

## > ANSWER KEY 4

### CHAPTER FOUR: NETWORK FORECASTING

- 1 (*p. 94*) using the collaborative potential of a whole crowd of brains working together to determine trends
- 2 (*p. 94*) c. nodes
- 3 (*p. 96*) because they contain greater numbers of people who don't know each other and share only a few things in common i.e. have a wider knowledge pool than networks of people who are more alike
- 4 (*p. 97*) within networks 20 per cent of the members are responsible for generating fully 80 per cent of the ideas
- 5 (*p. 99*) because all members of the network report back to a single node at the centre of the network
  - \* advantages — easiest and quickest network type to establish, allows an organization to edit, arbitrate and arrange ideas in a way that makes them easier to manage and unpack
  - \* disadvantages — flow of information is limited, individual networkers have no direct contact with each other, the sharing of ideas is controlled
- 6 (*p. 105*) a collaborative network has a higher number of managers, all of whom are connected to each other and to other members of the network
  - \* advantages — information flows more freely and is less regulated and controlled by one person or organization
- 7 (*pages 105 & 107*) Facebook, MySpace, YouTube, Bebo.
- 8 (*p. 106*) c. collaborative innovation networks
- 9 (*p. 107*) where members of a network will help you, if you help them
- 10 (*p. 113*) because their construction allows information, ideas or insights to be scattered or 'distributed' across the network at high speed
- 11 (*p. 113*) False, distributive networks are open in that anyone can join and use them
- 12 (*p. 114*) identifying new and emerging trends, seeding trends into the mainstream, scenario planning, problem solving