

# **1st International Workshop on the Leadership of Women in Computer Science**

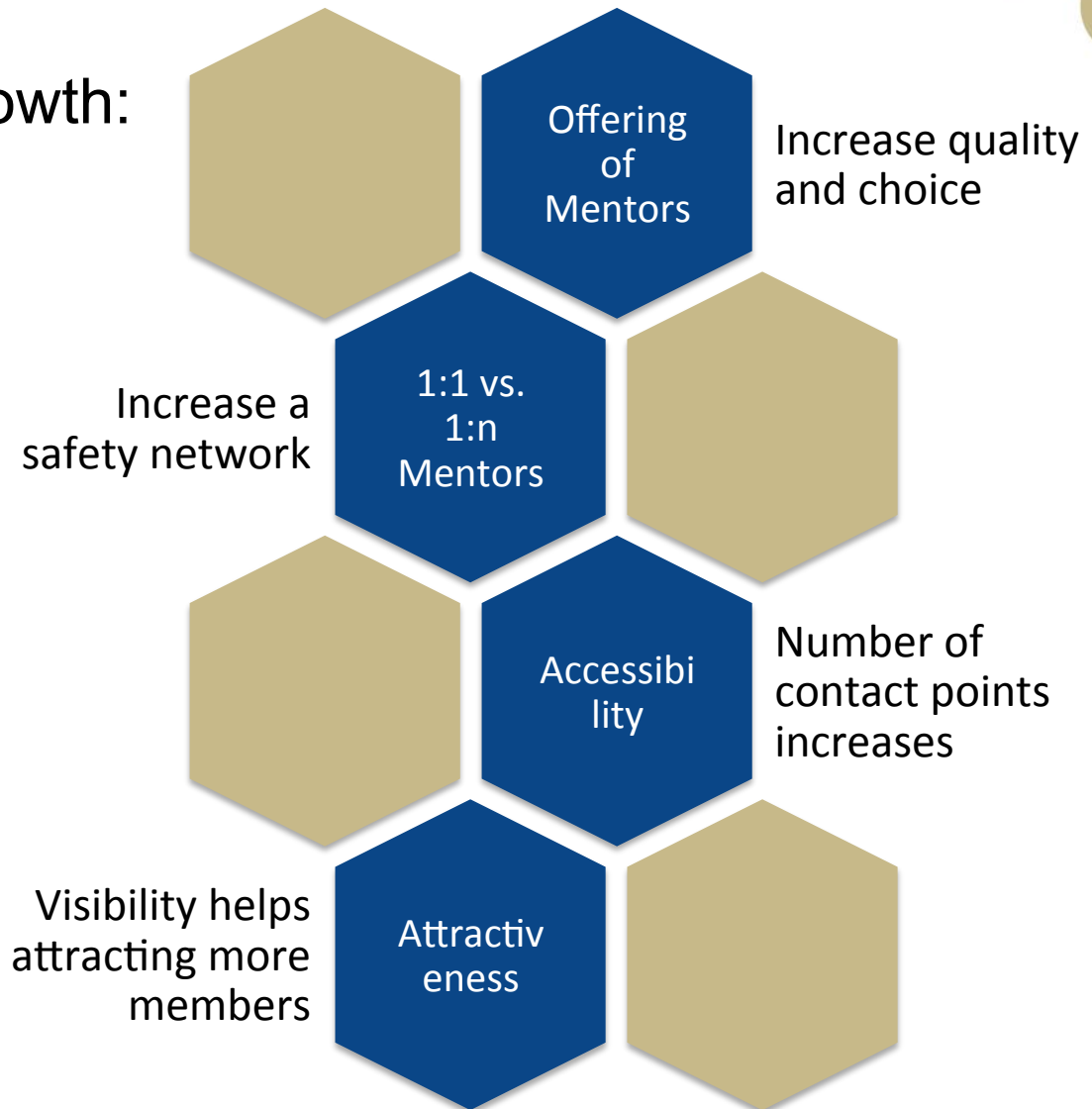
How do we start the snowball effect: Social  
Media for Trust in Professional Female  
Networks

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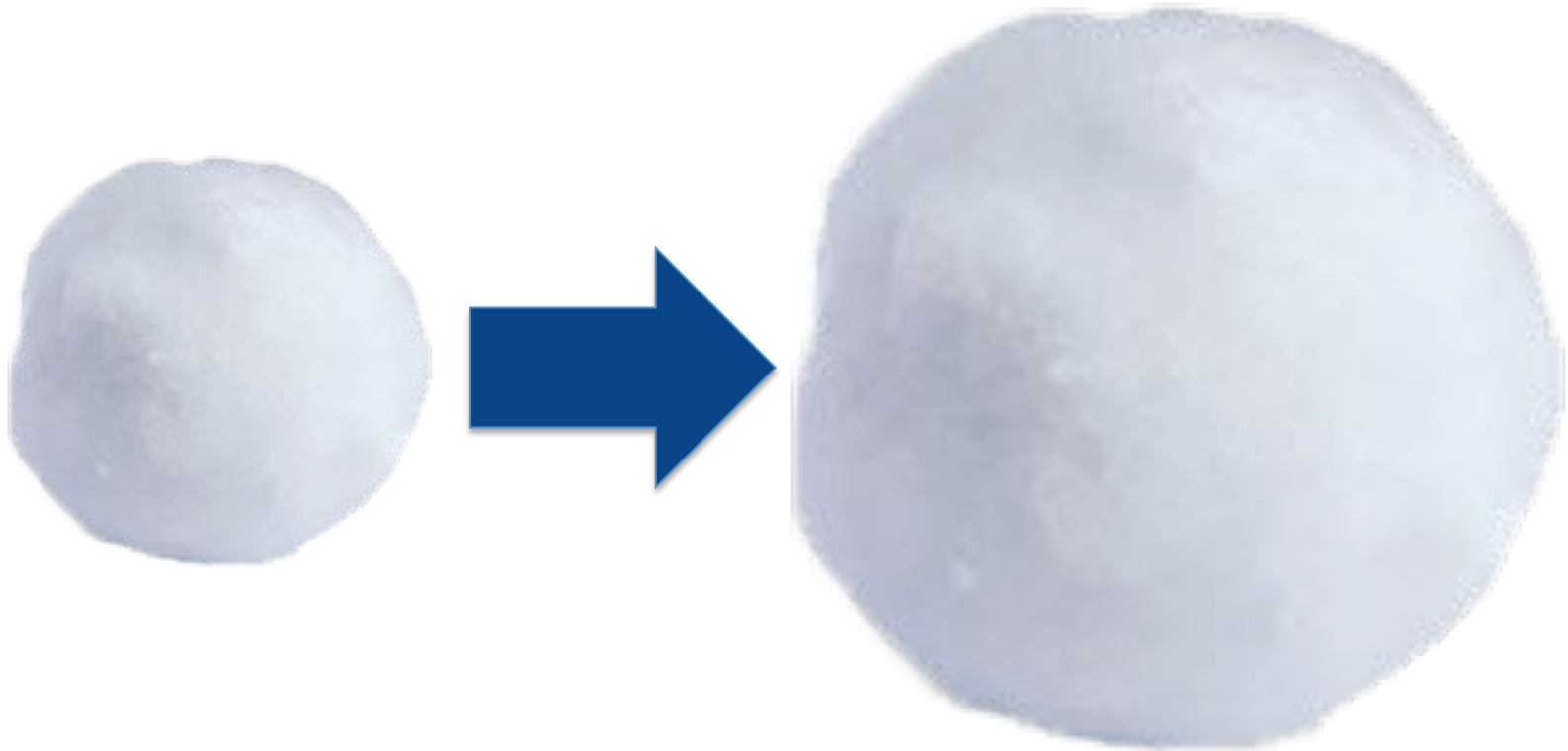
*June 14th, 2016*  
**Trondheim**

# Relationship Network and Mentoring

It is (also) about growth:



# The Snowball Effect



# Background



## Social Media is Future and Blessing

- Women are better in social networking
  - Headlam-Wells, Jenny, Craig, Jane and Gosland, Julian, Encounters in social cyberspace: \_ e-mentoring for professional women, Women in Management Review, Emerald Group Publishing Limited, 2006, pp. 483-500.
- It is time independent



# Research Question



How could Networks Be Used More Efficiently

What difficulties women encounter?

- Time, Tool Design

What tools do they use?

- Build on what you have

What are their expectations?

- Support network, information, safety network, exclusivity

# Results

## Lack of Trust

Bad experiences

Women approaching women not helpful

→ Not a question of technology but culture

## Limitation of Choice

Not enough role models

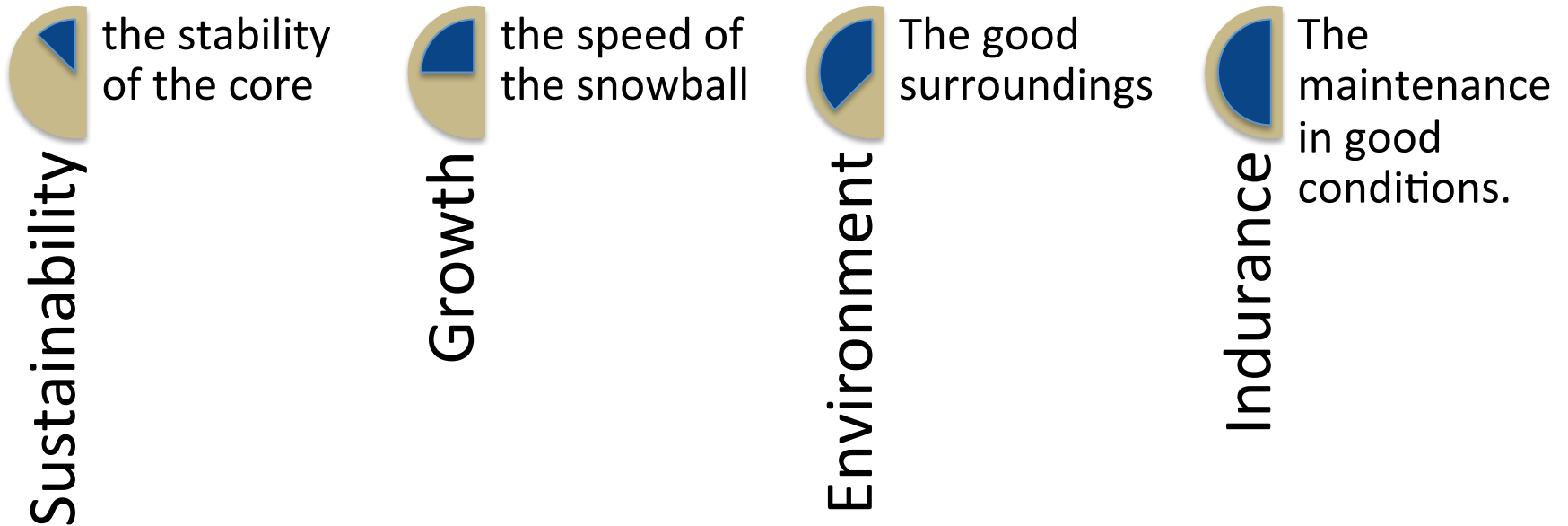
Limited access to the few there is

→ Facilitation of Process Needed

# Outlook



Building of networks is not trivial. It is dependent on



# Creation of Snowball Effect



# Questions ?