PARSHWANATH CHARITABLE TRUST'S
A.P. SHAH INSTITUTE OF TECHNOLOGY
Department of Computer Science and Engineering
Data Science

CSE DATA SCIENCE

Semester : **VII**   Subject : **MIS**   Academic Year: 2024-2025

Module 4
Social Computing

Introduction:

Human being are social by nature. Living and learning together, communicating with & helping each other. We are at our best when in groups that we feel comfortable with. We cannot live in isolation. In fact if we look at the world around us we find people using electronic medium ~~mod~~ more to get socially connected.

Internet was a revolution. It introduced web technologies which have brought a huge change in the lives of people.

Social computing:

Social computing is an area of computer science concerned with the collaboration of social behavior and computational system. It is basically the use of computer and internet for social purpose. In social computing the internet allows users to interact with each other through many medium. The internet introduced a social element where user could network, share interests, publish

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personal insights and use their computers for more than just doing a job faster. Blogs, e-mails, instant messaging, social network services, wiki & other services are the media through which people can interact with each other.

Benefits:

① It offers a technology based platform that lowers the cost for individuals to create & distribute contents

② It gives the combined effect of TV, radio & magzines for getting & exchanging info.

③ Offers people to form their own community.

④ It allows people to showcase their ability by proting themselves & creating market for themselves.

Benifits: for Organizations:

① Increased collaboration: The collaborative exchange of ideas is essential to the success of challenging business initiatives, including s/w architecture & design, project mangement & Organizational transformation.

② Enhanced Innovation: Use of social computing create a new stage for innovation, where ideas are more easily exposed & pattern recognized. As communities discuss new ideas in public forum, innovative thinking emerges.

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e.g Amazon uses social computing (especially wikis) in the development of new features for Amazon.com

③ Better productivity: ₹

The social computing builds the collective intelligence of the community which leads to increased productivity as a result of more efficient access to correct information.

④ Better employee relations:

Social computing allows employees to connect more easily with one another and with the corporation. Shared connections enhance face to face interactions and a sense of belongings. Social networks, blogs and wikis create a forum for the voice of the employee to be heared. As a result there is a lower rate of attrition, and employees are generally more productive and have a better sense of the overall objective of the company.

⑤ Better promotion and public relations:

Many organizations today use public facing social computing as a means of projecting its brand.