

[Un?] public

investig@tion

ONE QUESTION:

Chi **non** condivide i contatti su
Linkedin...

perché lo fa?

(Who doesn't share "connections" on Linkedin... why does it?)

Why this poll?

Because **when you don't know why** something happens **it's better** making as a child: **wonder why**.

Stereotypes kill the beauty of the **incredible variety of the human being**.

Mixed Methodology

Qualitative & Quantitative
approaches

The poll was made only in Italian language to investigate and find answers to the question of the poll on the national context through the audience of LinkedIn.

5

WAYS TO REPLY WITH "CLOSED ANSWERS"

OPPORTUNISM?

FEAR?

JEALOUSY?

BAD EXPERIENCES?

UFF...! I' DON'T KNOW, I' DON'T CARE.



The image shows a screenshot of a LinkedIn Poll interface. At the top left, it says "LinkedIn Polls" with the LinkedIn logo. To the right, there is a link that says "Create a Poll". The poll question is in Italian: "Chi non condivide i contatti su LinkedIn...perchè lo fa?". Below the question are five radio button options: "uff...! non so, non mi importa.", "paura?", "opportunismo?", "gelosia?", and "esperienze negative?". At the bottom left, there is a yellow "Vote" button and a link that says "or see results". At the bottom right, the poll author's information is displayed: "Poll Author: Monica Franco, Marketing and Communication Manager at Cosmic Blue Team S.p.A."

(This has been **the limit** of the poll application for **anonymous** answers. A **big problem!** so, I found another **solution...**)



WAYS TO REPLY WITH "OPEN ANSWERS"

Open discussions in 15 groups!
(random choice)

(No limits for **public** comments)

START **POLL** on LinkedIn :

4 MAGGIO 2010

TODAY: 6 GIUGNO 2010

184 anonymous answers

135 public comments (by **113** people)

**WHAT THEY
@NSWERED?**

ANONYMOUS & CLOSED ANSWERS



Risultato complessivo

Polls

Poll Results

Chi non condivide i contatti su LinkedIn...perchè lo fa?

By Monica Franco Marketing and Communication Manager at Cosmic Blue Team S.p.A.

Overall Results

By Job Title

By Company Size

By Job Function

By Gender

By Age

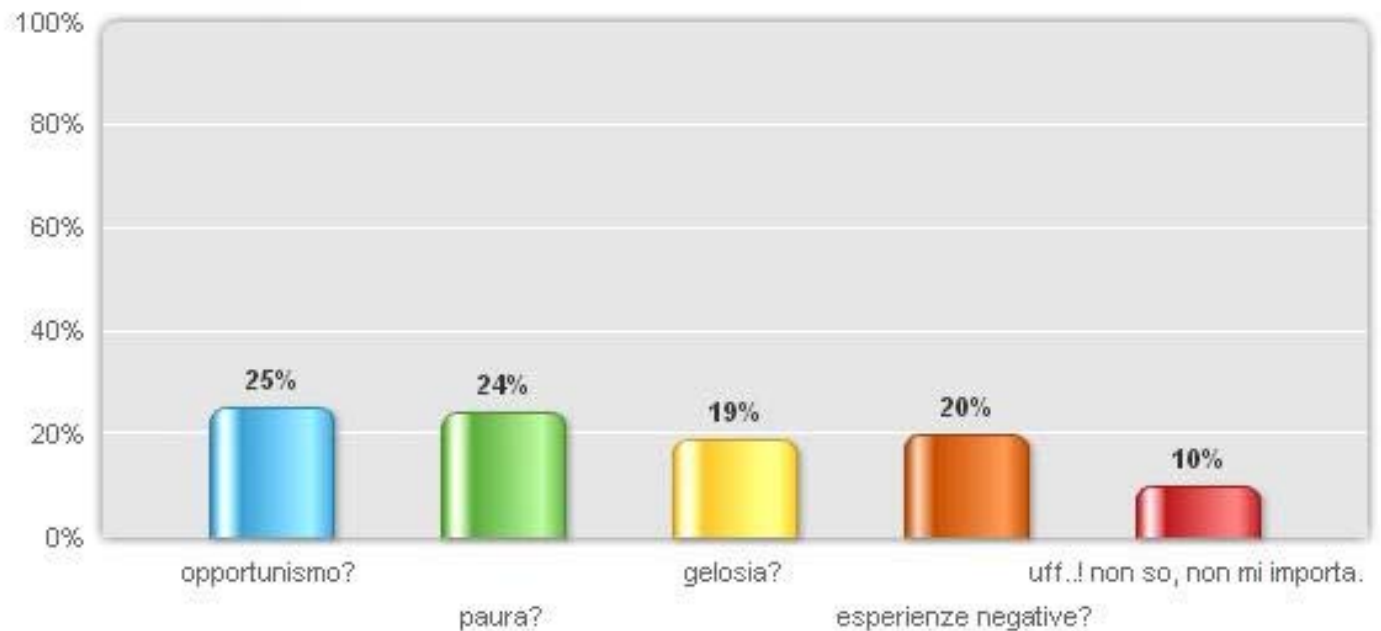
Share this URL:

<http://polls.linkedin.com/>

Copy link to share poll

LinkedIn

184 responses since May 04, 2010



Per livello professionale

Polls

Poll Results

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Overall Results

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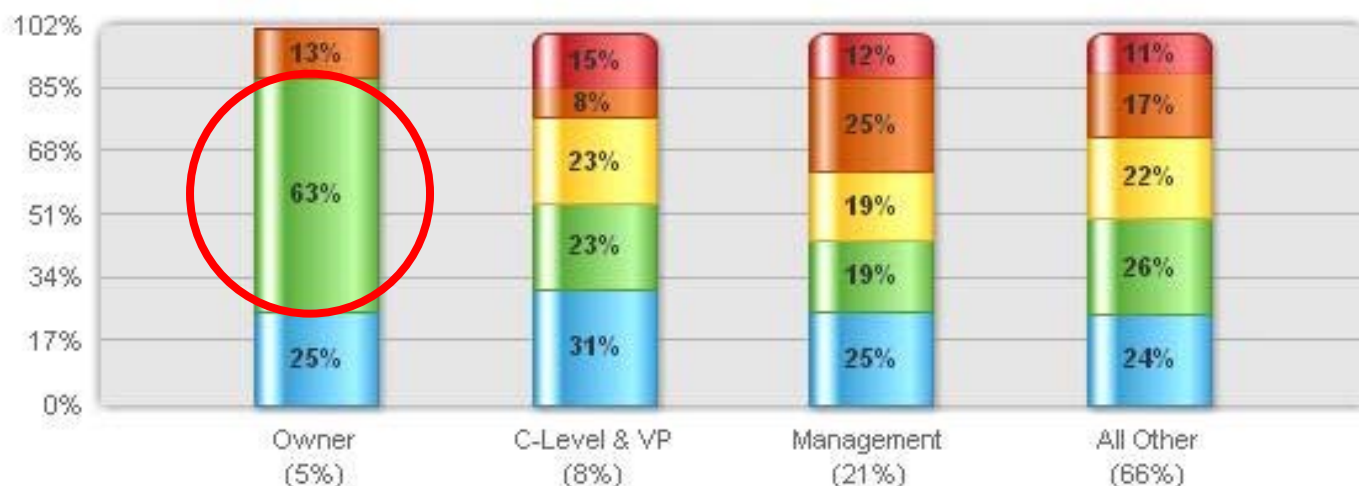
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<http://polls.linkedin.com/>

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184 responses since May 04, 2010



- uff..! non so, non mi importa.
- esperienze negative?
- gelosia?
- paura?
- opportunità?

Per dimensioni aziendali

Polls

Poll Results

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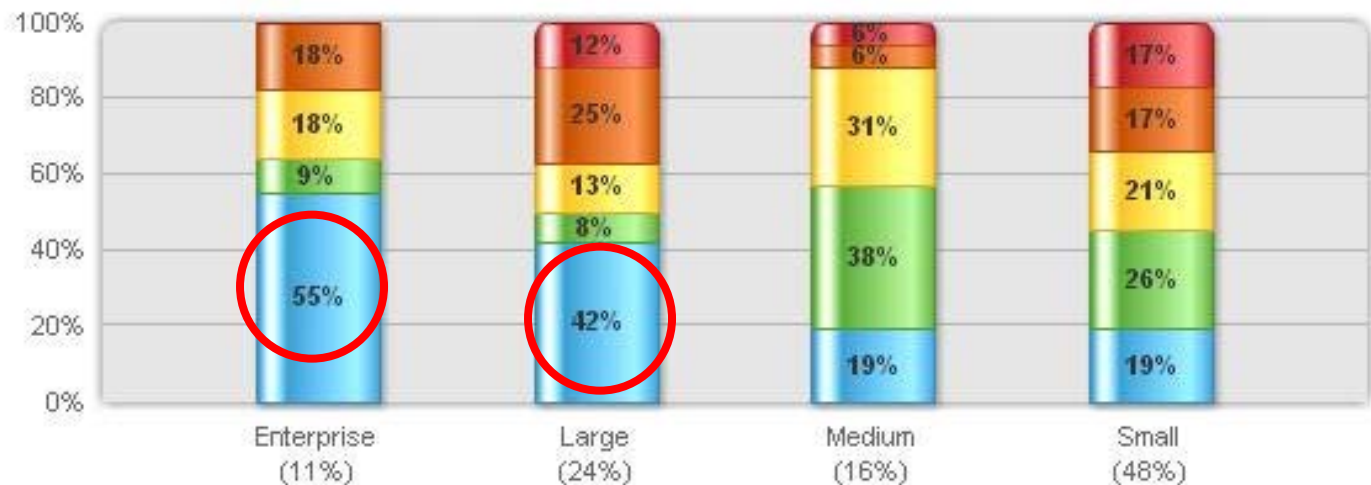
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184 responses since May 04, 2010



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- paura?
- opportunismo?

Per mansione professionale

Polls

Poll Results

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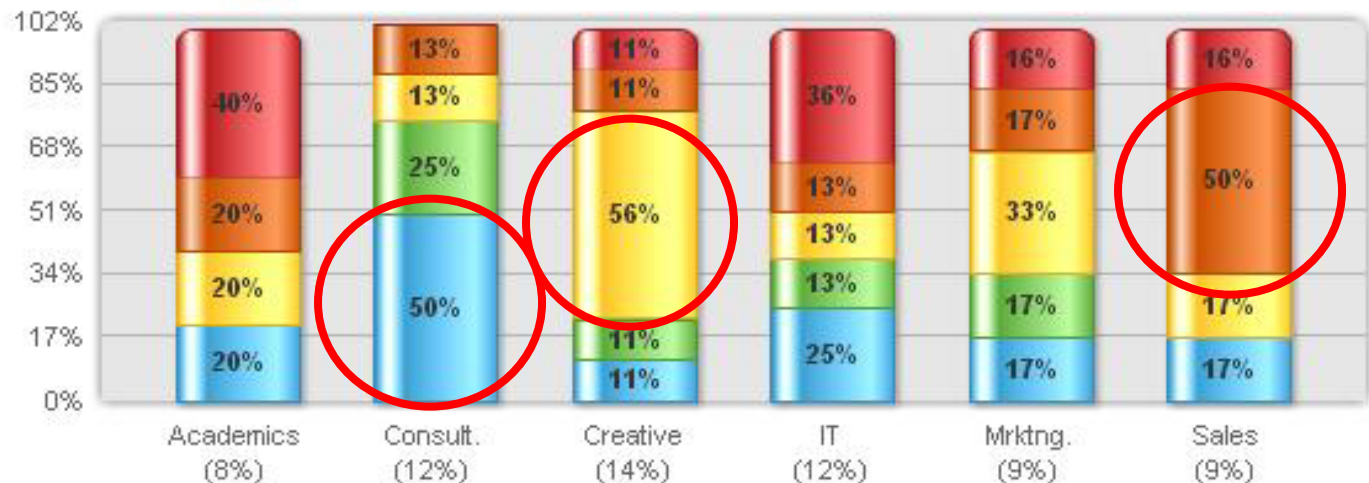
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184 responses since May 04, 2010



■ uff..! non so, non mi importa.

■ esperienze negative?

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■ paura?

■ opportunismo?

Per genere

Polls

Poll Results

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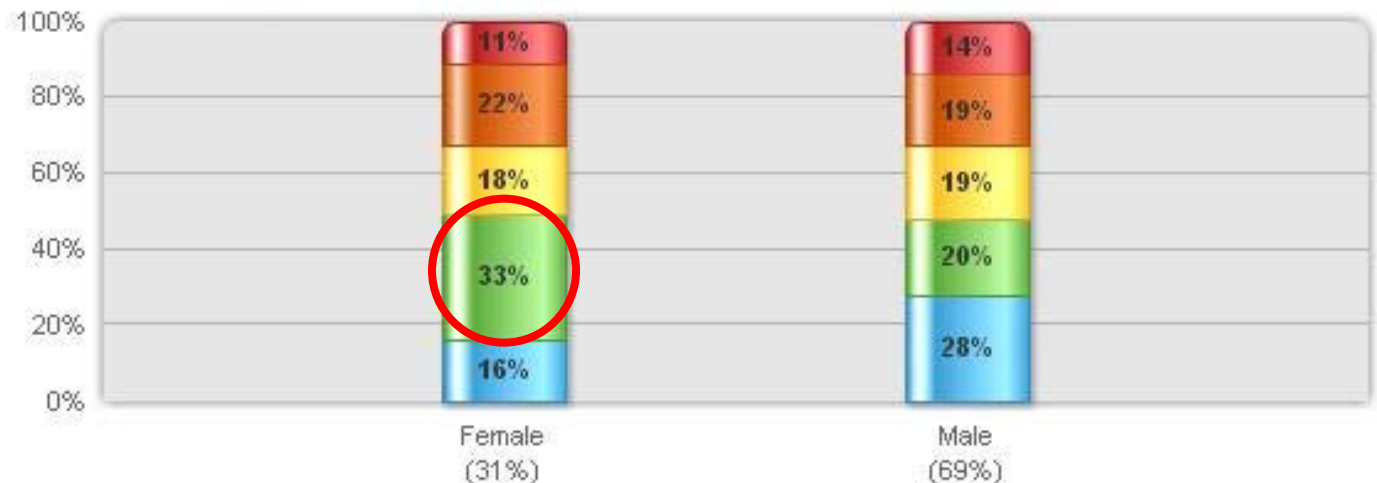
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Copy link to share poll



184 responses since May 04, 2010



■ uff..! non so, non mi importa

■ esperienze negative?

■ gelosia?

■ paura?

■ opportunismo?

Per fasce di età

Polls

Poll Results

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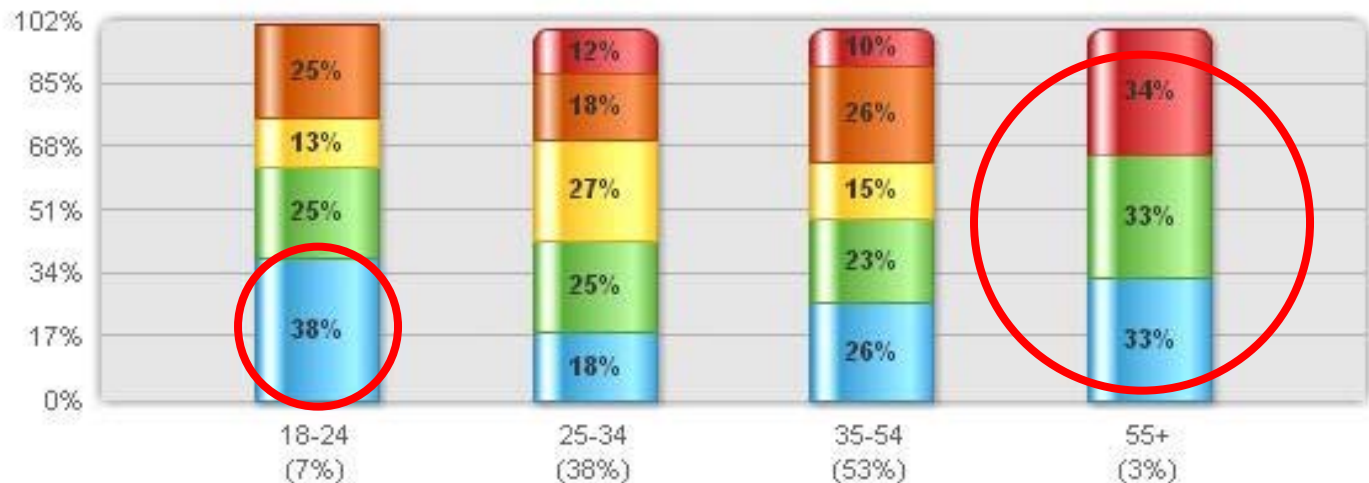
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184 responses since May 04, 2010



■ uff..! non so, non mi importa. ■ esperienze negative? ■ gelosia? ■ paura?
■ opportunismo?

PUBLIC & OPEN ANSWERS

OH?
WHAT'S
UP?



WHY NOT?



UHMM.....
.....!



GREAT
POLL!



INUSUAL!



WHAT'S
MIND?



GASP! I'M
SO
STRESSED



IT'S FINE!



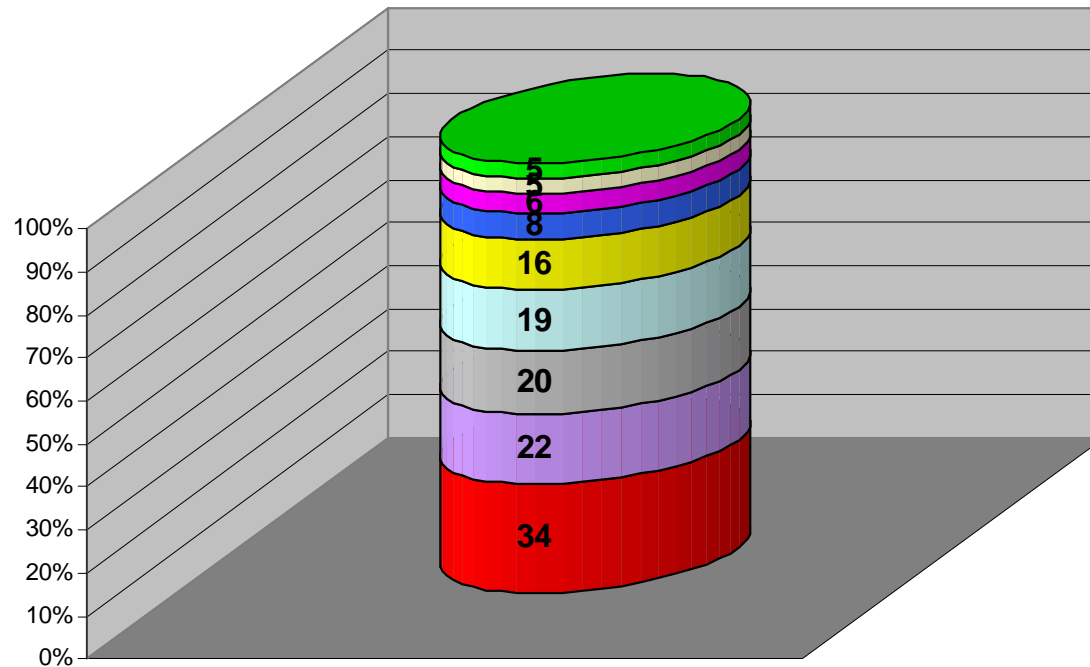
I DONT
MIND



Overall results - Risultati complessivi



135 opinioni, 9 motivazioni



- Jealousy
- Contact Liability
- Rigidity of the system (SW)
- I don't understand, I don't know
- Technological Ignorance-laziness
- Fear, mistrust, bad experience
- Opportunism
- Confidentiality, privacy
- Misunderstanding of the medium



- Incomprensione del mezzo
- Privacy/riservatezza
- Opportunismo
- Paura/diffidenza/brutte esperienze
- Ignoranza/pigrizia tecnologica
- Non capisco, non so
- Rigidità del sistema
- Labilita' del contatto
- Gelosia

What does it mean? - Cosa vogliono dire?

The Question: Who doesn't share connections on LinkedIn... why does it?

Misunderstanding of the medium: not having realized the opportunity of social networking.

Confidentiality, privacy: don't disclose connections for professional/personal reasons .

Opportunism: don't share something that can also be useful to others.

Fear, mistrust, bad experience: keep security measures for himself and others , preserve from spam, espionage competitors.

Technological ignorance-laziness: not knowing the settings of LinkedIn - not trying to know.

I don't understand, I don't know:it's easy, that's all 😊.

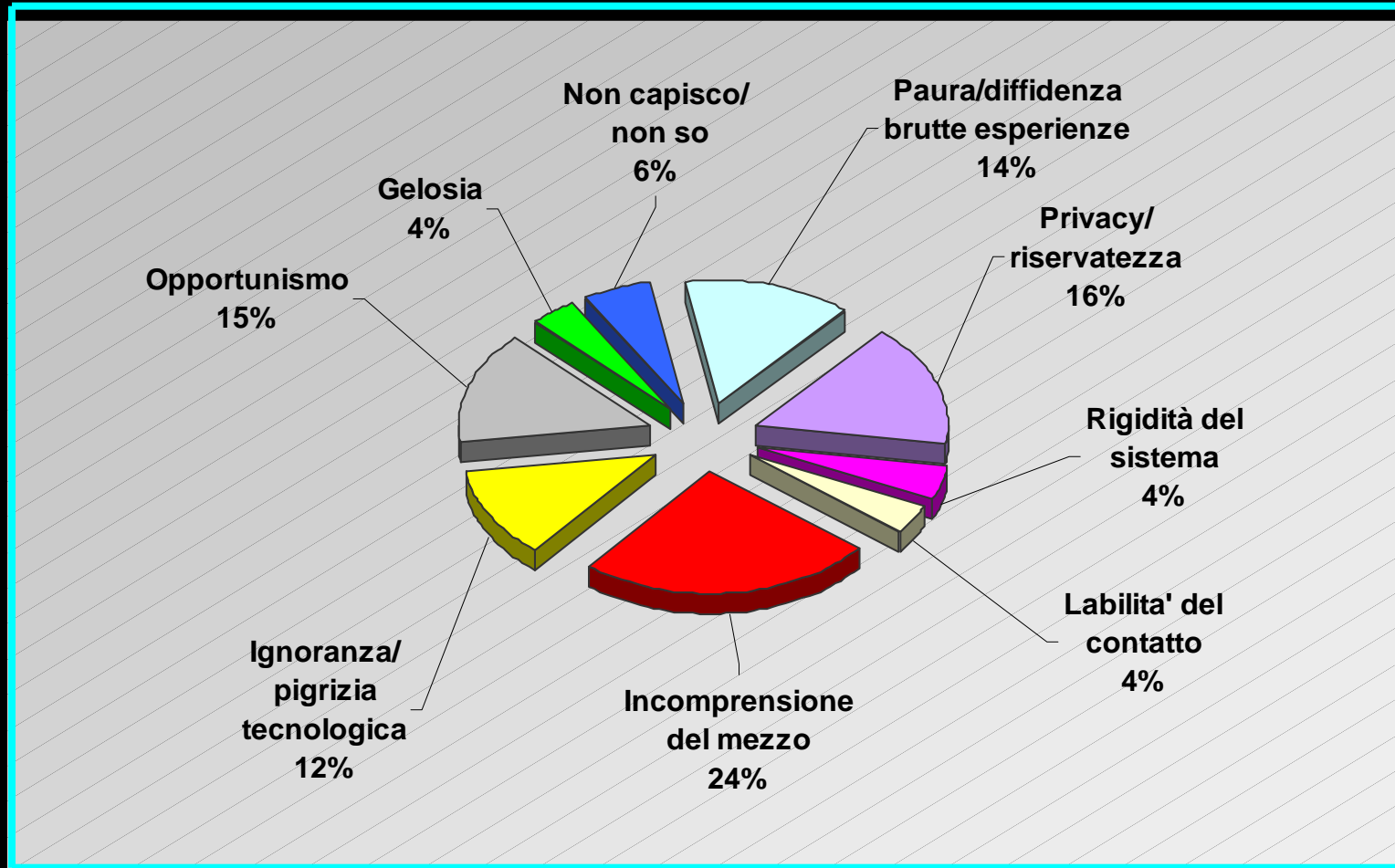
Rigidity of the system software: only 2 choices on LinkedIn: YES (share all) - NO (don't share).

Contact liability: not be sure of seriousness, duration, strength of the relationship.

Jealousy: sense of possession, exclusivity of their relationship.

Pay attention: the answers/opinions are grouped into clusters/macro.

Overall results in percentage.



■ Misunderstanding of the medium

■ Confidentiality, privacy

■ Opportunism

■ Fear, mistrust, bad experience

■ Technological Ignorance-laziness

■ I don't understand, I don't know

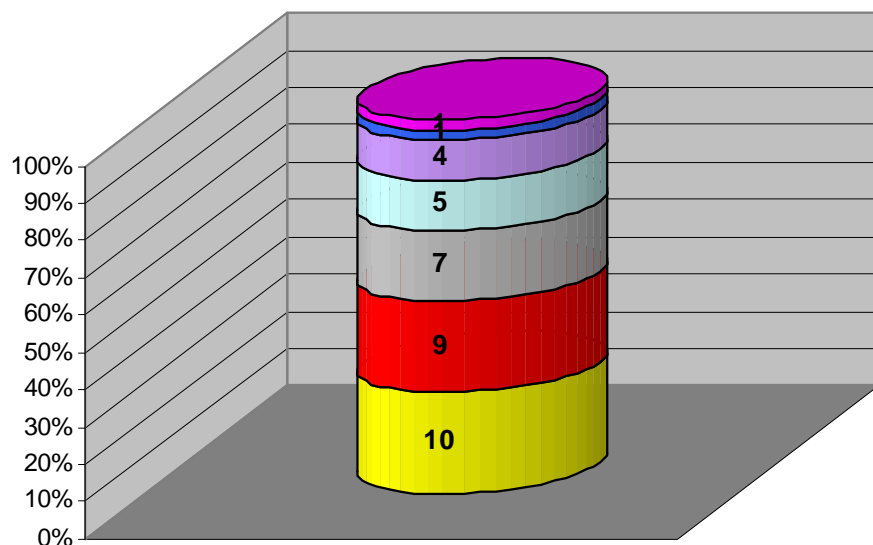
■ Rigidity of the system (SW)

■ Contact Liability

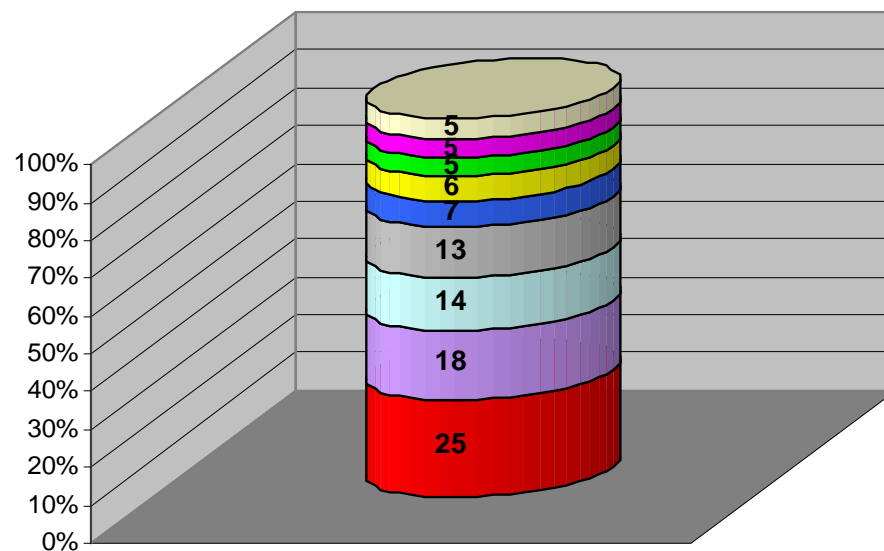
■ Jealousy

By gender - Per genere

Donne: 37 opinioni, 6 motivazioni (27,4%)



Uomini: 98 opinioni, 9 motivazioni (72,6%)



Misunderstanding of the medium

Confidentiality, privacy

Opportunism

Fear, mistrust, bad experience

Technological Ignorance-laziness

I don't understand, I don't know

Rigidity of the system (SW)

Contact Liability

Jealousy



Incomprensione del mezzo

Privacy/riservatezza

Opportunismo

Paura/diffidenza/brutte esperienze

Ignoranza/pigrizia tecnologica

Non capisco, non so

Rigidità del sistema

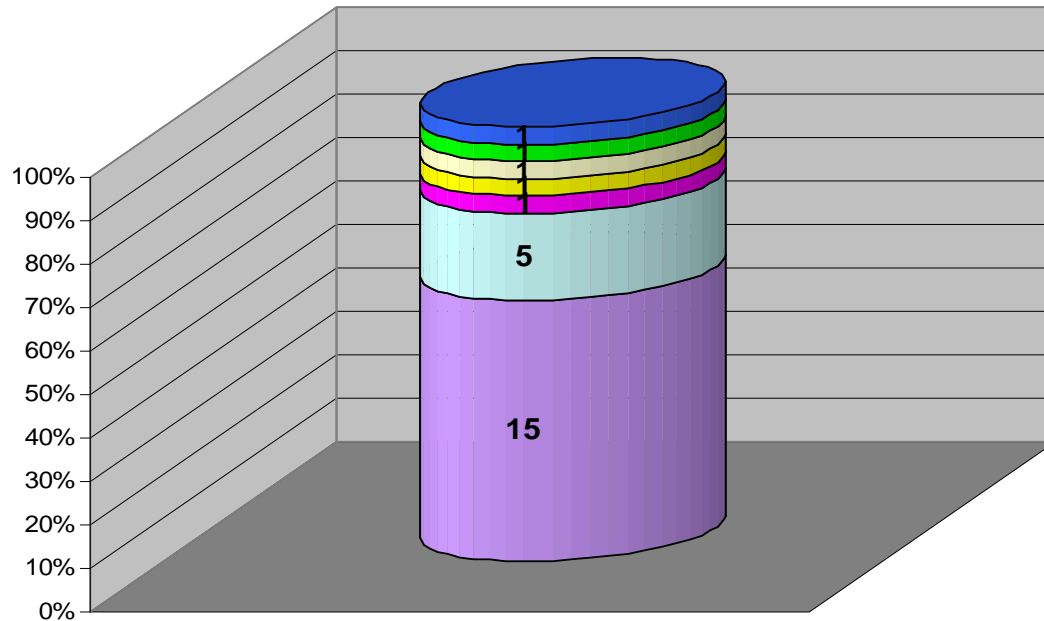
Labilità del contatto

Gelosia

Those who don't share – Non “condivisori”



Quelli che NON condividono: 25 opinioni, (18,5%)
7 motivazioni



- Jealousy
- Contact Liability
- Rigidity of the system (SW)
- I don't understand, I don't know
- Technological Ignorance-laziness
- Fear, mistrust, bad experience
- Opportunism
- Confidentiality, privacy
- Misunderstanding of the medium



- | | | |
|-------------------------------------------------------------|----------------------------------------------------------------------|---------------------------------------------------------|
| ■ Incomprensione del mezzo | ■ Privacy/riservatezza | ■ Opportunismo |
| ■ Paura/diffidenza | ■ Ignoranza/pigrizia tecnologica | ■ Non capisco, non so |
| ■ Rigidità del sistema | ■ Labilità' del contatto | ■ Gelosia |

NOW WE KNOW

how many variables influence
personal **choices, attitudes** and
behaviours.

That's why it's better...

WONDER WHY!

That's all, Folks!

...? any doubt?

ASK A QUESTION!

Special thanks to Groups:

[4]marketing

Business Opportunity Italia

Club dei Media Sociali

Comunitazione

Eventi web in Italia

FORUM DELLA COMUNICAZIONE

ICOMO La fabbrica delle idee - network per

l'innovazione

Il Commerciale - The Salesman

Il Mercato Italiano del Lavoro - The Italian Job Market

Italian ICT Managers

Italian network for marketing, sales and communication by ADICO

Link to Milan Expo 2015

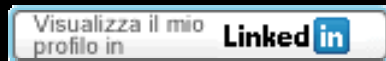
LinkedItaly - Anagrafe Italiani

Ninja Marketing

Professional People in Urbe (PPU) - Business Club

Other Credits & Sources

Monica Franco: survey creation, data analysis, graphics, content slides :



<http://it.linkedin.com/in/marketingmonicafranco>

Linkedin Polls: <http://polls.linkedin.com/p/87418/jqzeo>

Clipart/faces on slide 17°: <http://us.bestgraph.com/cliparts/visages-1.html>