

Social Software: Fun and Games, or Business Tools?

Dr. Wendy A. Warr
<http://www.warr.com>

Overview

- What is Web 2.0?
- Social software
- Enterprise 2.0
- Survey results
- Issues
- Adoption industry by industry
- The future

The Eight Core Patterns of Web 2.0

- Harnessing collective intelligence
- Data [are] the next “Intel inside”
- Innovation in assembly
- Rich user experiences
- Software above the level of a single device
- Perpetual beta
- “Leveraging” the long tail
- Lightweight software/business models and cost effective scalability

Source: O'Reilly Radar Report, November 2006

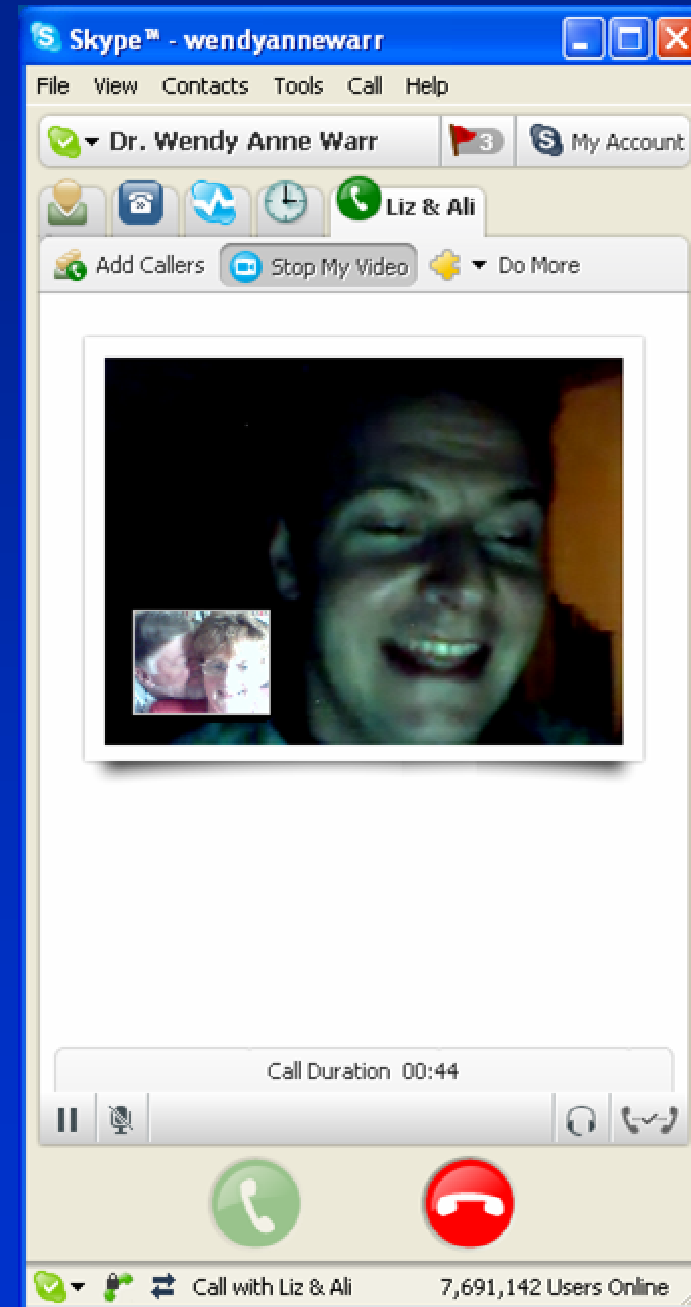
Social Software

- Instant messaging
 - MSN Messenger, Yahoo Messenger, AOL Instant Messenger, Skype
- Text chat
 - Internet Relay Chat
- Internet forums
- Blogs
- Wikis
 - Wikipedia

Skype

- 220 million registrants
- 17% of UK broadband adults use Skype/Tesco
- 27% penetration in France and The Netherlands

Source: Ofcom September 2007



Social Software

- Instant messaging
 - MSN Messenger, Yahoo Messenger, AOL Instant Messenger, Skype
- Text chat
 - Internet Relay Chat
- Internet forums
- Blogs
- Wikis
 - Wikipedia

The Wisdom of Crowds

The Wisdom of Crowds: Why the Many Are Smarter Than the Few and How Collective Wisdom Shapes Business, Economies, Societies and Nations. James Surowiecki, 2004

Social Software

- Blog search engines
 - Google blogsearch, Technorati
- Web feeds
 - RSS
 - Rich Site Summary/Really Simple Syndication
 - Atom
- Podcasts
 - Can be syndicated, subscribed to etc.

User-generated Content

The screenshot shows a Netscape browser window titled "Netscape - [ChemWeb Meetings]". The address bar contains the URL "http://chemweb.com/meetings/meetings.shtml". The browser interface includes a menu bar (File, Edit, View, Go, Bookmarks, Options, Directory, Window, Help) and a toolbar with buttons for Back, Forward, Home, Reload, Images, Open, Print, Find, and Stop. Below the address bar are navigation buttons: "What's New?", "What's Cool?", "Destinations", "Net Search", "People", and "Software".

The main content area features several advertisements and a navigation menu. The advertisements include:

- SCS software consulting services
- CHERWELL SCIENTIFIC Software for Science and Research
- A new journal for a new field!
- ICDD Investigational Drug Database
- The Alchemist
- ChemOffice Net FREE!

The navigation menu includes: Home | Library | Databases | Jobs | Shopping Mall | Meetings | The Alchemist | Your Room | Site Search.

The ChemWeb logo is displayed below the navigation menu. The main content area features a large orange box with a white circle containing an image of a conference table. To the right of the circle are three items:

- Conference Diary**
Database containing hundreds of chemistry-related meetings worldwide
- ChemWeb Virtual Lectures**
View the abstracts of the previous virtual lectures or register for the next one
- Discussion Groups**
Online discussion of chemical topics

The status bar at the bottom shows "Document: Done" and a mail icon.

Social Software

- Social network services
 - Facebook, MySpace, Flickr, YouTube
 - LinkedIn, Ryze, XING
- Social guides
 - WikiTravel, TripAdvisor
- Social bookmarking
 - Tagging, tag clouds, folksonomy
- Social citations
 - CiteULike, Connotea, BibSonomy
- Virtual worlds

Virtual Worlds

- Massively Multiplayer Online (Role-playing) Games: MMO(RP)Gs
- Non-game worlds
 - Second Life, The Sims Online

Second Life

By the end of 2011, 80 percent of active Internet users (and Fortune 500 enterprises) will have a “second life”, but not necessarily in Second Life...enterprise clients...should investigate and experiment...but limit substantial financial investments until the environments stabilize and mature.

Source: Gartner, Inc. 2007

Mashups

- A content aggregation technology
- Portals are an older technology
- Example: TripAdvisor maps combines Trip Advisor hotel popularity index and Google maps

Most Popular Web Sites

1. Yahoo
2. Google
3. MSN
4. YouTube
5. Live
6. MySpace
7. Orkut
8. Facebook
9. Wikipedia
10. Hi5

English language sites, Alexa, October 7, 2007

What next?

- Web 2.0
- Library 2.0
- Office 2.0
- Enterprise 2.0
- ...

Enterprise 2.0

- Search
- Linking
- Authoring
- Tagging
- Extensions
 - “if you like X, you’ll like Y”
- Signals
 - e.g., RSS

Source: Andrew McAfee 2006

Adoption - Consumers

- 41% of Internet users in UK use Web 2.0 sites
- Web 2.0 usage is prevalent across all age groups and both sexes

Booz Allen Hamilton survey of 2,400 consumers 2006

Adoption (Business)

- blogs, wikis, podcasts, RSS, social networking, content tagging
- 89% of companies have adopted at least one of these six tools
- 35% using all six
- CIOs do not view Web 2.0 as a passing fad

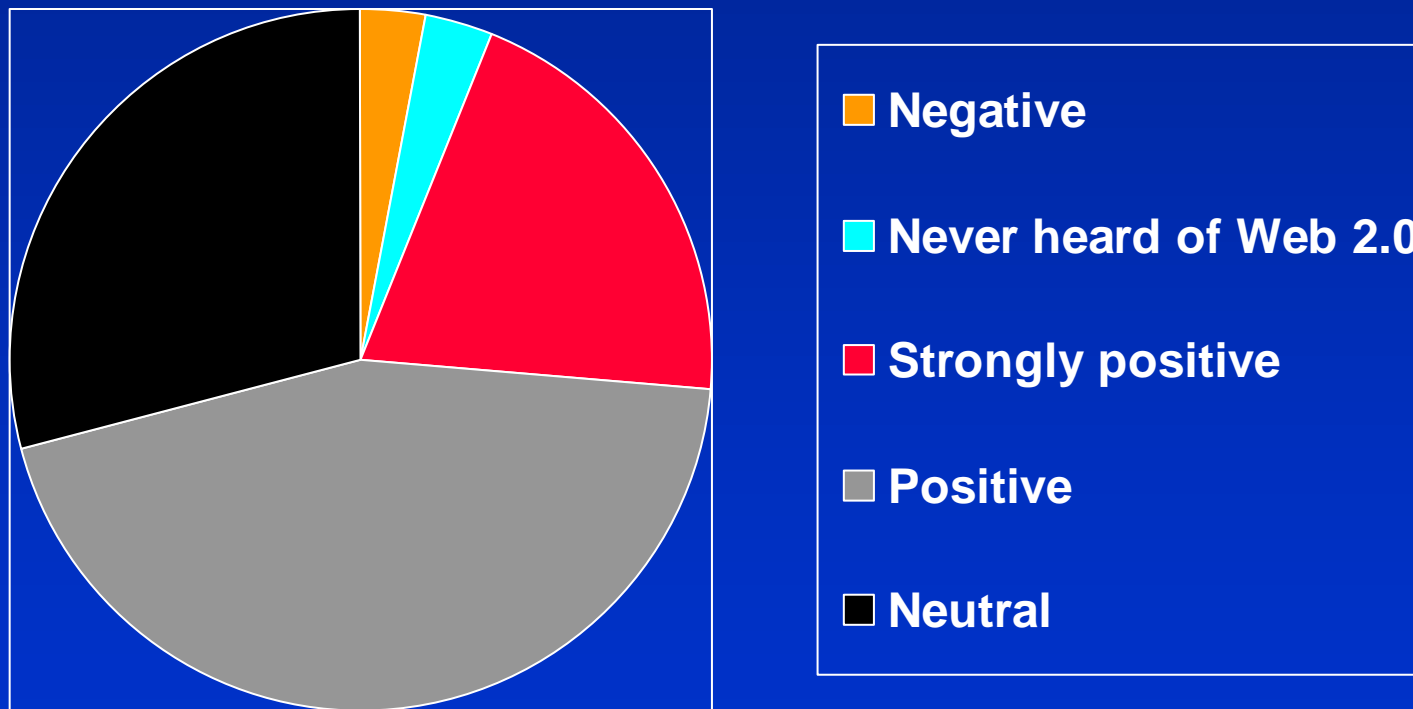
Source: Forrester survey of 119 CIOs, published March 2007

Adoption: Another View

- 19% of companies already use social networking
- 17% use podcasts
- 16% use blogs
- 14% use RSS
- 13% use wikis
- 4% use mashups
- Indian firms lead the way
 - 80% plan to use
 - compare 64% of North American firms

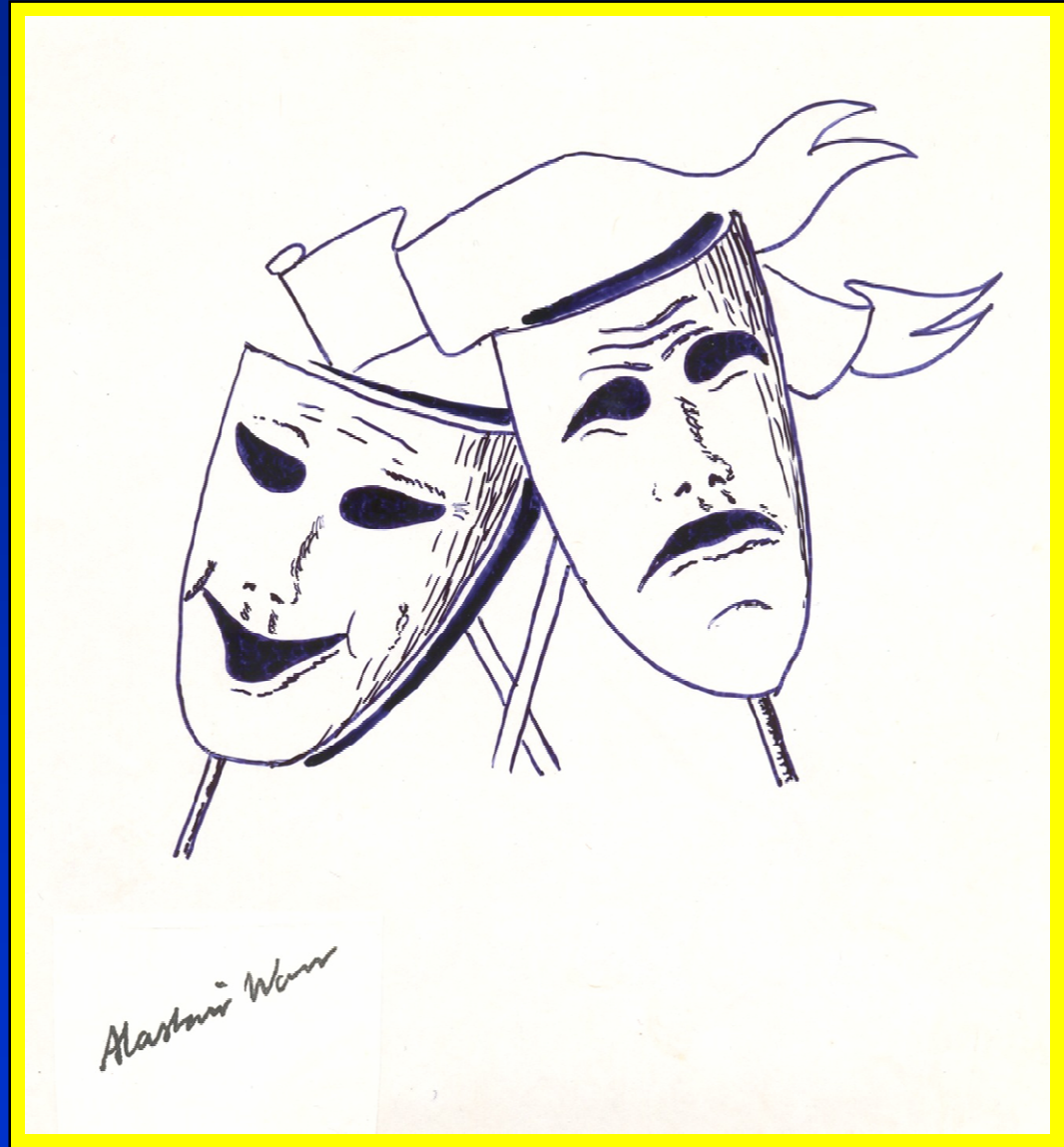
Source: McKinsey survey of 2,847 executives, published March 2007

Reaction of IT decision makers



Source: Forrester survey, n = 275, June 2007

The Upside and the Downside



The Downside



- Spam, spim, spit, skam, splog
- Security
- Privacy
- Bandwidth
- Leak of company secrets
- Lack of “control”
- Need to set rules
- Fear of “shadow IT”
- Addiction
- Time wasting
- Virtual crime

Policy of One Major Pharma

The following URL is blocked by [Company X] policy because of its content categorization by our subscription service: “Social Networking”

<http://iastate.facebook.com/group.php?gid=3D5055907636>

Please read [Company X] Web Content Filter Policy for more information.

If you feel there is a valid business reason to access this site, please submit the Web Content Filter Override Request Form which will be reviewed by appropriate management.

Exception requests may require approval from a Vice-President or above.

Recruiting the Digital Natives



Recruiting the Digital Natives

How would you feel if your employer took away your BlackBerry or cell phone?



Users of Second Life

- Adidas, Dell, Calvin Klein, Warner Brothers, IBM, Nature, Harvey Nash
- Open University, Ohio University, Harvard Law School, Princeton University
- Virtual Rome, Louvre, Alliance of Second Life Librarians, Library of Congress
- Hillary Clinton, John Edwards, Antonio di Pietro
- U2 in concert
- ING, Saxo, ABN Amro
- Sweden

Web 2.0 Suites

- CIOs prefer suites
- Large vendors (Microsoft, IBM, Oracle) are preferred over smaller, “pure play” firms
- Microsoft Office SharePoint Server, MOSS (SharePoint)
- SuiteTwo (Intel)
- IBM Lotus Connections
 - Dogear, Activities

Source for points one and two: Forrester survey of 119 CIOs, published March 2007

Software as a Service

- Web 2.0 entwined with SOA
- Harnessing the *intranet*
- On-site, server-based, behind firewall
- Example: Federal Aviation Administration using IBM Connections' Activities

Information Professionals

- 39% access blogs weekly, or more often
- 34% access wikis
- 16% access video podcasts
- 15% access audio podcasts

Source: LexisNexis, June 2007

Information Professionals

- UK National Archives wiki: Your Archives
- UKeIG has a Facebook group
- CILIP holds virtual meetings in Second Life
- Library “in-world” in Second Life
- LoC funding preservation of Second Life material
- “Users expect their library to be as powerful, usable and innovative as Google, Amazon or eBay”. Talis

Publishers

- RSC Project Prospect
- Nature Network
 - somewhere between Facebook and LinkedIn
- *ACS Chemical Biology*
- Scirus Topic Pages
- *USA Today, Economist etc.*

Pharma

- One pharma reports using Documentum eRoom
 - a secure, Web-based workspace for efficient collaboration among distributed workers
- Pfizer presentation at this meeting

Pharma

“There are pockets of wiki-madness inside our research group, much of it well thought out and perhaps even useful, albeit nascent and little-used and poorly-advertised, but the environment and IT infrastructure is not terribly supportive, even if the current senior management is. One idea was to use a wiki to host a gene/target annotation system, so anyone and everyone could provide material on their favorite genes, pathways and systems, connect it somehow to well-curated reference databases, and use the wiki concept to capture proprietary and personal additions.”

Pharma

“We've started to use SharePoint to establish a group-wide ‘MySite’ dialog, blog and ‘social site’ for our internal chemistry colleagues...it has the look and feel of some of the Web’s social sites, just internalized and supportive of proprietary Q&A.”

Pharma

“...drug industry IT is trending toward highly configurable architectures that employ Web-based search functions such as the semantic Web and open-source programs like wikis.”

Martin Leach, Merck, *C&EN* 2007, 85(40)

Comments from Three Chemical Companies

- SharePoint, Lotus Notes preferred
 - security, record retention policies etc.
- Why would anyone use a wiki when we have a “proper” tool?
- Wikis *are* used
 - SharePoint is “glossier”; wikis are friendlier
 - as help files, in conjunction with KM system

2012



Wendy Warr & Associates