

Social media networks and the talented youth

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Take-home messages

- 1. Network spreaders: Do NOT target only the opinion leaders**
- 2. Two lucrative incentives to make a network-spread efficient**
- 3. ME-world → WE-world:
group reorganization in talent networks**
- 4. Trust-space: a key for talent-success**

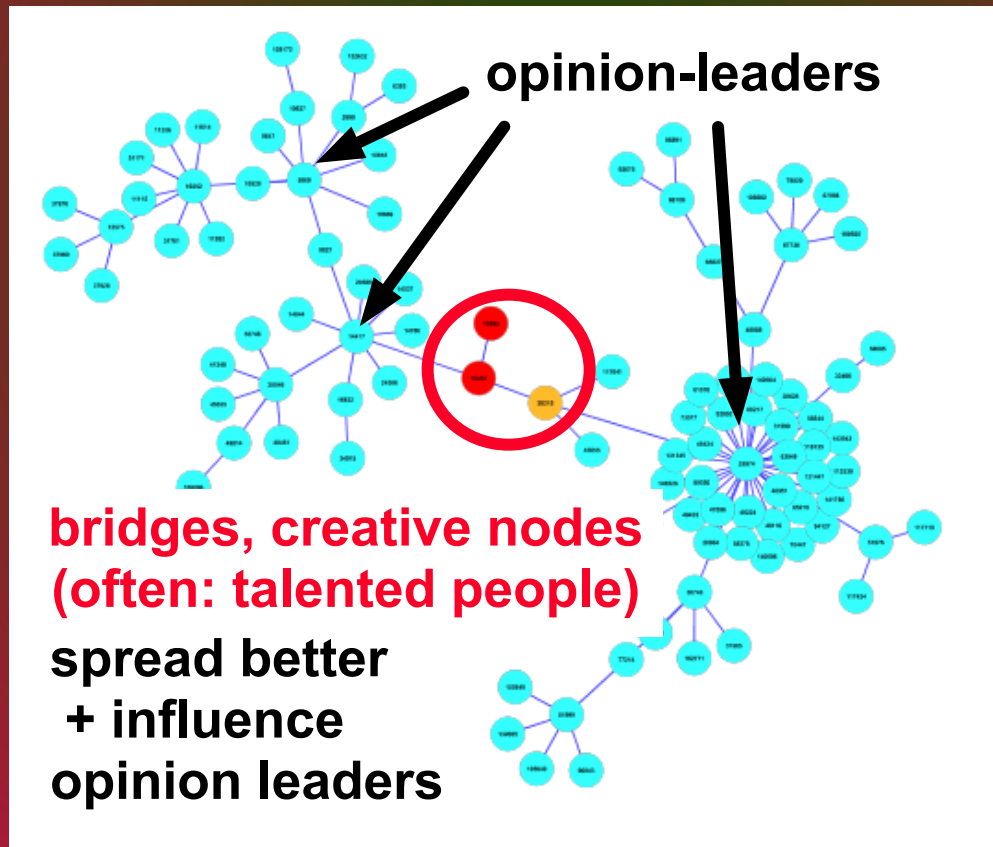
Starting remark on scope

- network of talent supporters
(parents, teachers, mentors, us :)
- network of talented young people

The latter is much more challenging...

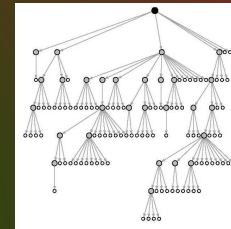
→ my remarks will mostly consider this.

Network spreaders: Do NOT target only the opinion leaders!



Two incentive-tips to make a network-spread efficient

1. the incentive has to be special
(AU, DE, FR, GB, IT, NL, SE, SP: spread works if laptop price is higher than average income)



Phys Rev E
84:046116

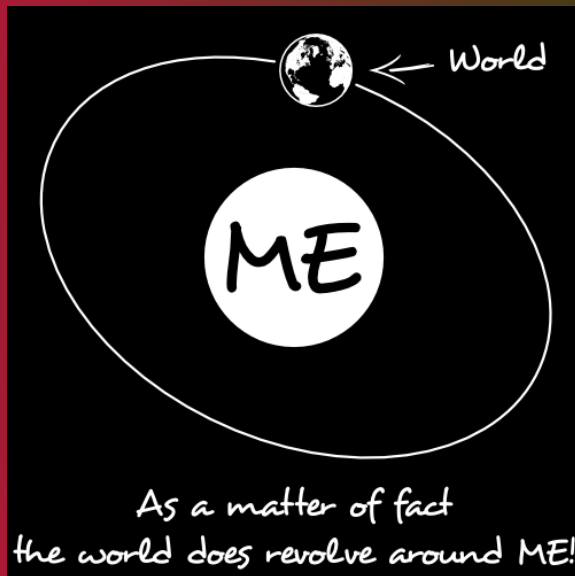
2. the incentive has to be shared
(find 10 balloons in the USA: MIT-team with shared incentives succeeds within 9 hours)



Science
534:339

How to find special & shared incentives in Talent-networks?

Use the ME world → WE world transition



Talented young people need dynamically changing group structures

Build Trust-space: a key point of successful talents



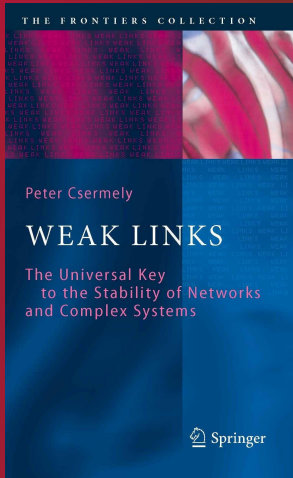
Mutual trust becomes especially important,
when talented young people meet
the market...

Take-home messages

1. **Network spreaders: Target bridges who may influence opinion leaders**
2. **Make special and shared incentives to make
a network-spread efficient**
3. **Build the ME world → WE-world:
transition
by dynamic group reorganization**
4. **Build Trust-space: a key for talent-
success**

Network Resources

TEDx talk on the Tao of Talent
<http://youtu.be/3nVtu8LneS0>



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