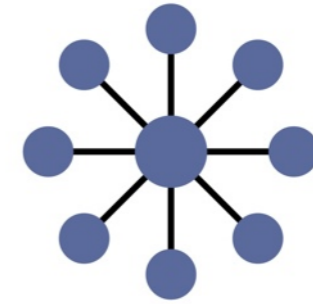




(Professional Network)



(sample user: 85 connections)



(Academic Network)



(same user, author: 125 readers)



(Professional Network)

(sample user: 85 connections)



(Academic Network)

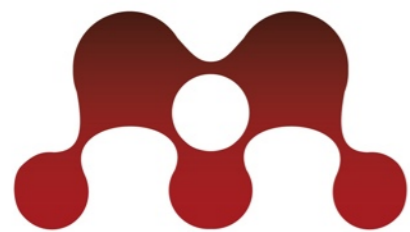
(same user, author: 125 readers)



(Professional Network)

(sample user: 85 connections)

32%



**MENDELEY**  
RESEARCH NETWORKS

(Academic Network)

68%

(same user, author: 125 readers)

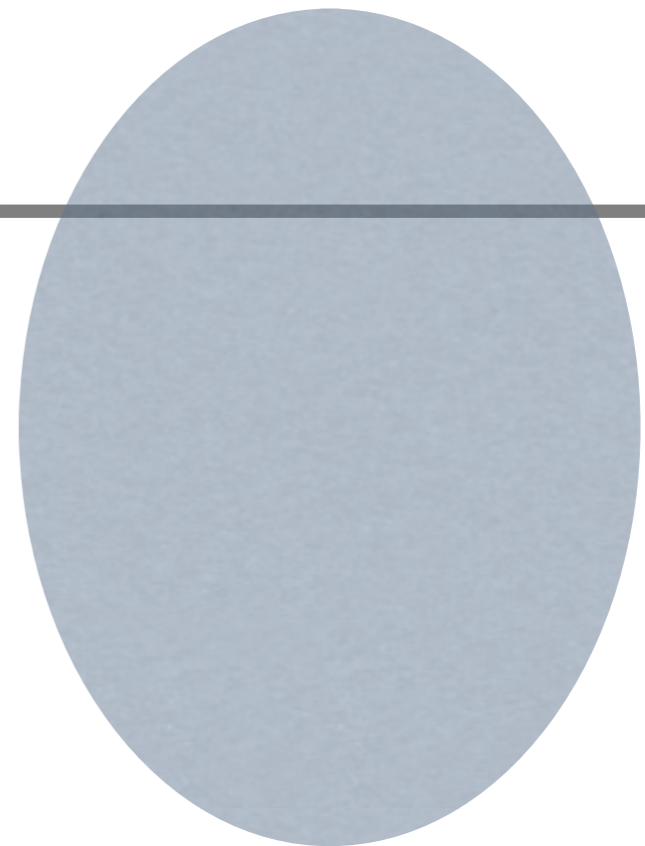


(Professional Network)



(Academic Network)

# Academia is an iceberg.



# Iceberg plot

500 LinkedIn connections

Michael Egholm  
Readers: 546  
LinkedIn connections: 500  
<http://www.linkedin.com/pub/michael-egholm/2/315/528>

Michael Egholm 200 124.71395881006866

546 readers



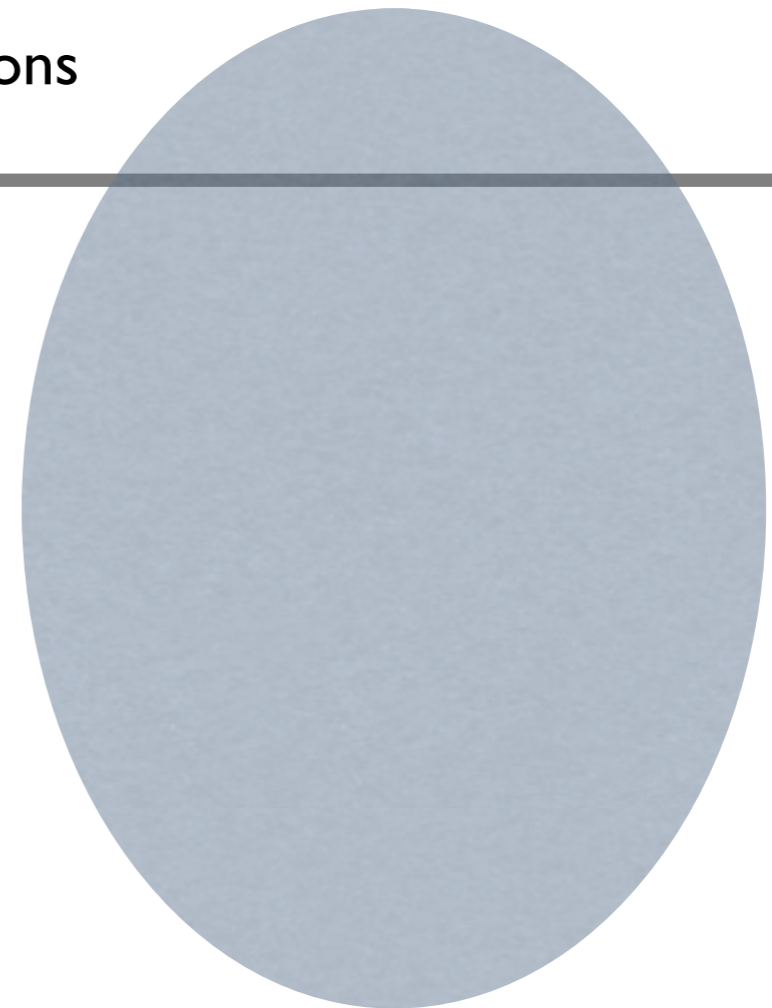
(Professional Network)

Connections



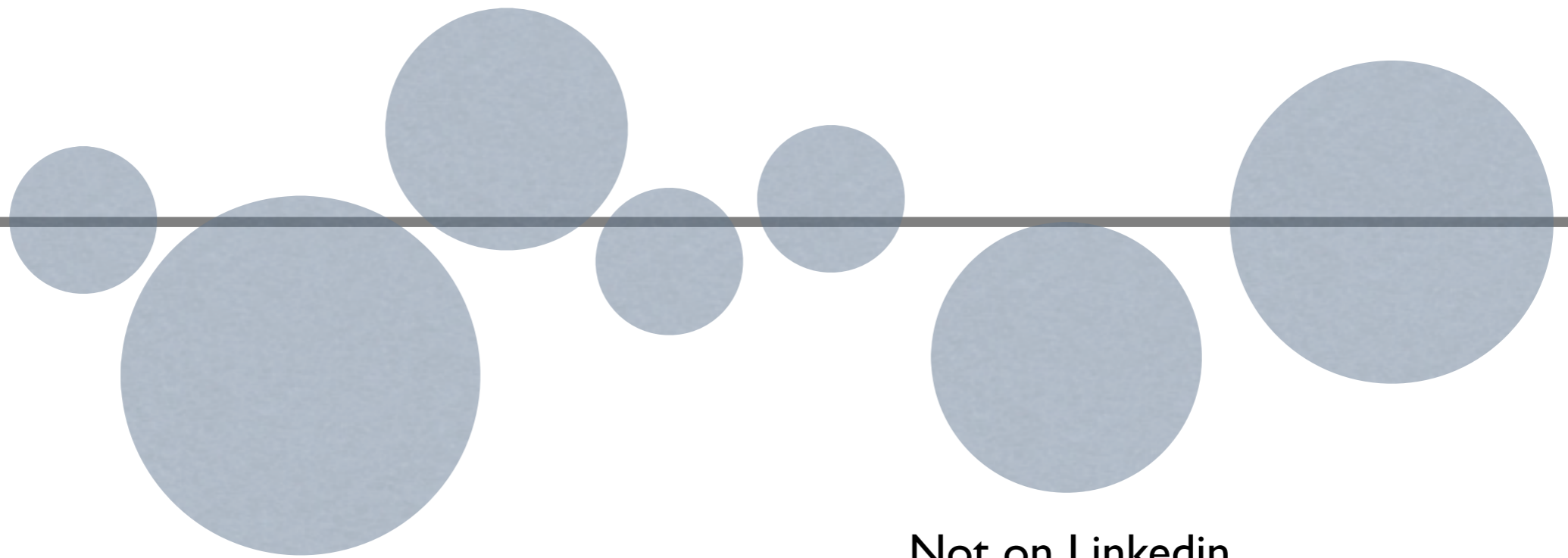
(Academic Network)

Readers



Connections

Readers



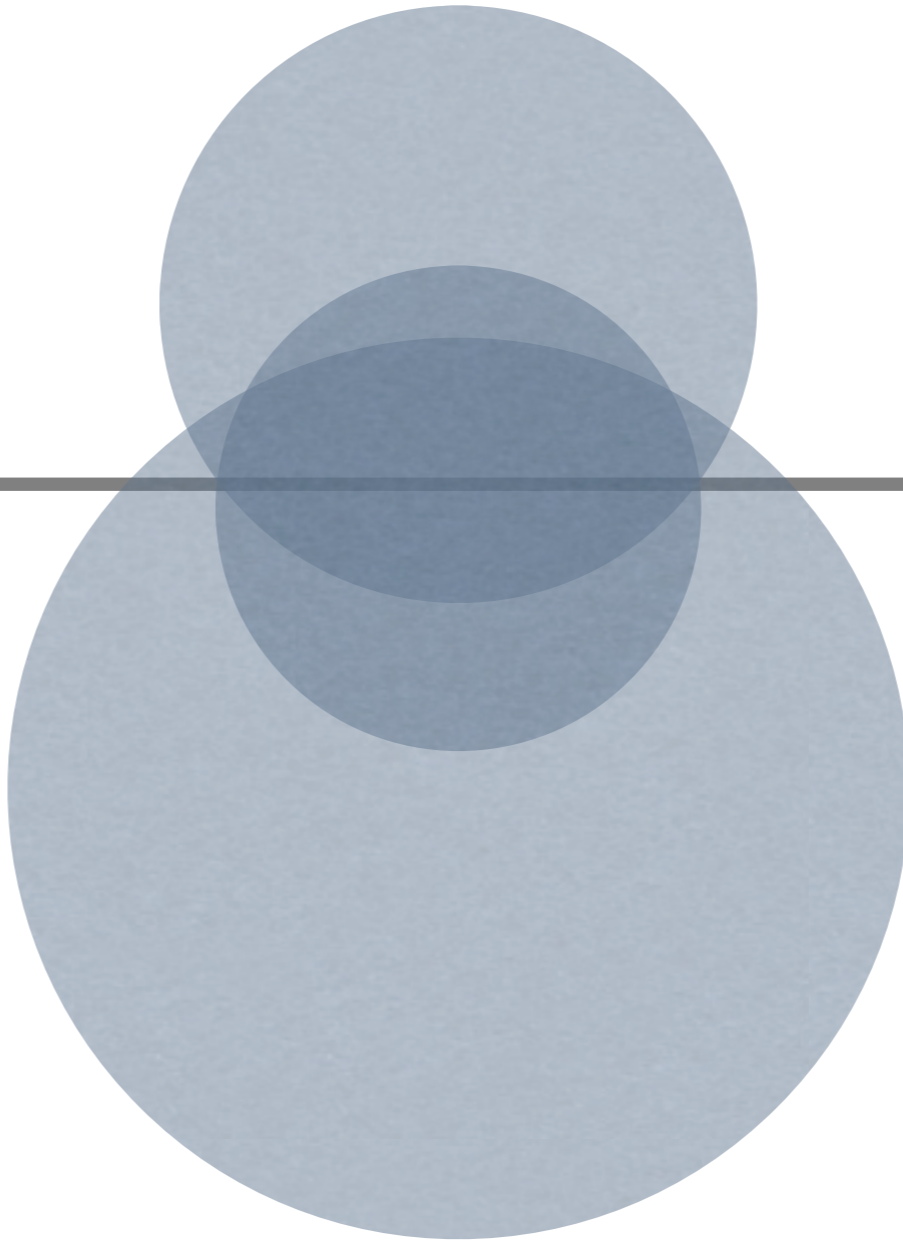
Not on LinkedIn





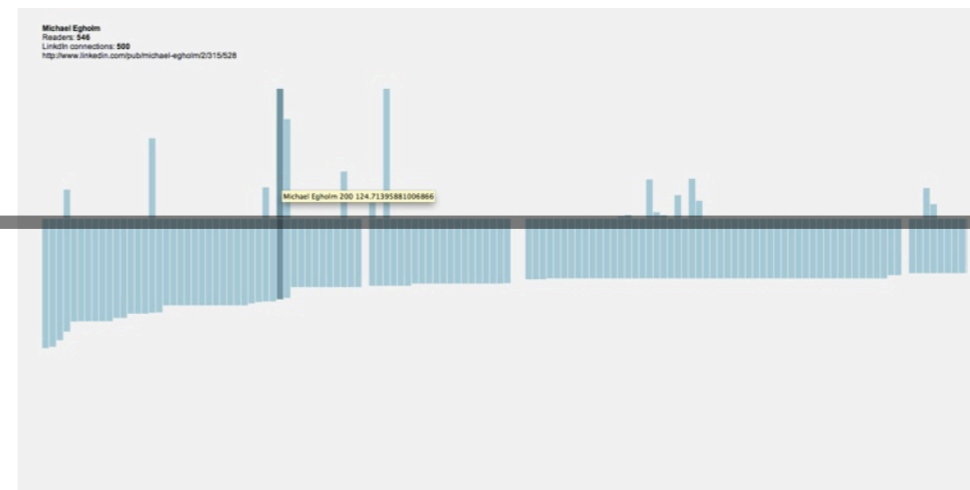
Connections

Readers



More than one match on LinkedIn

datainsight  
San Francisco, June 26, 2011



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