

# The Quality of Content in Competition between Social Media Platforms



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In an era where most individuals take an active part in at least one social platform, the platform's quality of content has a major impact on the results obtained in the market. This paper proposes a model of content-based social platforms in a market with network effects. The individuals ("users") that participate on these platforms invest efforts when creating and sharing content while benefitting from both the number of interactions and the quality of content invested by other individuals in each interaction. Each individual can place different weights on the number of interactions versus the quality of each interaction, with the latter depending on the level of effort invested in it. Since effort entails costs, when more individuals join the platform, less effort is invested in each interaction. The analysis of the model shows that when individuals place a higher weight on the quality of each interaction versus the quantity each interaction, the individual's benefit decreases with the quantity of the interactions.

# Leadership and Influence – Through the Lens of Resources and Crossover



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Leaders play a vital role in the success of any organization as they are a key human resource. Important questions in leadership research include: How do leaders influence followers? How do leaders impact their followers' stress on the one hand and their resilience on the other? And what are the mechanisms behind that influence? This article presents a theoretical explanation that tries to address these questions. The explanation combines models from the fields of leadership and stress. The explanation focuses on conservation of resources (COR) theory, which defines several types of resources, including, objects, personal characteristics, conditions and energies. The different leadership styles help to increase the pool of resources and create the base for resilience, or alternatively reduce it and cause stress. An understanding of the mechanisms can contribute to leadership development in organizations. At the end of the article there are recommendations for implementation for leaders. There are also suggestions for follow-up studies that will allow testing the theoretical framework presented.