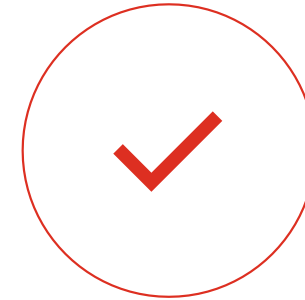




Foundations and Growth.

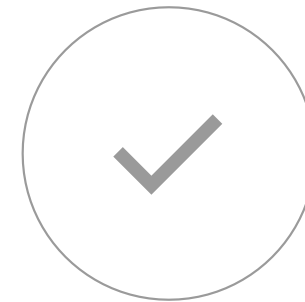


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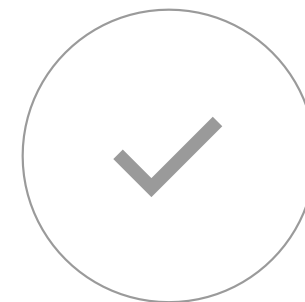
Introduction

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Real-life Examples

Discuss Pinterest, the company that has successfully applied the network effect in its early days



In-class Activities

Get ready to apply what we have learned and play around with Duolingo

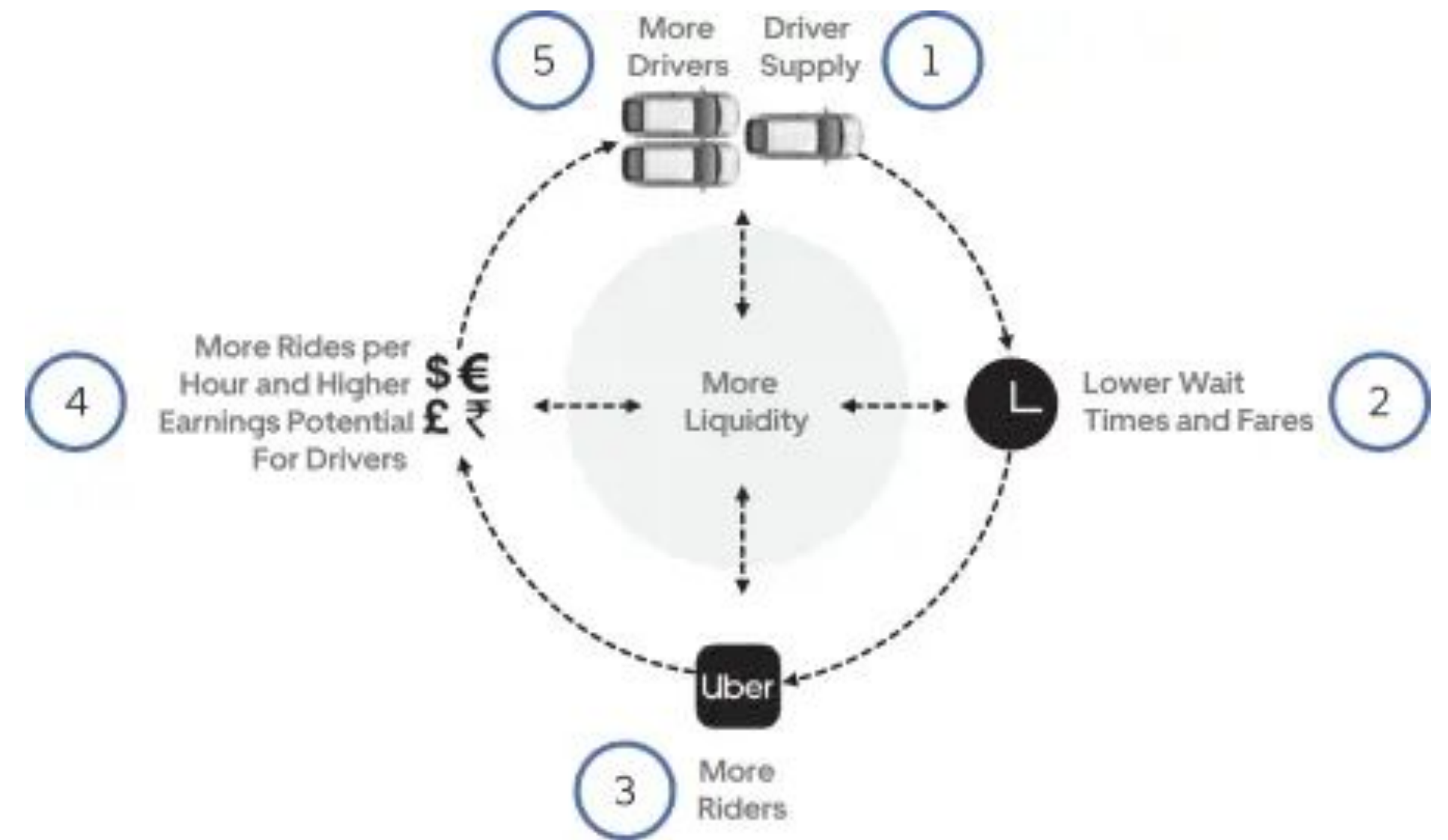


Uber

Network Effect

Network effect occurs when a product or a service becomes more valuable to its users as more people use it.

Uber





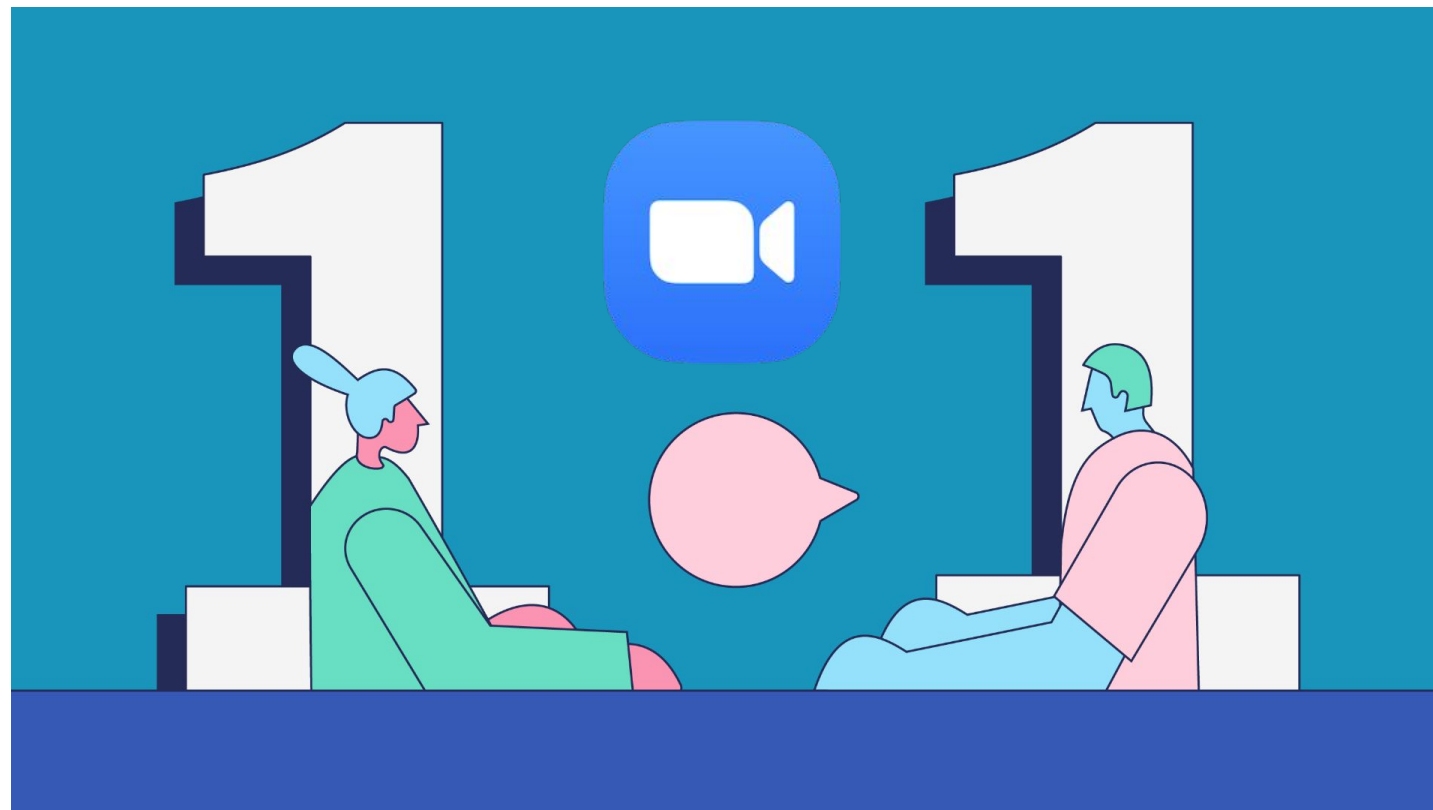
Network Effect vs Virality are NOT the same!

- Network effects increases **VALUE** as more users join a network
 - Viral growth increases the **SPEED** of adoption of a network's products or services
- *Virality does not always lead to network effects*

Atomic Network

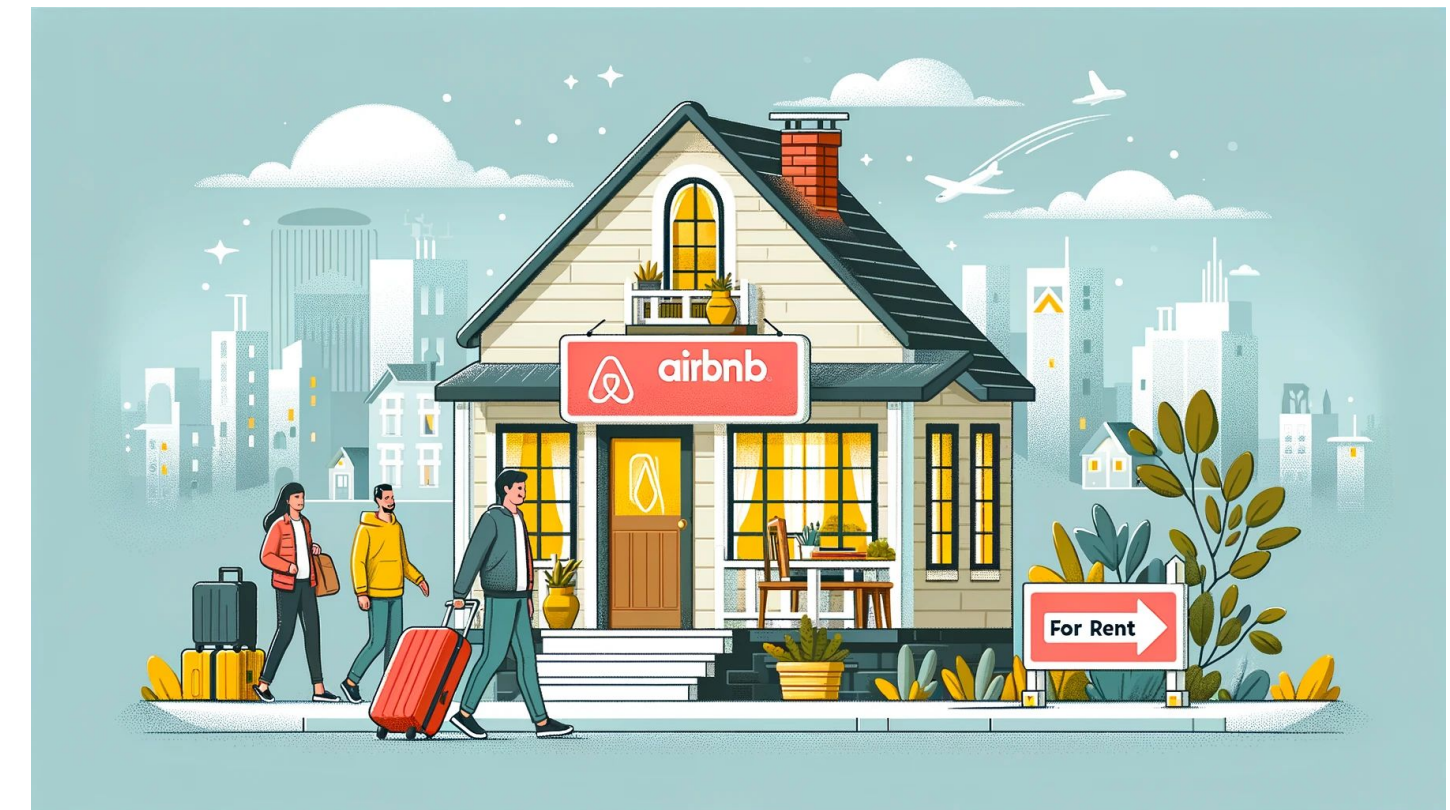
The smallest possible, stable, self-sustaining group of users who can drive a network effect.

zoom



Zoom's video-conferencing network can work with just two people

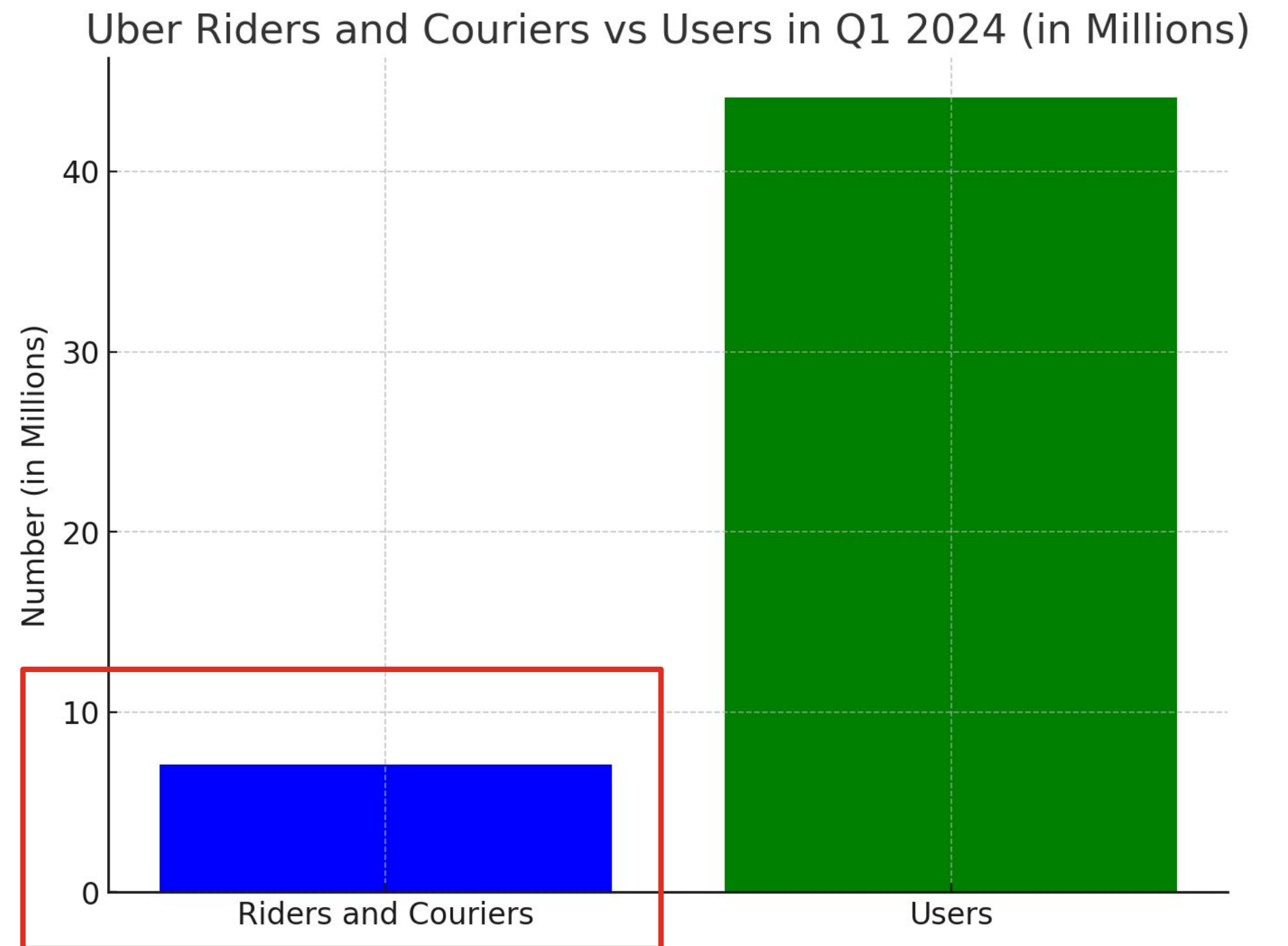
airbnb



Airbnb's requires hundreds of active rental listings in a market to become stable.

“The Hard Side”

The “hard side” of the networks do more work and contribute more to your network, but are that much harder to acquire and retain.





Intrinsic Motivations

The drive to complete a task or activity because you value it, find it interesting, or enjoy the feelings it creates.

→ Sustained effort and engagement over time

CBS MORNINGS

Meet the man behind a third of what's on Wikipedia



Steven Pruitt
CBS NEWS

How much money does he make from his work? None.

"The idea of making it all free fascinates me. My mother grew up in the Soviet Union ... So I'm very conscious of what, what it can mean to make knowledge free, to make information free," he said.

To put in to perspective what it took for Pruitt to become the top editor, he's been dedicating his free time to the site for 13 years. The second-place editor is roughly 900,000 edits behind him, so his first place status seems safe, for now.

Enhancing Intrinsic Motivations

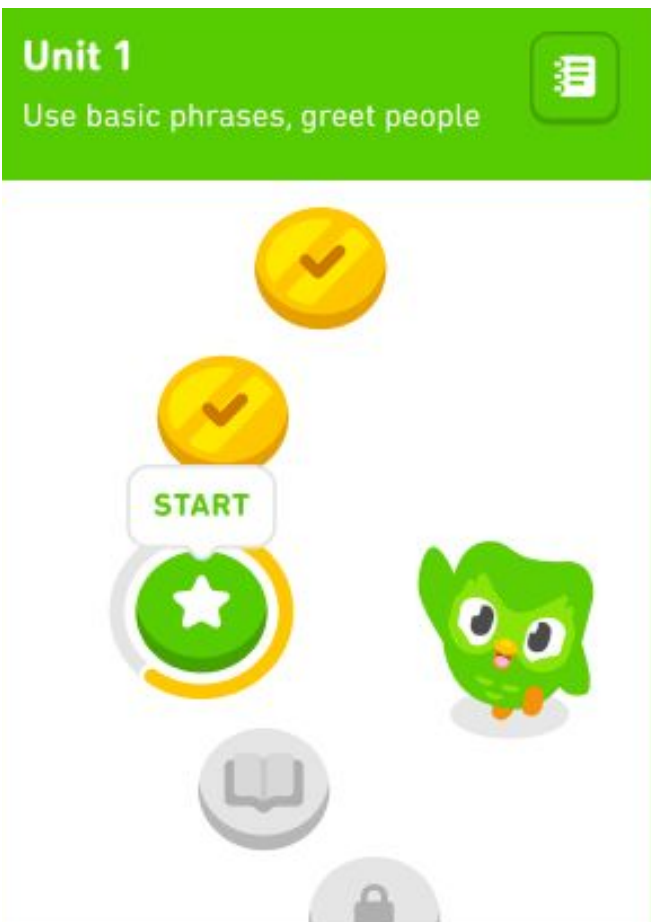
Social Contact

designing tasks that incorporate teamwork, social feedback, or collaborative efforts



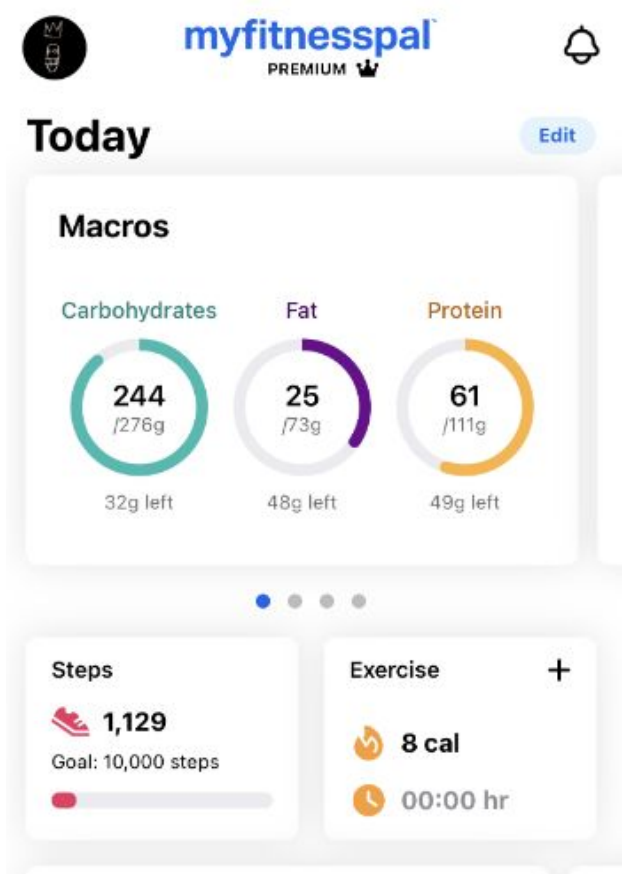
Mastery & Challenge

provide the right level of challenge and feedbacks, allowing users to exercise and grow their skills



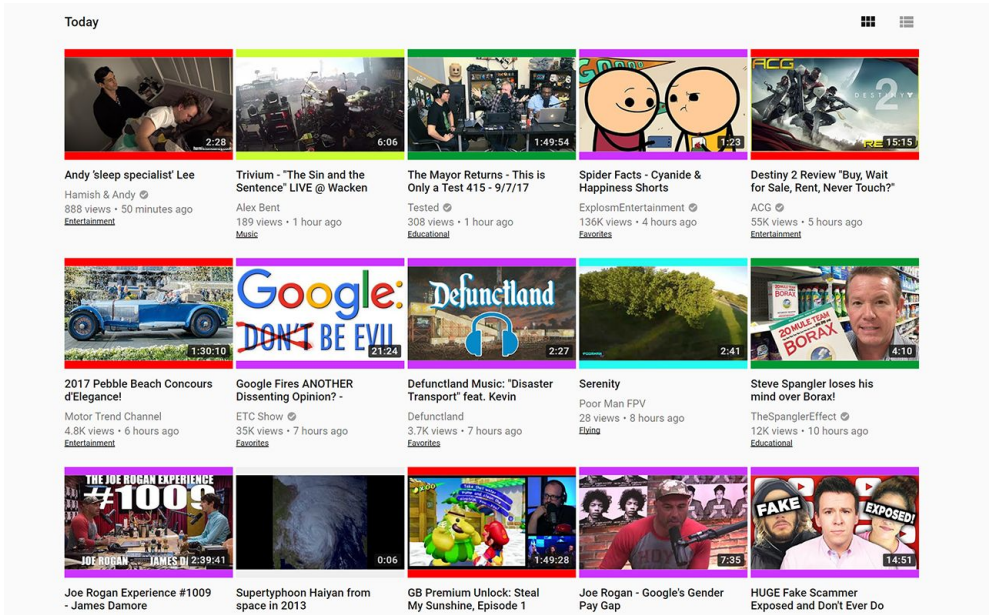
Flow

tasks are immersive, with clear goals and feedback so users can be fully engaged and enjoying the activity for its own sake



Control

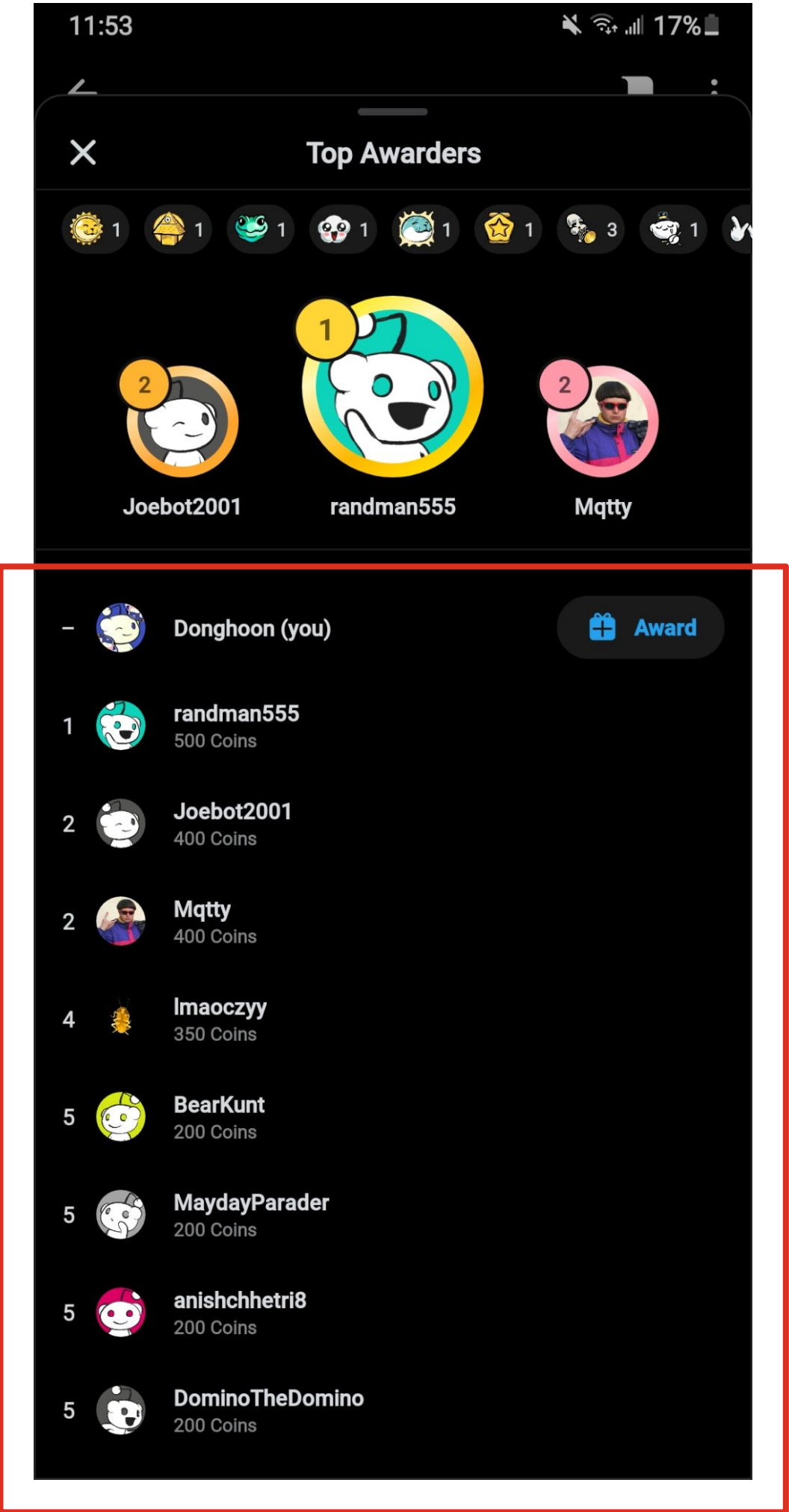
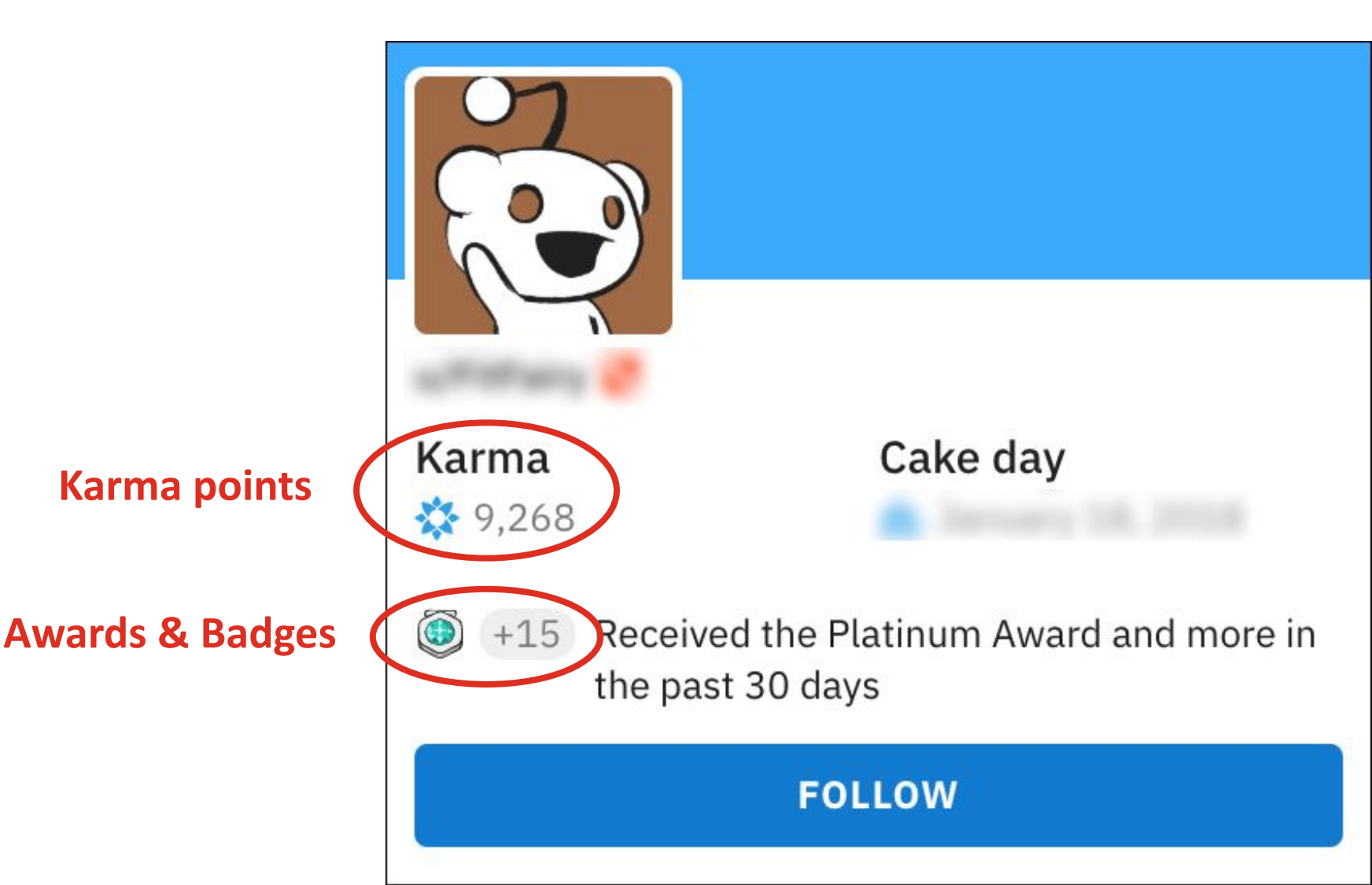
users should feel a sense of control over their actions, enhancing their enjoyment and autonomy



Extrinsic Motivations

when someone is driven to do something in order to gain an external reward, such as status, money, or social approval, or to avoid punishment.

→ increase task performance but may not sustain long-term engagement



Leaderboard

Enhancing Extrinsic Motivations

Tangible Rewards

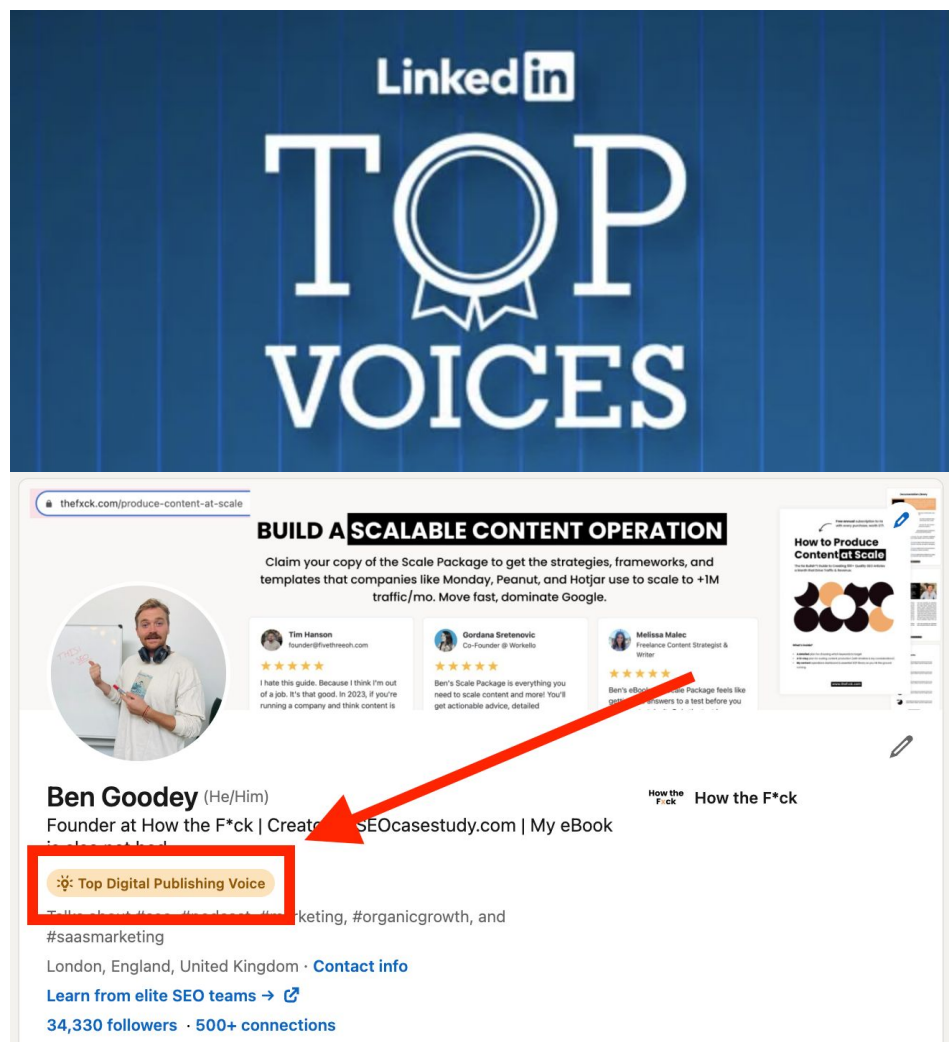
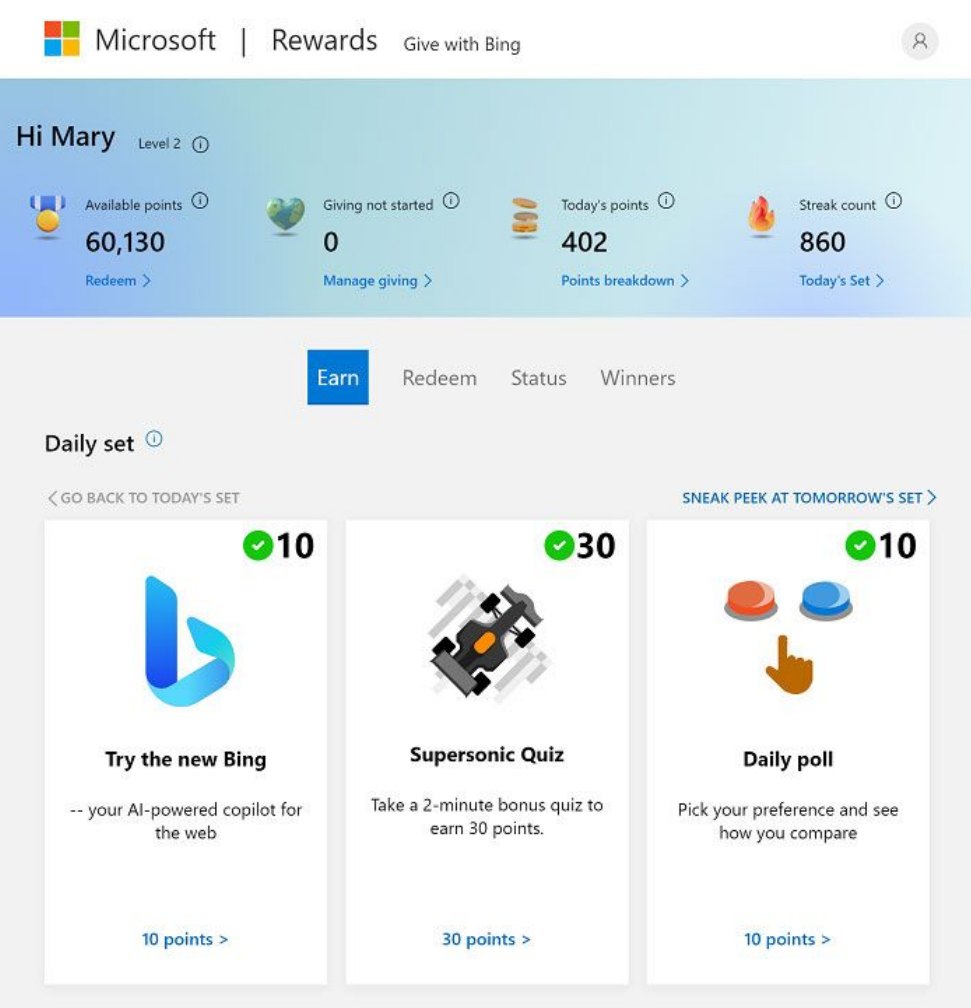
offering tangible rewards like money, gift cards, or specific items

Status and Recognition

reputation markers (like scores or badges)

Privileges

allowing users to unlock privileges within the community (e.g. moderating others' content)



Discord
Moderators

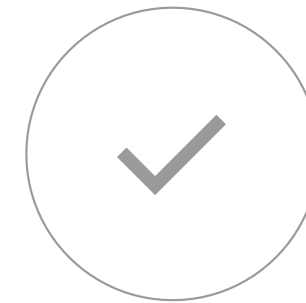


Wikipedia
Moderators



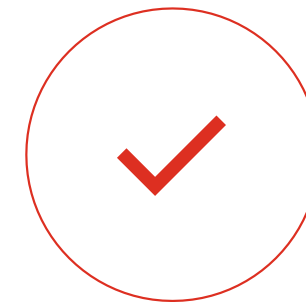


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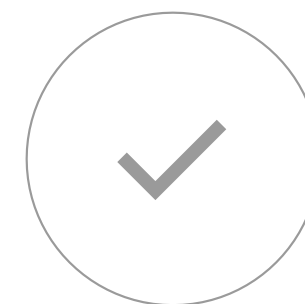
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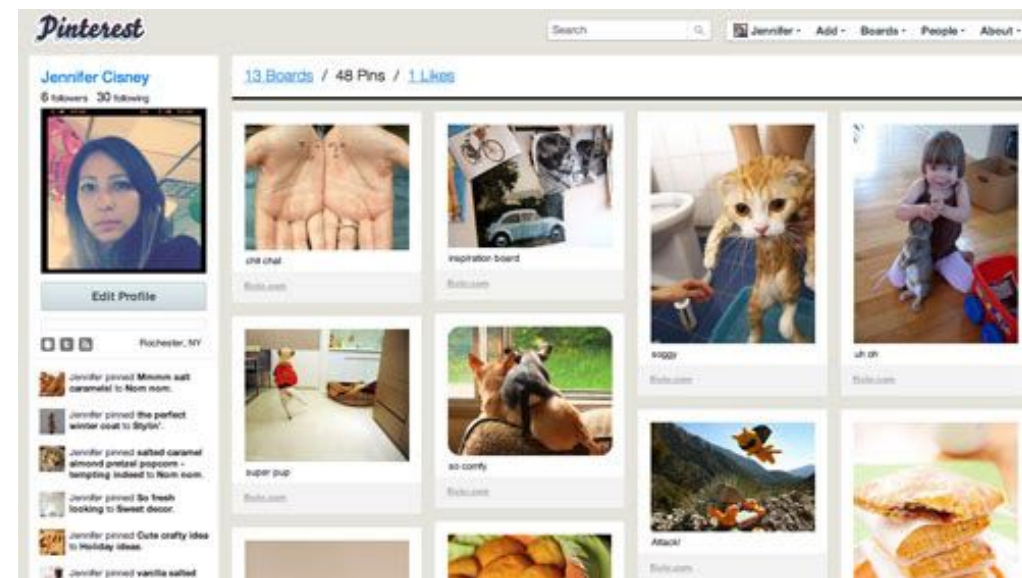


In-class Activities

Get ready to apply what we have learned and play around with Duolingo



March 2010



Users can create personal pinboards and pins express and share their interests and ideas

Pin can be repinned or liked by other users and will be notified to you and your content's viewers

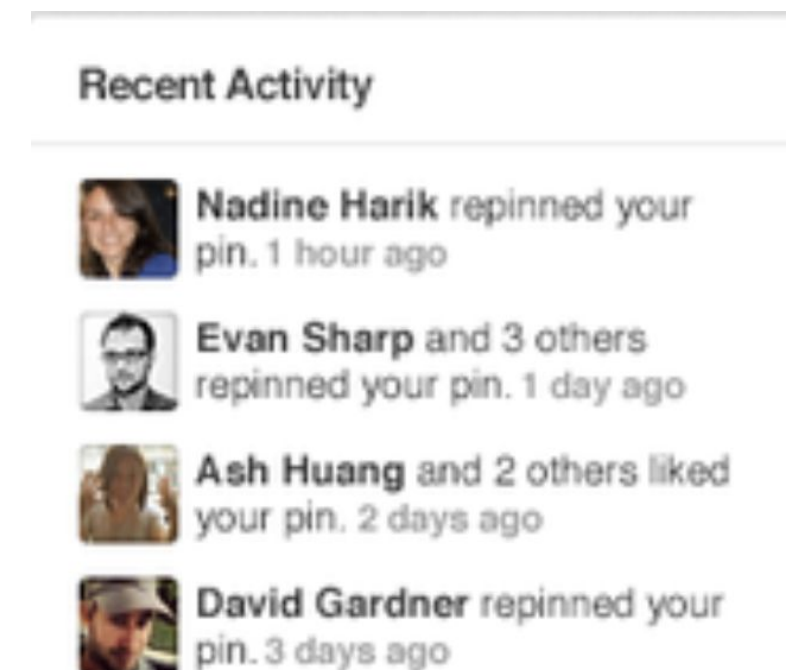
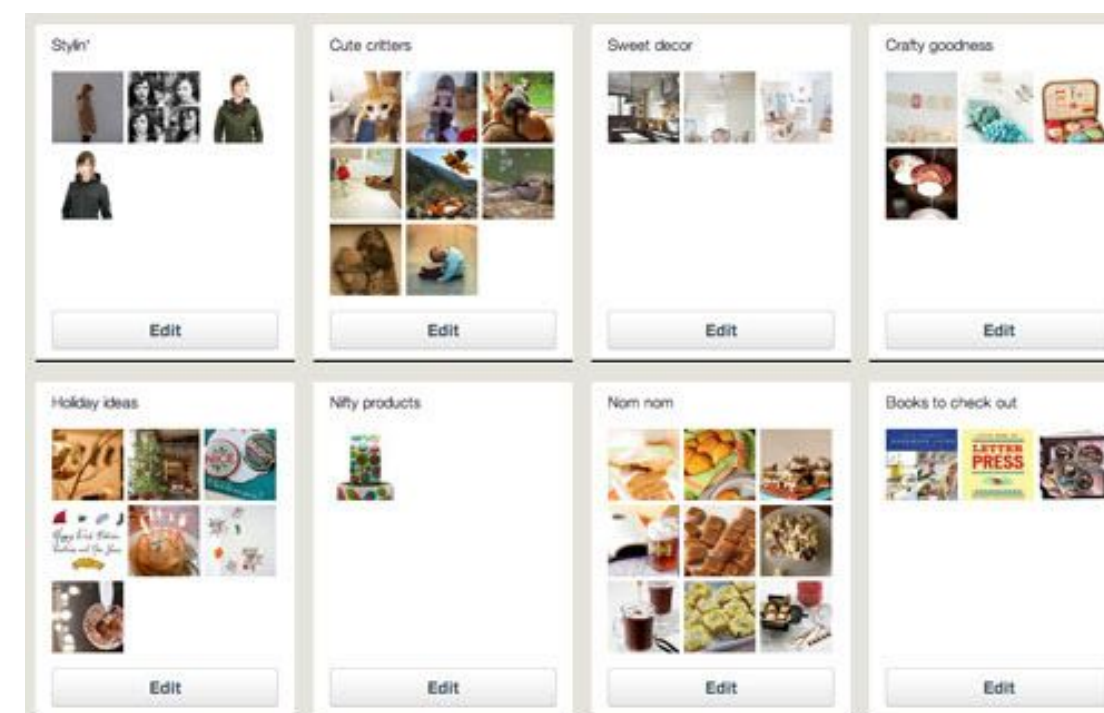
August 2012

Beta version was launched

It was made available to a small group of colleagues and family members, and then remained invitation-only

Co-founder Ben Silbermann personally connected with the first 5,000 users.

Pinterest initially focused on women interested in crafts, decorating, and DIY. They partnered with design, fashion, and lifestyle influencers to attract their followers as well.



Elimination of the invitation-only policy at 11M users globally



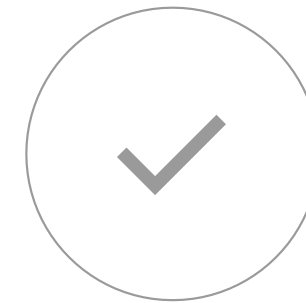
Real-life Example: **Pinterest**

Discussion Questions

- 1. How did Pinterest leverage network effects and atomic networks to fuel its growth?**
- 2. What are the key intrinsic and extrinsic motivations that drive user contributions on Pinterest?**

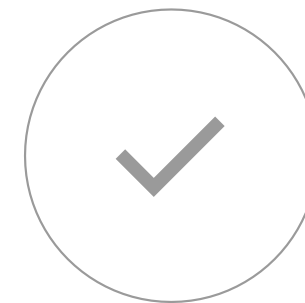


List of content.



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In-class Activities

“Reinventing Duolingo”

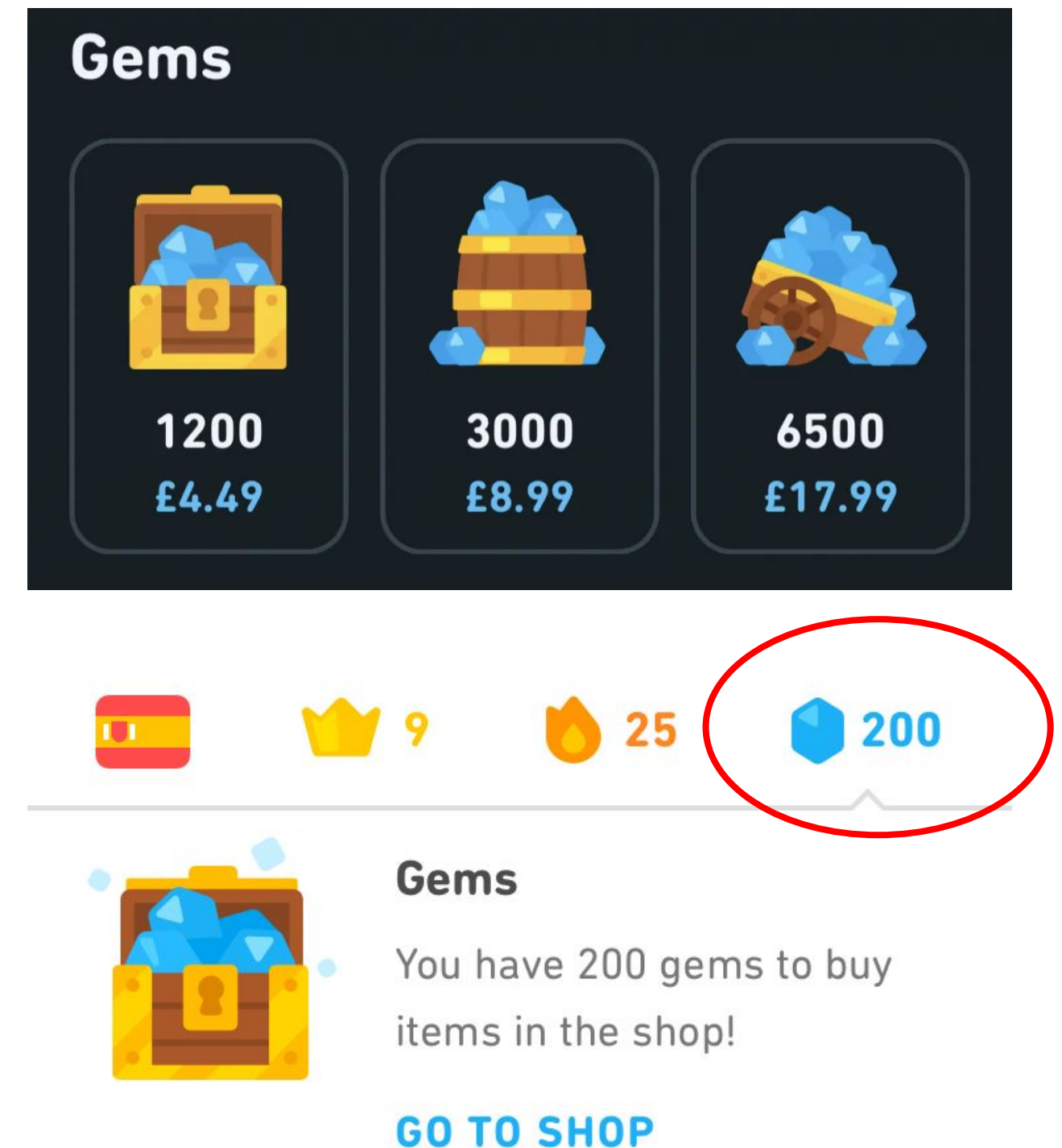


Gamification

Duolingo is a popular language-learning platform that uses a mix of intrinsic and extrinsic motivators to engage its users. In this task, you'll identify extrinsic motivator used by developers to motivate users to keep using the platform.

Your Tasks:

1. Identify existing motivators that you can find on Duo to encourage more engagement?
2. What can you add more to the platform to further increase user engagement?



Example: **Gems** – a form of virtual currency that users can earn or purchase within the app.

← SECTION 1, UNIT 10

GUIDEBOOK

Say where you're going

Say where people are

START

Welcome Back!

Complete quests to earn rewards!

Daily Quests

2 HOURS

Earn 10 XP

0 / 10

More quests unlock soon

0

1082

5

Try Super for free

No ads, personalized practice, and unlimited Legendary!

TRY 2 WEEKS FREE

Gold League

VIEW LEAGUE

Complete a lesson to join this week's leaderboard and compete against other learners

Daily Quests

VIEW ALL

Earn 10 XP

0 / 10

0

1082

5

Monthly Badges

Complete 20 quests to earn this month's badge

Duo's Birthday

June 2023

ABOUT

BLOG

STORE

EFFICACY

CAREERS

INVESTORS

TERMS

PRIVACY

Gold League

Complete a lesson to join this week's leaderboard

START A LESSON

119

1463

2659

1463

Streak

Complete a lesson every day to build your streak

F

Sa

Su

M

Tu

W

Th

DUOLINGO

now

Ready for a break?

Your Japanese lessons won't take themselves 🤖

Statistics

0

Day streak

704

Total XP

Gold

Current league

0

Top 3 finishes

Achievements

VIEW ALL

Wildfire

10/14

Reach a 14 day streak

Sage

704/1000

Earn 1000 XP

Total progress

0/1000 XP

29 days left

Monthly XP progress

You

0 XP

Recommended

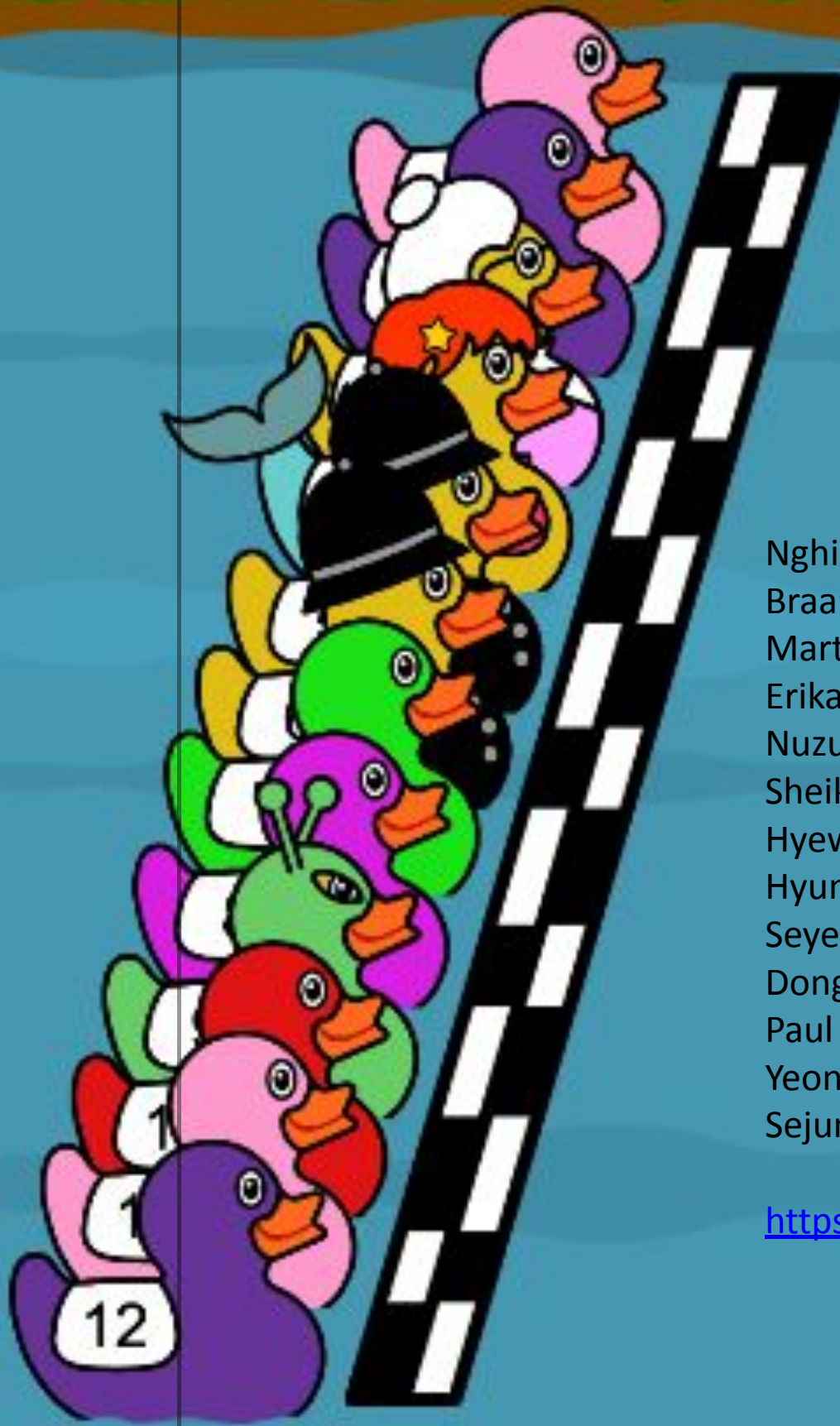
34 XP



Start

Clear

00:00:10
000



Nghiem Xuan Son
Braahmi Padmakumar
Martina Di Paola
Erika Astegiano
Nuzup Shadiev
Sheikh Shafayat
Hyewon Lee
Hyun A Kim
Seyeon Kim
Dongseop Lee
Paul Guerre
Yeongung Kim
Sejun Jung

<https://www.online-stopwatch.com/duck-race/>



Reference

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4. <https://www.cbsnews.com/news/meet-the-man-behind-a-third-of-whats-on-wikipedia/>
5. <https://en.wikipedia.org/w/index.php?title=Pinterest&oldid=1243852881>

|| Thank You.