






Chapter 9

Social Computing

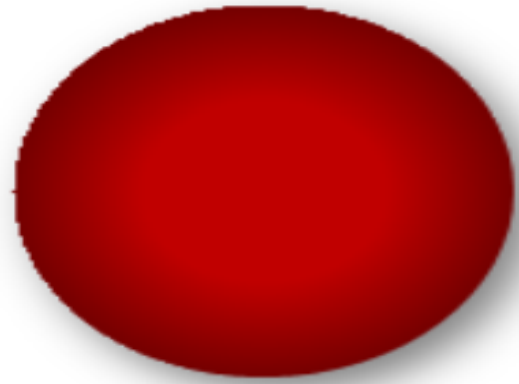


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1. Describe six Web 2.0 tools and two major types of Web 2.0 sites.
 2. Describe the benefits and risks of social commerce to companies.
 3. Identify the methods used for shopping socially.
 4. Discuss innovative ways to use social networking sites 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.
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1. Web 2.0
 2. Fundamentals of Social Computing in Business
 3. Social Computing in Business: Shopping
 4. Social Computing in Business: Marketing
 5. Social Computing in Business: Customer Relationship Management
 6. Social Computing in Business: Human Resource Management
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[Opening Case Facebook Commerce]

- The Problem
 - The Solution
 - The Results
 - What We Learned from This Case
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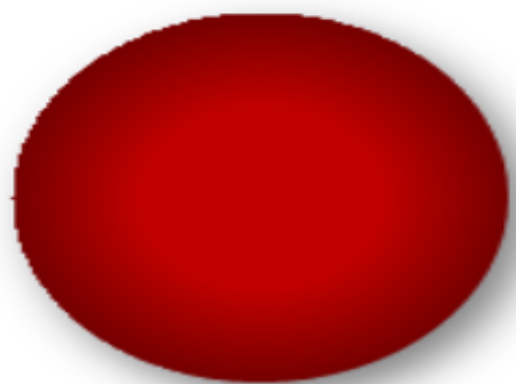


[about business]

9.1 Tiger Tans and Gifts

9.1 Web 2.0

- AJAX
- Tagging
- Really Simple Syndication (RSS)
- Blogs
- Microblogging
- Wikis
- Social Networking Web Sites
- Enterprise Social Networks
- Mashups



[about business]

9.2 Twitter Misuse in the Mexican Presidential Election



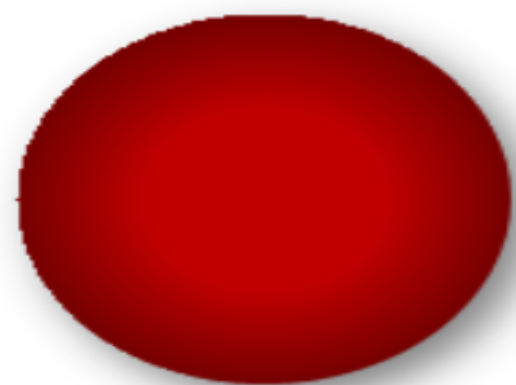
9.2 Fundamentals of Social Computing in Business

- **Potential Benefits of Social Commerce**
 - Benefits to Customers
 - Benefits to Businesses



9.3 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

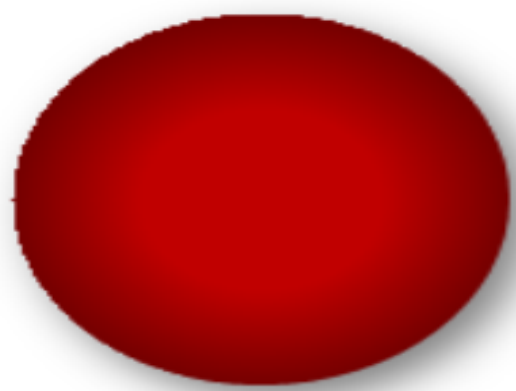


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9.3 *Pinterest*

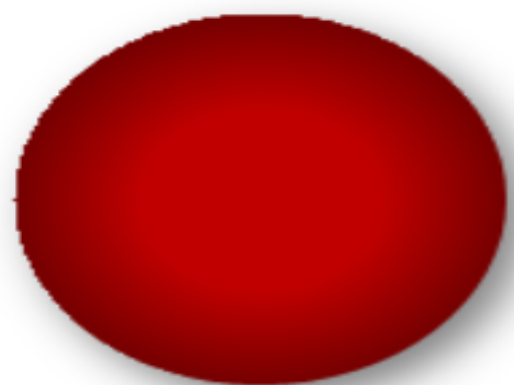
9.4 Social Computing in Business: Marketing

- Advertising
- Conducting Market Research Using Social Networks
 - Using Facebook for Market Research
 - Using Twitter for Market Research
 - Using LinkedIn for Market Research



[about business]

9.4 YouTube Is Redefining the Entertainment Business



[about business]

9.5 Buying a Vehicle Takes Work!



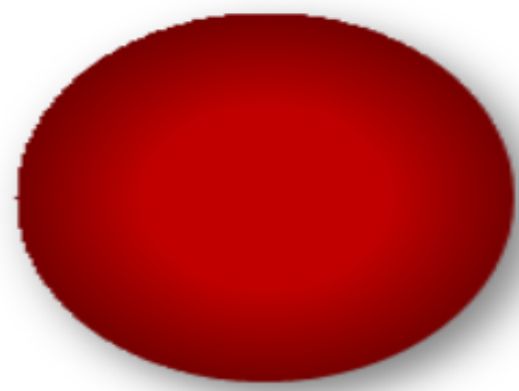
9.5 Social Computing in Business: Customer Relationship Management

- **How Social Computing Improves
Customer Service**
 - Qantas Airlines
 - Safeway
 - Best Buy
 - Groupon



9.6 Social Computing in Business: Human Resource Management

- Recruiting
- Training



[about business]

9.6 So You Want to Find a Job

[Closing Case Can Anyone Succeed with Local, Online Advertising?]

- The Problem
- The Potential Solution
- The Results