

SMEs in Social Media

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Research Questions

- **Should and could the social media and web 2.0 technologies be utilized in business context?**
(industrial work, business-to-business services for SMEs)
- **What kinds of benefits social media solutions could bring to business context?**
(user generated context, new and novel usages, ...)
- **What kinds of requirements social media solutions set?**



Social Media

- Activities that integrate technology, social interaction, and the construction of words, pictures, videos and audio
- **Communication**
 - Blogs: Blogger (service), Livejournal, TypePad, Wordpress, Vox,
 - Microblogs / Presence apps: Twitter and Pownce
 - Social networking: Avatars United, Bebo, Facebook, LinkedIn, MySpace, Orkut, Skyrock
 - Social network aggregation: FriendFeed, Youmeo
 - Events: Upcoming.org, Eventful
- **Collaboration**
 - Wikis: Wikipedia, PBwiki
 - Social bookmarking: del.icio.us, StumbleUpon
 - Social News Sites: Digg, Mixx, Reddit
 - Opinion sites: epinions, Yelp
- **Multimedia**
 - Photo sharing: Flickr, Zoomr, Photobucket, SmugMug
 - Video sharing: YouTube, Vimeo
 - Livecasting: Ustream, Justin.tv, Stickam
 - Audio and Music Sharing: imeem, The Hype Machine, Last.fm, ccMixer
- **Entertainment**
 - Virtual worlds: Second Life
 - Online gaming: World of Warcraft
 - Game sharing: Miniclip.com



Motivation

- Promises of Social Media & Web 2.0
 - Facilitates flexible design
 - Provides a rich user interface
 - Facilitates collaborative content creation
 - Establishes social networks of people with common interests
 - Helps gather collective intelligence
- Small and Medium-sized Enterprises
 - Need networks to stay in business
 - Already utilize multiple networks
 - Are quite open about their activities
 - Are (constantly) in need for more resources

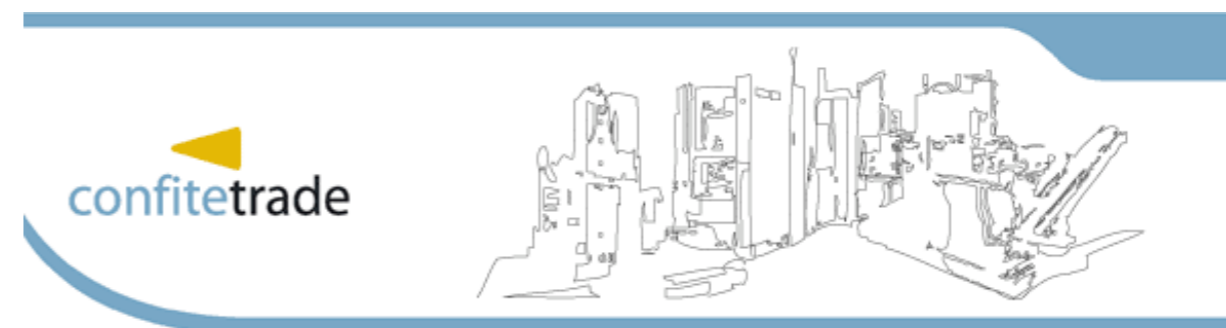


Research methods



- (contextual) interviews of key workers
- concept evaluations (interviews)

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SMEs - Need for social media services?

- Managing the business contacts is an important but cumbersome task
 - Customers, competitors, business in general
 - Problems when workers leave the company
- Building networks (e.g. for doing a large project to big customer) is difficult and slow
 - Problems in reusing the built networks (local partners, global business)



SMEs - Requirements for social media services

- Current practices for collecting information and contacting other companies are quite similar between different companies
- Companies are already part of multiple communities/networks
- Technical infrastructure is available
- Only few "users" in each company
- Sharing information is quite easy, (sharing personal contacts is not)



SMEs - Challenges in utilizing social media services

- You are what you can do vs. You are what you share
- Delivering the product vs. Spectacularizing and performing
- User interfaces are about the (most) important tasks vs. User interfaces show what might be interesting to the user



You are what you can do
vs.
You are what you share

- The promises of Social Media and Web 2.0 seem to also require “web 2.0” way of acting
- Companies have traditions in separating marketing and actual work
- Though co-operators etc. are public, the work/product usually is not



Delivering the product vs. Spectacularizing and performing

- Media development have changed our ordinary life and emphasized spectacles and performances
- Social media seems to push this trend even further
- SMEs live in a world of delivering the promised product/service in time and as agreed without extra hassle



**User interfaces are about the (most)
important tasks**

VS.

**User interfaces show what might be
interesting to the user**



Thank You!

