

GOODWIN	PROCTER
	<h1 data-bbox="581 470 1219 653">Web 3.0 Social Networking</h1> <p data-bbox="581 774 922 867">Doug Cornelius (September 17, 2008)</p>

Presentation to the New York Legal Marketing Association

Web 1.0 = Browsing

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When we first encountered the Web it was about browsing

The screenshot shows the Yahoo! Directory interface. At the top, there's a search bar with options for 'the Web', 'the Directory', and 'this category'. Below the search bar, the breadcrumb path is 'B2B > Law > Firms'. The main content area is divided into 'SPONSOR RESULTS' and 'SITE LISTINGS'. The 'SPONSOR RESULTS' section features a prominent advertisement for 'Business Attorney Houston TX' with a call to action. The 'SITE LISTINGS' section lists several law firms, including Baker & McKenzie, Clifford Chance, Morrison & Foerster, White and Case, and Latham & Watkins. On the right side, there are additional sponsored results for 'Corporate Law Attorney - Philadelphia' and 'Personal Injury Legal Help'.

This was the age of the Yahoo directory.

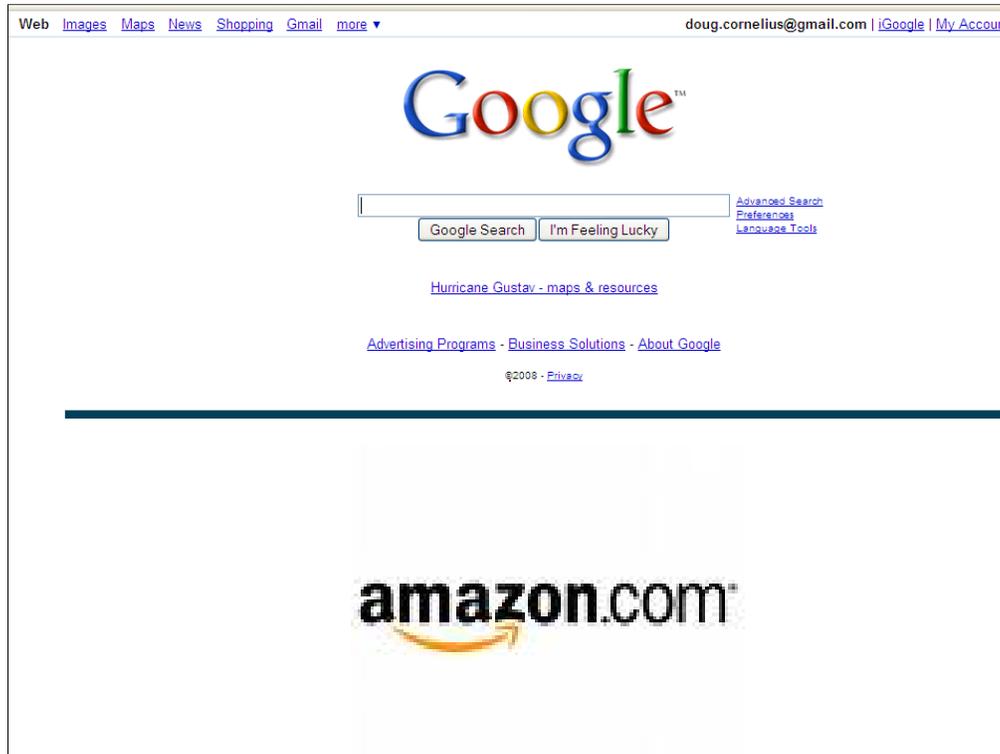
Yahoo cataloged the best sites on the web.

Web 1.5 = Searching

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Then the web got really big and there was money to be made on the web.

We entered the age of searching.



This was the rise of Google and Amazon.

The enormous size required a powerful search engine: Google

The enormous number of things you could buy on the web required a powerful e-commerce site.

Web 2.0 = Sharing

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Web 2.0 dawned and it allowed YOU to share information using the Web.

Now you can be the author, the editor, the commenter.

You could use the web to share information

You could use the web to communicate



This was the rise of blogs, wikis, tagging, online social networks like Facebook and LinkedIn.

And surprisingly, Amazon.

There is now far more user-created content than company-created content on the web.



Along with open social networks has come law specific social networks. Like these

The image is a screenshot of the Wikipedia article for "Metcalfe's law". The page layout includes a top navigation bar with "article", "discussion", "edit this page", and "history" tabs. The main content area starts with the title "Metcalfe's law" and a sub-header "From Wikipedia, the free encyclopedia". The text explains that Metcalfe's law states the value of a telecommunications network is proportional to the square of the number of users (n²). It mentions that the law was first formulated by Robert Metcalfe in regard to Ethernet and is related to the fact that the number of unique connections in a network of n nodes is n(n-1)/2. The article also discusses the law's application to fax machines and its status as a heuristic or metaphor. A "Contents" table of contents is visible, listing sections like "The n² Growth", "See also", "References", and "External links". On the right side, there are three diagrams illustrating network growth: a single node, a small network of five nodes, and a large, dense network of many nodes. The left sidebar contains navigation, search, and interaction tools. At the bottom of the main content area, there is a section titled "The n² Growth" with a mathematical formula and an explanation of the variables.

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article discussion edit this page history

Metcalfe's law

From Wikipedia, the free encyclopedia

Metcalfe's law states that the value of a **telecommunications network** is proportional to the square of the number of users of the system (n^2). First formulated by **Robert Metcalfe** in regard to **Ethernet**, Metcalfe's law explains many of the **network effects** of communication technologies and networks such as the **Internet**, **social networking**, and the **World Wide Web**. It is related to the fact that the number of unique connections in a network of a number of nodes (n) can be expressed mathematically as $n(n-1)/2$, which is proportional to n^2 asymptotically.

The law has often been illustrated using the example of **fax machines**: a single fax machine is useless, but the value of every fax machine increases with the total number of fax machines in the network, because the total number of people with whom each user may send and receive documents increases.

Metcalfe's law is more of a heuristic or metaphor than an iron-clad empirical rule. In addition to the difficulty of quantifying the "value" of a network, the mathematical justification measures only the *potential* number of contacts, i.e., the technological side of a network. However the social utility of a network depends upon the number of nodes *in contact*. For instance, if Chinese and non-Chinese users don't understand each other, the utility of a network of users that speak the other language is at zero, and the law has to be calculated for the two networks separately.

Contents [hide]

- The n^2 Growth
- See also
- References
- External links

The n^2 Growth

A graph that has a number of edges, q , can only have edges

$$0 \leq q \leq \binom{n}{2}$$

Where n is the number of **vertexes** in the graph. By definition,

$$\binom{n}{2} = n(n-1)$$

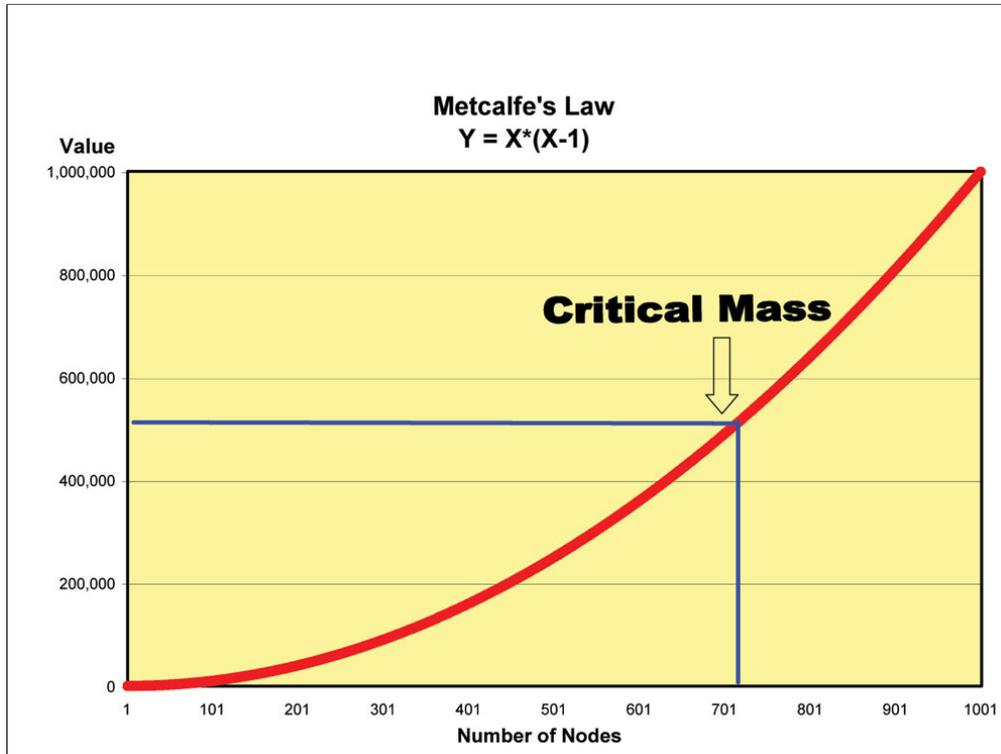
[edit]

Web 2.0 is about communications.

I am going to talk about communications theory for a few minutes.

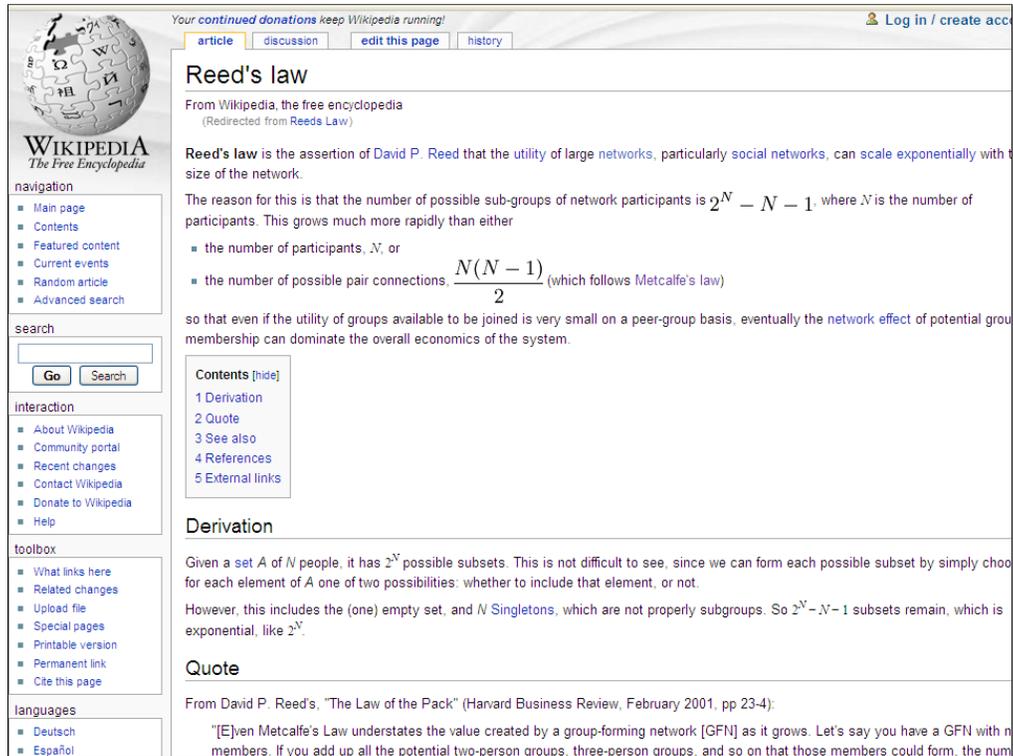
Metcalfe's Law shows that a communications network grows in value, as more users join the network.

The first person with a fax machine was really bored



You get this growth curve. Eventually enough people have the tool to make it effective and you have a critical mass.

Email. I remember when you used to have to ask someone if they have email. Now it is ubiquitous.



Your *continued donations* keep Wikipedia running! Log in / create account

article | discussion | **edit this page** | history

Reed's law

From Wikipedia, the free encyclopedia
(Redirected from Reeds Law)

Reed's law is the assertion of **David P. Reed** that the **utility** of large **networks**, particularly **social networks**, can **scale exponentially** with the size of the network.

The reason for this is that the number of possible sub-groups of network participants is $2^N - N - 1$, where N is the number of participants. This grows much more rapidly than either

- the number of participants, N , or
- the number of possible pair connections, $\frac{N(N-1)}{2}$ (which follows Metcalfe's law)

so that even if the utility of groups available to be joined is very small on a peer-group basis, eventually the **network effect** of potential group membership can dominate the overall economics of the system.

Contents [hide]

- Derivation
- Quote
- See also
- References
- External links

Derivation

Given a set A of N people, it has 2^N possible subsets. This is not difficult to see, since we can form each possible subset by simply choosing for each element of A one of two possibilities: whether to include that element, or not.

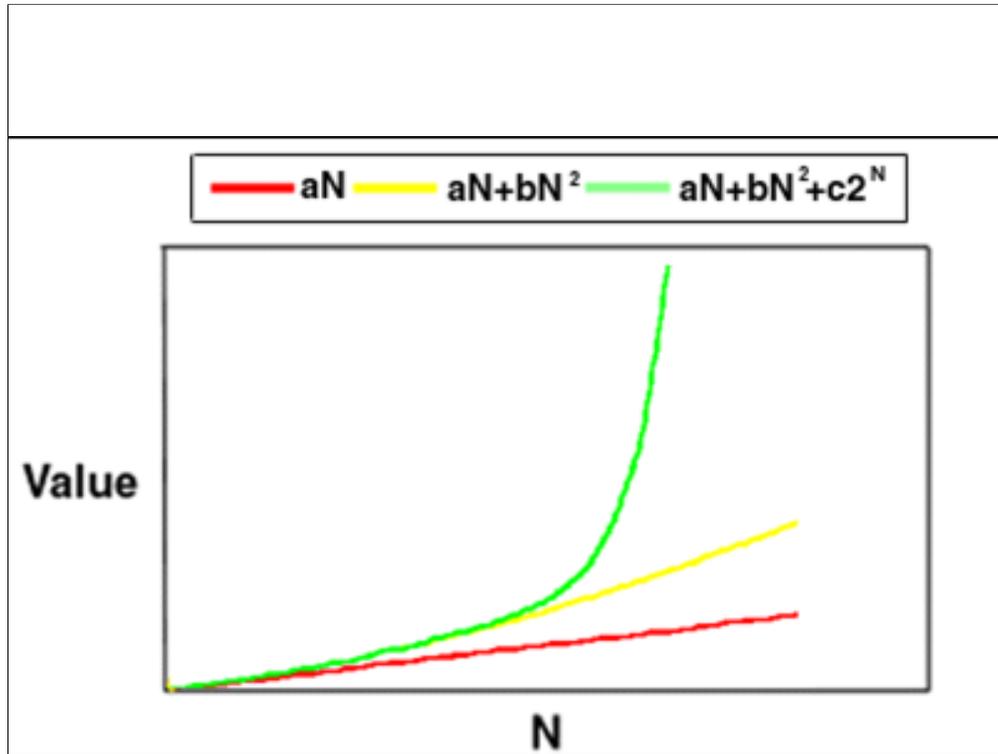
However, this includes the (one) empty set, and N Singletons, which are not properly subgroups. So $2^N - N - 1$ subsets remain, which is exponential, like 2^N .

Quote

From David P. Reed's, "The Law of the Pack" (Harvard Business Review, February 2001, pp 23-4):

"[E]ven Metcalfe's Law understates the value created by a group-forming network [GFN] as it grows. Let's say you have a GFN with n members. If you add up all the potential two-person groups, three-person groups, and so on that those members could form, the num

Reed's law is similar to Metcalfe's law but it focuses on social networks. It shows exponential growth for social networks when you hit the point of critical mass.



Here you can see Reed's law in the green, compared to Metcalfe's law in the yellow. With social networks for communication, when you hit the critical mass, the use and utility grow exponentially.

Sarnoff's law, in the red, is the growth pattern for broadcast media like TV and newspapers. (Sarnoff was an early president of RCA). This is linear growth. If you have twice as many readers, you get twice as much reach.

Sarnoff's law is applicable to most of your websites and email distributions.



- 25 million members
- growing at a rate of more than one million new members a month
- (one every two seconds)

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Are these social network site for real? Are they a fad?

People are joining in droves.

LinkedIn has passed the point of critical mass.

Doug Cornelius
Senior Real Estate Attorney and Knowledge Management Attorney at Goodwin Procter LLP
Greater Boston Area

Contact Directly
Get introduced through a connection

Public profile powered by: **LinkedIn**
Create a public profile: [Sign In](#) or [Join Now](#)

View Doug's full profile:

- See who you and **Doug Cornelius** know in common
- Get introduced to **Doug Cornelius**
- Contact **Doug Cornelius** directly

[View Full Profile](#)

Name Search
Search for people you know from over 25 million professionals already on LinkedIn.

First Name Last Name
(example: **Doug Cornelius**)

Ads by Google

Cold Calling Is Dead
Read the new e-book that explains why cold calling doesn't work!
www.nevercoldcall.com

Dubai Recruiters
Find The Perfect Job in Dubai City Register CV Today for Dubai Jobs!

Doug Cornelius's Summary

I am a senior attorney in Goodwin Procter's Real Estate Group, helping clients invest in real estate through a variety of investment vehicles. I have considerable experience with the use of mezzanine loans and joint ventures to acquire indirect interests in real estate, as well as the use of mortgage loans as an investment in real estate or as a way to extract value from a real estate asset. I also work with companies looking to leverage their real estate assets to acquire more liquid capital and to grow their businesses.

In addition to my real estate practice, I am a member of Goodwin Procter's Knowledge Management Department. In this role, I am responsible for developing and implementing tools and resources to identify, create, represent and distribute knowledge for reuse, awareness and learning across the firm. I coach other attorneys and staff on using knowledge resources to facilitate the efficient and effective practice of law.

I have represented a number of public REITs in mortgage financings, joint

You create a profile.

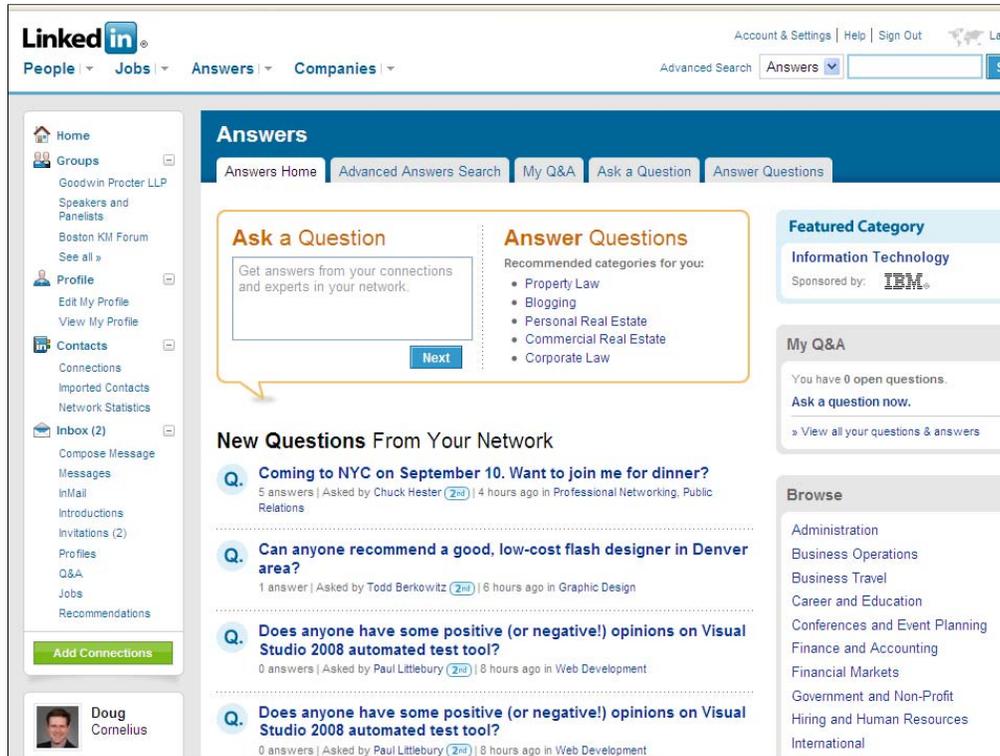
You can put in as little information as on a business card.

Or an expanded resume.

The key to LinkedIn is creating connections with other people in LinkedIn. Like an online rolodex.

The screenshot shows a LinkedIn profile page for Doug Cornelius. The top navigation bar includes 'Account & Settings', 'Help', 'Sign Out', and a search bar. The main content area is divided into three sections: 'Inbox', 'Network Updates', and 'People you may know'. The 'Inbox' section shows two 'Invitation to connect' messages from James Tuvell and Gregory Trinh. The 'Network Updates' section, highlighted with a red border, shows several updates: Dale Fulton connecting to Sean Stentford, Lee Rosen watching a recording of 'Raising the Bar', David J. Bilinsky connecting to Dean Leung, Rob Robinson connecting to Frank Manley, and Stan Garfield recommending Raj Datta. The 'People you may know' section lists Ben Hron, Edmund Pletcher, and Nick Mitrokostas. A 'LinkedIn Feature' banner for 'Improved LinkedIn Groups' is also visible.

On the home page of LinkedIn, you get updates from you connections, as they update their information, connect with others, update their status.



LinkedIn has an answers feature. You can answer questions put up by anyone in LinkedIn.

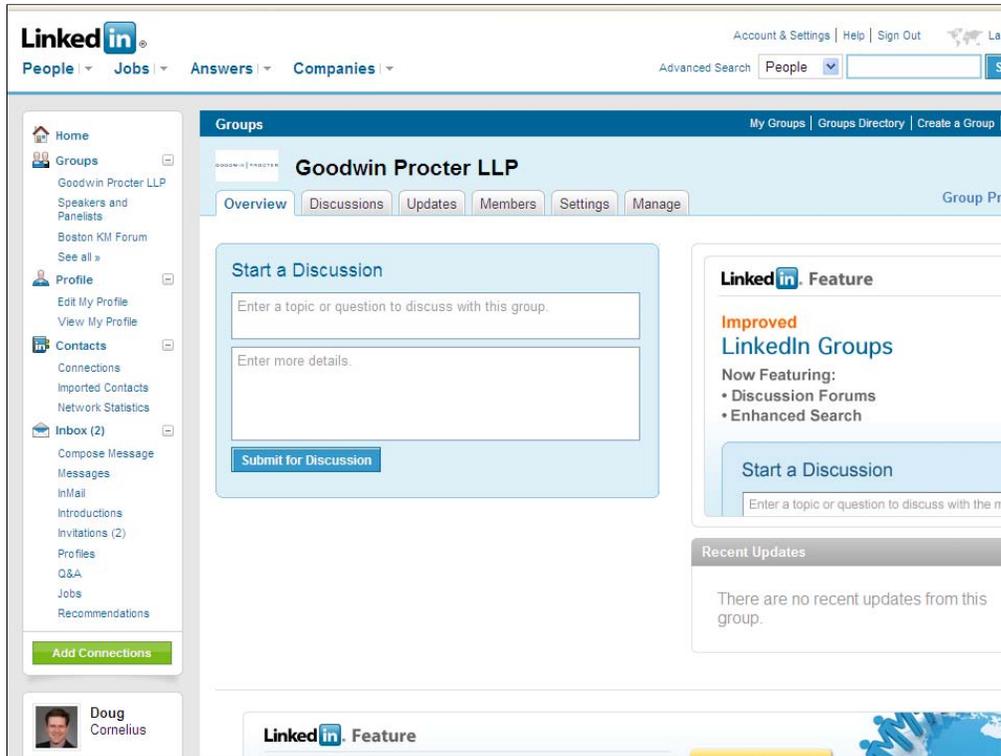
It is an opportunity to show your expertise.

It also a danger point for lawyers.

The screenshot displays the LinkedIn profile for Goodwin Procter LLP. The company description, highlighted with a red box, states: "Founded in 1912, Goodwin Procter LLP is one of the nation's leading law firms, with 850 attorneys and offices in Boston, Los Angeles, New York, San Diego, San Francisco, Silicon Valley and Washington, D.C. The firm provides corporate law, litigation and real estate services to clients ranging from start-up companies to Fortune 500 multinationals, with a focus on matters... see more". Below this, the page lists "Goodwin Procter LLP Employees on LinkedIn" with 500+ total and 452 in the network. Key employees listed include Doug Cornelius (Senior Real Estate Attorney), Allison Nussbaum (Manager of Business Development), Dawn Silvia (National Internal Communications Manager), William Schnoor (Partner), and Carrie Fletcher (Manager of Professional Development & Training). The "New Hires" section shows Megan Propp, Director of Business Development, West Coast, who was Vice President at Cooley Godward LLP for 3 months. The "Related Companies" section lists firms like Testa, Hurwitz..., Heller Ehrman, and Wilson Sonsini... The "Key Statistics" section shows top locations: Greater Boston Area (390), Greater New York City Area (131), and Washington D.C. Metro Area (62). The industry is listed as Law Practice.

LinkedIn also has company listings.

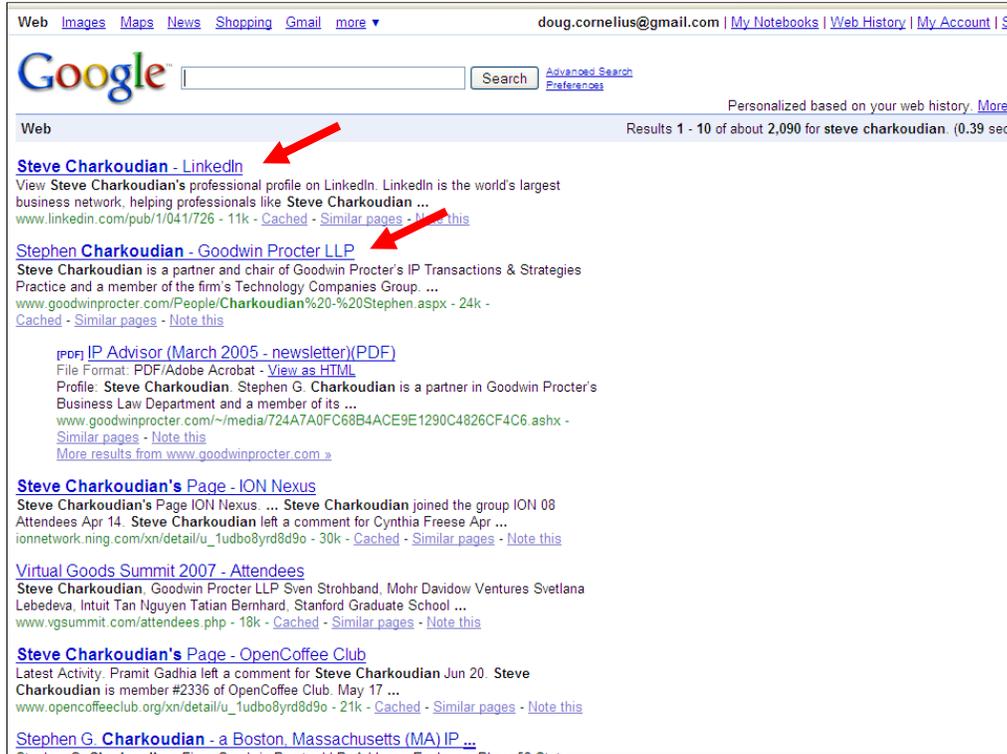
Is your firm information up to date?



LinkedIn has a groups function. Joining a group was little more than a badge on your profile.

They recently added lots of functionality to the groups feature.

I have not had time to explore these yet.



The power of LinkedIn. I search for Steve Charkoudian, a partner in our IP practice and his LinkedIn profile comes up #1 in a Google search. Ahead of the Goodwin Procter listing.

Most attorney's LinkedIn Profile will come up in the top 5 Google search



- 100+ million members
- They can't all be college students

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Facebook

Huge site. Way past the point of critical mass for college-aged students and law students.

Not yet at the point of critical mass for lawyers. But as new associates arrive we get closer and closer to the critical mass point.

Welcome to the new Facebook Send feedback | Back to the old Facebook

facebook Doug Cornelius Friends Applications Inbox Home Settings Logout Search

Doug Cornelius dropping the kids off at school this morning and getting into work late. via Twitter · 15h ago clear

Wall Info Photos Boxes + Edit Information

Basic Information

Networks: Boston, MA BU Grad Student Brandeis Goodwin Procter LLP

Sex: Male

Birthday: August 25

Hometown: Auburndale, MA

Personal Information

Activities: Rock Climbing Snowboarding

Interests: Knowledge Management Enterprise 2.0 Web 2.0 Real Estate Law Real Estate Capital

Favorite TV Shows: The Office Curb Your Enthusiasm How I Met Your Mother Survivor 30 Rock Battlestar Galactica

Contact Information

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Current Town: Auburndale, MA

Website: http://kmspace.blogspot.com http://realestatespace.blogspot.com http://www.dougcornelius.com

Write something about yourself.

Networks: Boston, MA BU Grad Student Brandeis Goodwin Procter LLP

Birthday: August 25

Current City: Auburndale, MA

Friends 138 friends See All

Jack Vinson Brian J. Reeves Michael Kendall Rob Saccone Mark T. Jordan Bettencourt Jordan Furlong

Movies

Advertise

Heroes: Villains

Good will battle evil. Watch the Series Premiere Event, Monday, Sept. 22nd at 8/7 only on NBC!

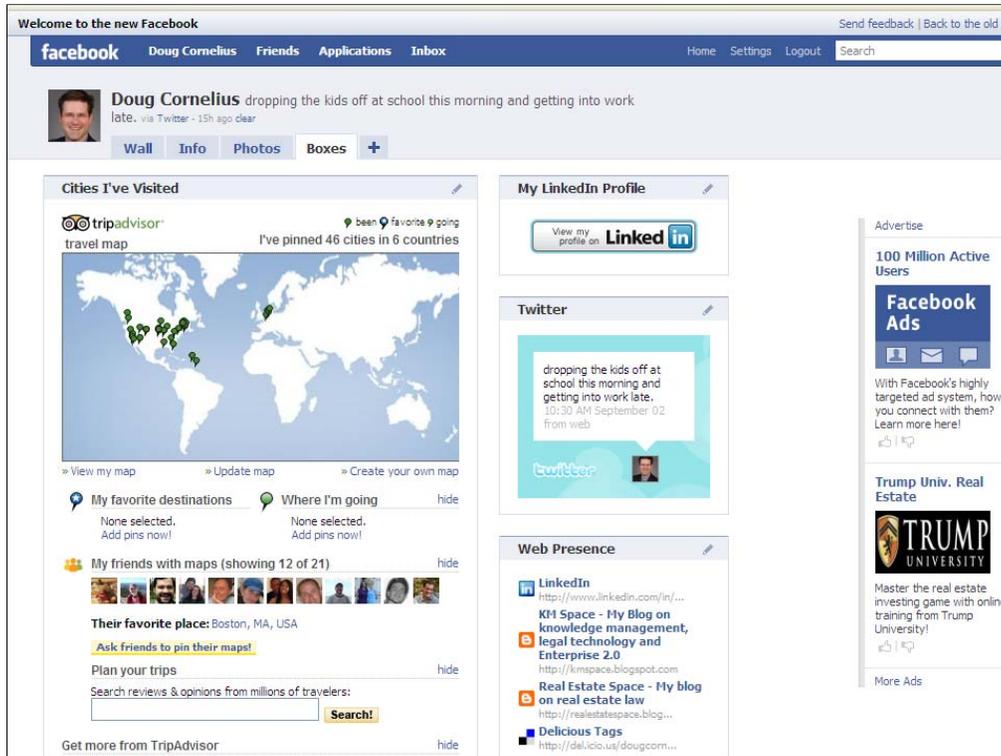
Free Obama/Biden Sticker

MoveOn is giving away a million Obama/Biden sticker this week. Free. Even the shipping's free. Get yours now, then tell your friends.

You create a profile in Facebook, with as much information as you want to make available and you can control who sees the information.



You can update your status and make information available to your “friends.”



It is a great aggregator of information from other systems and applications.

Twitter update my status

Doppler lets people know when I am traveling

My blog posts get pushed into my stream of updates

The screenshot shows a Facebook news feed interface. At the top, it says "Welcome to the new Facebook" and "Send feedback | Back to the old Facebook". The user's name "Doug Cornelius" is visible, along with navigation links for "Friends", "Applications", and "Inbox". A search bar is present on the right. The main content area is titled "News Feed" and includes tabs for "Top Stories", "Status Updates", "Photos", "Posted Items", and "Live Feed". The feed contains several posts: a status update from Doug Cornelius about dropping kids at school; a post from George Athanassov about a meeting; a post from Omar about NALP forms; a post from Rachelle Rennagel about birthday wishes; and several "became a fan" notifications for Boston College, Rainebrooke, and an Online Store. At the bottom of the feed, there are comments from Sherri Harten-Neely and Kendall Sexton. On the right side, there are sections for "Requests" (1 friend request), "Updates" (1 new update), "Bookmarks" (Page Manager, My LibraryThing, My Blogs, Ping.fm, Groups, Movies, PreCYdent, Dopplr: Where Next?), "Sponsor" (Invite Your Friends), "Birthdays" (Today: Rachelle Rennagel, Tomorrow: Jeff Hawk), and "People You May Know" (Joshua Gallitano, Terry Crum).

You get a stream of updates from your “friends.”

It is great way to keep people up to date with what you are doing.

Why Bother?

- Potential clients
- Recruiting
- Keep in touch with loose ties
- Show expertise
- Broader reach

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