

Emergent Learning Forum Presents

Social Networks, Relationship Capital & Expertise Management

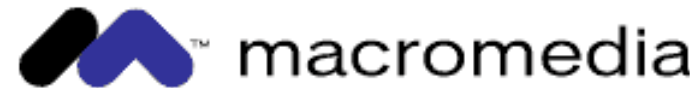
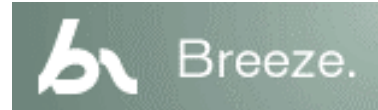
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Sponsors

Web Conferencing:



Membership Network:



Extending Business Relationships



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Schedule

8:45: Registration & Coffee

9:00: Introduction & Overview

9:20: SNA & Relationship Capital

Andy Halliday, vice president of business development, Spoke Software

9:50: Expert Locator Systems: Case Study

Anita Lo, personal productivity manager, Intel

10:20: Knowledge Brokering

David Gilmour, CEO, Tacit Knowledge Systems

11:50: Coffee break

11:10: Break-out sessions

11:30: Break-out reports

11:45: Emergent Learning Forum Membership Network

11:55: Announcements

12:00: Lunch

Social Networks & Corporate Learning

Frontier

- ❑ Uncharted territory on the verge of widespread implementation

Recent History

- ❑ Expertise Management
- ❑ A dozen or so researchers/consultants doing applied work, notably:
 - Eric Lesser (IBM Institute of Business Value)
 - Andrew Parker (Stanford Phd Candidate; former colleague of Lesser's)
 - Karen Stephenson (Netform; Graduate School of Design, Harvard)
 - Andrew Hargadon (Technology Management Program, UC Davis)
 - Rob Cross (Darden School of Business, U of Virginia)

Key Historical Moments

- ❑ 1967: **Small World Phenomenon** (Stanley Milgram)
 - 6 Degrees of Separation Experiment

- ❑ 1974: **The Strength of Weak Ties** (Mark Granovetter)

- ❑ 2000: **The Tipping Point** (Malcolm Gladwell)
 - The *Connector* archetype enters vernacular

- ❑ 2003: **Friendster**
 - Online social networking goes viral

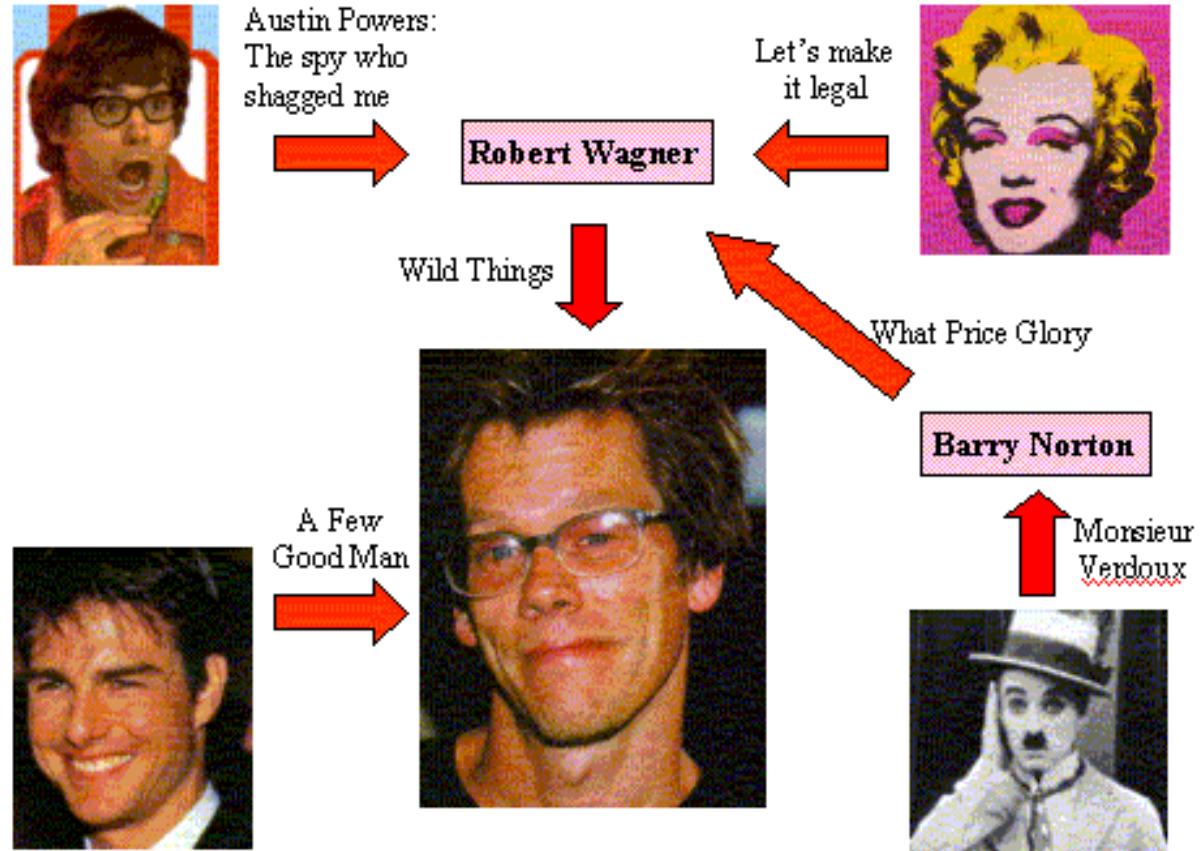
Small Worlds & Six Degrees of Separation

Small World Theory:

Everyone in the world can be reached through a short chain of social acquaintances.

6 Degrees of Separation:

The chain is typically no more than six links long.

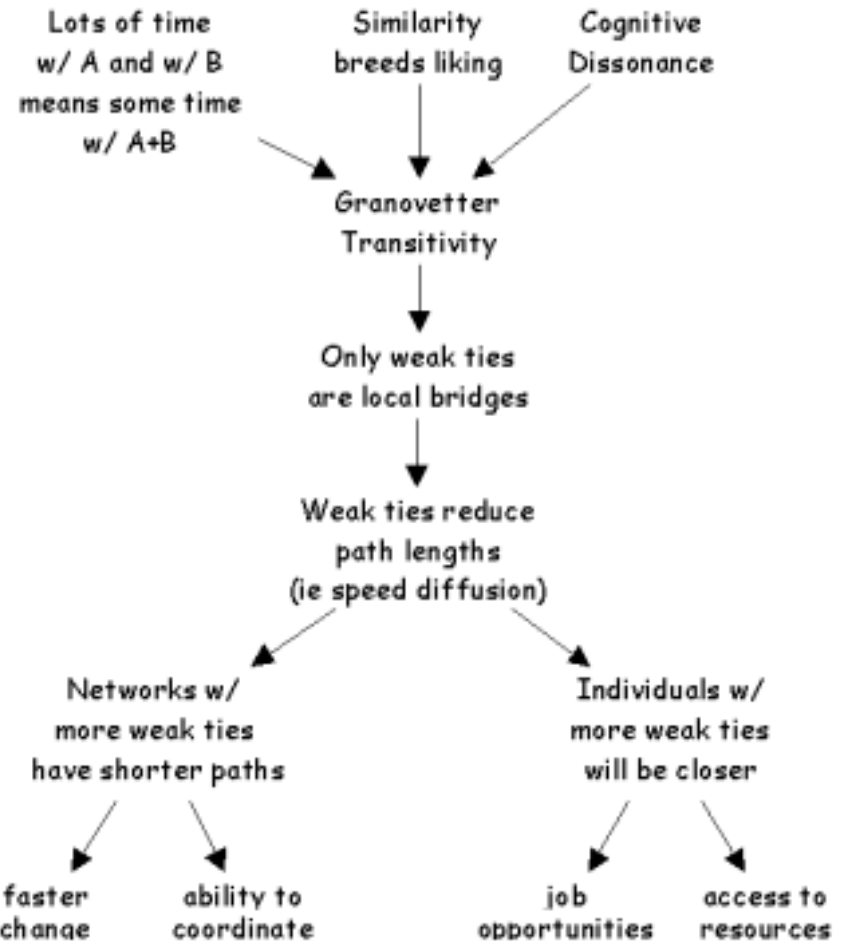


The Strength of Weak Ties

Very **close friends** might have more motivation to give you information about available jobs, but they are often **getting the same information you are**.

While **acquaintances** culled from a wide circle may not be as motivated as close friends to share information about jobs, they will do so because often it is **not very costly for them**.

Because the **friends of friends** can be distant, their sources of information are different, producing **new and sometimes unexpected leads**.



Consumer Market: Models

- ❑ **Friend of a Friend (FOAF)**
 - Ryze, Tribe, Friendster, Orkut

- ❑ **Matching**
 - Match.com, Yahoo Personals

- ❑ **Referrals**
 - LinkedIn, Spoke

- ❑ **Harvesting contacts** from address books & emails
 - Spoke, Tacit, Visible Path

Consumer Services: Segments

Gaming

- ❑ Xfire

Business Networking

- ❑ Ryze
- ❑ LinkedIn
- ❑ Spoke
- ❑ Visible Path
- ❑ ecademy

Freestyle

- ❑ Tribe.net
- ❑ Orkut (Google)

Media Sharing

- ❑ Flickr
- ❑ Wallop (Microsoft)

Meetings

- ❑ Meet-up

Dating

- ❑ Friendster
- ❑ Match.com
- ❑ Yahoo Personals
- ❑ Adultfriendfinder

Enterprise Solutions: Expertise Locator Systems

- ❑ Tacit
- ❑ Kamoon
- ❑ AskMe
- ❑ Xpert Universe
 - Integrates with Lotus collaboration suite
- ❑ vConsult
 - For Physicians & Hospitals

Trust & Privacy

Respect individual relationships

- ❑ Don't force workers to share what they wish to keep private.

Enable users to retain control over their relationships

- ❑ ie. opt out; opt in anonymously; opt in, but not share everything about a relationship; or opt in, but share information with only a select group of people.

Provide mechanisms to ensure relationships are not abused

Resources: Papers

- ❑ *Knowing What We Know: supporting knowledge creation and sharing in social networks.* Rob Cross, Andrew Parker, Laurence Prusak, and Stephen Borgatti. Organizational Dynamics 30.
- ❑ *A Bird's-eye View: Using Social Network Analysis to improve knowledge creation and sharing.* Rob Cross, Andrew Parker, and Stephen Borgatti. IBM Institute for Business Value.
- ❑ *Knowledge Brokering.* David Gilmour. Harvard Business Review.
- ❑ *Karen Stephenson's Quantum Theory of Trust.* Art Kleiner. Strategy + Business.
- ❑ *What Knowledge Tears Apart, Networks Make Whole.* Karen Stephenson. Internal Communication Focus.
- ❑ *Trust and Knowledge Sharing: a critical combination.* Daniel Z. Levin, Rob Cross, Lisa C. Abrams, Eric L. Lesser. IBM Institute for Knowledge-based Organizations.

Resources: Weblogs

Collaboration Café: Tools, Trends & Know-how

- ❑ www.collaborationcafe.com

Many-to-Many: A Group Weblog on Social Software

- ❑ <http://www.corante.com/many>

Ross Mayfield's Weblog: Markets, Technology & Musings

- ❑ <http://ross.typepad.com/blog>

Resources: Books

- ❑ [Trust](#). Francis Fukuyama
- ❑ [Tipping Point](#). Malcolm Gladwell
- ❑ [Linked: The New Science of Networks](#). Albert-László Barabási
- ❑ [Six Degrees: The Science of a Connected Age](#). Duncan Watts
- ❑ [Nexus: Small Worlds and the Groundbreaking Science of Networks](#). Mark Buchanan
- ❑ [How Breakthroughs Happen](#). Andrew Hargadon

Emergent Learning Forum Network

Help build the Global Corporate Learning Network

❑ **Privacy:**

- Neither the Forum or Spoke be able to share information about you or your network to any other organizations or individuals.

❑ **Control:**

- You have complete control over who gets access to your personal profile and your network.
- Other members cannot view members or your network unless you explicitly grant them access – on a one-to-one request basis.

www.spoke.com/I/elf/



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