

# Social Media, Peer Production, and Web 2.0



# Introduction

- **Web 2.0**
  - Internet services that foster collaboration and information sharing; characteristics that distinctly set “Web 2.0” efforts apart from the static, transaction-oriented Web sites of “Web 1.0”
  - Often applied to Web sites and Internet services that foster social media or other sorts of peer production

## Table 7.1 - Web 1.0 versus Web 2.0

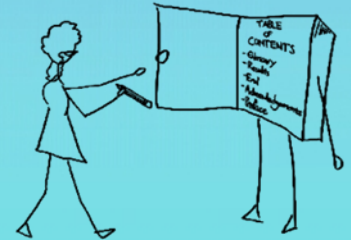
Web 1.0	Web 2.0
domain name speculation	→ search engine optimization, fans, and followers
page views	→ cost per click
screen scraping	→ Web services
publishing	→ participation
content management systems	→ wikis
directories (taxonomy)	→ tagging ("folksonomy")
Britannica Online	→ Wikipedia
personal Web sites	→ blogging, status updates, and link sharing
Ofoto	→ Flickr, Facebook, and Twitter
instant messaging	→ Twitter and Facebook
Monster.com	→ LinkedIn
RealNetworks	→ YouTube
YellowPages.com	→ Yelp
Travelocity	→ TripAdvisor
Vonage	→ Skype

# Introduction

- Web 2.0's most powerful feature
  - **Peer production:** When users collaboratively work to create content, products, and services
- Peer-produced services have the ability to save their sponsors the substantial cost of servers, storage, and bandwidth
- Peer production is leveraged to create much of the open source software that supports many of the Web 2.0 efforts
- Crowdsourcing, where initially undefined groups of users band together to solve problems, create code, and develop services, is a type of peer production

# Introduction

- Web-based efforts that foster peer production: Social media or user-generated content sites
  - **Social media:** Content that is created, shared, and commented on by a broader community of users
  - Services that support the production and sharing of social media include blogs, wikis, video sites like YouTube, and most social networks





# Blogs

- Blogs are online journal entries, usually made in a reverse chronological order
  - Blogs provide comment mechanisms where users can post feedback for authors and other readers
- **Trackbacks:** Links in a blog post that refer readers back to cited sources
  - It allows a blogger to see which and how many other bloggers are referring to their content
- **Blog roll:** A list of a blogger's favorite blogs
  - Not all blogs include blog rolls

# Blogs

- Senior executives from many industries use their blogs for purposes that include a combination of marketing, sharing ideas, gathering feedback, press response, image shaping, and reaching consumers directly
- Most mainstream news outlets have begun supplementing their content with blogs that can offer greater depth, more detail, and deadline-free timeliness

# Blogs

- Several key features which are common to most blogs:
  - Immediate and unfiltered publication
  - Ease of use
  - Comment threads
  - Reverse chronology
  - Persistence
  - Searchability
  - Tags
  - Trackbacks

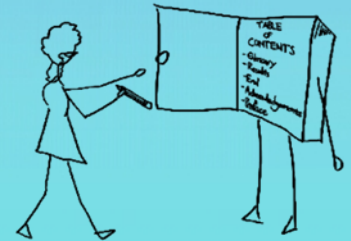


# Blogs

- Blogs can be public, tucked behind a corporate firewall, or password protected
- Most blogs offer a two-way dialog, allowing users to comment on posts
- The voice of the blogosphere can wield significant influence
  - **Blogosphere:** A term referring to the collective community of bloggers and those who read and comment on blogs

# Blogs

- Downside of blogs
  - Blog comments can be a hothouse for spam and the disgruntled
  - Employee blogging can be difficult to control
  - Public postings can live forever in the bowels of an Internet search engine or as content pasted on other Web sites



# Blogs

- Blogs can be hosted via third-party services with most offering a combination of free and premium features
- Blogging software can be run on third-party servers, allowing the developer more control in areas such as security and formatting
- The value of any particular blog derives from a combination of technical and social features

# Wikis

- A Web site that can be modified by anyone, from directly within a Web browser, provided that user is granted edit access
- Largest and most popular wiki: Wikipedia
- The value of a wiki derives from both technical and social features
- Wikis serve as knowledge management systems
  - It acts as a collective corporate memory that's vital for sharing skills, learning, and preserving expertise even when employees leave the firm

# Wikis

- Wikis support what you see is what you get (WYSIWYG) editing
  - **What you see is what you get (WYSIWYG):** A phrase used to describe graphical editing tools, such as those found in a wiki, page layout program, or other design tool
- **Roll back:** The ability to revert a wiki page to a prior version. This is useful for restoring earlier work in the event of a posting error, inaccuracy, or vandalism

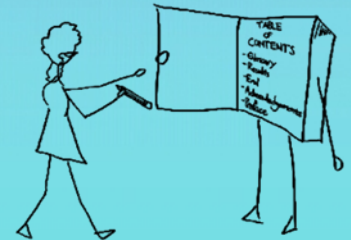


# Wikis

- Most wikis support the following key features:
  - All changes are attributed, so others can see who made a given edit
  - A complete revision history is maintained so changes can be compared against prior versions and rolled back as needed
  - There is automatic notification and monitoring of updates
  - All the pages in a wiki are searchable
  - Specific wiki pages can be classified under an organized tagging scheme

# Wikis

- Wikis are available as
  - Software - Firms can install on their own computers
  - Online services - Content is hosted off site by third parties
- Since wikis can be started without the oversight or involvement of a firm's IT department, their appearance in organizations comes from grassroots user initiative



# Wikis

- Wikis can be vital tools for
  - Collecting and leveraging knowledge that would otherwise be scattered throughout an organization
  - Reducing geographic distance
  - Removing boundaries between functional areas
  - Flattening preexisting hierarchies
- When brought outside the firewall, corporate wikis can be a value-generation greenhouse, allowing organizations to leverage input from their customers and partners

# Wikis

- Jump-starting a wiki can be a challenge, and an underused wiki can be a ghost town of orphan, out-of-date, and inaccurate content
- Some organizations employ wikimasters to:
  - Garden community content
  - Prune excessive posts
  - Transplant commentary to the best location
  - Weed as necessary

# Social Networks

- It is an online community that allows users to establish a personal profile and communicate with others
  - The two most dominant public social networks are Facebook and LinkedIn
- The most powerful feature of most social networks is the feed
  - **Feed:** An update on an individual's activities that are broadcast to a member's contacts or friends
- Feeds are inherently viral
  - **Viral:** Information or applications that spread rapidly between users



# Social Networks

- Features of a social network include support for the following:
  - Detailed personal profiles
  - Affiliations with groups and with individuals and with products, firms, and other organizations
  - Private messaging and public discussions
  - Media sharing
  - Discovery-fueling feeds of recent activity among members
  - The ability to install and use third-party applications tailored to the service

# Corporate Use of Social Networks

- Social networks have become organizational productivity tools
- At the most basic level, corporate social networks have supplanted the traditional employee directory
- Important since a large percentage of employees regularly work from home or client locations
- Firms are setting up social networks for customer engagement and mining these sites for customer ideas, innovation, and feedback

# Twitter and the Rise of Microblogging

- Twitter is a microblogging service that allows users to post 140 character messages (tweets) via the Web, SMS, or a variety of third-party desktop and smartphone applications
  - **Microblogging:** A type of short-message blogging, often made via mobile device
- Twitter's default setting allows for asymmetrical following, unlike Facebook
- Twitter has served as an early warning mechanism in disasters, terror, and other events

# Twitter and the Rise of Microblogging

- Twitter hash tags are used to organize “tweets” on a given topic
- Firms leverage Twitter in a variety of ways:
  - Promotion
  - Customer response
  - Gathering feedback
  - Time-sensitive communication
- Organizations are advised to monitor Twitter activity related to the firm

# Twitter and the Rise of Microblogging

- Despite its rapid growth and impact, significant questions remain regarding:
  - The firm's durability
  - Revenue prospects
  - Enduring appeal to initial users
- Many Twitter users rarely visit the site
  - This happens because Twitter made its data available for free to other developers via API (application programming interface)



# Twitter and the Rise of Microblogging

- **Application programming interfaces (APIs):** Programming hooks, or guidelines published by firms that tell other programs how to get a service to perform a task such as send or receive data
- If users don't visit Twitter.com, that lessens the impact of any ads running on the site, this creates free rider problem
  - **Free rider problem:** When others take advantage of a user or service without providing any sort of reciprocal benefit

# Other Key Web 2.0 Terms and Concepts

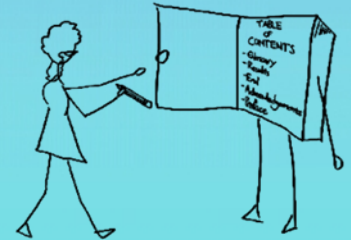
- **RSS** (“really simple syndication” and “rich site summary”): A method for sending/broadcasting data to users who subscribe to a service’s “RSS feed”
  - Many firms use RSS feeds as a way to manage information overload
- **Folksonomies:** Keyword-based classification systems created by user communities as they generate and review content
- **Mash-ups:** Combinations of two or more technologies or data feeds into a single, integrated tool
  - **XML:** Tagging systems that make mash-ups easy

# Other Key Web 2.0 Terms and Concepts

- **Location-based services:** Services that incorporate GPS, cell phone triangulation, or wi-fi hotspot mapping to identify a user's whereabouts and integrate this into their online experience
  - Augmented-reality: Apps that can overlay real data on top of images from a GPS
- **Virtual worlds:** A computer-generated environment where users present themselves in the form of an **avatar**, or animated character
- YouTube, podcasting, and rich media
  - **Podcasts:** Digital audio files provided as a series of programs
  - **Rich media:** Content that is more complex than simple text or photos

# Prediction Markets and the Wisdom of Crowds

- **Wisdom of crowds:** The idea that a group of individuals (the crowd), often consisting of untrained amateurs, will collectively have more insight than a single or small group of trained professionals
- **Prediction market:** Polling a diverse crowd and aggregating opinions in order to form a forecast of an eventual outcome



# Prediction Markets and the Wisdom of Crowds

- Criteria necessary for a crowd to be smart:
  - Diverse
  - Decentralized
  - Offer a collective verdict
  - Independent

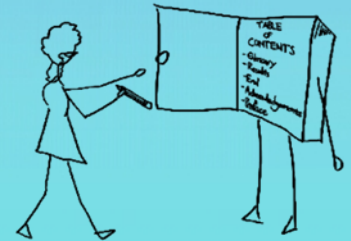


# Crowdsourcing

- It is the act of taking a job traditionally performed by a designated agent and outsourcing it to an undefined generally large group of people in the form of an open call
- Firms that have used crowdsourcing successfully:
  - InnoCentive for scientific R&D
  - TopCoder for programming tasks
  - Amazon’s Mechanical Turk for general work

# Get SMART - The Social Media Awareness and Response Team

- Get **SMART**: Creating a social media awareness and response team
- Social media is an interdisciplinary practice, and the team should include professionals experienced in:
  - Technology
  - Marketing
  - PR
  - Customer service
  - Legal
  - Human resources



# Get SMART - The Social Media Awareness and Response Team

- Social media policies revolve around three Rs
  - Representation
  - Responsibility
  - Respect
- Security training is a vital component of establishing social media policy
- While it is tempting to create ‘sock puppets’ to ‘astroturf’ social media with praise posts, the practice violates FTC rules and can result in prosecution

# Get SMART - The Social Media Awareness and Response Team

- **Online reputation management:** The process of tracking and responding to online mentions of a product, organization, or individual
- Many tools exist for monitoring social media mentions of an organization, brands, competitors, and executives
- Social media are easy to adopt and potentially easy to abuse
- The **embassy** approach to social media has firms establish their online presence at various services with a consistent name

# Get SMART – The Social Media Awareness and Response Team

- Social media provides “Four Ms” of engagement
  - Megaphone to send out messages from the firm
  - Magnet to attract inbound communication
  - Monitoring and mediation – Paying attention to what’s happening online and selectively engage conversations when appropriate
- Engagement can be public or private