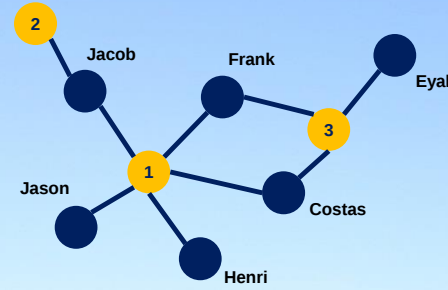
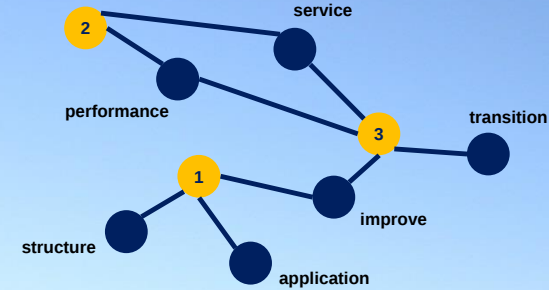


To Jump or not to Jump in at the Deep End: The Emergence of Successful Ideas from Social and Content Networks

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Social network centrality



Content network centrality

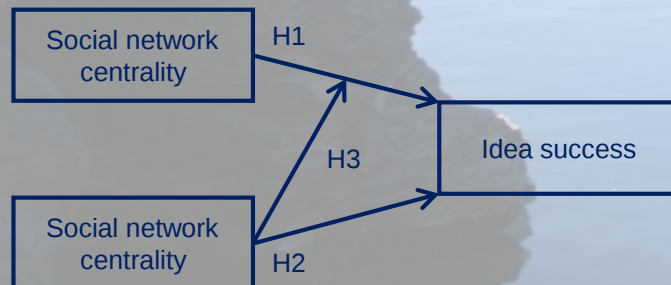
Research question

How do social and content networks relate to idea success?

Theory

- Creativity
- Social networks
- Content networks

Hypotheses



Method

- Conference publication data: Semantic Web Dogfood
- 31 conferences from 2006-2012; 2,492 conference items
- DV: Citations - Microsoft Academic Search API (2-year window)
- IV's: Social and content network betweenness centrality
- Controls: # title words, # authors, x scientific age, x prior citations (x prior publications), x conferences attended
- Mixed-effects regressions, level 1: publication, level 2: conference

Results

All three hypotheses are confirmed

Contributions

- Disentangle the effects on idea success that are driven by the team's versus the idea's network position
- Social and content network positions alone only offer parts of the explanation of idea success – we need to study their combined effects

