Using MIS 5e
Chapter 8

Social Media
Information Systems
by David Kroenke
“She Said WHAT?—On Our Facebook Page???”

Negative customer comment on Fox Lake’s Facebook

- User-generated content is double-edged sword
- Deleting critical feedback problematic
- Critical comments result from process problems
- Learn to deal with negative feedback
Study Questions

Q1: What is a social media information system (SMIS)?
Q2: How do SMIS advance organizational strategy?
Q3: How do SMIS increase social capital?
Q4: What roles do SMIS play in the hyper-social organization?
Q5: How do organizations use Web 2.0?
Q6: How can organizations manage the risks of social media and Web 2.0?
Q7: 2022?
Q1: What Is a Social Media Information System (SMIS)?

Social media (SM)

- Use of information technology to support sharing of content among networks of users

Communities, tribes, or hives

- Group of people related by a common interest

Social media information system (SMIS)

- An information system that supports sharing of content among networks of users
SMIS: Convergence of Disciplines
SMIS Organizational Roles
Community/Social Media Site Relationship
Social Media Sponsors
Social Media Application Providers

- Facebook, Twitter, LinkedIn, and Google create the features and functions of the site
- Free to users
- Sponsors may or may not pay a fee
- Most earn revenue through some type of advertising model
## Five Components of SMIS

<table>
<thead>
<tr>
<th>Component</th>
<th>Entity</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hardware</td>
<td>User</td>
<td>Any user computing device</td>
</tr>
<tr>
<td></td>
<td>SM sponsor</td>
<td>Any user computing device</td>
</tr>
<tr>
<td></td>
<td>Application provider</td>
<td>Elastic, cloud-based servers</td>
</tr>
<tr>
<td>Software</td>
<td>User</td>
<td>Browser, iOS, and other applications</td>
</tr>
<tr>
<td></td>
<td>SM sponsor</td>
<td>Browser, application tools</td>
</tr>
<tr>
<td></td>
<td>Application provider</td>
<td>Application, NoSQL or other DBMS</td>
</tr>
<tr>
<td>Data</td>
<td>User</td>
<td>User-generated content, connection data</td>
</tr>
<tr>
<td></td>
<td>SM sponsor</td>
<td>Sponsor content</td>
</tr>
<tr>
<td></td>
<td>Application provider</td>
<td>Content and connection data storage and rapid retrieval</td>
</tr>
<tr>
<td>Procedures</td>
<td>User</td>
<td>Informal, copy each other</td>
</tr>
<tr>
<td></td>
<td>SM sponsor</td>
<td>Create, manage, remove content; extract value from content and connections; manage risk</td>
</tr>
<tr>
<td></td>
<td>Application provider</td>
<td>Run and maintain application</td>
</tr>
<tr>
<td>People</td>
<td>User</td>
<td>Adaptive, can be irrational</td>
</tr>
<tr>
<td></td>
<td>SM sponsor</td>
<td>Key users</td>
</tr>
<tr>
<td></td>
<td>Application provider</td>
<td>Staff to run and maintain application</td>
</tr>
</tbody>
</table>
Q2: How Do SMIS Advance Organizational Strategy?

Defenders of Belief
- Share a common belief
- Seek conformity
- Want to convince others
- Facilitate activities like sales and marketing
- Form strong bonds and allegiance to an organization

Seekers of the Truth
- Share common desire to learn something, solve a problem, make something happen
- Seldom form a strong bond
## SM in the Value Chain Activities

<table>
<thead>
<tr>
<th>Activity</th>
<th>Community type</th>
<th>Focus</th>
<th>Dynamic process</th>
<th>Risks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales and marketing</td>
<td>Defender of belief</td>
<td>Outward to prospects</td>
<td>Social CRM, Peer-to-peer sales</td>
<td>Loss of credibility, Bad PR</td>
</tr>
<tr>
<td>Customer service</td>
<td>Seeker of the truth</td>
<td>Outward to customers</td>
<td>Peer-to-peer support</td>
<td>Loss of control</td>
</tr>
<tr>
<td>Inbound logistics</td>
<td>Seeker of the truth</td>
<td>Upstream supply chain providers</td>
<td>Problem solving</td>
<td>Privacy</td>
</tr>
<tr>
<td>Outbound logistics</td>
<td>Seeker of the truth</td>
<td>Downstream supply chain shippers</td>
<td>Problem solving</td>
<td>Privacy</td>
</tr>
<tr>
<td>Manufacturing and operations</td>
<td>Seeker of the truth</td>
<td>Outward for user design, inward to operations and manufacturing</td>
<td>User-guided design, Enterprise 2.0, Knowledge management</td>
<td>Efficiency/effectiveness</td>
</tr>
<tr>
<td>Human resources</td>
<td>Defender of belief</td>
<td>Employment candidates, Employee communications</td>
<td>Employee prospecting, recruiting, and evaluation SharePoint &amp; Enterprise 2.0, for employee-to-employee communication</td>
<td>Error, Loss of credibility</td>
</tr>
</tbody>
</table>
Social Media and Manufacturing and Operations

- Crowdsourcing
- Enterprise 2.0
- Folksonomy
- SLATES
## McAffee's SLATES Enterprise 2.0 Model

<table>
<thead>
<tr>
<th>Enterprise 2.0 Component</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Search</td>
<td>People have more success searching than they do in finding from structured content</td>
</tr>
<tr>
<td>Links</td>
<td>Links to enterprise resources (like on the Web)</td>
</tr>
<tr>
<td>Authoring</td>
<td>Create enterprise content via blogs, wikis, discussion groups, presentations …</td>
</tr>
<tr>
<td>Tags</td>
<td>Flexible tagging (like delicious) results in folksonomies of enterprise content</td>
</tr>
<tr>
<td>Extensions</td>
<td>Using usage patterns to offer enterprise content via tag processing (like the style of Pandora)</td>
</tr>
<tr>
<td>Signals</td>
<td>Pushing enterprise content to users based on subscriptions and alerts</td>
</tr>
</tbody>
</table>
Q3: How Do SMIS Increase Social Capital?

Types of business capital

- Physical capital — factories, machines, manufacturing equipment
- Human capital — human knowledge and skills
- Social capital — social relations

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Chapter 8-15
What Is the Value of Social Capital?

- Information
- Influence
- Social credentials
- Personal reinforcement
- Value of social capital
  - Number of relationships, strength of relationships, and resources controlled
How Do Social Networks Add Value to Businesses?

Progressive organizations:

• Maintain a presence on Facebook, LinkedIn, Twitter, and other SN sites.
• Include links to their social networking presence for customers and interested parties to leave comments.
Using Social Networking to Increase the Number of Relationships

Figure 8-8
SM Community
Q4: What Roles Do SMIS Play in Hyper-social Organization?

Four Pillars of Hyper-Social Organizations

- Consumers → Humans
- Market Segments → Tribes
- Channels → Networks
- Structure & Control → Messiness
Using Social Networks to Increase the Strength of Relationships

1. Ask them to do you a favor
2. Frequent interactions strengthen relationships
3. Size of assets controlled by those in relationship

Social Capital = Number of Relationships × Relationship Strength × Entity Resources

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### SEAMS Dynamic Process Activities

<table>
<thead>
<tr>
<th>Activity</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sense</td>
<td>Important communities. What they do, where they hang out, what they care about, how your organization can relate to them.</td>
</tr>
<tr>
<td>Engage</td>
<td>In relationships. Talk <em>with</em>, not to, community members (customers, employees, partners).</td>
</tr>
<tr>
<td>Activate</td>
<td>Connect communities to your internal value chains and processes (Figure 8-6).</td>
</tr>
<tr>
<td>Measure</td>
<td>Success in terms of social capital.</td>
</tr>
<tr>
<td>Story tell</td>
<td>Publicize community successes. Take a backseat role to the community.</td>
</tr>
</tbody>
</table>
## SMIS and SEAMS Activities

<table>
<thead>
<tr>
<th>Activity</th>
<th>SMIS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sense</td>
<td>Reputation management services (e.g., <a href="http://www.reputation.com">www.reputation.com</a>) Twitter, Facebook, LinkedIn, blogs, other</td>
</tr>
<tr>
<td>Engage</td>
<td>Social media, Twitter, Facebook, LinkedIn, blogs, other</td>
</tr>
<tr>
<td>Activate</td>
<td>Integrate SM presence with CRM, ERP, other operational systems SOA useful</td>
</tr>
<tr>
<td>Measure</td>
<td>Social monitoring services (e.g., WebiMax) in-house metrics</td>
</tr>
<tr>
<td>Story tell</td>
<td>Blogs, videos, YouTube, white papers for benefit of SM communities</td>
</tr>
</tbody>
</table>
Q4: How Do Organizations Use Web 2.0?

<table>
<thead>
<tr>
<th>Web 2.0 Processing</th>
<th>Traditional Processing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major winners: Google, Amazon.com, eBay</td>
<td>Major winners: Microsoft, Oracle, SAP</td>
</tr>
<tr>
<td>Software as a (Free) Service</td>
<td>Software as product</td>
</tr>
<tr>
<td>Frequent releases of thin-client applications</td>
<td>Infrequent, controlled releases</td>
</tr>
<tr>
<td>Business model relies on advertising or other revenue-from-use</td>
<td>Business model relies on sale of software licenses</td>
</tr>
<tr>
<td>Viral marketing</td>
<td>Extensive advertising</td>
</tr>
<tr>
<td>Product value increases with use and users</td>
<td>Product value fixed</td>
</tr>
<tr>
<td>Organic interfaces, mashups encouraged</td>
<td>Controlled, fixed interface</td>
</tr>
<tr>
<td>Participation</td>
<td>Publishing</td>
</tr>
<tr>
<td>Some rights reserved</td>
<td>All rights reserved</td>
</tr>
</tbody>
</table>

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Testing of New Features, Web 2.0 Style

Google Maps Labs

Google Maps Labs is a testing ground for experimental features that aren't quite ready for primetime. They may change, break or disappear at any time.

If such a feature breaks, and you're having trouble loading Maps, use this escape hatch: http://maps.google.com/maps?flr=0.

Drag 'n' Zoom
Dave D
Zooming in on a specific part of the map is now fast and easy. Simply click the Drag 'n' Zoom button, draw a box on the map, and zoom! You're there!

Enable Disable

Back to Beta
David S
Gmail isn't the only one that can enjoy a BETA tag.

Enable Disable

Where in the World Game
Jee F
Test your knowledge of world geography! Guess the name of the country from satellite imagery, and try to beat your top score!

Enable Disable

What's Around Here?
Michael A

Enable Disable
In the Web 2.0 World

• No traditional marketing ➞ viral marketing
• Use increases value
• Organic user interfaces and mashups
• Participation and ownership differences
How Can Businesses Benefit from Web 2.0?

• Advertising
  ➢ Adwords and Adsense

• Mashups
  ➢ Mashing content of multiple products
Example of a Mashup
Ethics Guide: Hiding the Truth?

- How is social networking different in business than in private life?
- Do the ethics vary between private and business use of social networking?
Q6: How Can Organizations Manage the Risks of Social Media and Web 2.0 Applications?

Six guiding principles to employees:

1. Stick to your area of expertise.
2. Post meaningful, respectful comments.
3. Pause and think before posting.
4. Respect proprietary information and content, and confidentiality.
5. When disagreeing with others, keep it appropriate and polite.
6. Know and follow company code of conduct and privacy policy.
# Intel’s Rules of Social Media Engagement

<table>
<thead>
<tr>
<th>Rule</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Be transparent.</td>
<td>Your honesty—or dishonesty—will be quickly noticed in the social media environment. If you are blogging about your work at Intel, use your real name, identify that you work for Intel, and be clear about your role. …</td>
</tr>
<tr>
<td>Be judicious.</td>
<td>Make sure your efforts to be transparent don’t violate Intel’s privacy, confidentiality, and legal guidelines for external commercial speech…</td>
</tr>
<tr>
<td>Write what you know.</td>
<td>Make sure you write and post about your areas of expertise, especially as related to Intel and our technology. If you are writing about a topic that Intel is involved with but you are not the Intel expert on the topic, you should make this clear to your readers. And write in the first person…</td>
</tr>
<tr>
<td>Perception is reality.</td>
<td>In online social networks, the lines between public and private, personal and professional are blurred. Just by identifying yourself as an Intel employee, you are creating perceptions about your expertise and about Intel by our shareholders, customers, and the general public—and perceptions about you by your colleagues and managers. Do us all proud…</td>
</tr>
<tr>
<td>It’s a conversation.</td>
<td>Talk to your readers like you would talk to real people in professional situations. … Don’t be afraid to bring in your own personality and say what’s on your mind. Consider content that’s open-ended and invites response. Encourage comments.</td>
</tr>
<tr>
<td>Are you adding value?</td>
<td>There are millions of words out there. The best way to get yours read is to write things that people will value. Social communication from Intel should help our customers, partners, and co-workers…</td>
</tr>
<tr>
<td>Your responsibility.</td>
<td>What you write is ultimately your responsibility. Participation in social computing on behalf of Intel is not a right but an opportunity, so please treat it seriously and with respect…</td>
</tr>
<tr>
<td>Create some excitement.</td>
<td>As a business and as a corporate citizen, Intel is making important contributions to the world, to the future of technology, and to public dialogue on a broad range of issues. Our business activities are increasingly focused on high-value innovation. Let’s share with the world the exciting things we’re learning and doing—and open up the channels to learn from others.</td>
</tr>
<tr>
<td>Be a leader.</td>
<td>There can be a fine line between healthy debate and incendiary reaction. Do not denigrate our competitors or Intel. Nor do you need to respond to every criticism or barb… Did you screw up? If you make a mistake, admit it. Be upfront and be quick with your correction. If you’re posting to a blog, you may choose to modify an earlier post—just make it clear that you have done so.</td>
</tr>
<tr>
<td>If it gives you pause, pause.</td>
<td>If you’re about to publish something that makes you even the slightest bit uncomfortable, don’t shrug it off and hit ‘send.’ Take a minute to review these guidelines and try to figure out what’s bothering you, then fix it…</td>
</tr>
</tbody>
</table>
Managing the Risk of User Generated Content (UGC)

Major sources of UGC problems:

- Junk and crackpot contributions
- Inappropriate content
- Unfavorable reviews
- Mutinous movements
Responding to Social Networking Problems

- Leave it
- Respond to it
- Delete it
Q7: 2022?

- GPS devices in consumer products?
- How to harness employee social behavior and partners to foster company strategy
- Employees craft their own relationships with their employers
- Employers provide endoskeleton to support work of people on the exterior
Guide: Blending the Personal and the Professional

- Employees sharing personal information socially
- Technology blurs line between work life and home life
- Work is portable and always on
- You need to be more careful about what you say
- Work networks are not social networks
Guide: Social Recruiting

- Hyper-social organizations use their communities to locate prospects
- Created communities of ‘alumni’ employees
- Get a sense of candidate to find any potential behavior or attitude problems
- Exposing protected data
- Treat every candidate the same
- Join LinkedIn, use Google + circles
- Keep your personal social data out of any circle that can be publicly accessed
- Check out blogs, commentary, and postings of people who already work at prospective employers
Active Review

Q1: What is a social media information system (SMIS)?
Q2: How do SMIS advance organizational strategy?
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Q6: How can organizations manage the risks of social media and Web 2.0?
Q7: 2022?
Case Study 8: Tourism Holdings Limited

• Publicly listed New Zealand corporation that owns multiple brands and businesses in tourism industry

• Operates in New Zealand, Australia, and Fiji, and sales offices in Germany and United Kingdom.

• Information systems and technology a core component of its business value

• Invested in a variety of innovative information systems and Web 2.0 technologies.
Case Study 8: Tourism Holdings Limited (cont’d)

Problems

• Acquisition of multiple brands and companies created a disparate set of information systems using a variety of different technologies, excessive software maintenance and costs

• Converted customer-facing Web sites to use Microsoft SharePoint and MOSS

Solutions

• Single development platform reduced maintenance costs

• Attention on development and personnel training
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