



Social Networks & Social Media: Implications for Internet Professionals

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Distinction

- Social Capital vs.
- Social Networks vs.
- Social Networking vs.
- Social Media



Social Capital

- Nan Ling: "Investment in social relations with expected returns in the marketplace".
- Patrick Hunout & The Social Capital Foundation: "social capital is a set of attitudes and mental dispositions that favour cooperation within society and that, as such, it equals the spirit of community".

Source:

http://en.wikipedia.org/wiki/Social_capital

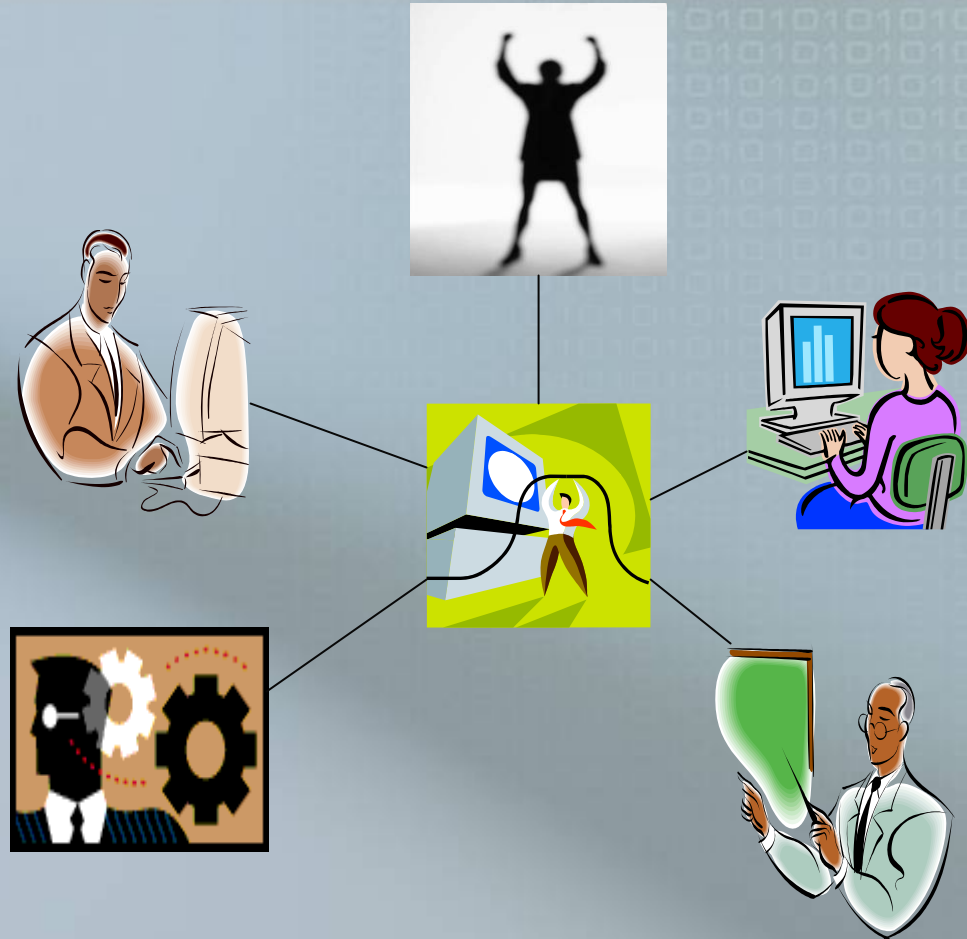
Social Capital

- The networks of relationships among persons, firms, and institutions in a society, together with associated norms of behavior, trust, cooperation, etc., that enable a society to function effectively.

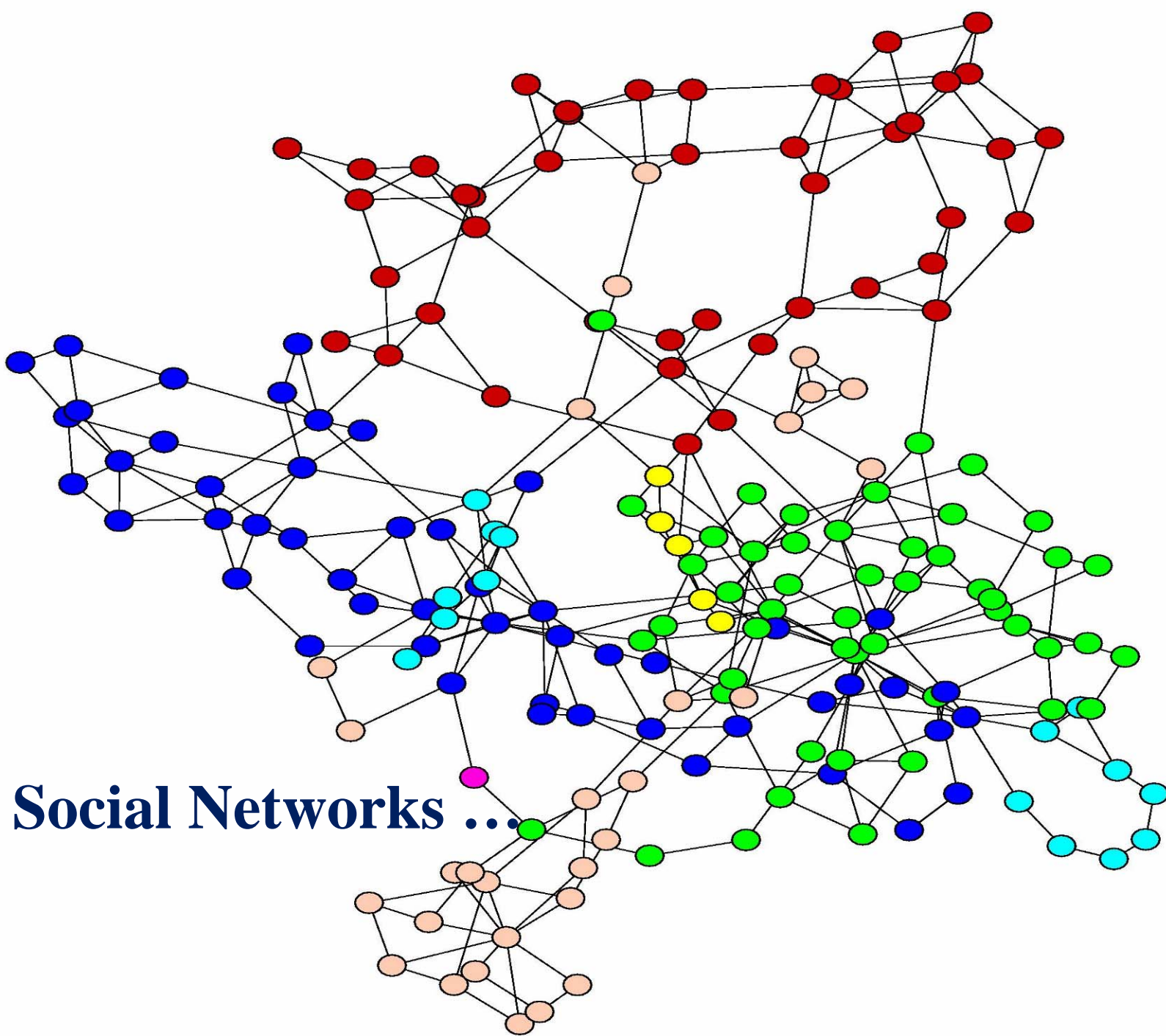
Source: <http://www-personal.umich.edu/~alandear/glossary/s.html>

Social Networks

A **social network** is a description of the social structure between actors, mostly individuals or organizations. It indicates the ways in which they are connected through various social familiarities ranging from casual acquaintance to close familiar bonds.



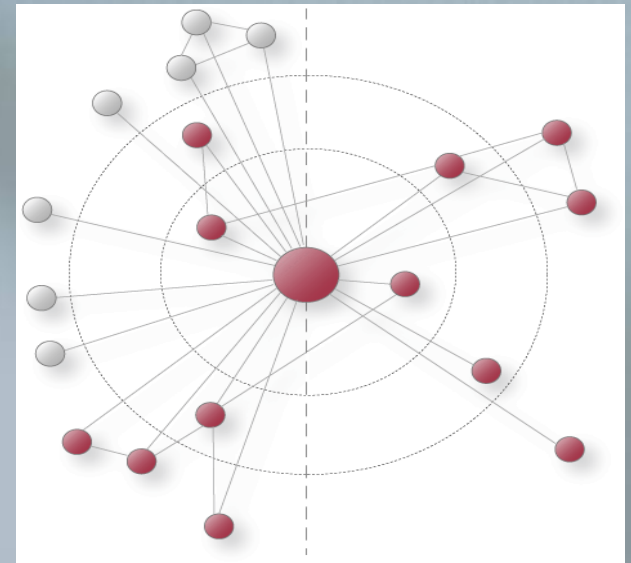
Source: http://www.ischool.utexas.edu/~i385q/archive/sharma_social_networks.ppt.



Social Networks ...

Social Networks

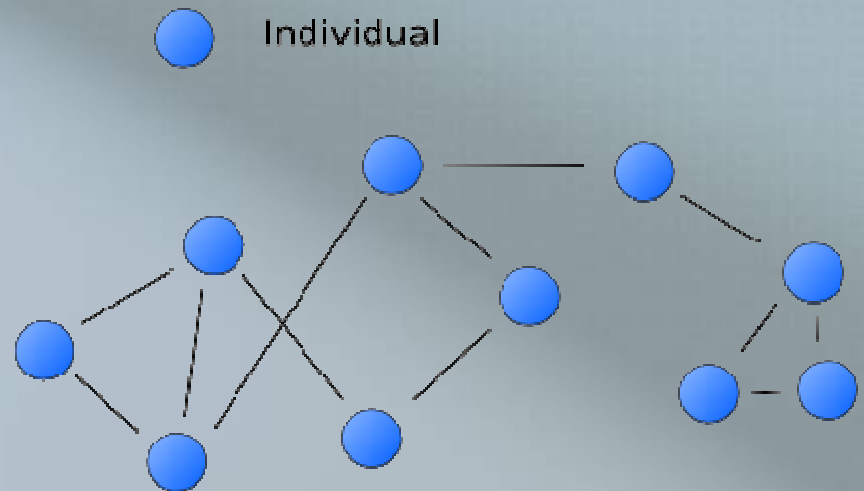
- Terms
 - Social Network Analysis
 - Organizational Network Analysis
- How do you map networks?
 - Surveys
 - Interviews
 - Auto analysis



Social Network Analysis

We measure Social Networks in terms of:

1. Degree Centrality
2. Betweenness Centrality
3. Closeness Centrality
4. Direction



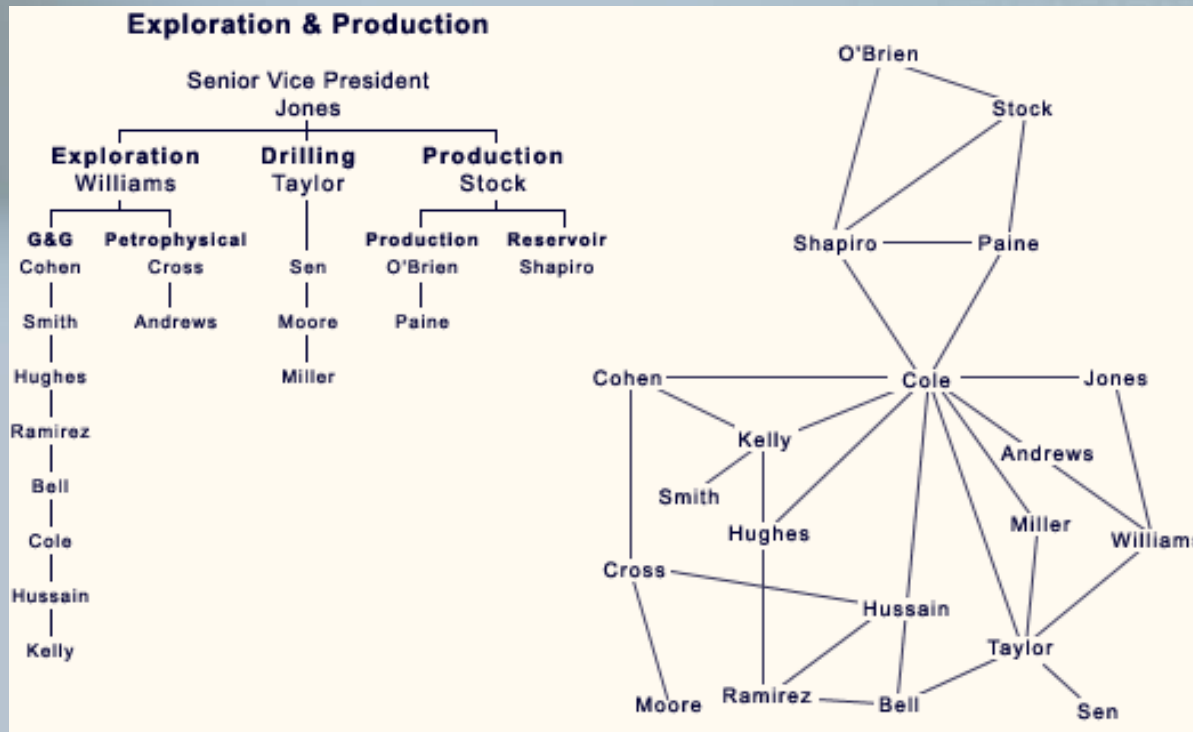
Things to look for in SNA:

- Bottlenecks ...
- Number of links ...
- Average distance ...
- Isolation ...
- Highly expert people ...
- Organizational subgroups or cliques ...

Source: Rob Cross

Org Charts vs. Information Flow

- Cross: Contrasting Org Charts and Information Flow ...



Source: <http://www.robcross.org/sna.htm>

Different Types of Networks

- The Work Network
- The Social Network
- The Innovation Network
- The Expert Knowledge Network
- The Career Guidance of Strategic Network
- The Learning Network

Source: Karen Stevenson – Quantum
Theory of Trust, *Strategy + Business*,
Issue 29

Social / Knowledge Media

WIKIs, Blogs, Forums,
discussion threads, My
Site, team rooms, e-
rooms, deal rooms,
Listservs, social
tagging, folksonomies,
Instant Messaging,
eMail, ...



Social Media and the Internet

- MSN
- MySpace
- FaceBook
- LinkedIn
- Flickr
- Digg
- del.icio.us
- YouTube
- ClassMates
- Plaxo
- Sermo
- Visible Path
- Zero Degrees
- Select Minds
- Leverage Software
- CISCO (Tribe.net & Five Across)
- Reuters Space
- InMobile.org
- Diamond Lounge

Leveraging These Tools

- **INSIDE** game – Collaboration – working together – the right resources / Cooperation / Competition
- **OUTSIDE** game – advertising – getting to the right audience – being a part of the conversation (Cluetrain Manifesto) - customers, friends, fans and employees

Outside → Inside

Social Scaffolding



- Nine Principles (Amy Jo Kim)
 - Define and articulate your purpose
 - Build flexible, extensible gathering places
 - Create meaningful and evolving member profiles
 - Design a range of roles
 - Develop a strong leadership program
 - Encourage appropriate etiquette
 - Promote cycle events
 - Integrate the rituals of community life
 - Facilitate member-run subgroups



What Can You Do?

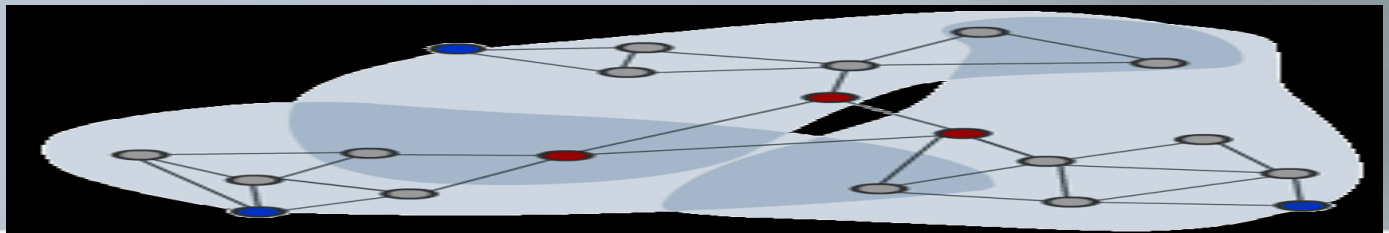
- Use social sites for screening applicants / tracking employees
- Use social sites for alumni (Hill and Knowlton, Siemens)
- Use social sites for recruitment (Ernst & Young)
- Keep an eye on your brand on social media – deep web search (several Firms have been hit by this)

What Can You Do?

- Look for internal opportunities to use social media (... start small)
 - Inside (intranets)
 - With clients (extranets)
- Consider (seriously) social tagging of internal resources
- Map your social networks / understand them (Hill and Knowlton, various accounting and consulting firms)

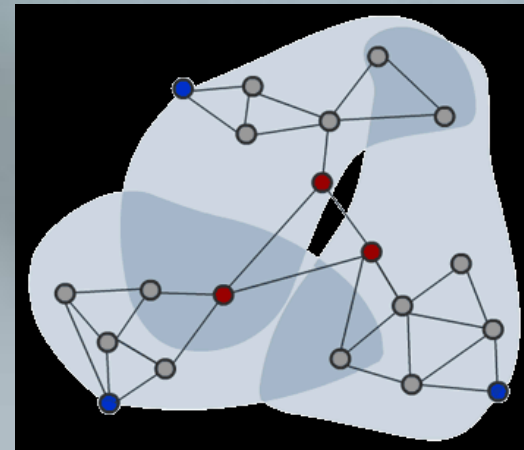
What Can You Do?

- Consider networking as a framework for
 - Expertise location (BP, Hill and Knowlton)
 - Collaboration (Goldman Sachs)
 - Knowledge location
 - Learning
 - Mentoring
- Use SNA as a tool for accelerating integration post merger / acquisition
- Spot and Exploit Opportunities



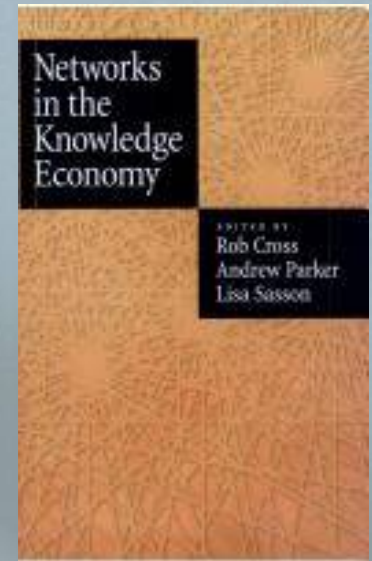
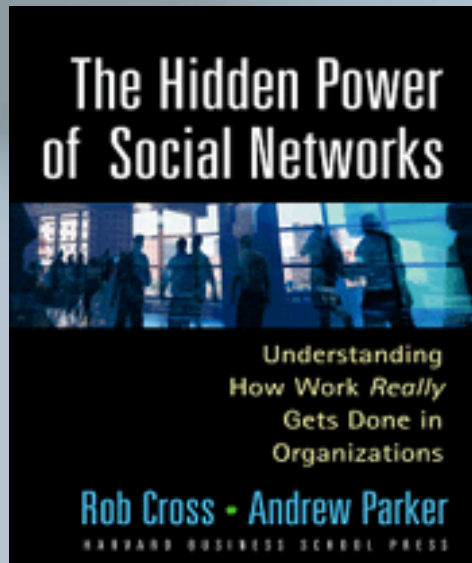
RESOURCES:

- International Network for Social Network Analysis
[<http://www.insna.org/>]
- NetWIKI
[<http://netwiki.amath.unc.edu/>]
- NetLab
[<http://www.chass.utoronto.ca/~wellman/netlab/ABOUT/index.html>]



RESOURCES:

- Rob Cross <http://www.robcross.org/>



RESOURCES: Some Useful Books

- Wasserman, S., & Faust, K. 1994. *Social Network Analysis: Methods and Applications*. New York, Cambridge University Press.
- Degenne, A., & Forse, M. 1999. *Introducing Social Networks*. London: Sage.
- Barabasi, A.-L. 2002. *Linked: the new science of networks*. Cambridge, MA: Perseus.
- Buchanan, M. 2002. *Nexus: small worlds and the groundbreaking science of networks*. New York: Norton.
- Monge, P. R., & Contractor, N. S. 2003. *Theories of communication networks*. New York: Oxford University Press.
- Watts, D. J. 1999. *Small worlds: The dynamics of networks between order and randomness*. Princeton, NJ: Princeton University.
- Watts, D. J. 2003. *Six degrees: The science of a connected age*. New York: Norton.