

Social Computing

CHAPTER OUTLINE

- 1. Web 2.0
- Fundamentals of Social Computing in Business
- 3. Social Computing in Business: Shopping
- 4. Social Computing in Business: Marketing

CHAPTER OUTLINE

- 5. Social Computing in Business: Customer Relationship Management
- 6. Social Computing in Business: Human Resource Management



- 1. Describe six Web 2.0 tools and two major types of Web 2.0 sites.
- 2. Describe the benefits and risks of social commerce to companies.
- 3. Identify the methods used for shopping socially.
- 4. Discuss innovative ways to use social networking sites for advertising and market research.



- 5. Describe how social computing improves customer service.
- 6. Discuss different ways in which human resource managers make use of social computing.

OPENING





Disappearing Images

- 1. Describe the advantages and disadvantages of Snapchat to its users. Provide specific examples of both to support your answer.
- 2. Do you think that Snapchat can become profitable (i.e., survive) in the marketplace? Why or why not? Support your answer with specific examples.
- 3. How will the Snapchat breach affect marketers who are considering using the app in their campaigns?
- 4. Should Snapchat's founders have sold the service to Facebook or Google? Why or why not? If you were the founder of Snapchat, would you have accepted one of these offers? Why or why not?

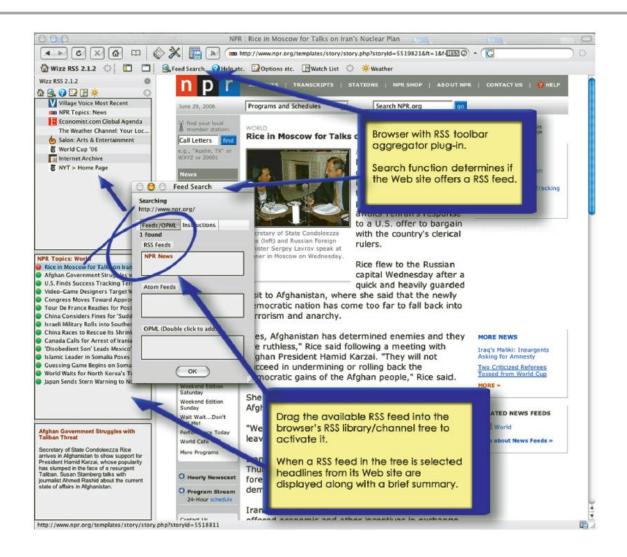
'S ABOUT BUSINESS 8.1

- Brian Krebs Blogs on Information Security
 - 1. List various ways in which Krebs can make money from his blog.
 - 2. You are the Chief Security Officer for a company. How would you incorporate Krebs's blog into your security efforts?

8.1 Web 2.0

- AJAX
- Tagging
 - Folksonomies
 - Geotagging
- Really Simple Syndication (RSS)
- Blogs

Figure 8.1: Web Site of National Public Radio with RSS Toolbar

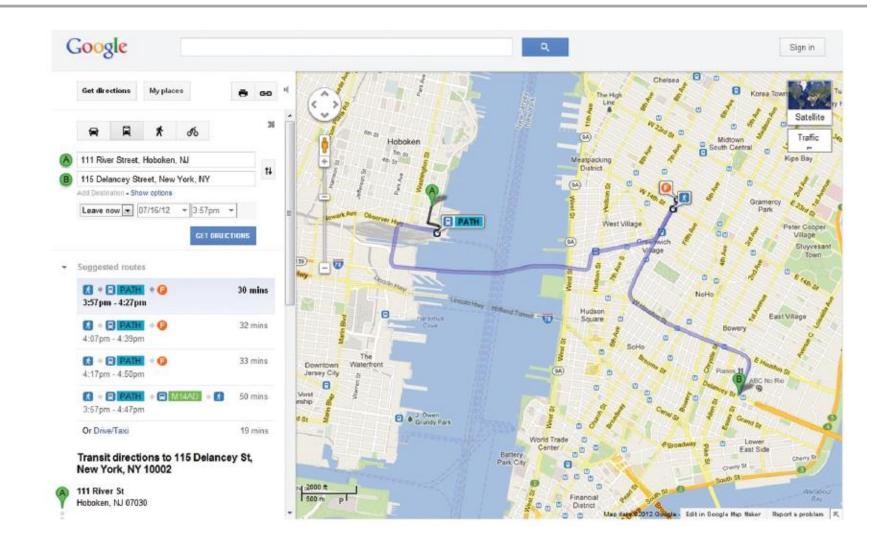


8.1 Web 2.0 (continued)

- Microblogging
- Wikis
- Social Networking Web Sites
- Enterprise Social Networks
- Mashups



Figure 8.2: Google Maps is a Classic Example of a Mashup



8.2 Fundamentals of Social Computing in Business

- Social Commerce
 - Benefits to customers
 - Benefits to businesses

Social Commerce: Benefits to Customers

- Better and faster vendor responses to complaints (on Twitter, Facebook, and YouTube)
- Customers can assist other customers (e.g., in online forums)
- Customers' expectations can be met more fully and quickly
- Customers can easily search, link, chat, and buy while staying on a social network's page

Social Commerce: Benefits to Businesses

- Can test new products and ideas quickly and inexpensively
- Learn a lot about their customers
- Identify problems quickly and alleviate customer anger
- Learn about customers' experiences via rapid feedback
- Increase sales when customers discuss products positively on social networking site

Social Commerce: Benefits to Businesses (Con't)

- Create more effective marketing campaigns and brand awareness
- Use low-cost user-generated content, for example, in marketing campaigns
- Obtain free advertising through viral marketing
- Identify and reward influential brand advocates

Table 8.2: Potential Benefits of Social Commerce

Benefits to customers

- Better and faster vendor responses to complaints, because customers can air their complaints in public (on Twitter, Facebook, and YouTube)
- Customers can assist other customers (e.g., in online forums)
- Customers' expectations can be met more fully and quickly
- Customers can easily search, link, chat, and buy while staying on a social network's page

Benefits to businesses

- Can test new products and ideas quickly and inexpensively
- · Learn a lot about their customers
- Identify problems quickly and alleviate customer anger
- Learn about customers' experiences via rapid feedback
- · Increase sales when customers discuss products positively on social networking site
- · Create more effective marketing campaigns and brand awareness
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'S ABOUT BUSINESS 8.2

Trip to Europe: Cancelled

- 1. Should you be careful of what you post on Facebook? Support your answer in relation to this case.
- 2. What mistake did the parents make when they informed Dana about the settlement? Telling her at all? Not telling her about the dangers of posting details on social media?

8.3 Social Computing in Business: Shopping

- Ratings, Reviews, and Recommendations
- Group Shopping
- Shopping Communities and Clubs
- Social Marketplaces and Direct Sales
- Peer-to-Peer Shopping Models

Figure 8.3: Epinions is a Web site that allows customers to rate anything from cars to music.

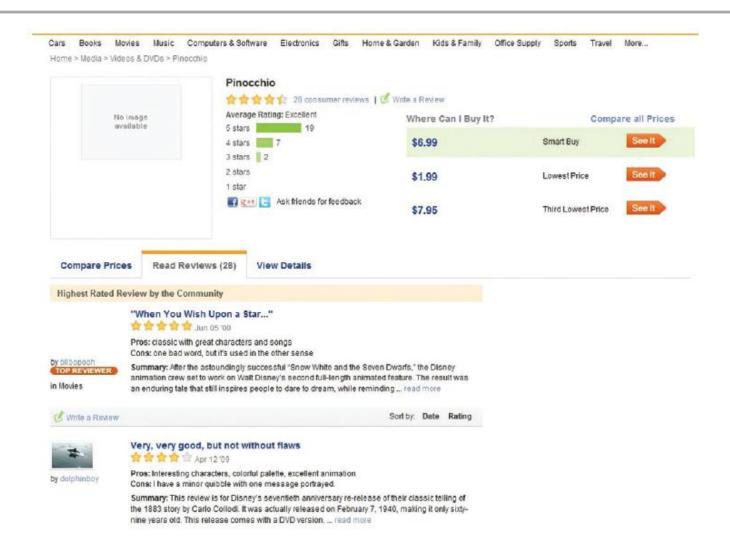


Figure 8.4: LivingSocial.com is a Popular Example of a Group Shopping Web Site.

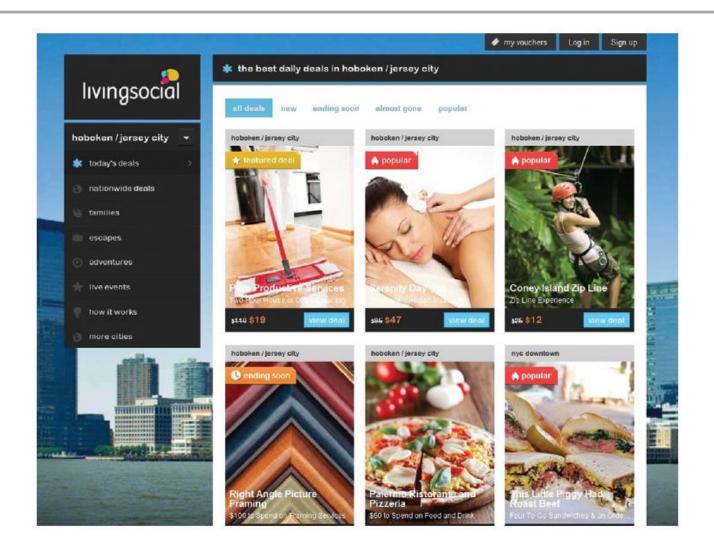
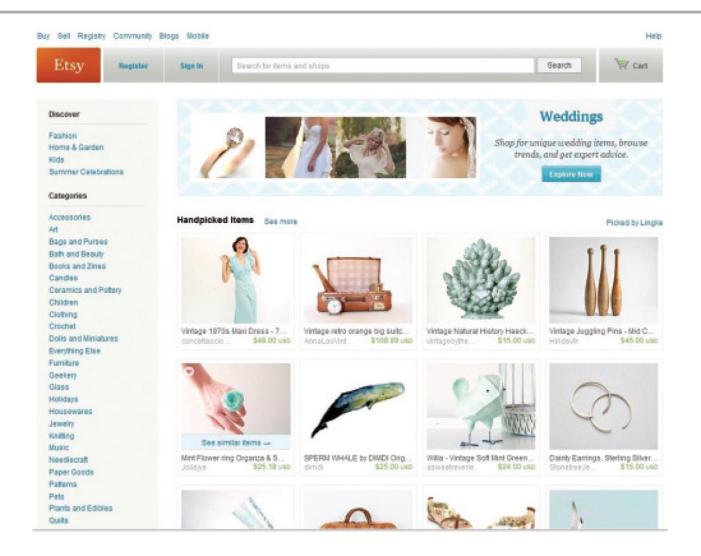


Figure 8.5: Etsy.com is a Social Marketplace for all Handmade or Vintage Items.



'S ABOUT BUSINESS 8.3

- Social Network Analysis Applied to Gangs
 - 1. What other data could the Chicago Police Department add to ORCA?
 - 2. What are the potential disadvantages of ORCA? Provide specific examples to support your answer.

8.4 Social Computing in Business: Marketing

- Social Advertising
- Market Research
 - Conversational Marketing
- Conducting Market Research Using Social Networks

Figure 8.6: Customers Share Their Ideas and Feedback with Dell via IdeaStorm.com.



'S ABOUT BUSINESS 8.4

YouTube versus Television

- Describe the differences in how traditional television and YouTube provide online content to audiences.
- 2. If you were the CEO of a traditional television network, how would you combat YouTube?

8.5 Social Computing in Business: Customer Relationship Management

 How Social Computing Improves Customer Service

8.6 Social Computing in Business: Human Resource Management

- Recruiting
- Employee Development