

# Social Media Management

## 社會媒體管理

### Web 2.0, Social Network, and Social Media

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# 課程大綱 (Syllabus)

週次	日期	內容 (Subject/Topics)
1	100/09/09	Course Orientation for Social Media Management
2	100/09/16	Web 2.0, Social Network, and Social Media
3	100/09/23	Theories of Media and Information
4	100/09/30	Theories of Social Media Services and Information Systems
5	100/10/07	Paper Reading and Discussion
6	100/10/14	Behavior Research on Social Media Services
7	100/10/21	Paper Reading and Discussion
8	100/10/28	Midterm Project Presentation and Discussion
9	100/11/04	期中考試週

# 課程大綱 (Syllabus)

- 10 100/11/11 Business Models and Issues of Social Media Service
- 11 100/11/18 Paper Reading and Discussion
- 12 100/11/25 Strategy of Social Media Service
- 13 100/12/02 Paper Reading and Discussion
- 14 100/12/09 Social Media Marketing
- 15 100/12/16 Paper Reading and Discussion
- 16 100/12/23 Social Network Analysis, Link Mining, Text Mining, Web Mining, and Opinion Mining in Social Media
- 17 100/12/30 Project Presentation and Discussion
- 18 101/01/06 期末考試週

# **Chapter 7**

## **The Web 2.0 Environment and Social Networks**

Source: Turban et al.,  
Introduction to Electronic Commerce,  
Third Edition, 2010, Pearson

# LEARNING OBJECTIVES

1. Understand the **Web 2.0 revolution**, **social and business networks**, **Social Media**, and **industry and market disruptors**.
2. Understand the concept, structure, types, and issues of **virtual communities**.
3. Understand **social networking** and **social network services sites**.
4. Describe some of the major social networks.

# LEARNING OBJECTIVES

5. Describe **business-oriented** and **enterprise social networks**.
6. Understand the **commercial aspects** of social networking.
7. Describe **Web 2.0** entertainment.
8. Describe the potential of **Web 3.0** and **Web 4.0**.

# **THE WEB 2.0 REVOLUTION, SOCIAL MEDIA, AND INDUSTRY DISRUPTORS**

# Web 2.0

- The popular term for **advanced Internet technology and applications**, including blogs, wikis, RSS, and social bookmarking.
- One of the most significant differences between Web 2.0 and the traditional World Wide Web is greater **collaboration** among Internet users and other users, content providers, and enterprises.



# THE WEB 2.0 REVOLUTION, SOCIAL MEDIA, AND INDUSTRY DISRUPTORS

- **REPRESENTATIVE CHARACTERISTICS OF WEB 2.0**
  - The ability to tap into the collective intelligence of users
  - Data is made available in new or never-intended ways
  - Web 2.0 relies on **user-generated** and **user-controlled content** and **data**
  - The virtual elimination of software-upgrade cycles makes everything a *work in progress* and allows rapid prototyping

# THE WEB 2.0 REVOLUTION, SOCIAL MEDIA, AND INDUSTRY DISRUPTORS

- Users can access applications entirely through a browser
- An architecture of participation encourages users to add value to the application
- A major emphasis on social networks and computing
- Strong support of information sharing and collaboration
- Rapid and continuous creation of new business models

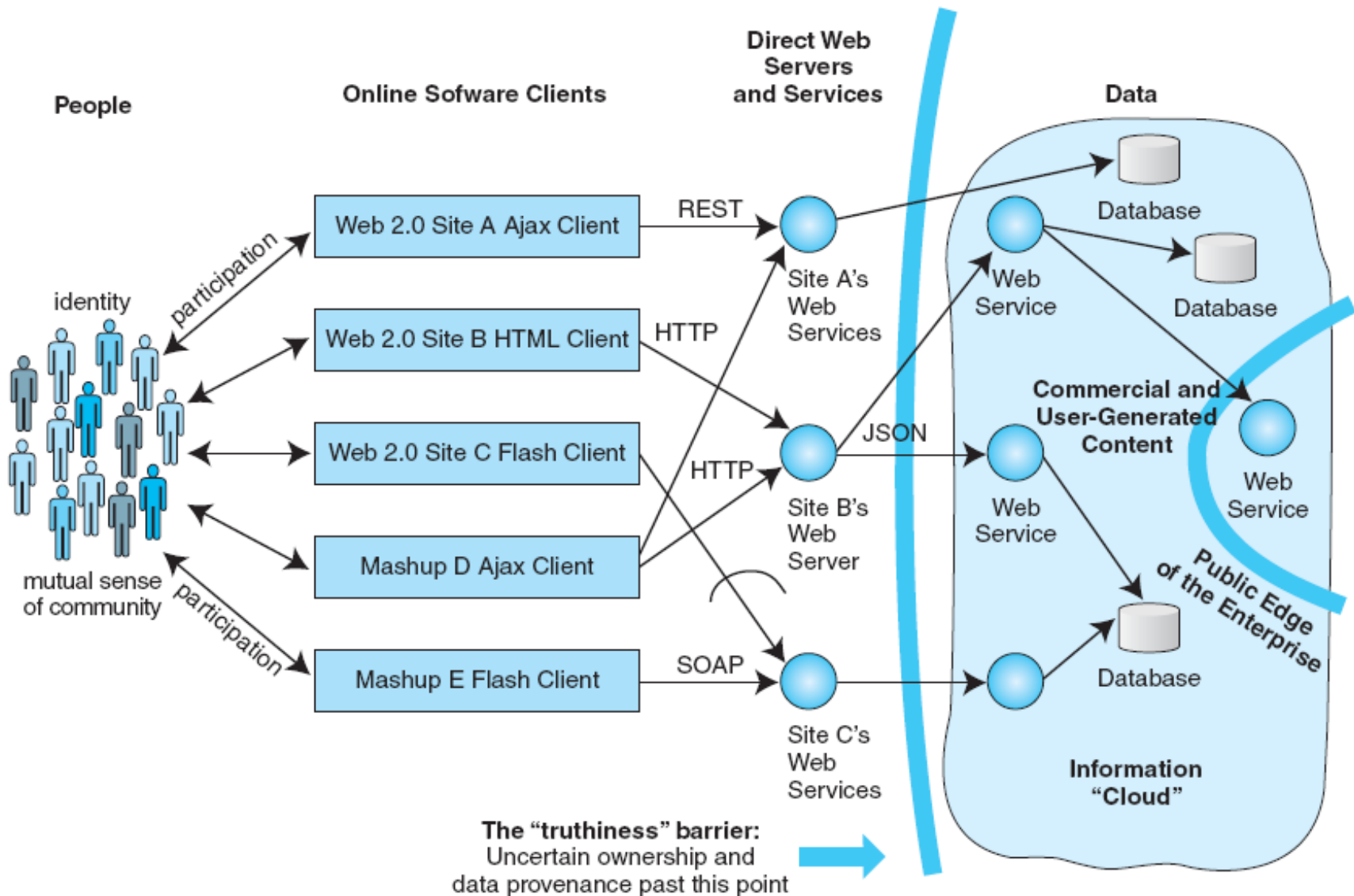
# THE WEB 2.0 REVOLUTION, SOCIAL MEDIA, AND INDUSTRY DISRUPTORS

- **WEB 2.0 COMPANIES AND NEW BUSINESS MODELS**

- **social media**

The **online platforms and tools** that people use to **share opinions, experiences, insights, perceptions, and various media**, including photos, videos, and music, with each other.

# EXHIBIT 7.1 The Emergence and Rise of Mass Social Media



# THE WEB 2.0 REVOLUTION, SOCIAL MEDIA, AND INDUSTRY DISRUPTORS

- **INDUSTRY AND MARKET DISRUPTORS**

- **disruptors**

- Companies that introduce a significant change in their industries, thus causing a disruption in normal business operations.

# VIRTUAL COMMUNITIES

- **virtual (Internet) community**

A group of people with similar interests who interact with one another using the Internet.

## EXHIBIT 7.2 Elements of Interaction in a Virtual Community

Category	Element
Communication	<ul style="list-style-type: none"> <li>Bulletin boards (discussion groups)</li> <li>Chat rooms/threaded discussions (string Q&amp;A)</li> <li>E-mail and instant messaging and wireless messages</li> <li>Private mailboxes</li> <li>Newsletters, “netzines” (electronic magazines)</li> <li>Blogging, wikis, and mashups</li> <li>Web postings</li> <li>Voting</li> </ul>
Information	<ul style="list-style-type: none"> <li>Directories and yellow pages</li> <li>Search engine</li> <li>Member-generated content</li> <li>Links to information sources</li> <li>Expert advice</li> </ul>
EC element	<ul style="list-style-type: none"> <li>Electronic catalogs and shopping carts</li> <li>Advertisements</li> <li>Auctions of all types</li> <li>Classified ads</li> <li>Bartering online</li> </ul>

# VIRTUAL COMMUNITIES

- **CHARACTERISTICS OF TRADITIONAL ONLINE COMMUNITIES AND THEIR CLASSIFICATION**
  - **Types of Communities**
    - Public Versus Private Communities
    - Internal and External Private Communities
  - **Other Classifications of Virtual Communities**



## EXHIBIT 7.3 Types of Virtual Communities

Community Type	Description
Transaction and other business activities	Facilitate buying and selling (e.g., <i>ausfish.com.au</i> ). Combine an information portal with an infrastructure for trading. Members are buyers, sellers, intermediaries, etc., who are focused on a specific commercial area (e.g., fishing).
Purpose or interest	No trading, just exchange of information on a topic of mutual interest. Examples: Investors consult The Motley Fool ( <i>fool.com</i> ) for investment advice; rugby fans congregate at the Fans Room at <i>nrl.com</i> ; music lovers go to <i>mp3.com</i> ; <i>geocities.yahoo.com</i> is a collection of several areas of interest in one place.
Relations or practices	Members are organized around certain life experiences. Examples: <i>ivillage.com</i> caters to women, and <i>seniornet.com</i> is for senior citizens. Professional communities also belong to this category. Example: <i>isworld.org</i> is a space for information systems faculty, students, and professionals.
Fantasy	Members share imaginary environments. Examples: sport fantasy teams at <i>espn.com</i> ; GeoCities members can pretend to be medieval barons at <i>dir.yahoo.com/Recreation/games/role_playing_games/titles</i> . See <i>games.yahoo.com</i> for many more fantasy communities.
Social networks	Members communicate, collaborate, create, share, form groups, entertain, and more. MySpace.com is the leader.
Virtual worlds	Members use avatars to represent them in a simulated 3D environment where they can play, conduct business, socialize, and fantasize. Second Life ( <i>secondlife.com</i> ) is currently the most well-known virtual world.

# ONLINE SOCIAL NETWORKING: BASICS AND EXAMPLES

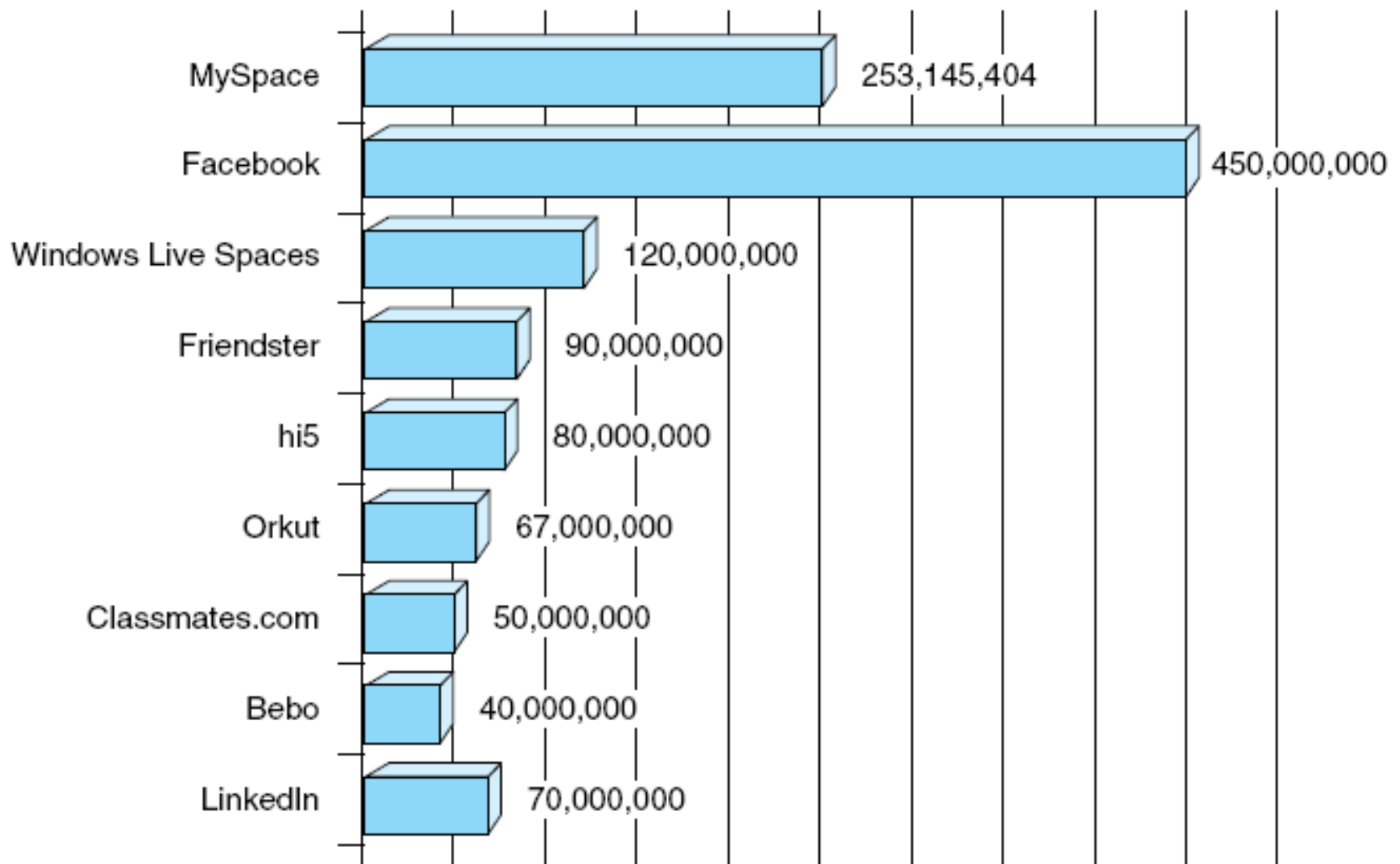
- **social networking**

Social networks and activities conducted in social networks. It also includes activities conducted using Web 2.0 (e.g., wikis, microblogs) not within social networks.

- **The Size of Social Network Sites**
- **New Business Models**

## EXHIBIT 7.4

# The Top Nine Social Networking Sites



# ONLINE SOCIAL NETWORKING: BASICS AND EXAMPLES

## – **social network analysis (SNA)**

The mapping and measuring of relationships and information flows among people, groups, organizations, computers, and other information- or knowledge-processing entities. The nodes in the network are the people and groups, whereas the links show relationships or flows between the nodes. SNAs provide both visual and a quantitative analysis of relationships.

# ONLINE SOCIAL NETWORKING: BASICS AND EXAMPLES

- **REPRESENTATIVE SOCIAL NETWORKS SITES AND SERVICES**

- Classmates Online
- Xanga
- Digg

- **mobile social networking**

Members converse and connect with one another using cell phones or other mobile devices.

- **Mobile Enterprise Networks**
- **Mobile Community Activities**

# **MAJOR SOCIAL NETWORK COMPANIES: FROM Facebook TO Flickr**

- **Facebook: THE NETWORK EFFECT**
- **BEBO**
- **Twitter IS ALSO FOR BUSINESSES**
  - **How Does Twitter Work?**
  - **The Key Business Benefits of Twitter**
- **Flickr TICKS OFF SOME OF ITS USERS**

# BUSINESS AND ENTERPRISE SOCIAL NETWORKS

- **business network**

A group of people who have some kind of **commercial relationship**; for example, sellers and buyers, buyers among themselves, buyers and suppliers, and colleagues and other colleagues.

# BUSINESS AND ENTERPRISE SOCIAL NETWORKS

- **business social network**

A social network whose primary objective is to facilitate business connections and activities.



# BUSINESS AND ENTERPRISE SOCIAL NETWORKS

- The major reasons to use or deploy a business social network are to:
  - Build better customer relationships
  - Improve knowledge management
  - Facilitate recruiting and retention
  - Increase business opportunities
  - Build a community
  - Gain expert advice
  - Improve trade show experiences
  - Improve communication and collaboration

# BUSINESS AND ENTERPRISE SOCIAL NETWORKS

- **BUSINESS-ORIENTED SOCIAL NETWORKING**
  - Ryze
  - The Business Social Network
  - Viadeo
  - APSense

# BUSINESS AND ENTERPRISE SOCIAL NETWORKS

- **ENTERPRISE SOCIAL NETWORKS**
  - Allow employees to collaborate and communicate in an employee-driven system
  - Promote the use of enterprise wikis via demonstrations
  - Set up internal blogs and incorporate them into internal directories so users can see who has a blog
  - Set up enterprise social bookmarking systems so users can see what sort of content their colleagues are tagging
  - CIOs should be involved from the beginning

# BUSINESS AND ENTERPRISE SOCIAL NETWORKS

- **OTHER SOCIAL NETWORKING STRUCTURES**

- **Enterprise 2.0**

Technologies and business practices that free the workforce from the constraints of legacy communication and productivity tools such as e-mail. Provides business managers with access to the right information at the right time through a Web of interconnected applications, services, and devices.

# BUSINESS AND ENTERPRISE SOCIAL NETWORKS

## – social marketplace

The term is derived from the combination of *social networking* and *marketplace*. An online community that harnesses the power of one's social networks for the introduction, buying, and selling of products, services, and resources, including one's own creations. Also may refer to a structure that resembles a social network but is focused on individual members.

# COMMERCIAL ASPECTS OF WEB 2.0 AND SOCIAL NETWORKING APPLICATIONS

- **WHY IS THERE AN INTEREST?**
  - Web 2.0 applications are spreading rapidly, and many of them cater to a specific *segment of* the population (e.g., music lovers, travelers, game lovers, and car fans), enabling segmented advertising
  - Many users of Web 2.0 tools are young, and they will grow older and have more money to spend

# COMMERCIAL ASPECTS OF WEB 2.0 AND SOCIAL NETWORKING APPLICATIONS

- **ADVERTISING USING SOCIAL NETWORKS, BLOGS, AND WIKIS**
  - **Viral (Word-of-Mouth) Marketing**
    - viral blogging
      - Viral (word-of-mouth) marketing done by bloggers.
  - **Classified Ads, Job Listings, and Recruitment**
  - **Special Advertising Campaigns**
  - **Mobile Advertising**

# COMMERCIAL ASPECTS OF WEB 2.0 AND SOCIAL NETWORKING APPLICATIONS

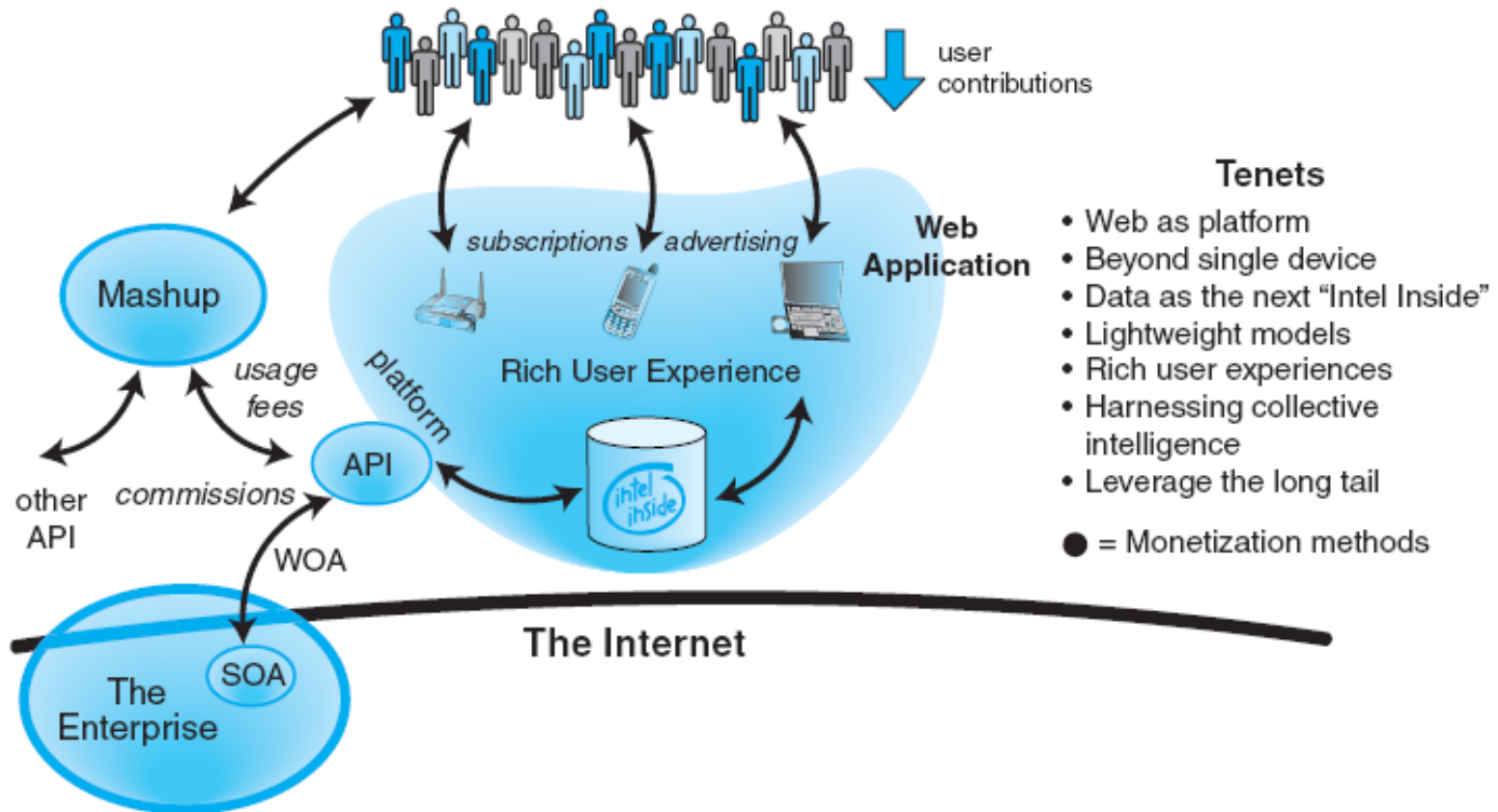
- **SHOPPING IN SOCIAL NETWORKS**
- **FEEDBACK FROM CUSTOMERS:  
CONVERSATIONAL MARKETING**
  - **Customer Feedback with Twitter**



# **COMMERCIAL ASPECTS OF WEB 2.0 AND SOCIAL NETWORKING APPLICATIONS**

- **COMMERCIAL ACTIVITIES IN BUSINESS AND ENTERPRISE SOCIAL NETWORKS**
  - **Finding and Recruiting Workers**
  - **Management Activities and Support**
  - **Training**
  - **Knowledge Management and Expert Location**
  - **Enhancing Collaboration**
  - **Using Blogs and Wikis Inside the Enterprise**

# EXHIBIT 7.5 Generating Revenue from Web 2.0 Applications



# **COMMERCIAL ASPECTS OF WEB 2.0 AND SOCIAL NETWORKING APPLICATIONS**

- **REVENUE-GENERATION STRATEGIES IN  
SOCIAL NETWORKS**
  - Increased Revenue and Its Benefit
- **RISKS AND LIMITATIONS WHEN INTERFACING  
WITH SOCIAL NETWORKS**
- **JUSTIFYING SOCIAL MEDIA AND  
NETWORKING**

# **ENTERTAINMENT WEB 2.0 STYLE: FROM SOCIAL NETWORKS TO MARKETPLACES**

- **ENTERTAINMENT AND SOCIAL NETWORKS**
  - **Mixi**
  - **Last.fm**
  - **Pandora**
  - **eFans**
  - **Internet Series and Movie Streaming**
  - **Adult Entertainment in Virtual Worlds**

# ENTERTAINMENT WEB 2.0 STYLE: FROM SOCIAL NETWORKS TO MARKETPLACES

- **MOBILE WEB 2.0  
DEVICES FOR  
ENTERTAINMENT AND  
WORK**
  - iPhone and Its Clones

iPhone 3G



# THE FUTURE: WEB 3.0 AND WEB 4.0

- **Web 3.0**

A term used to describe the future of the World Wide Web. It consists of the creation of high-quality content and services produced by gifted individuals using Web 2.0 technology as an enabling platform.

# THE FUTURE: WEB 3.0 AND WEB 4.0

## – Semantic Web

An evolving extension of the Web in which Web content can be expressed not only in natural language, but also in a form that can be understood, interpreted, and used by intelligent computer software agents, permitting them to find, share, and integrate information more easily.

# THE FUTURE: WEB 3.0 AND WEB 4.0

## – Web 4.0

The Web generation after Web 3.0. It is still mostly an unknown entity. However, it is envisioned as being based on islands of intelligence and as being ubiquitous.

## – Future Threats

- Security concerns
- Lack of Net neutrality
- Copyright complaints
- Choppy connectivity



# MANAGERIAL ISSUES

1. How will social media impact businesses?
2. How will social networking impact businesses?
3. Should we explore Web 2.0 collaboration?
4. Do we need to sponsor a social network?
5. How should we deal with Web 2.0 risks?
6. Should we have an in-house social network?

# References

- Turban et al., "Introduction to Electronic Commerce", Third Edition, Pearson, 2010