



Social Computing

Pertemuan 10

Kompetensi Khusus

Mahasiswa mampu menunjukkan penanan social media terhadap pemasaran, berbelanja, CRM dan HRM

- **Materi :**

1. Teknologi pokok web 2.0
2. Aplikasi dan Kategori situs web 2.0

Introduction

- Traditional information systems support organizational activities and business processes, and they concentrate on cost reductions and productivity increases
- Social computing is focused on improving collaboration and interaction among people and on encouraging user-generated content. Significantly, in social computing, social information is not anonymous.
- Social computing makes socially produced information available to everyone.



1. Teknologi Pokok web 2.0

1.1 Web 2.0

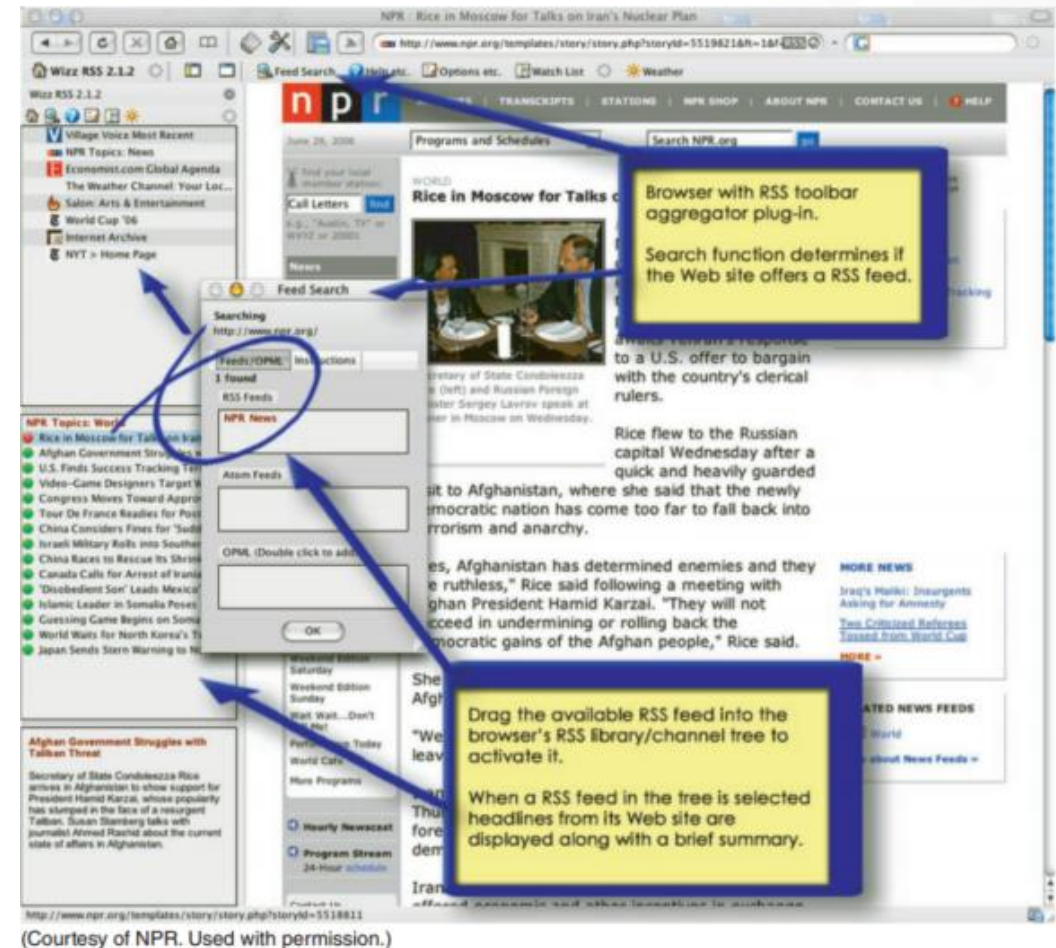
- The World Wide Web, first appeared in 1990. Web 1.0 was the first generation of the web.
- Key developments of web 1.0 were the creation of web sites and the commercialization of the web.
- User had minimal interaction with web 1.0
- In the following sections, we discuss five web 2.0 information technology tools : tagging, Really Simple Syndication (RSS), blogs, microblogs and wikis.
- Two major types of web 2.0 sites: Social Networking Sites and Mashups.

1.2 Tagging

- A tag is a keyword or term that describe a piece of information.
- Ex: a blog, a picture, an article, or a video clip.
- Tagging allows user to place information in multiple, overlapping associations rather than in rigid categories.
- Tagging is basic of folksonomies, which are user-generated classifications that use tags to categorize and retrieve web pages, photo, videos and other web content.
- One specific form of tagging, known as geo-tagging, refers to tagging information on maps. For example, Google Maps allows users to add pictures and information, such as restaurant or hotel ratings, to maps.

1.3 Really Simple Syndication

- Really Simple Syndication is a Web 2.0 feature that allows you to receive the information you want (customized information), when you want it, without having to surf thousands of Web sites.
- RSS allows anyone to syndicate (publish) his or her blog, or any other content, to anyone who has an interest in subscribing to it. When changes to the content are made, subscribers receive a notification of the changes and an idea of what the new content contains.





2. Aplikasi dan Kategori situs web 2.0

2.1 Blogs

- A weblog (blog for short) is a personal Web site, open to the public, in which the site creator expresses his or her feelings or opinions via a series of chronological entries.
- Bloggers—people who create and maintain blogs—write stories, convey news, and provide links to other articles and Web sites that are of interest to them.
- The simplest method of creating a blog is to sign up with a blogging service provider, such as **www.blogger.com** (now owned by Google), **www.xanga.com**, and **www.sixapart.com**.
- Blogs often provide incredibly useful information, often before the information becomes available in traditional media outlets (e.g., television, newspapers).

2.2 Microblogging

- Microblogging is a form of blogging that allows users to write short messages (or capture an image or embedded video) and publish them.
- these messages can be submitted via text messaging from mobile phones, instant messaging, e-mail, or simply over the Web
- The content of a microblog differs from that of a blog because of the limited space per message (usually up to 140 characters).
- A popular microblogging service is Twitter.

2.3 Microblogging (Lanj)

- Twitter is a free microblogging service that allows its users to send messages and read other users' messages and updates, known as tweets.
- Tweets are displayed on the user's profile page and delivered to other users who have signed up to receive them.
- Twitter is becoming a very useful business tool.
- It allows companies to quickly share information with people interested in their products, thereby creating deeper relationships with their customers
- Businesses also use Twitter to gather real-time market intelligence and customer feedback.

2.4 WIKIS

- A wiki is a Web site made up entirely of content posted by users. Wikis have an “edit” link on each page that allows any user to add, change, or delete material, thus fostering easy collaboration.
- wikis enable companies to collaborate with customers, suppliers, and other business partners on projects.
- Organizations use wikis in several ways. In project management, for example, wikis provide a central repository for capturing constantly updated product features and specifications, tracking issues, resolving problems, and maintaining project histories.

2.5 Social Networking Web Sites

- A social network is a social structure composed of individuals, groups, or organizations linked by values, visions, ideas, financial exchange, friendship, kinship, conflict, or trade.
- Social networking refers to activities performed using social software tools (e.g., blogging) or social networking features (e.g., media sharing).
- A social network can be described as a map of all relevant links or connections among the network's members.
- Social networks can also be used to determine the social capital of individual participants.
- Social capital refers to the number of connections a person has within and between social networks.

2.6 Enterprise Social Networks

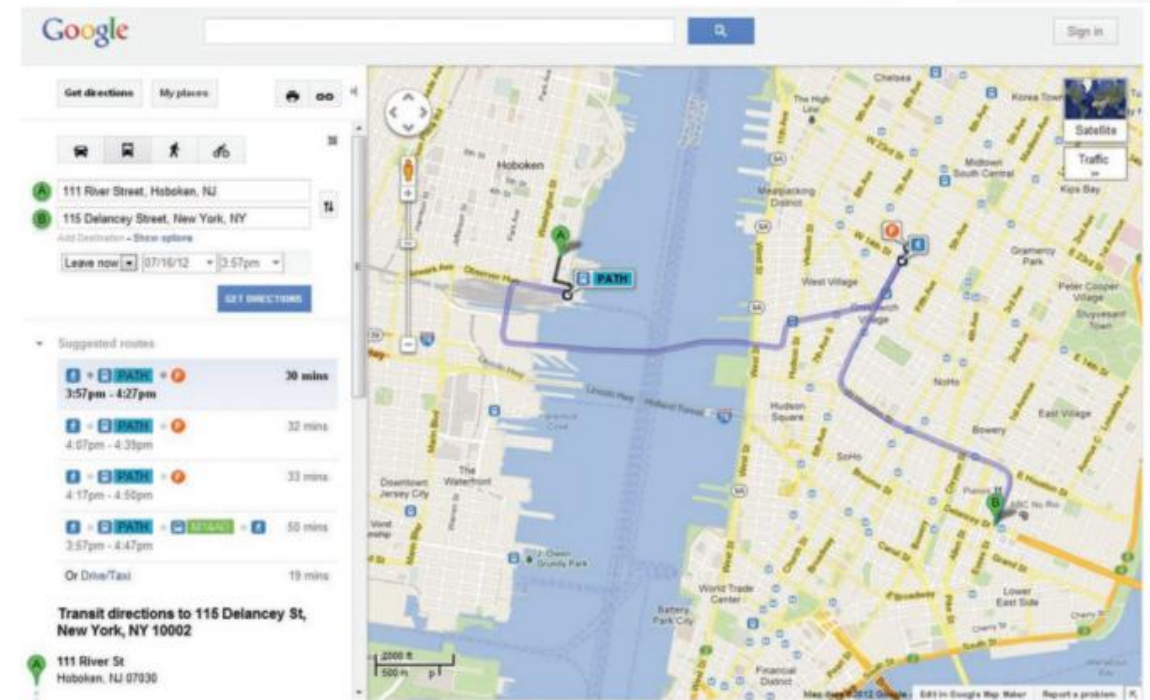
- Business-oriented social networks can be public, such as LinkedIn.com. As such, they are owned and managed by an independent company.
- Corporate social networks are used for many processes, including:
 1. Networking and community building, both inside and outside an organization
 2. Social collaboration: collaborative work and problem solving using wikis, blogs, instant messaging, collaborative office, and other special-purpose Web-based collaboration platforms.

2.7 Enterprise Social Networks (Lanj)

3. Social publishing: employees and others creating, either individually or collaboratively, and posting contents—photos, videos, presentation slides, and documents—into a member's or a community's accessible-content repository such as YouTube, Flickr.
4. Social views and feedback.
5. Social intelligence and social analytics: monitoring, analyzing, and interpreting conversations, interactions, and associations among people, topics, and ideas to gain insights. Social intelligence is useful for examining relationships and work patterns of individuals and groups and for discovering people and expertise.

2. 8 Mashups **ubm** Universitas Bunda Mulia

- A mashup is a Web site that takes different content from a number of other Web sites and mixes them together to create a new kind of content.
- The launch of Google Maps is credited with providing the start for mashups. A user can take a map from Google, add his or her data, and then display a map mashup on his or her Web site that plots crime scenes, cars for sale, or anything else



Summary

- A tag is a keyword or term that describes a piece of information (e.g., a blog, a picture, an article, or a video clip).
- Really Simple Syndication allows you to receive the information you want (customized information), when you want it, without having to surf thousands of Web sites.
- A weblog (blog for short) is a personal Web site, open to the public, in which the site creator expresses his or her feelings or opinions with a series of chronological entries.
- Microblogging is a form of blogging that allows users to write short messages (or capture an image or embedded video) and publish them.

Summary

- A wiki is a Web site on which anyone can post material and make changes to already posted material. Wikis foster easy collaboration and they harness the collective intelligence of Internet users.
- Social networking Web sites allow users to upload their content to the Web in the form of text (e.g., blogs), voice (e.g., podcasts), images, and videos (e.g., video casts).
- A mashup is a Web site that takes different content from a number of other Web sites and mixes them together to create a new kind of content.