



Coolnetworking

How to be cool?

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Online Networking Rules

facebook

twitter

LinkedIn



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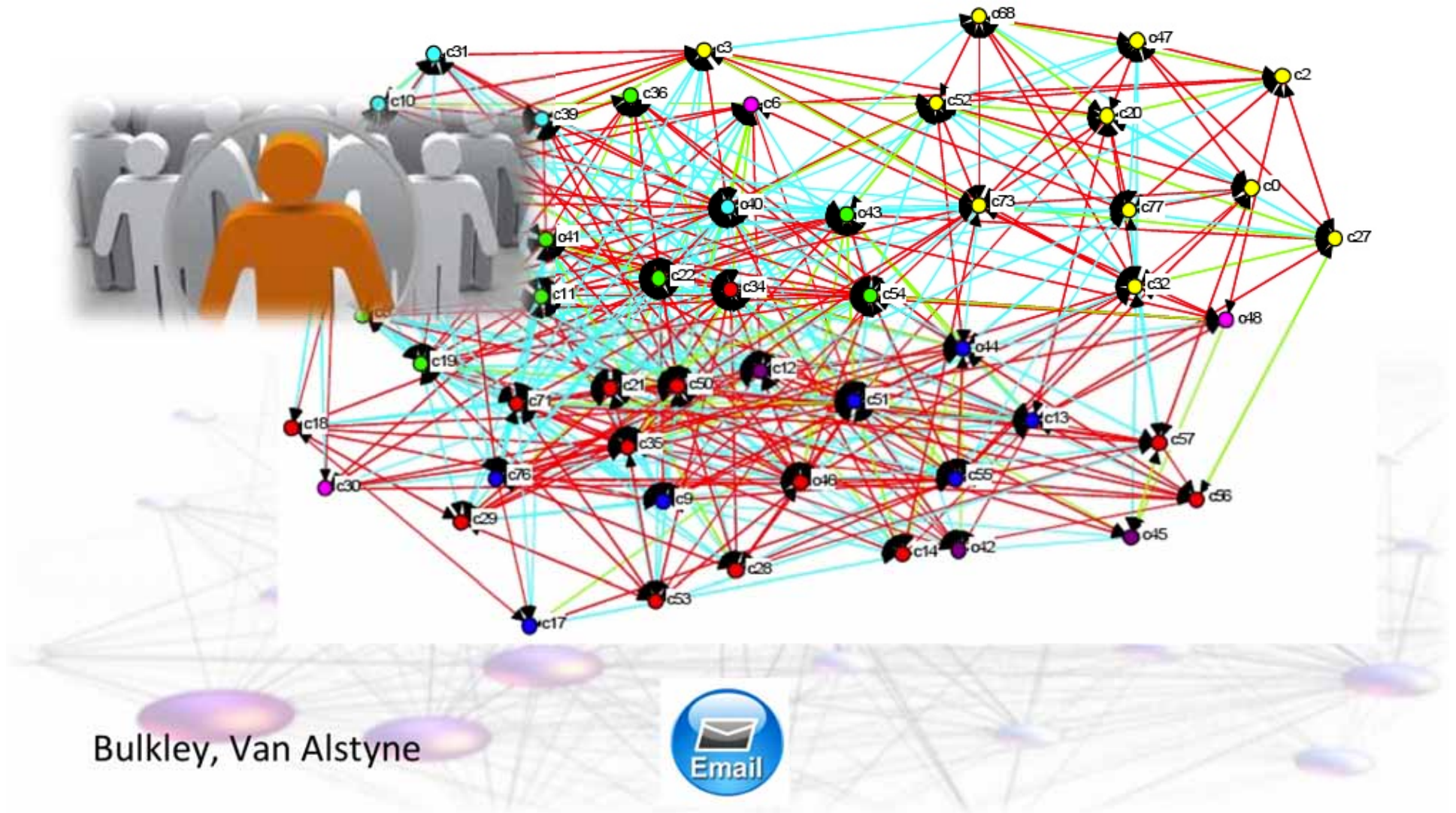
Rules for Creativity



E-Mail Rules



E1. Sending many small e-mails is better than sending a few long ones



E2. Responding Quickly Is More Productive

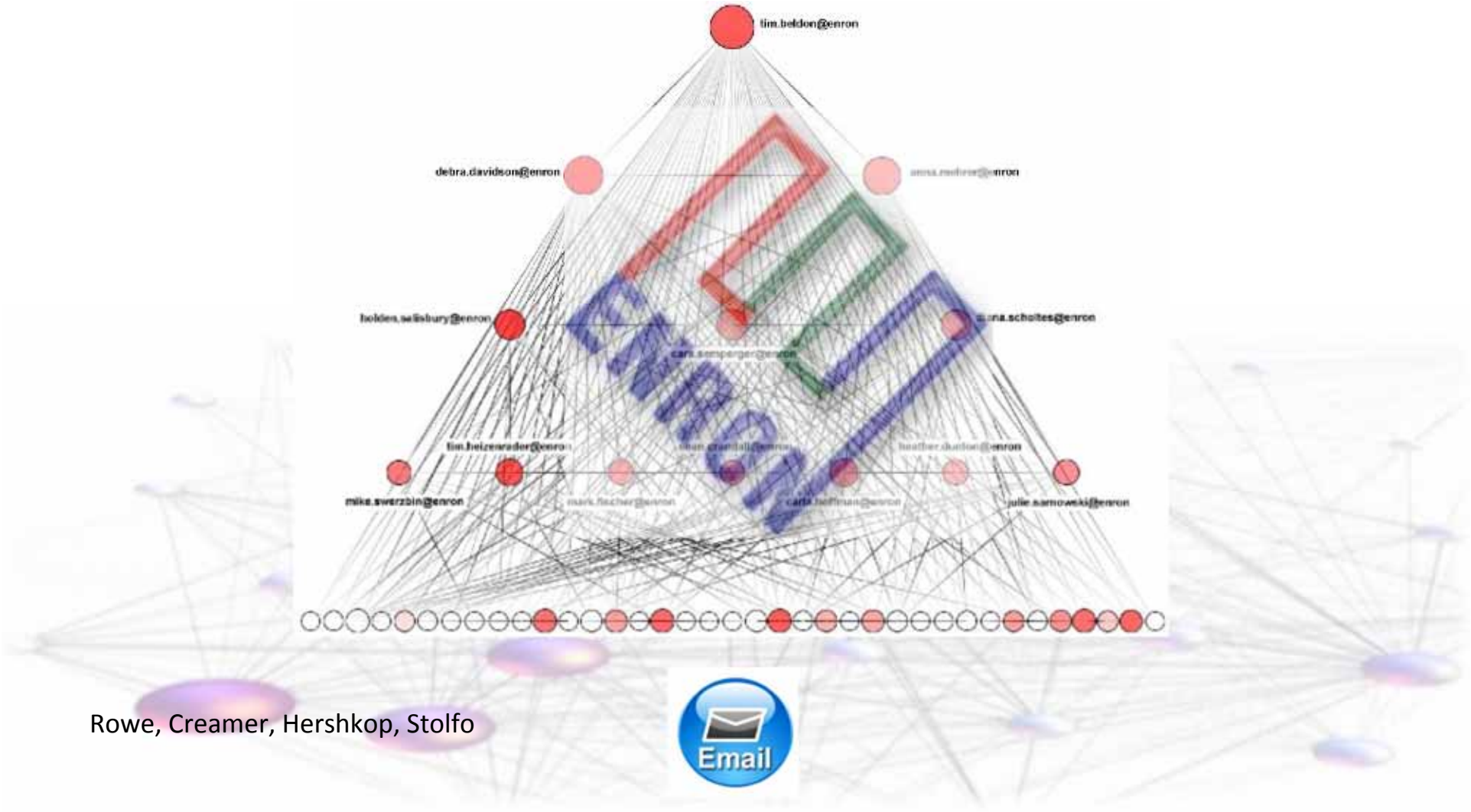


Bulkley, Van Alstyne



E3. The more quickly people respond to you, the better they like/respect

you

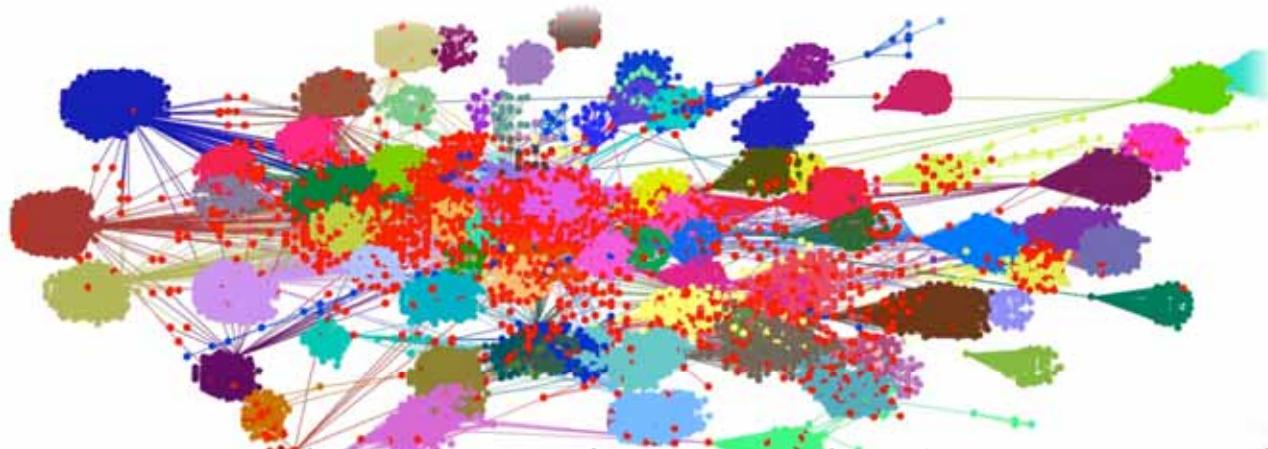


LinkedIn & Facebook Rules

facebook

Linked in

FL1. Be close to a star



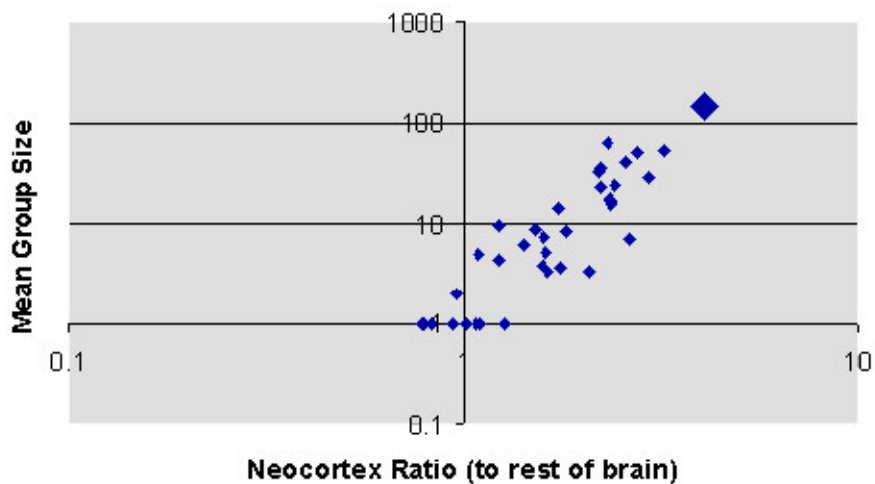
- Proximity to key people in LinkedIn positively correlated with business success,
- Proximity to key people in Facebook negatively correlated with business success

Linked in

facebook

FL2. Many Facebook friends is good

Primate Neocortex Size vs. Social Group Size
Redrawn from Dunbar, "Neocortex size as a constraint on group size in primates", *Journal of Human Evolution* (1992) 20, 469-493.



facebook

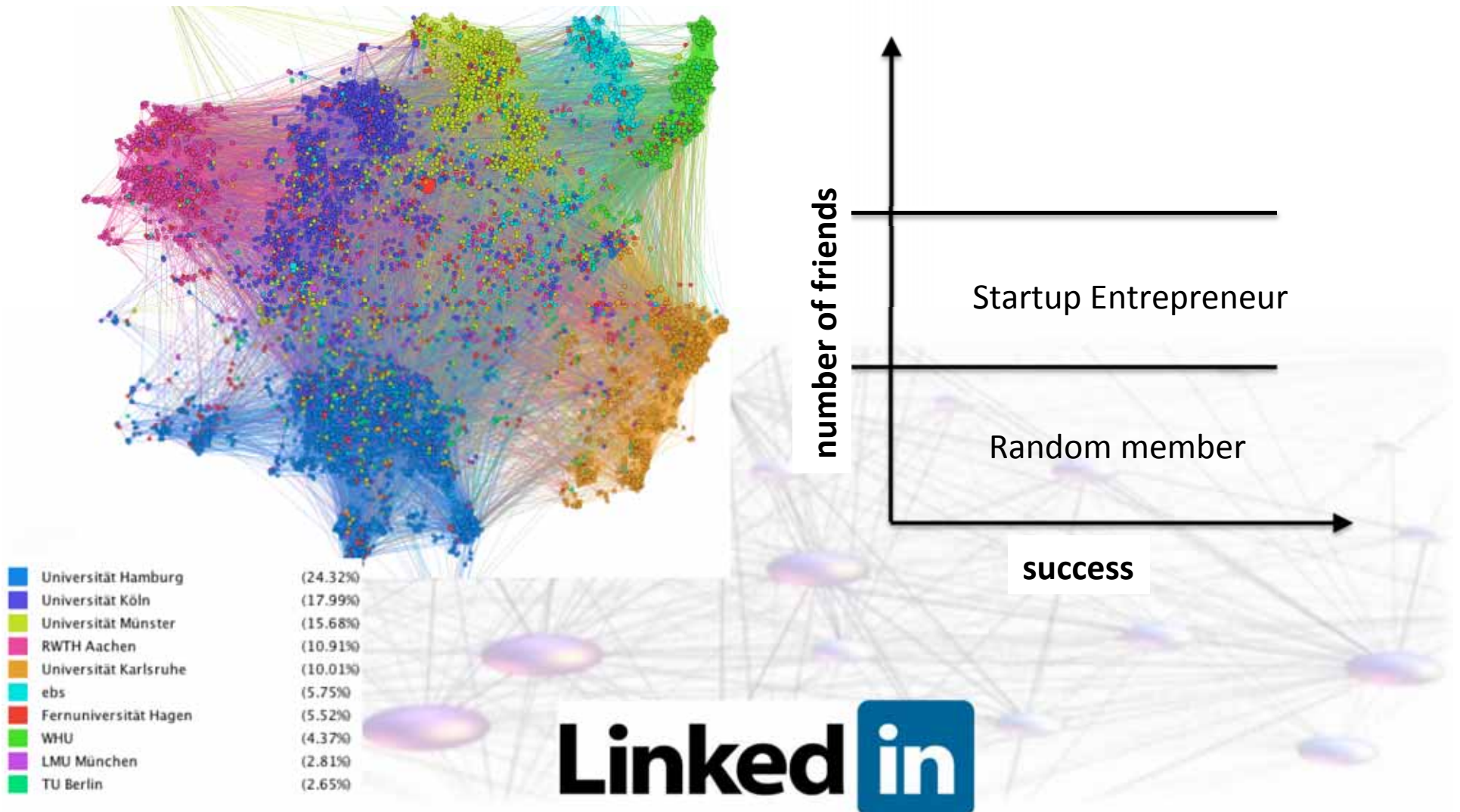
FL3. Spending a lot of time on Facebook is bad



Lou, Yan, Nickerson, McMorris

facebook

FL4. Having many friends is good

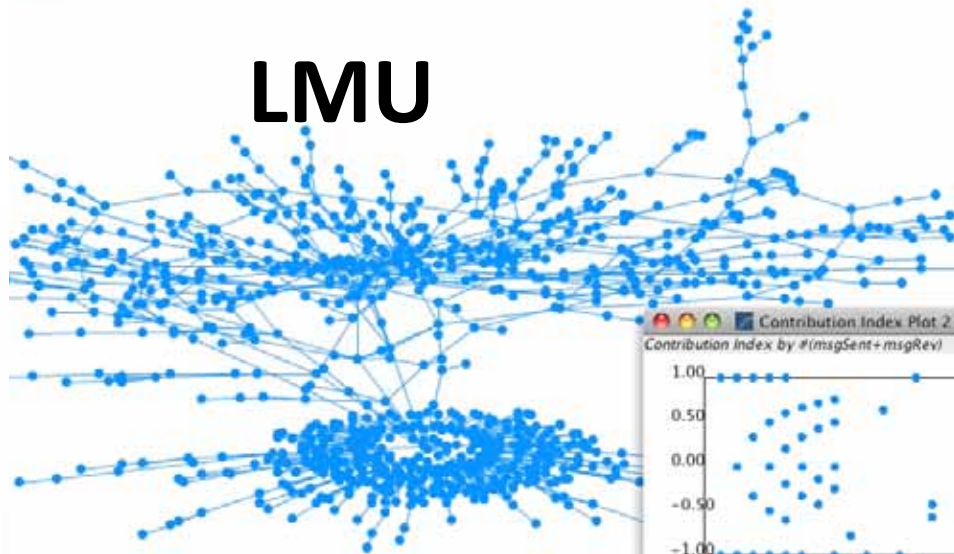


FL5. Having too many friends is bad



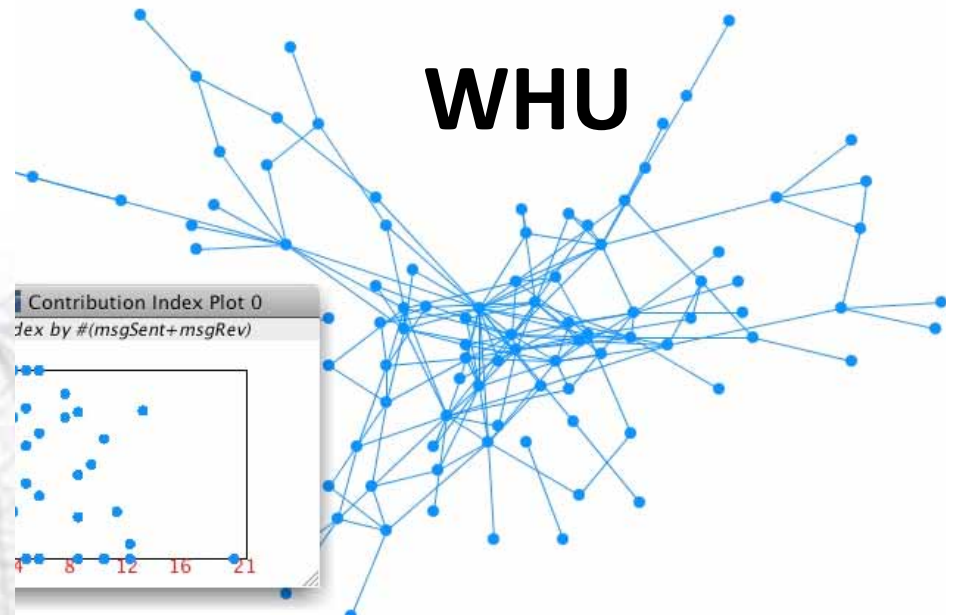
Measure
edges Edges : 931

LMU



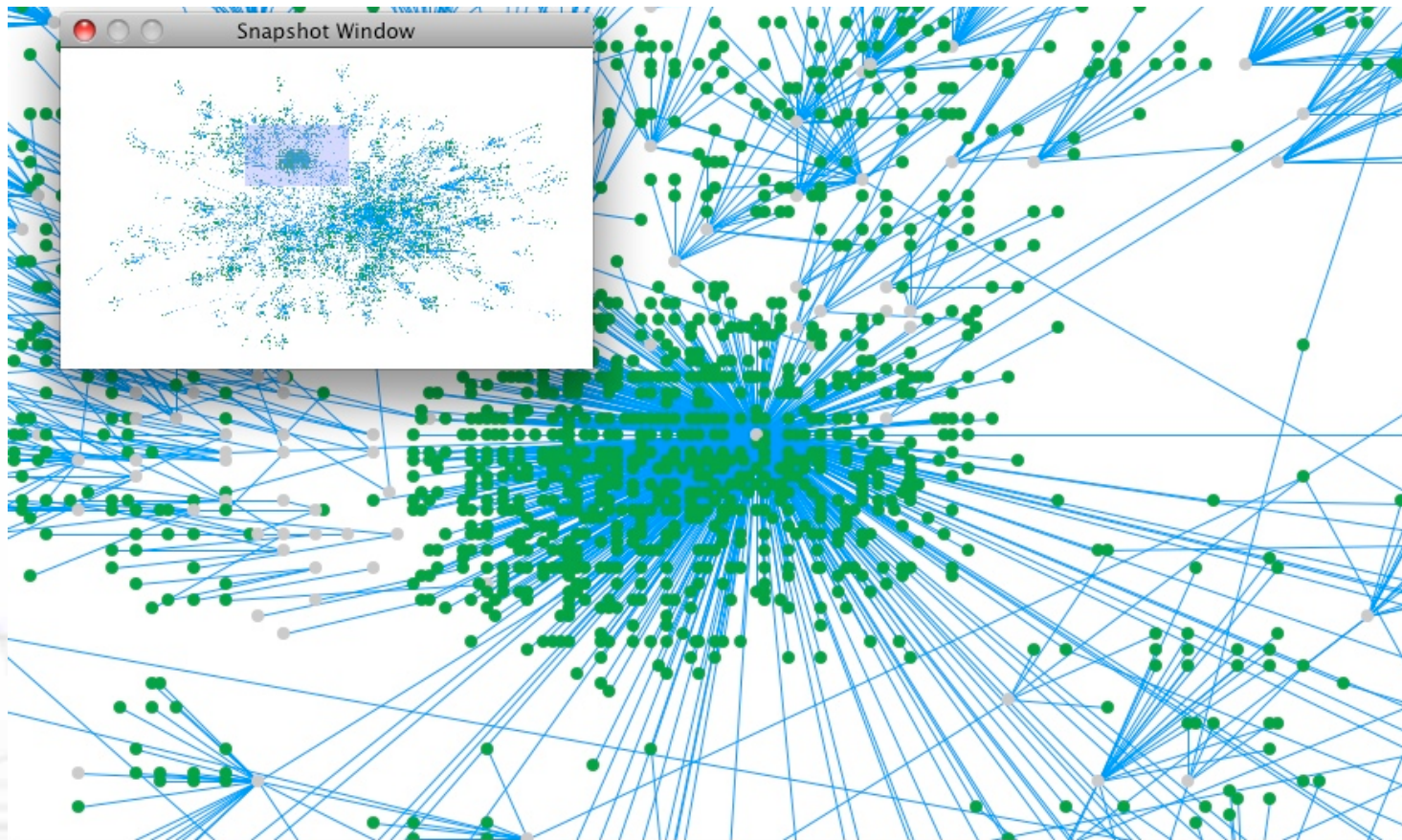
Static Comm View for whu_internal
Write View Measure
h, TO and CC edges Edges : 183 Nod

WHU



LinkedIn

FL6. Having a lot of important friends (top university, lawyer, banker) is good



Linked in

Twitter Rules

The Twitter logo, consisting of the word "twitter" in a lowercase, rounded, blue font.

T1. The more followers you have, and the less you follow, the more important you are



Barack Obama ✓
@BarackObama

7,542
TWEETS

671,052
FOLLOWING

21,545,329
FOLLOWERS



Ralf Lippold
@RalfLippold FOLLOWS YOU

21,267
TWEETS

2,622
FOLLOWING

2,707
FOLLOWERS



Justin Bieber ✓
@justinbieber

19,195
TWEETS

122,602
FOLLOWING

29,627,781
FOLLOWERS



Annalie Killian
@maverickwoman FOLLOWS YOU

23,187
TWEETS

8,084
FOLLOWING

7,387
FOLLOWERS



Laszlo Barabasi
@barabasi

96
TWEETS

15
FOLLOWING

1,615
FOLLOWERS



betsey merkel
@betseymerkel FOLLOWS YOU

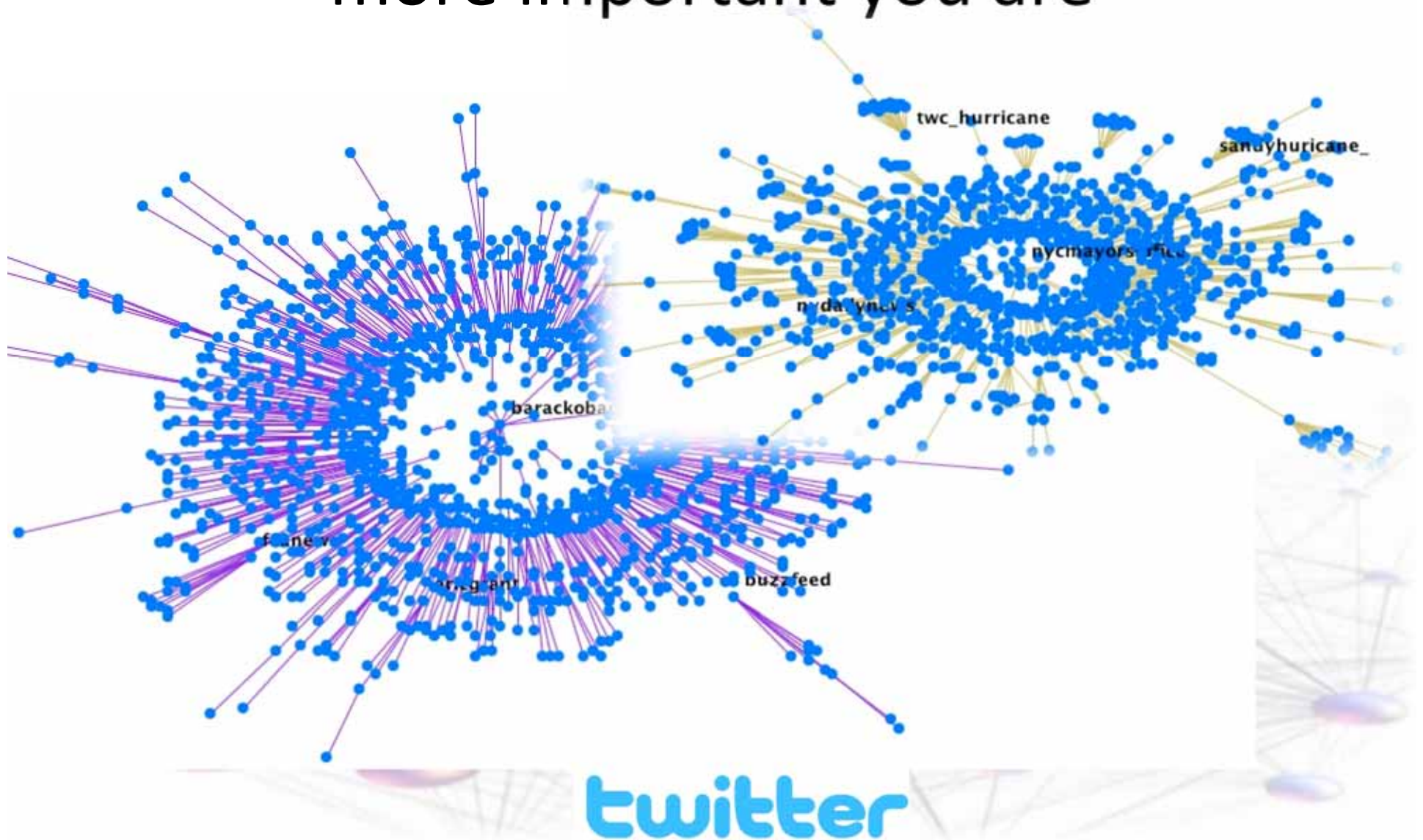
17,093
TWEETS

1,999
FOLLOWING

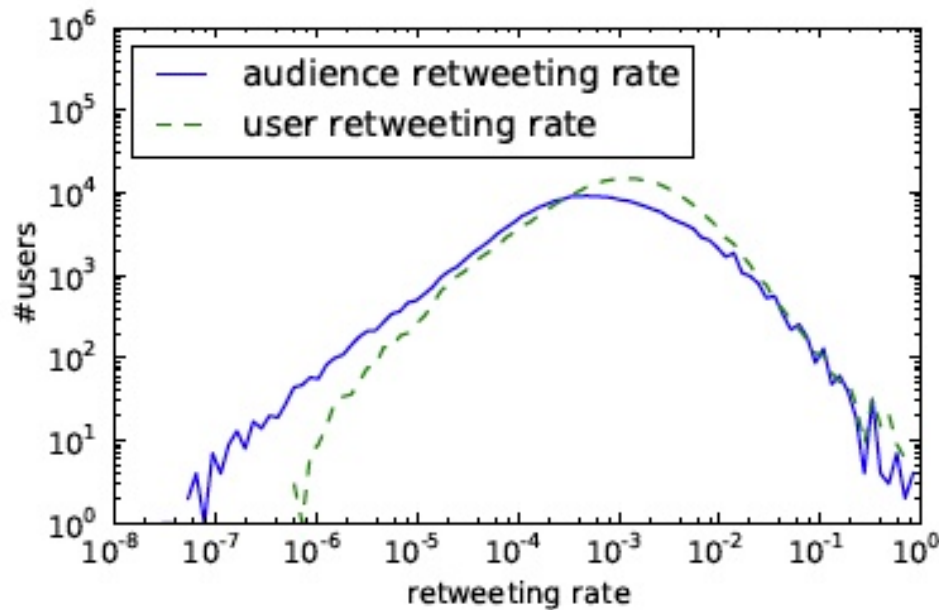
1,778
FOLLOWERS

twitter

T2. The more you are retweeted, the more important you are



T3. The less you tweet and the more followers you have, the more important



- **Number of people influenced**
- **Quality of people influenced**
- **Passivity of followers**

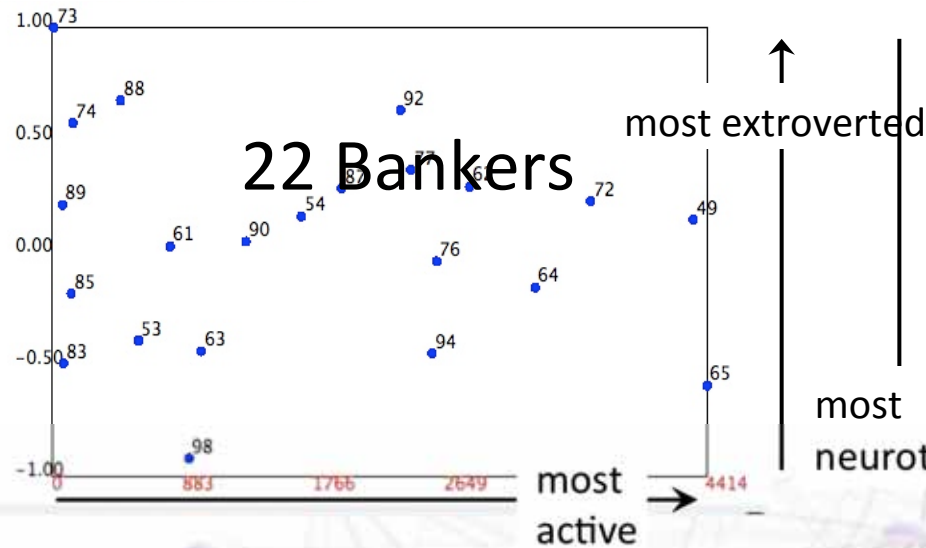
Romera, Asur, Galuba, Huberman

twitter

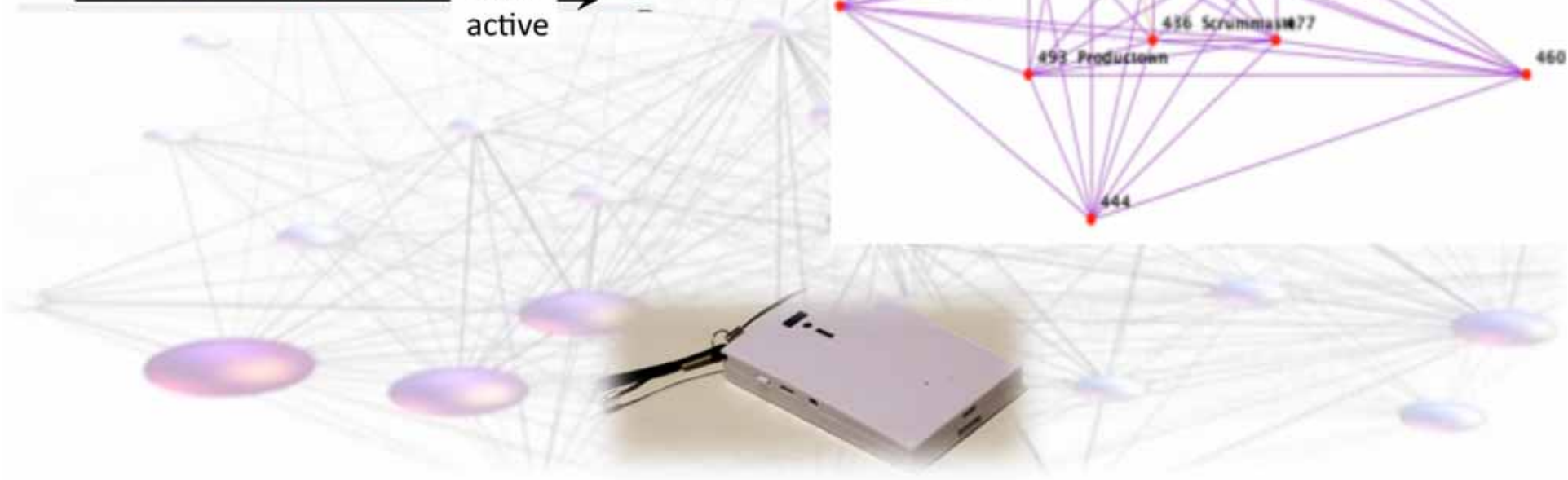
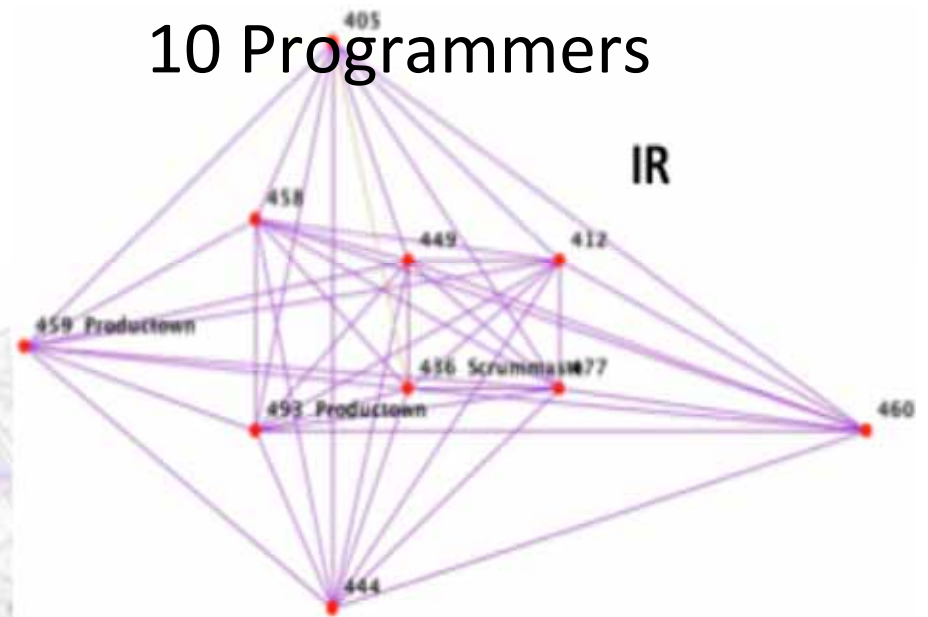
Face to Face Rules



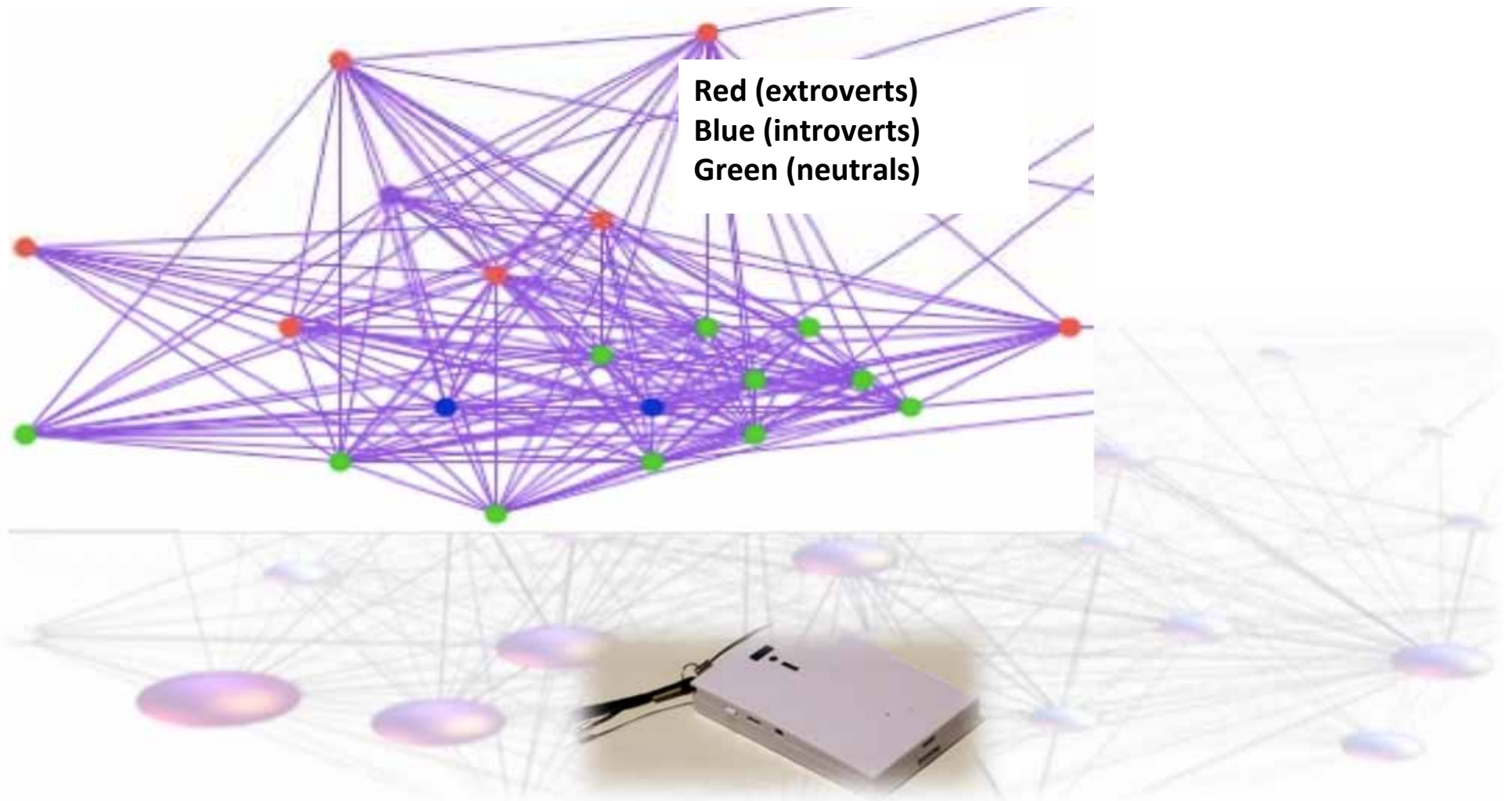
FF1. The more we look others into the eyes, the more we trust them



10 Programmers



FF2. The less others speak, the more we trust them



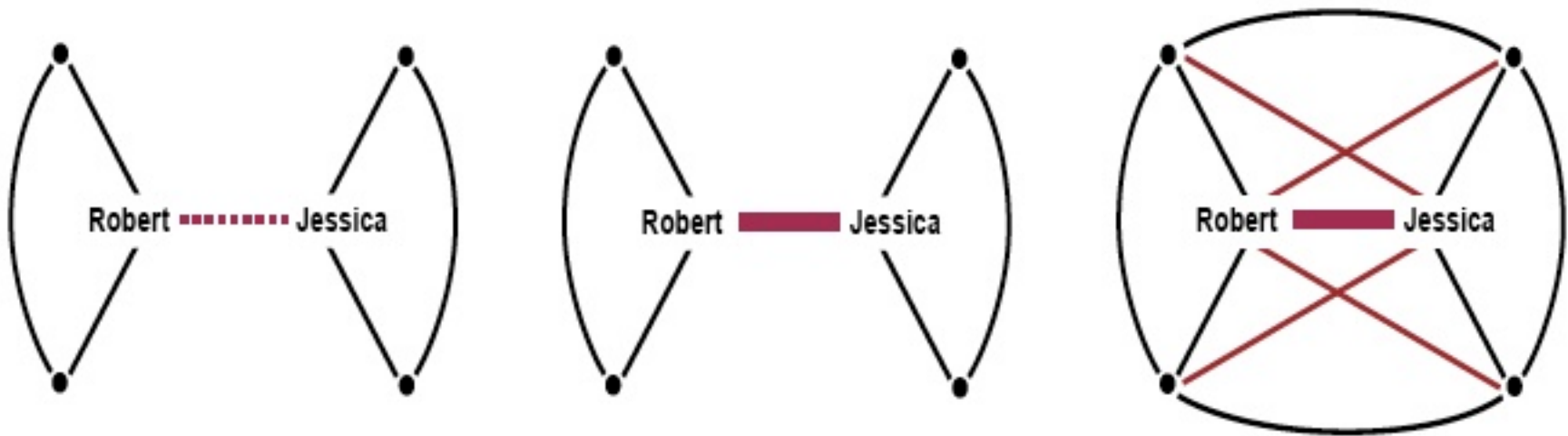
FF3. The more we mirror each other,
the more we get into flow



Rules for Happiness



H1. Build embeddedness for personal happiness



Ron Burt



If You Wanna Be Happy

Our friends and their friends and their friends affect our happiness! (Three Degrees of Influence Rule)

- Happy and unhappy people cluster among themselves
- Unhappy people are on periphery of the network



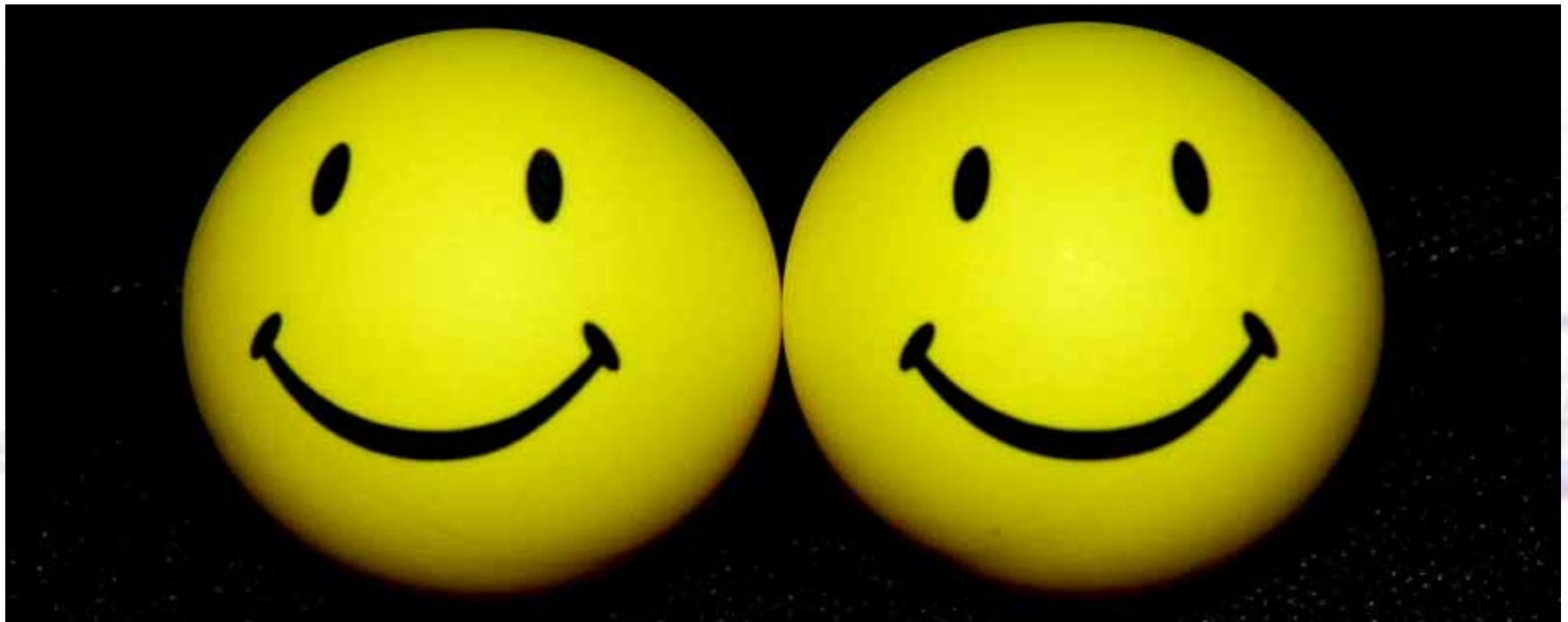
Connected
Christakis/Fowler

Photo by Annika Bischof

If You Wanna Be Happy

Connected
Christakis/Fowler

- A person is 15% more likely to be happy if directly connected to a happy person (1 degree)
- At 2 degrees 10% more likely to be happy
- At 3 degrees 6% more likely to be happy
- Each unhappy friend decreases the likelihood of happiness 7%



If You Wanna Be Happy

An increase of \$10,000 of income per year yields only a **2%** increase chance in happiness. Compare that to a **15%** chance from a happy friend and a **6-10%** from someone you may have never met, but to whom you are indirectly tied!



Photo by Andy Perkins



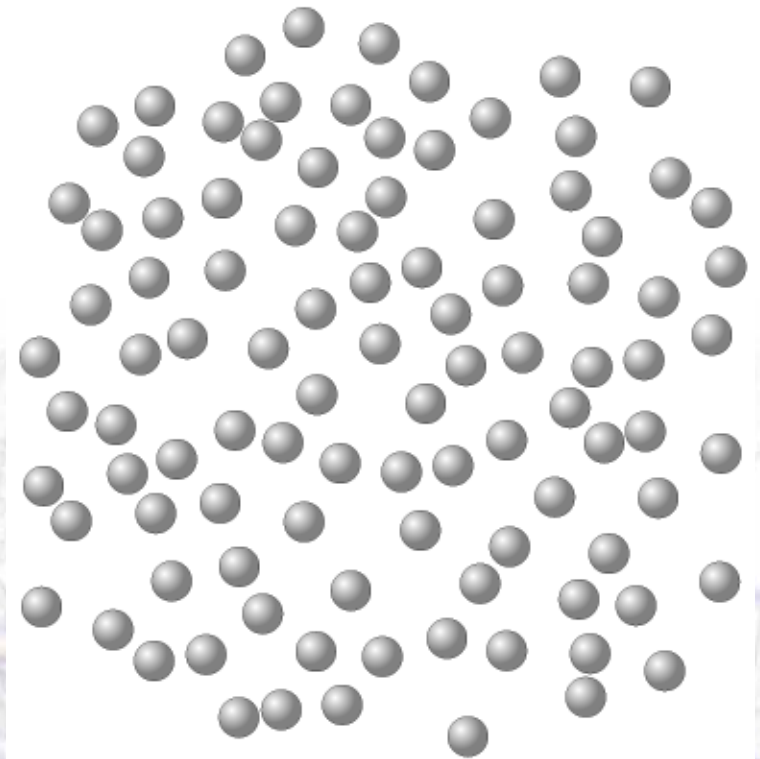
Photo by Minoria Hinds

Alone in the Crowd

Loneliness is a discrepancy between *desire* for connection and *actual* connections--spreads according to the three degrees rule



Photo by Tom Woodward

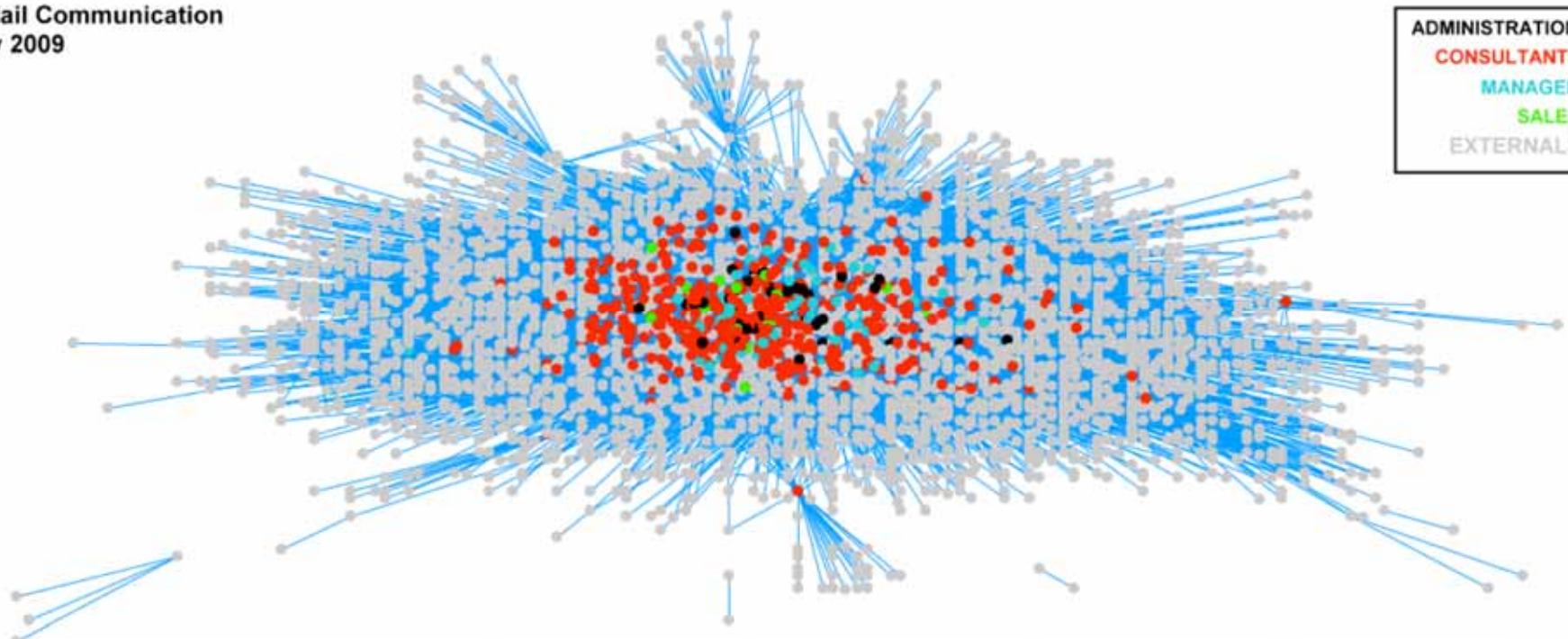


Each extra friend reduces the frequency of loneliness by 2 days per year (the average person feels lonely 48 days per year)

Connected
Christakis/Fowler

H2. The faster average response time, the bigger team satisfaction

E-Mail Communication
May 2009

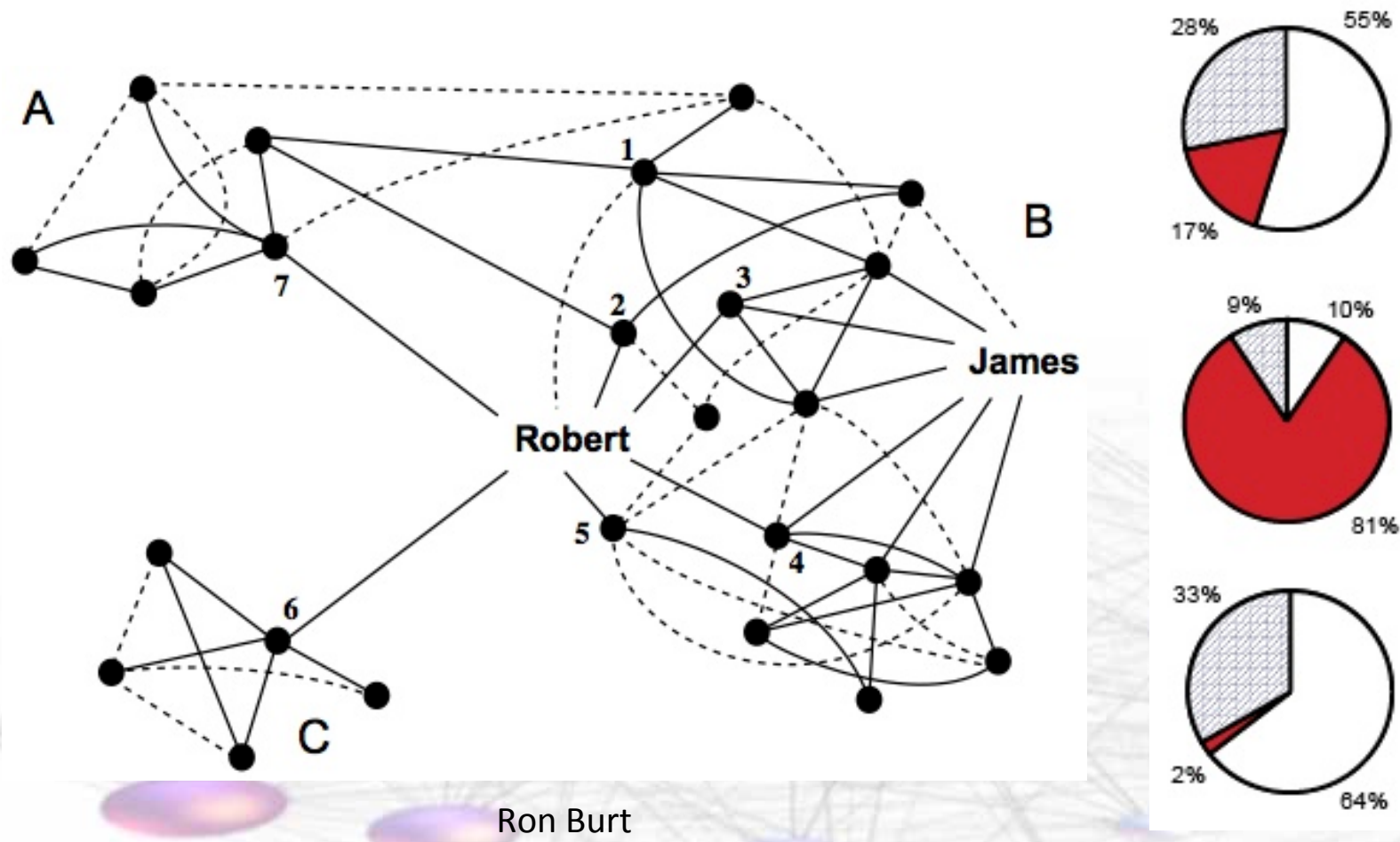


	All Employees	Administration	Consultants	Managers
# analyzed Employees	188 ¹	14	145	27

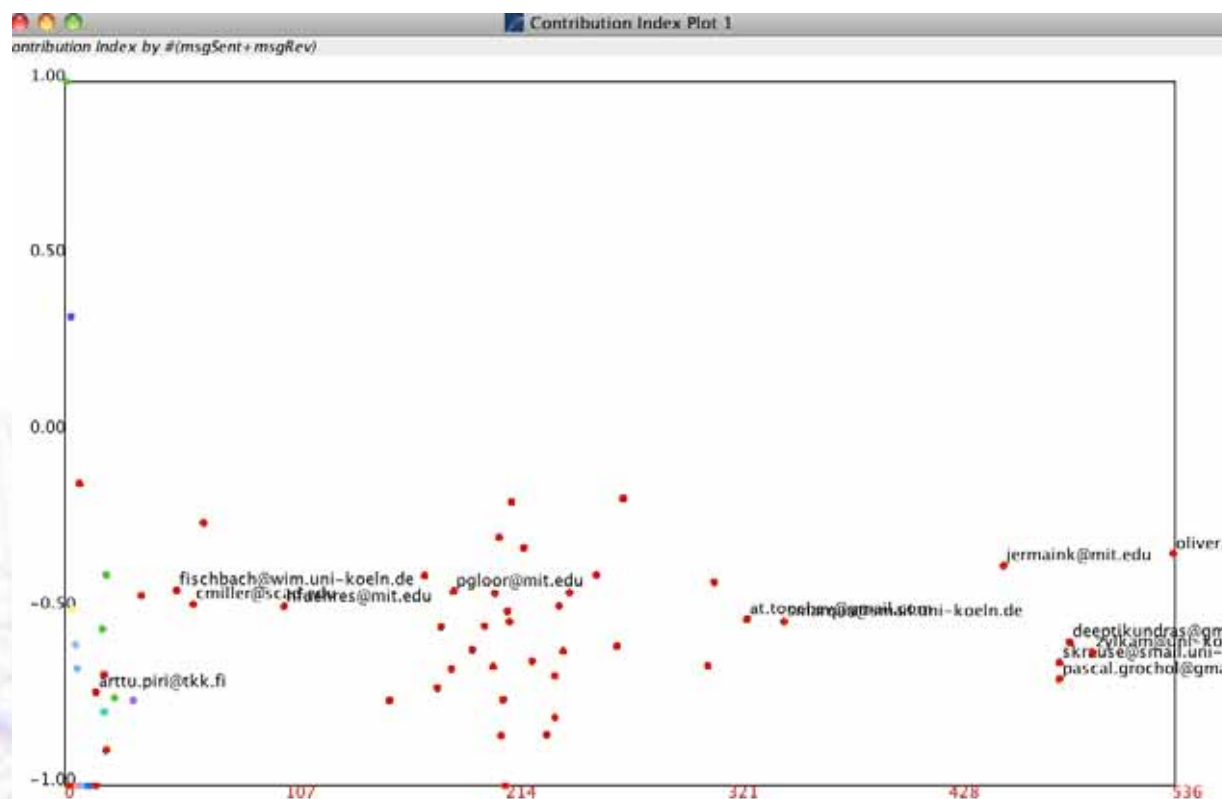
Rules for Business Success



B1. Bridge structural holes for business success



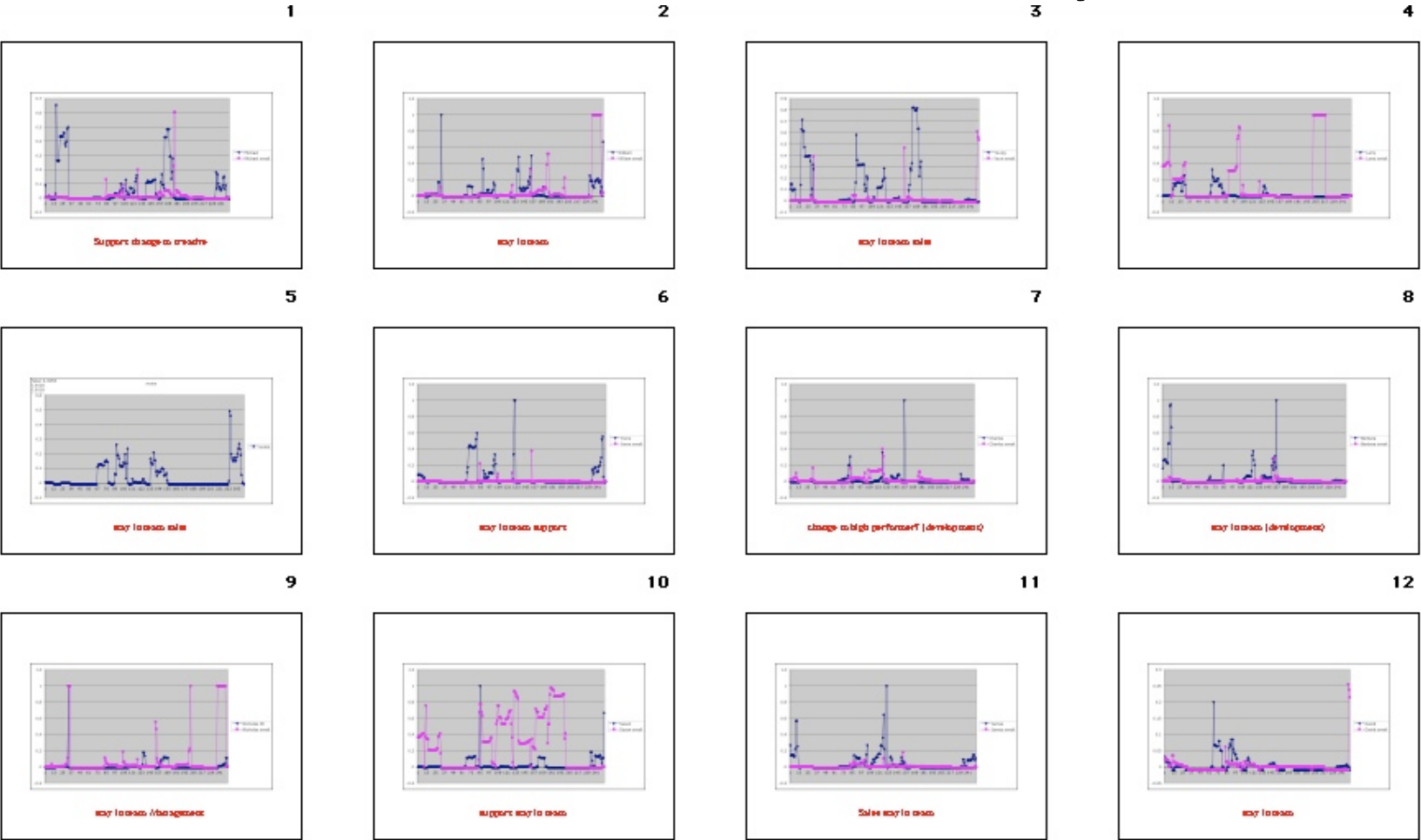
B2. The more balanced the contribution index, the better is team performance



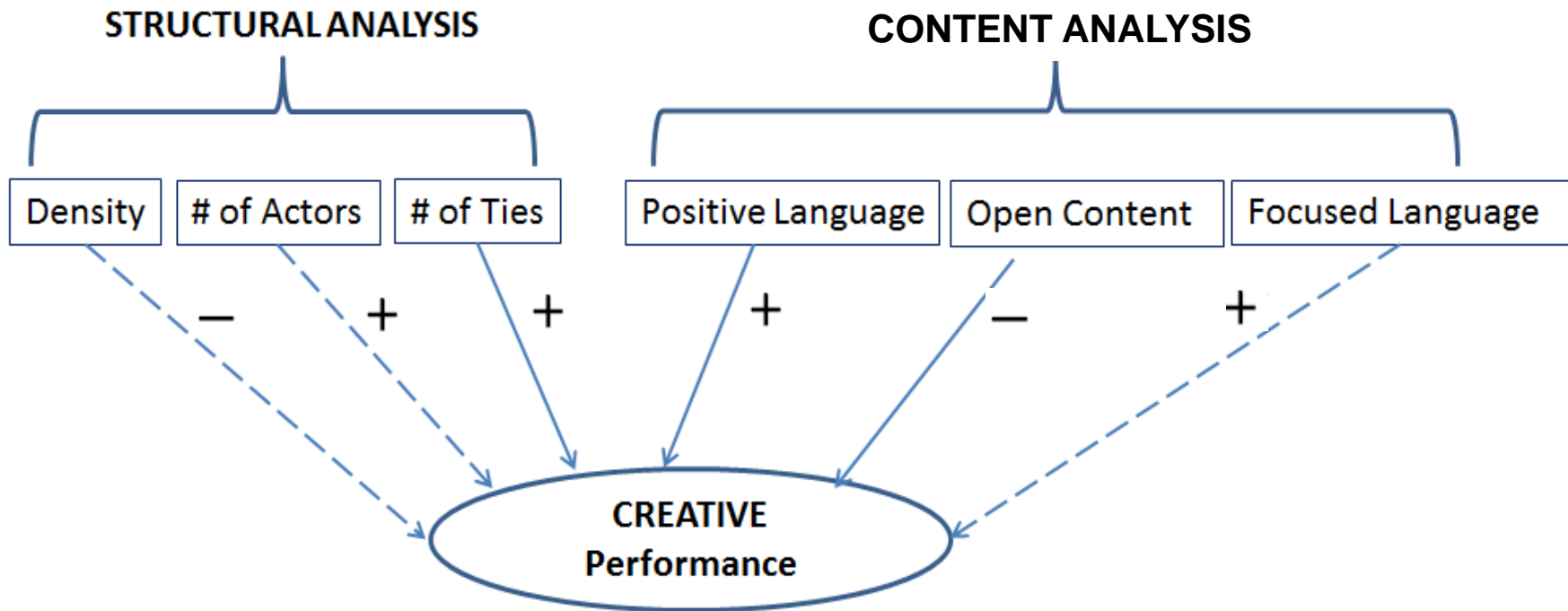
Rules for Creativity



C1. Oscillating betweenness is an indicator of creativity

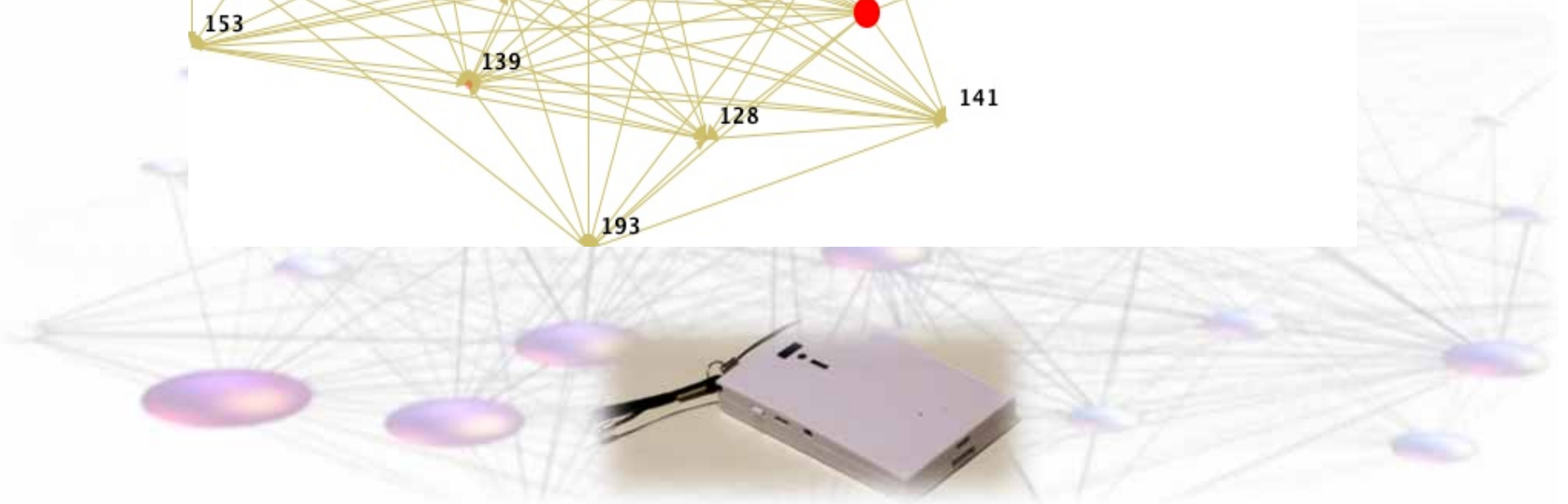
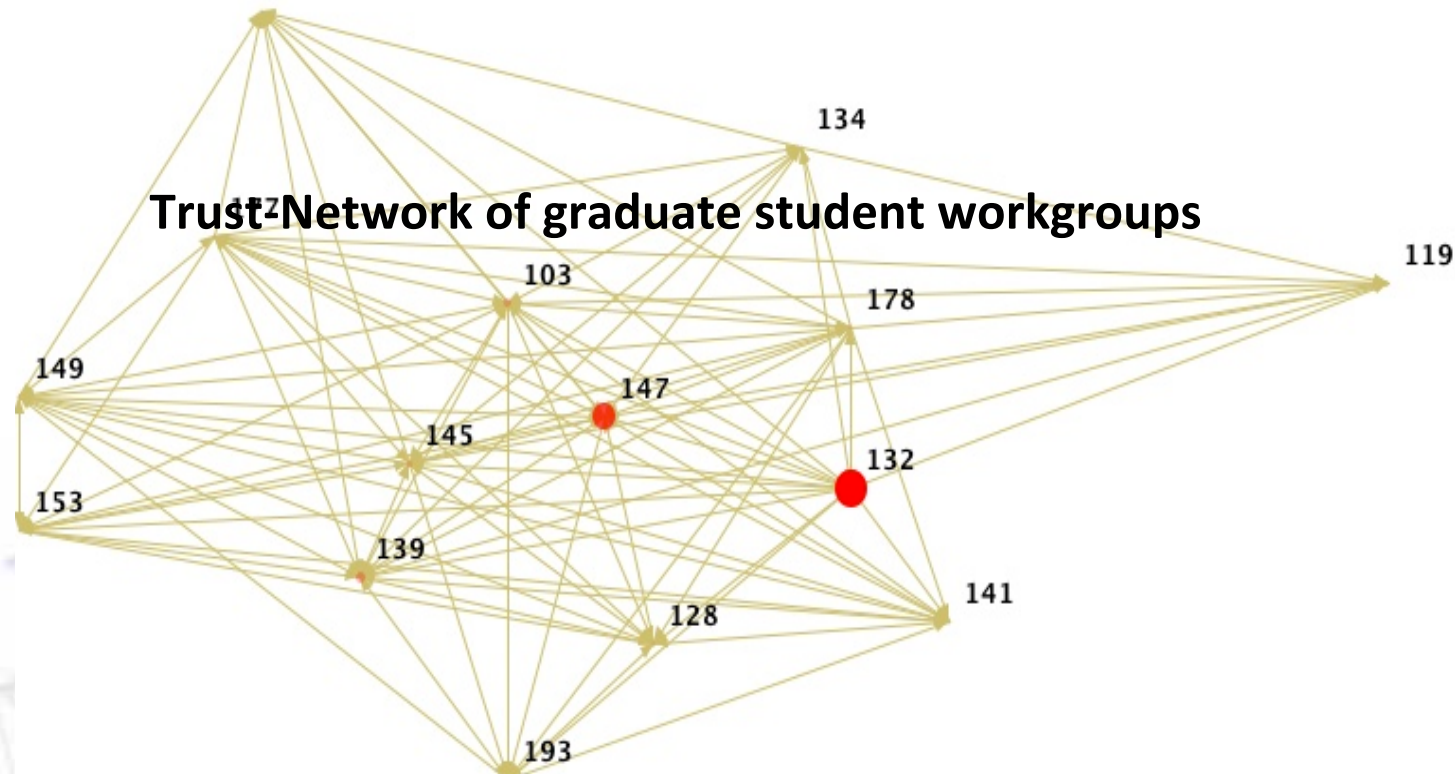


C2. The more people start developing their own lingo, the more innovative they are



Aral, Brynjolfsson, Van Alstyne (access to information predicts performance): Aral, Van Alstyne: the more diverse email content, the higher performance

C3. The more we trust others, the more creative we will be



Conclusions



It's all about trust....!

- Respond quickly
 - The faster you respond, the more successful you are
 - The faster people respond to you, the better they like you
- Say little
 - only say something when you have something to say
 - Say what you mean
- Choose the right friends
 - You will be judged by them
 - But if you have many high-quality friends, the better

