



Influence-Interest Matrix as TD Research Method

Strengthening Research & Educational Competences of HEIs for
Gender Sensitive InfoRmal Settlement Transformation- GIRT

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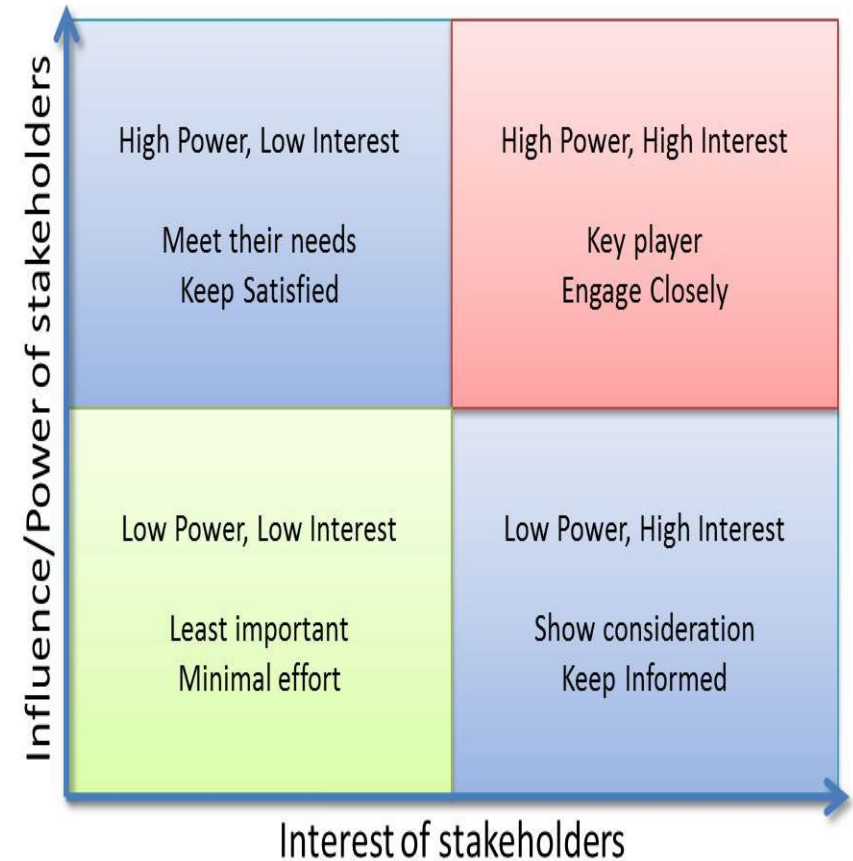
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- How the matrix can be applied in GIRT
- Experience



Outline

- Introduction to the Influence-Interest Matrix
- Importance of I-I Matrix in GIRT
- Application and Expected Outcomes
- Experience in the use of the Method



Introduction to Influence-Interest Matrix

- Influence-Interest (I-I) Matrix: a widely used model for stakeholder analysis (SA) based on influence and interest.
- SA- a systematic assessment & analysis of individuals, groups or organizations that have a specific interest to; or are likely to affect or be affected by a project.
 - Interest - the likely concern or priority stakeholders (SHs) ascribe to the project & its successful accomplishment;
 - Influence- the power SHs possess to positively or negatively influence the project.
 - Formal power– from a position of authority; or
 - Social power– from an ability to persuade other (religious institutions)
- The I-I matrix is used to categorize SHs with differing levels of influence and interest to a project (or its outcomes).

Intro-Cont'd

- The influence-interest matrix is very helpful to:
 - Identify SHs thereby ensures the consideration of the full range of SHs that need to be included;
 - Estimate their levels of influence and interest thereby prioritizing stakeholders; and
 - Group SHs based on their position that help in targeting communications and engagement strategy.
- The matrix helps analysts to identify:
 - SHs with greater influence & interest over the project ;and
 - those who are likely to have less influence & interest
- The model recommends a specific type of treatment for each:
 - SHs- high influence – kept satisfied;
 - SHs- high interest – kept informed;
 - SHs- both- manage very closely & consult regularly

Intro-Cont'd

- A 2 X 2 Influence- Interest Matrix



- The position where the SHs are allocated on the grid shows the actions that are advised to take with them:

Importance of Influence-Interest Matrix in GIRT

- GIRT focuses on urban informality & livelihood of female residents and trigger urban transformation using TD.
- TD research approach-GIRT- demands collaboration among different academic & non-academic stakeholders to have:
 - a comprehensive understanding of informality;
 - discussion for a multi-level collective and participatory learning & cooperative activity; (joint research)
 - co-production of locally specific knowledge for transformation of urban informality and females' living condition.
- The TD research processes demands I-I Matrix for SA since:
 - not all stakeholders have the same level of influence & interest to the project;
 - influence and interest are very subjective

Impor.-Cont'd

- In GIRT project, the matrix is extremely useful to prioritize the focus on SHs segments & understand the support & opposition we expect.
- It will help to identify:
 - key supporters that can help & advance the project so we can keep them informed and develop their support;
 - key opponents that might negatively affect the project so you can address their needs/objections correctly;
 - appropriate method and level of communication for SHs
 - (eg. face-to-face meeting with SHs of high interest & influence to maintain their support)
- However, it is worth revisiting the matrix occasionally since:
 - SHs' level of influence and interest may change depending on where we are in the project.
- The matrix should act as a quick pictorial guide, not become an industry in its own right. =

How the Matrix can be Applied (in GIRT)?

- Develop question items of Likert scale to assess stakeholders' influence and interest.
 - Suggest key parameters in developing the questions so that:
 - the items focus on issues that the GIRT project targets on.
 - Define the scale (eg. four point- 'Very low', 'slightly low', 'slightly high', 'very high')
 - to rate the scores of SHs responses for the questions.

Appli.-Cont'd

- Influence

	The level /extent/ of influence/power/ of your organization/sector/ in:	1	2	3	4
1	Enforcement of rules related with urban informalities				
2	Ensuring (land) tenure security for informal settlers				
3	Upgrading public urban services and institutions to Informal settlement (IS) residents				
4	Design strategies to transform informal settlements				
5	Resolving conflicts related to resource (eg. land) or the use of services				
6					
7					
8					

- Interest

	The level of concern or interest of your organization/sector/ towards/for/in	1	2	3	4
1	Provision of local solutions as coping or adaptation strategies for IS residents				
2	Working collaboratively with others for improvement of the life of female residents in informal settlement				
3	Provision of financial and technical supports for IS residents				
4	Upgrading public urban services and institutions to Informal settlement (IS) residents				
5					
6					
7					
8					

Appli.-Cont'd

- Once we collect the data calculate the total score of each SH for each scale:
 - In each scale (in the example above) the maximum total score will be 32 ($8*4$);
- Take half of the maximum score (i.e 16) as a demarcation:
 - Stakeholders with $TS < 16$ low influence or low interest
 - Stakeholders with $TS > 16$ high influence or high interest.
- Represent the SHs in a 2 X 2 matrix.
- - The I-I matrix will be helpful to:
 - analyze stakeholders' level of influence & interest to the project
 - identify SHs that demands the most attention;
 - design methods and level of communication with SHs.

Experience in the use of the Method

- In my dissertation
 - To analyze SHs' level influence and interest in the use and management of wetland resources.
- A 2 X2 influence –interest matrix;
- It helped me to:
 - analyze their position in the use and management of wetland resources;
 - identify SHs that demand the most attention in policy formulation and decision makings.



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