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**For Immediate Release**

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## **COMMUNITY ANALYTICS CEO FEATURED IN DR. DOBB'S JOURNAL**

Myra Norton discusses the impact of social networks on software development and recruitment.

Baltimore, February 2008 — Community Analytics CEO Myra Norton was featured in the pages of the *Dr. Dobb's Journal*, a prestigious publication for software developers and architects, covering new technologies and best practices. Author Michael Swaine included Norton's insight on social network analysis for his article entitled, "Social Networks and Software Development." The article was featured in their February 5<sup>th</sup> edition and attempts to answer the question: "Is this the year that programmers will profit from social networks?"

In the article, Norton discusses the importance of social networks on a firm's recruitment process, noting that the use of these networks significantly reduces the risks and guesswork common to hiring decisions. She also elaborated on how social networking services and analytics play a role in a software firm's core mission of development.

"Understanding [developer] networks would provide a solid understanding of opportunities to integrate external knowledge and expertise into the firm in a way that meets both the firm's needs and the needs of the developer network," said Norton in the article.

Swaine concluded that developers should encounter growth opportunities in social network software, which he described as a "booming area." His advice was to follow Community Analytics' lead in the development of tools for mining information from social networks.

Dr. Dobb's, the flagship property of publisher CMP Technology, offers a full suite of products, including the award-winning *Dr. Dobb's Journal*, Dr. Dobb's Events, and Dr. Dobb's Portal. Dr. Dobb's delivers the largest targeted audience and actionable marketing campaigns to vendors in the industry.

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### **About Community Analytics:**

Community Analytics is a research organization based on the principles of social networking. We understand human networks and the roles they play in the decision making process.

We offer customer engagement solutions that deliver measurable results in an ever-changing and customer-driven business environment. Through a combination of proprietary research and analytical techniques, Community Analytics helps you uncover these networks and create strategies to connect them with your brand.

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