

Unit 5

Social Computing

Introduction

Web 2.0

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Introduction

- Social computing refers to the use of computational systems to support social behavior and interactions. It integrates social behavior with technology, fostering collaboration, content sharing, and community formation.
- Platforms such as social networks, blogs, wikis, and collaborative tools are prime examples.
- Social computing has revolutionized personal, business, and societal interactions. Its potential continues to grow as technology evolves, offering innovative solutions for collaboration, marketing, and engagement.
- By studying diverse regional applications, businesses and individuals can better adapt to the global shift towards social computing.



Key Features

1. **Collaboration:** Facilitates teamwork and idea sharing, enabling group decision-making and problem-solving.
2. **Interactivity:** Provides a two-way communication channel, allowing real-time feedback and engagement.
3. **User-Generated Content:** Empowers users to create and share their own content, such as posts, videos, and reviews.
4. **Community Building:** Enables the creation of virtual communities centered around shared interests.
5. **Personalization:** Offers tailored content based on user preferences and behavior.

Advantages

- **Global Connectivity:** Bridges geographical boundaries, enabling worldwide interaction.
- **Cost-Effective:** Reduces communication and marketing costs through digital channels.

- **Enhanced Engagement:** Increases user participation and loyalty through interactive features.
- **Real-Time Insights:** Provides immediate feedback and analytics on user behavior and preferences.
- **Innovation:** Encourages crowdsourced ideas and collaborative innovation.

Disadvantages

- **Privacy Concerns:** Risk of data breaches and misuse of personal information.
- **Misinformation:** Propagation of false or misleading content.
- **Cyberbullying:** Potential for abusive behavior in online communities.
- **Addiction:** Overuse of social platforms can lead to reduced productivity and mental health issues.
- **Digital Divide:** Limited access to technology in certain regions restricts participation.

Examples

- **Facebook:** Facilitates social connections and information sharing.
- **Reddit:** Hosts diverse communities for topic-specific discussions.
- **GitHub:** Enables collaborative coding and version control for developers.

Case: Hamro Patro in Nepal

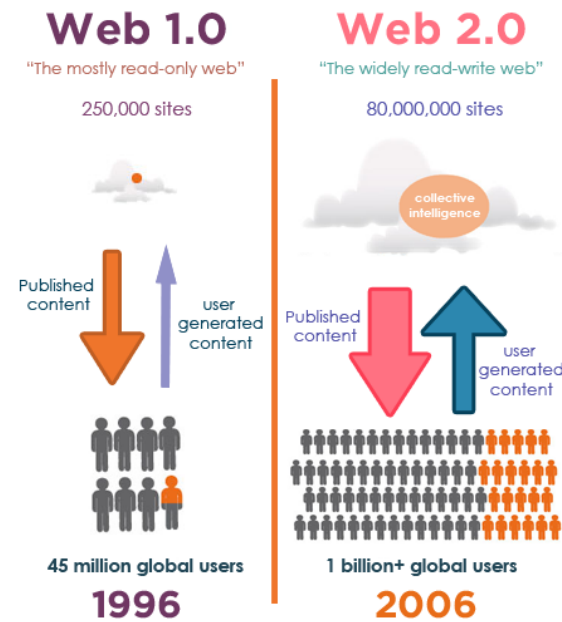
Hamro Patro integrates local culture with social computing, allowing Nepali users to connect globally while accessing cultural and informational content like festival calendars, news, and horoscopes. It bridges the diaspora with their homeland through a digital medium.

Web 2.0

Web 2.0 describes the evolution of the web from static pages to dynamic, user-driven platforms. It emphasizes participation, collaboration, and sharing over mere content delivery.

Key Features

1. **Dynamic Content:** Interactive and updated in real time.
2. **Social Networking:** Platforms for building personal and professional networks.
3. **Rich User Interfaces:** Enhances user experience through interactive designs.
4. **User Participation:** Promotes content creation and feedback from users.
5. **APIs:** Facilitates integration between different web services.



Advantages

- Encourages user engagement and collaboration.
- Allows rapid dissemination of information.
- Supports innovation through open platforms and APIs.

Disadvantages

- Over-reliance on user-generated content can lead to quality issues.
- Increased risk of data breaches due to interconnected systems.



Examples

- **YouTube:** A platform for sharing and monetizing video content.
- **Wikipedia:** Collaborative knowledge creation by users.

- **Instagram:** A photo and video sharing platform for social interaction.

Case: MyGov in India

MyGov empowers citizens to contribute ideas and provide feedback on government initiatives, fostering collaboration and transparency. This platform exemplifies Web 2.0's role in participatory governance.

Fundamentals of Social Computing in Business

Social computing enhances business strategies through collaboration, customer engagement, and real-time feedback.

Applications

1. **Crowdsourcing:** Gathering ideas for product development or solving business problems.
2. **Team Collaboration:** Tools like Slack and Microsoft Teams improve workplace communication.
3. **Real-Time Analytics:** Platforms like Twitter monitor consumer sentiment and feedback.
4. **Customer Support:** Chatbots and forums provide immediate solutions to customer issues.

Advantages

- Increases productivity through enhanced collaboration.
- Improves decision-making with real-time insights.
- Enhances customer relationships with personalized interactions.

Disadvantages

- High dependency on technology may lead to vulnerabilities.
- Misuse of platforms can harm brand reputation.

Examples

Coca-Cola: Uses social platforms to crowdsource ideas for marketing campaigns.

Case: Alibaba in China

Alibaba integrates social features into its e-commerce platforms, enabling users to share product reviews and recommendations. This approach boosts customer trust and sales.

Social Computing in Shopping

Social computing reshapes the shopping experience by integrating reviews, recommendations, and peer influence.

Key Features

1. **User Reviews and Ratings:** Builds trust by showcasing customer feedback.
2. **Social Media Advertising:** Targets specific demographics based on behavior.
3. **Influencer Marketing:** Leverages trusted personalities to promote products.

Advantages

- Builds consumer trust through transparent reviews.
- Encourages impulse purchases via targeted ads.
- Facilitates peer recommendations.

Disadvantages

- Fake reviews can mislead customers.
- Privacy concerns regarding targeted advertising.

Examples

Amazon: Provides a robust review system for customer feedback.

Case: Daraz in Nepal

Daraz promotes sales events through social media campaigns and encourages user-generated content to drive traffic and engagement.

Marketing

Social computing transforms marketing strategies by leveraging user engagement and community building.

Key Strategies

1. **Content Marketing:** Blogs, videos, and infographics tailored to audience interests.
2. **Influencer Collaborations:** Engaging influencers to reach niche audiences.
3. **Viral Campaigns:** Creating shareable content to increase brand visibility.

Advantages

- Enhanced audience targeting through social media algorithms.
- Increased customer engagement through interactive content.
- Cost-effective advertising compared to traditional methods.

Disadvantages

- Over-dependence on social media platforms.
- Risk of negative feedback becoming widely publicized.

Examples

Nike: Leveraged Instagram for their #JustDoIt campaign.

Case: TikTok Challenges in Asia

Brands use TikTok to create viral campaigns, especially among younger audiences, promoting products through fun and interactive challenges.

Customer Relationship Management and Human Resource Management.

Customer Relationship Management (CRM)

Social computing tools enhance CRM by providing direct communication channels and personalized interactions.

Key Features

1. **Real-Time Engagement:** Chatbots and live chats for instant support.
2. **Sentiment Analysis:** Monitoring customer feedback to improve services.
3. **Loyalty Programs:** Integrating rewards and offers through social platforms.

Advantages

- Builds stronger customer relationships through transparency.
- Increases customer retention with personalized interactions.
- Enhances brand loyalty with targeted loyalty programs.

Disadvantages

- High initial costs for implementing social CRM tools.
- Privacy issues concerning customer data.

Examples

Salesforce: Offers social CRM tools that integrate with platforms like Facebook and Twitter.

Case: Starbucks' My Starbucks Idea (USA)

This platform allows customers to suggest and vote on new ideas, fostering a sense of community and improving customer loyalty.

Human Resource Management (HRM)

Social computing enhances HRM by improving recruitment, employee engagement, and training.

Applications

1. **Recruitment:** Platforms like LinkedIn for talent acquisition.
2. **Employee Engagement:** Tools like Yammer and Slack for team communication.
3. **Learning & Development:** Gamified e-learning platforms for training.

Advantages

- Streamlines recruitment processes through digital platforms.
- Encourages team collaboration with real-time communication tools.
- Improves employee satisfaction through engagement activities.

Disadvantages

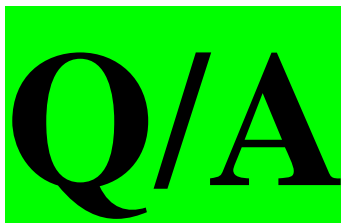
- Excessive reliance on technology can hinder interpersonal connections.
- Security risks associated with sensitive employee data.

Examples

Accenture: Uses gamification to improve employee training.

Case: TCS in India

Tata Consultancy Services leverages internal social platforms to boost employee collaboration and engagement.



Fill-in-the-Blanks Questions

Multiple-Choice Questions (MCQs)

Comprehensive Questions

Answers to Fill-in-the-Blanks

Answers to Multiple-Choice Questions (MCQs)