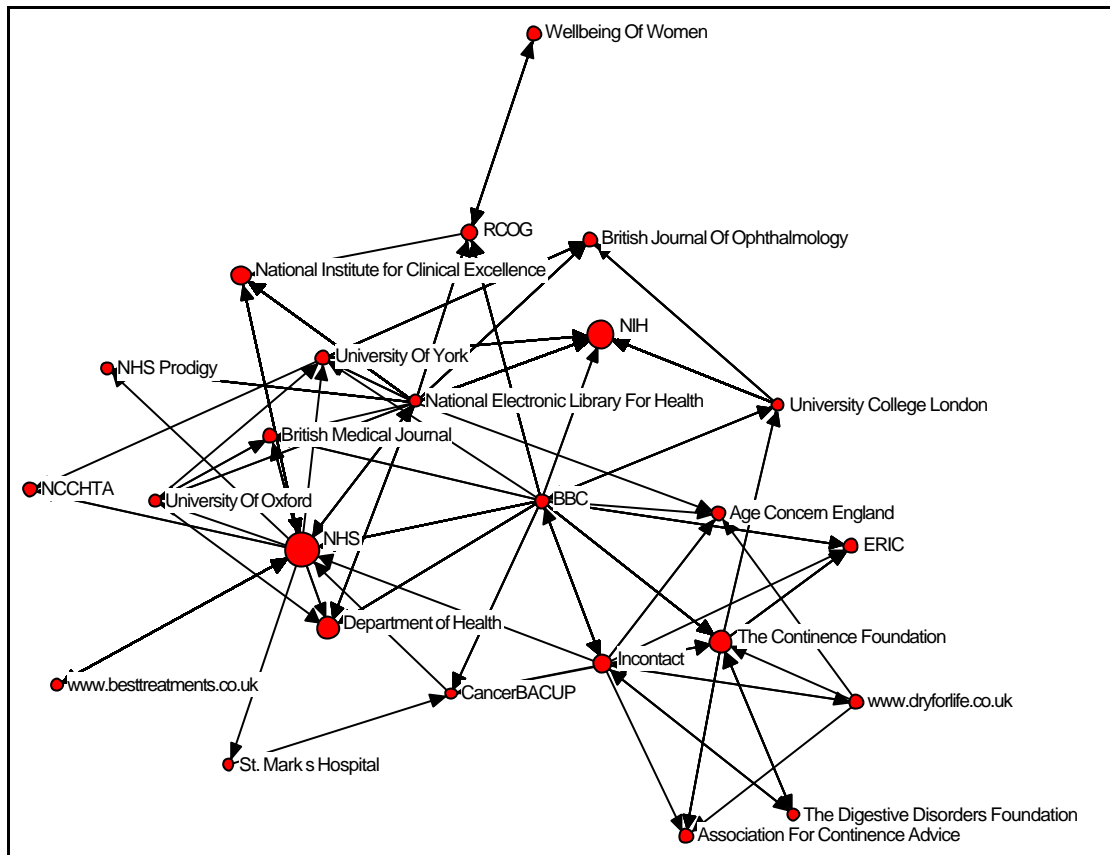


Figure 1 - Influence among top 25 influencers

Figure 1 shows how the top 25 influencers from Table 1 influence each other. The size of the dot representing the organisation shows their relative influence (according to Table 1)

The arrow shows the direction of the citation. The influence consequently flows the other way.

Notice how the BBC draws information from both most influencers.

Notice also how the health care sector and academic institutions seem to cluster on the left side of the network where as NGOs cluster on the right side.

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Influence and methodology explained.

You exert influence on people when they listen to what you say or read what you have said – and vice versa.

We form our opinion about all sorts of matters using information that has been supplied to us by other parties. Is the weather getting warmer? Is the ice at the North Pole melting? We may have an opinion on this but have we actually measured it ourselves? Most of us haven't – we rely on news media we trust to form our opinion. But when we take in information from other sources, they influence us.

When calculating influence we gather information available in the public domain and analyse it to find out who is referencing whom when it comes to the issue we are analysing.

The way we calculate influence is equivalent to the way influence of academic journals and universities are calculated: using citation analysis.

At the heart of this type of influence measurement is a simple, but central conjecture:

Person X has influence on Person Y regarding a particular issue if Person Y is dependent on Person X for information about the issue. ("Person" can mean organisation, website, person, etc, according to the context.)

In academic citation analysis this is put into practice by a slight rephrasing:

Person X has influence on Person Y regarding the issues covered in the academic paper, if Person Y cites person X as a reference in the paper.

When measuring "issue influence" Analytica uses the very same principle.

Based on the principles above systems of equations can be formed and influence calculated.

One of the great advantages of this kind of influence measurement is that it takes indirect influence into account.

To construct an Analytica Stakeholder Analysis (OSA) a focus issue needs to be defined or a brand chosen. The issue can be a simple set of words or a more complex set texts and rules.

Analytica's proprietary issue-focused web crawler identifies and downloads any document (Web pages, word, pdf or PowerPoint documents) about the issue found on the Internet; typically around 10-20 thousand.

The documents are then analysed for references. So if a document, created by organisation X, refers organisation Y in the context we are focusing on, then we take it that organisation X deems organisation Y relevant to the issue. It also on average means that organisation Y, to some extent, influence organisation X on the particular issue.

After some consolidation and statistical filtering we end up with set of interlinked stakeholders; typically 1000 +/- 500. These stakeholders constitute a body of stakeholders whose relevance to the issue can be substantiated.

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Using well known mathematical procedures we then calculate metrics of interest; mostly influence metrics.