

# Personalized Network Analysis Report

Prepared for  
**Neas Effrein**  
April 2012

**Rotman**



1



## Overview

Recently you completed the Mappian network survey. The survey contained a number of questions about you, your contacts, and your relationships with your contacts. The survey was designed to help you better understand what your network currently looks like and identify ways that you can potentially improve and make better use of your network.

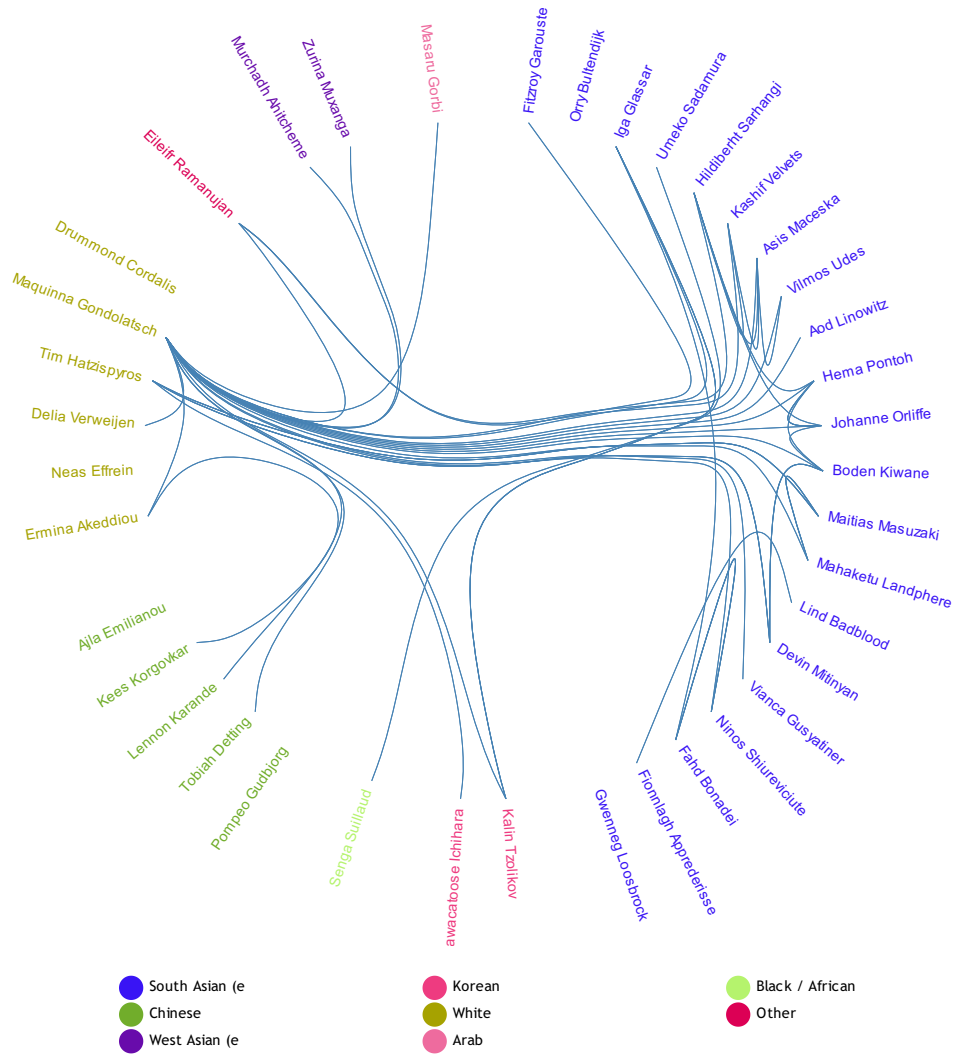
Based on your responses to the survey questions, we have now analyzed your network and produced several metrics that describe your network and the broader network of the participants in the CC9999. This report describes those metrics, how to interpret them, and what their implications are for you. The report is customized specifically for you - providing the metrics for your network as well as relating your network metrics to those of the participants in the CC9999. The metrics are not reflective of 'good' or 'bad' networks, but rather indicative of the potential for your network to provide different kinds of benefits.

The survey and this report were designed by Bill McEvily, professor of Strategic Management and Diederik van Liere, PhD founder of Mappian, specifically for analyzing individual contact networks and the broader student network for the entire class.



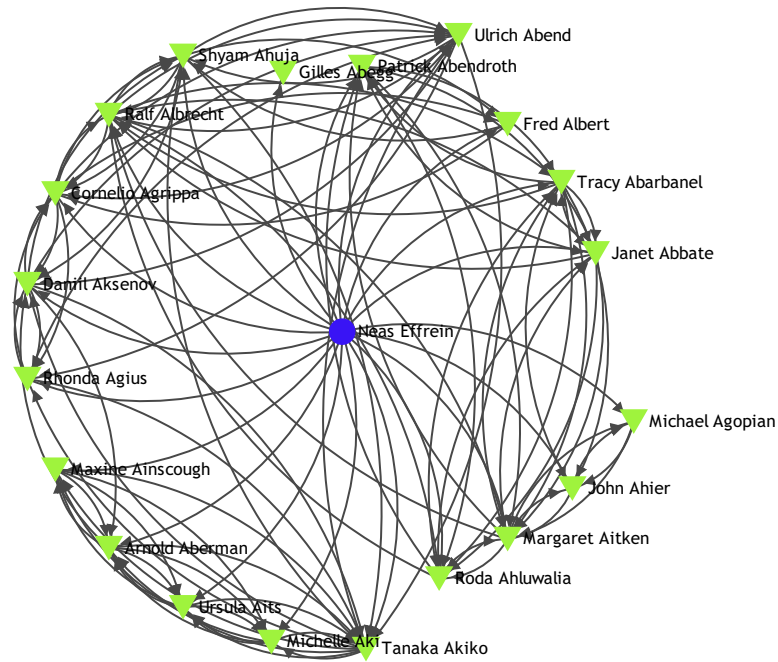
## Reference Group Network (CC9999)

This map shows who is connected to whom in the reference group (CC9999). A line connecting two people means one or both people identified the other as someone they go to for information, problem-solving, professional advice or personal support. People are grouped by similar demographic attributes. To change the demographic grouping, select the appropriate category in the drop-down menu below.



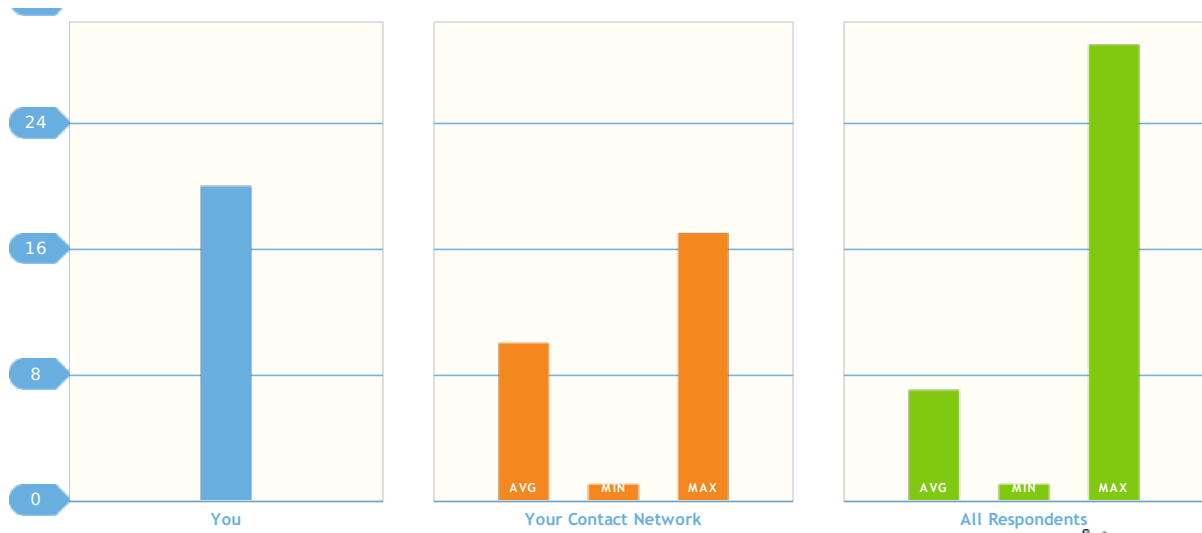
## Your Network

You are the blue circle. The arrows pointing to you mean that a contact identified you in their network survey as someone they go to for information, problem solving, professional advice, or personal support. The arrows pointing to your contacts mean that you identified that contact as someone you go to for information, problem solving, professional advice, or personal support. To identify your contacts by demographic category, select the appropriate category in the drop-down menu below. To see how different features of your network compare to those of your contacts, select the appropriate network metric in the drop-down menu below.



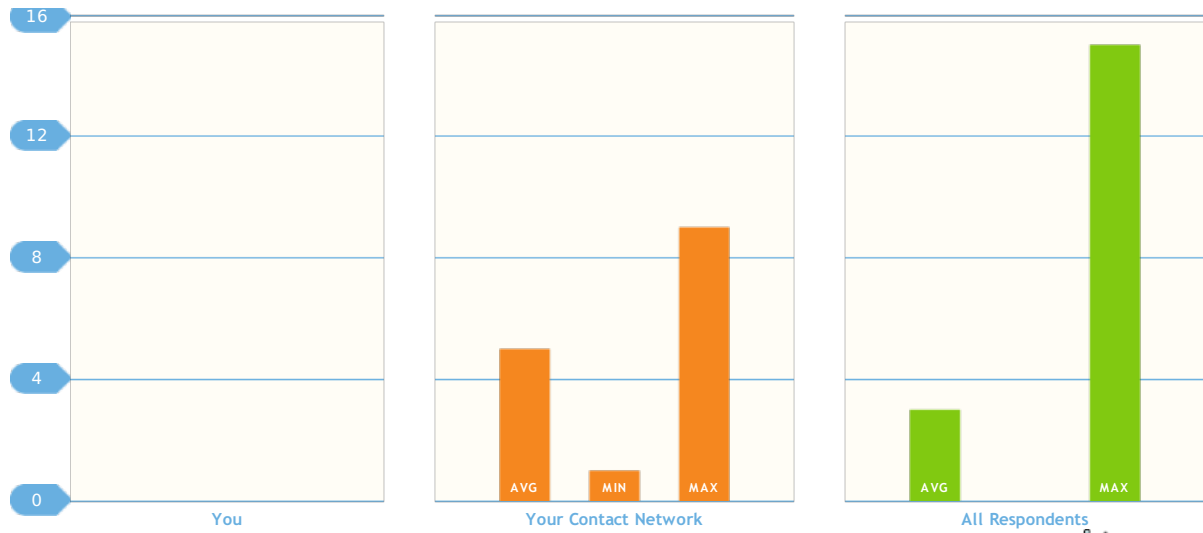
## Does size matter?

Most people think that more contacts are better, however research shows that the size of your network is not the full story. The next two charts breakdown size into incoming (people who identified you as a contact) and outgoing (people you identified as as contact) relationships.



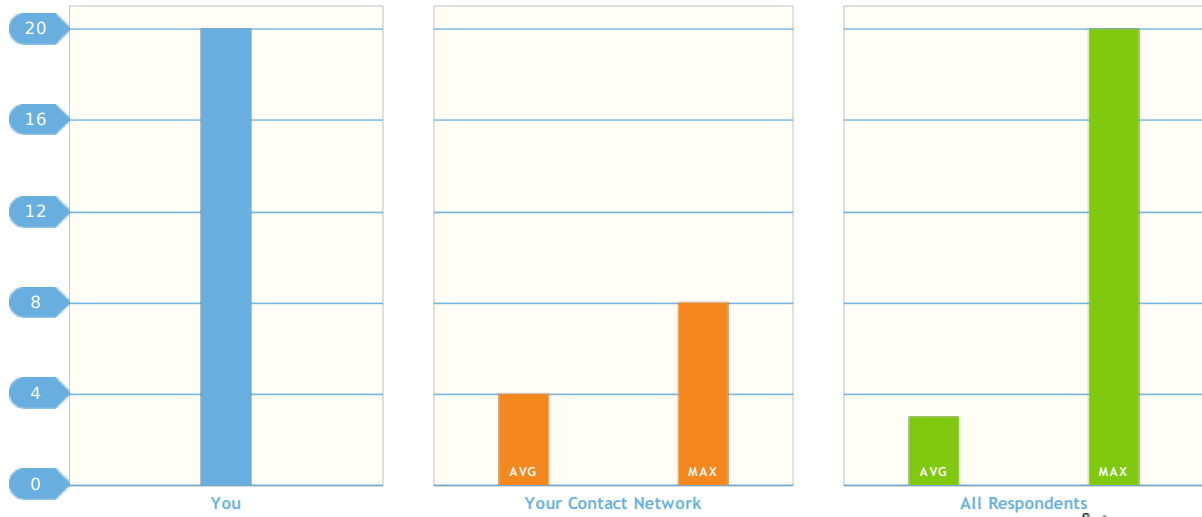
## Influence Potential in Reference Group (CC9999)

The more people who identified you as a contact is an indication of your potential network influence.



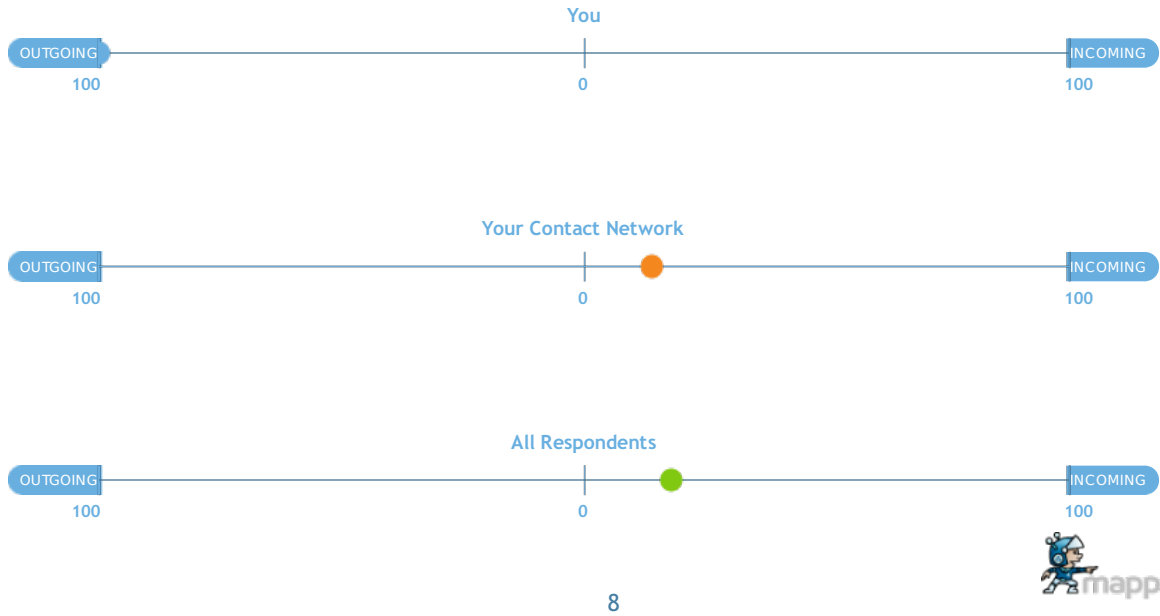
## Potential to Obtain Assistance from Reference Group (CC9999)

The more people you identified as a contact is an indication of your potential to access resources.



## Balance of Social Capital in Reference Group (CC9999)

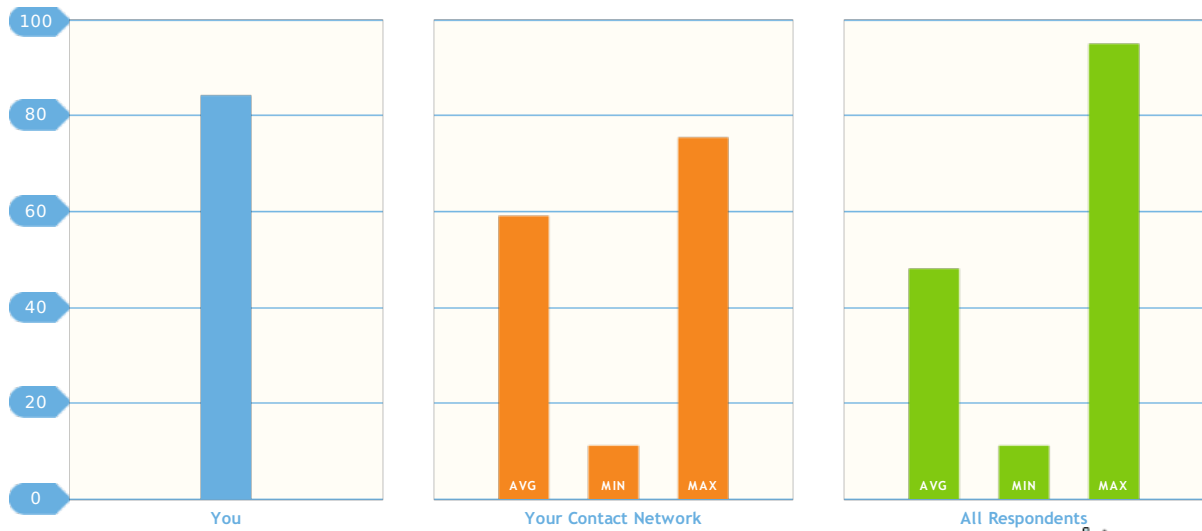
Values closer to zero indicate a balanced relationship. Values closer to outgoing indicate you go to more people than come to you. Values closer to incoming indicate more people come to you than you go to others.





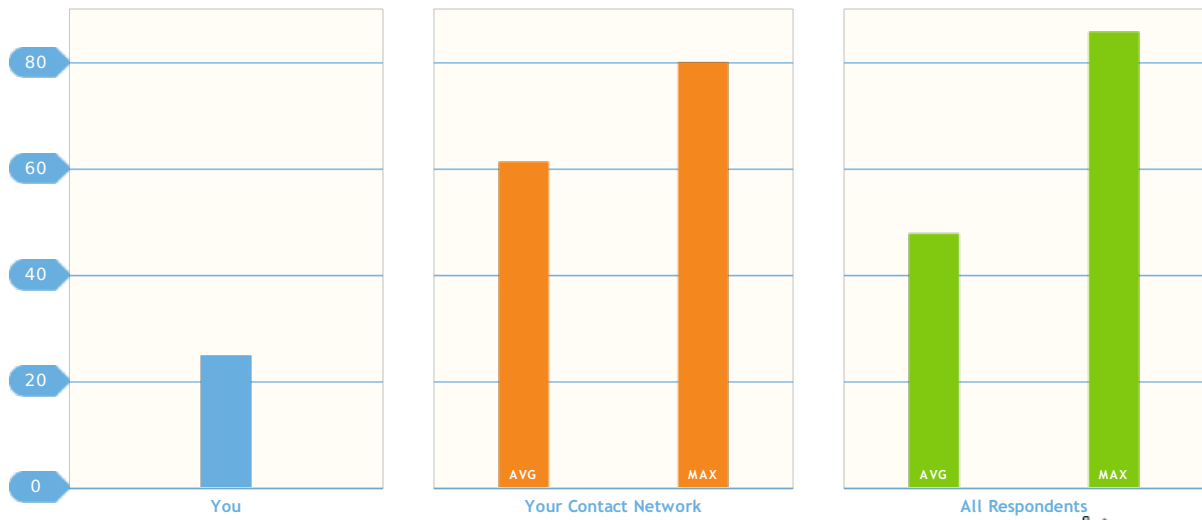
## Brokerage Potential

In addition to the number of contacts you have, how interconnected they are is also important. The more densely interconnected your contacts are the more you are accessing the same (i.e., redundant) sources of knowledge, information, and ideas. Conversely, sparsely interconnected contacts provide access to diverse sources of knowledge, information, and ideas. Your ability to be a broker in the flow of knowledge, information, and ideas is greater when your contacts are sparsely interconnected (indicated by high values below), rather than densely interconnected (indicated by low values below).



## Closure Potential

The more you and your contacts share similar contacts (i.e. common third parties) implies a greater potential for cooperation (due to trust, norms and reputation). Low values indicate that you and your contacts share few similar contacts, whereas high values indicate that you and your contacts share many similar contacts.



## Depth of Closure

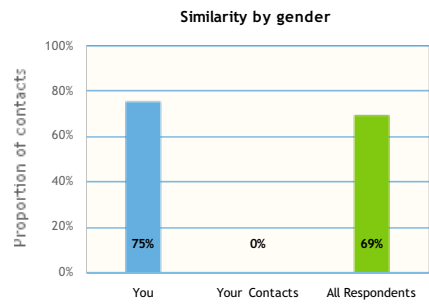
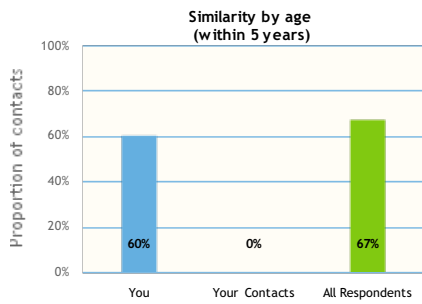
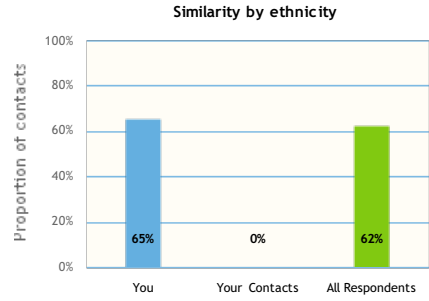
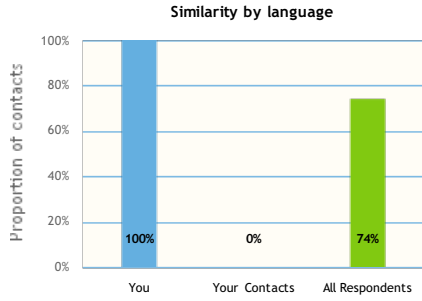
The potential for cooperation is not equal for all contacts, but rather varies with the extent of shared third party contacts. The table below shows for each contact in your network: the number of shared third party contacts and the proportion of total shared third party contacts.

	Number of Shared Third Party Contacts	Proportion of Shared Third Party Contacts
Tanaka Akiko	8	42.1%
Ralf Albrecht	7	36.8%
Margaret Aitken	7	36.8%
Cornelio Agrippa	6	31.6%
Shyam Ahuja	6	31.6%
Ulrich Abend	6	31.6%
Tracy Abarbanel	6	31.6%
Daniil Aksenov	6	31.6%
Janet Abbate	5	26.3%
Roda Ahluwalia	5	26.3%
Arnold Aberman	5	26.3%
Patrick Abendroth	4	21.1%
Michelle Aki	4	21.1%
Ursula Aits	4	21.1%
Maxine Ainscough	4	21.1%
Rhonda Agius	4	21.1%
John Ahier	3	15.8%
Fred Albert	2	10.5%
Michael Agopian	2	10.5%
Gilles Abegg	0	0.0%



# Network Similarity

We tend to gravitate towards people similar to ourselves, which can result in high interconnectivity. The graphs below show the proportion of your contacts that are the same as you in terms of age, gender, education, and ethnicity.

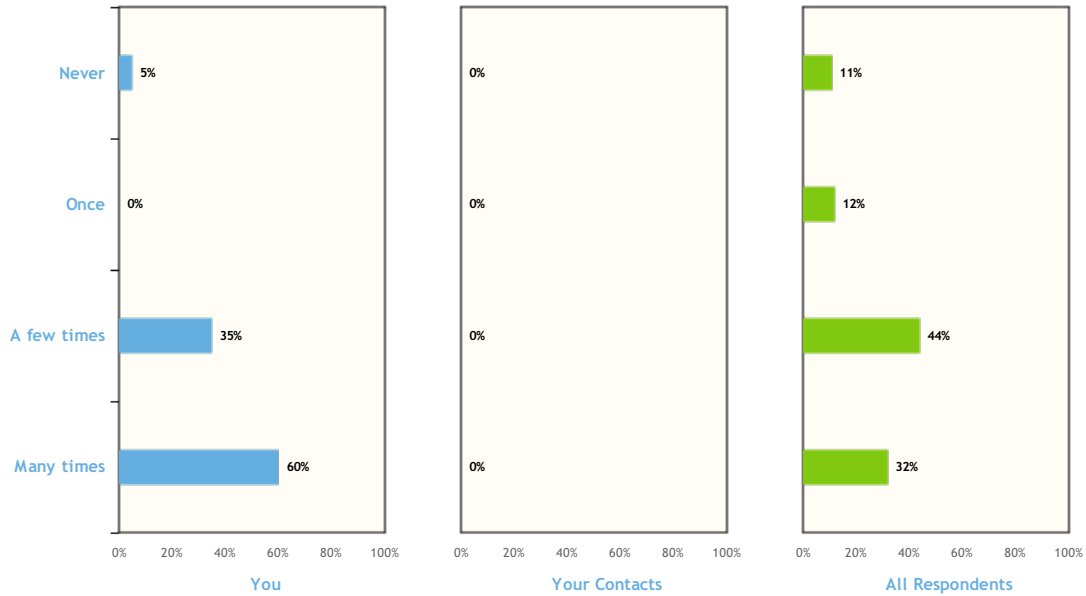


For 'Your Contacts' and 'All Respondents', we display the average scores.



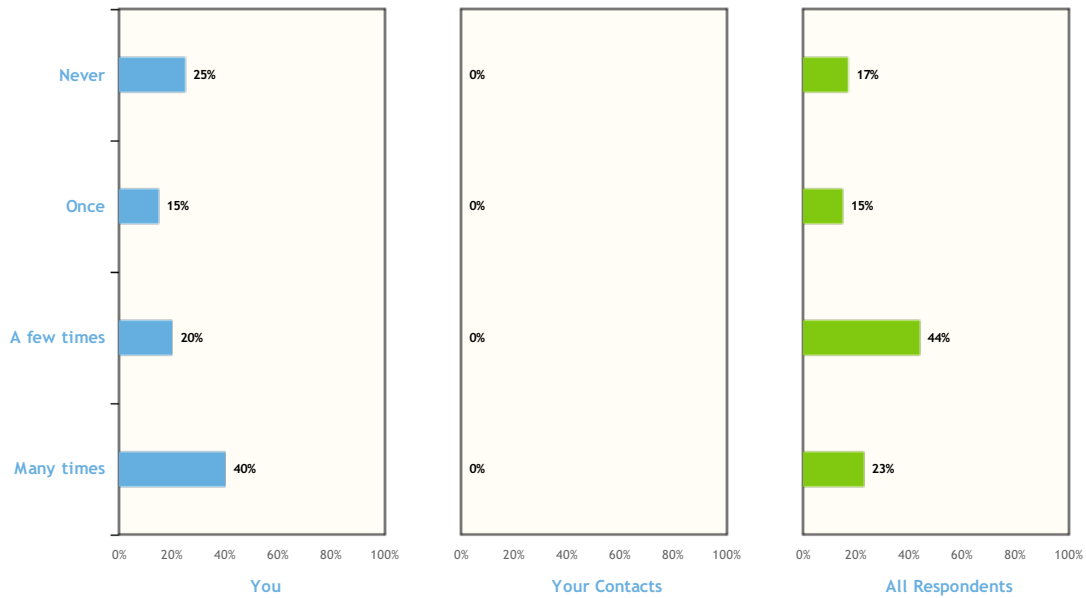
## Do your contacts broaden your network?

One of the main ways that we can broaden our networks is through introductions from our existing contacts. The charts below show the proportion of your contacts that have introduced you to new people many times, a few times, once and never.



## Do you broaden your contacts' networks?

Introductions are also one of the main ways that your contacts can broaden their networks. The graphs below show the proportion of your contacts that you have introduced to new people many times, a few times, once and never.



# Industry Reach

This map shows the industries in which the reference group ({{survey\_course\_code}}) has LinkedIn contacts. A line connecting someone to an industry means that person has one or more LinkedIn contacts working in that industry.

