

Yammer Enterprise Comparison

COMPARISON FRAMEWORK

The following table describes each measure chosen, how it is calculated, and the rationale for its inclusion:

BASIC MEASURES		
MEASURE	HOW ARE THEY CALCULATED?	RATIONALE
Active Users	Number of users who have engaged with colleague, ie made a post, reply or a like. This excludes 'lurking' which cannot be detected. Note: Microsoft's definition of an 'active' user is broader than our definition (user who has a license to use Yammer).	Most reliable measure of participation we could access.
# Discussion Threads / Active Users	Number of discussion threads divided by active users	Basic measure of engagement.

INDIVIDUAL PERSONAS

Personas are used to classify different individual behavior patterns



%
OBSERVERS



%
ENGAGERS



%
CATALYSTS



%
RESPONDERS



%
BROADCASTERS

HOW ARE THEY CALCULATED?

OBSERVERS are active users who have interacted less than once every 2 weeks.

CATALYSTS receive a lot more than they give, e.g. are seeding conversations that leads to a lot of replies/likes. *This is based on a SWOOP 'Give-Receive Balance' less than -15%.*

BROADCASTERS tend to post messages that are not replied to or liked, so the conversation is mostly 'one-way' (ie the number of Posts exceeds number of Replies made).

ENGAGERS post/reply/like on Yammer, but also receive replies/likes in a (roughly) equal amount. *This is based on a SWOOP 'Give-Receive Balance' between -15% and +15%*

RESPONDERS tend to reply to others (or click like), but post significantly less. *This is based on a SWOOP 'Give-Receive Balance' greater than +15%.*

RATIONALE

We know from research that individuals with a good give-receive balance tend to 'bind' teams.

RESPONDERS prefer reaction over initiating.

OBSERVERS measure adoption (or lack thereof). A low percentage is the goal.

CATALYSTS energize the network by attracting responses.

BROADCASTERS prefer "Tell" over "Talk".

ENGAGEMENT ASPECTS

True 'engagement' is people to people (as opposed to people to system)

MEASURE	HOW ARE THEY CALCULATED?	RATIONALE
Mean 2-Way Connections	A two-way connection exists when an activity is reciprocated e.g. You 'liked' my post and I 'replied' to your post, or similar.	Looks to mimic reciprocity. Reciprocity is a foundation element of trust, which underpins effective collaboration.
Post/Reply Ratio	Total number of posts divided by total number of replies.	Seen as 'pump priming' for the network. A value > 1 may be required to launch a network but should settle below 1 once traction is achieved.
Recognition	% of Likes and Mentions.	A 'Like' or a 'Mention' is a form of recognition, something that should be encouraged in a social system.
Direction	% Notifications.	A 'Notification' is like a 'cc' in an email. Usually it is used to direct attention of the receiver. A common management activity.
Response Rate	% of discussion threads longer than a single post.	In the absence of context, this is the best measure of 'value' generated. A high response rate shows that people are benefiting in some way from participation.
%Public	% of messages that are public messages, is posted in a group (public or private) or to all. (Private messages are those that are sent directly between users using the 'Send message' feature.	The objective of an enterprise social network is to promote transparency. Measuring the split between public and private message tells us the extent to which transparency is being achieved.
Key Player Index	% of participants responsible for 50% of the interactions	A measure of maturity and resilience (reliance on the selected few).