

- Social IS: focus is on sharing and the value of the human component of the information both within and outside the organisation it may be:
 - Social media IS
 - Crowd sourcing
 - Knowledge management
 - Collaboration + support

- Social IS use in organisations are:
 - Computer supported cooperative work:
 - Focusing on allowing groups of individuals to work together via groupware (face to face interaction, continuous task, remote interactions)
 - Looks at how organisations work together in a team and how technology will impact that
 - Share repository:
 - Repository software allows mediates access to team spaces, docs etc
 - Knowledge management: aims to create sharing and managing their knowledge evolved to social km

- Differences Knowledge management (old) and Social Knowledge management:
 - **Knowledge types:** (how knowledge is stored): Primary text for old /text, graphics videos, audios etc for socialised knowledge management
 - **Co-creation:** knowledge is provided as read online document vs user participate together creation of knowledge via collaboration
 - **Trust:** KM team provides approved knowledge on topic vs user filters info based on input of trusted sources

- Some technologies for social information system:
 - Blogging + podcast
 - Wikis + collective spaces
 - Social networking platforms

- Roles in social media:
 - **User communities:** the people who use social IS
 - **Social media sponsors:** the organisations that choose to support presence on social media website
 - **Social media application providers:** the companies that operate the social media sites

- Benefits of social IS to customers:
 - Customer can assist other customers
 - Customer expectation can be met more fully or quickly
 - Better and faster vendor response to complaints, as complaint are aired in public

- Benefits of social IS use for businesses:
 - Can test new products and ideas quickly and inexpensively
 - Learn more about customer experience via rapid feedback
 - May increase sales if customer discuss products positively on social networking sites

- Identify problems quickly and alleviate customer anger
- Create better marketing campaigns and brand awareness
- Use low-cost, user generated content
- Get free advertising through viral marketing (some cases)
- Potential risk of social is:
 - Negative feedback
 - Information security concern
 - Invasion of privacy such as Data leakage of personal information or cooperate strategic information
 - Employee reluctant to participate
 - Cyberbullying and employee harassment

So social IS has influences/changed:

- Commerce: Is where social shoppers have shoppers connect.
 - Collect information before buying: rating, reviews, recommendation
 - Find special deals for group shopping, or shopping communities, and clubs
 - Peer to peer shopping models: renting and sharing goods and services
- Marketing:
 - YouTube channels now incorporate ads
 - **Viral marketing**: is effective with social networks on sponsored stories/offers
- Market research:
 - Social networking websites provides **demographic information** which is key for market research, which is used for targeting potential customers.
 - Social IS has allowed near real time assessment of markets
 - Companies can provide users the ability to review products, test-market and have discussions
 - **Text-analytics software** can go through organisations social media sites and identify themes common
- Human resource management:
 - So recruiters are now commonly using online social networking as recruiting
 - **Professional networks**: such as linkedin to maintain profiles for individuals and organisations
 - **Job aggregator**: sites that allow you to sort and filter from available vacancies
- Crowdsourcing: is a sourcing model in which organisations use predominately advanced internet technologies to harness effort of a virtual crowd to perform specific organisational task. There are different types of ways to use crowdsourcing
 - **Crowd sourcing for task completing**: in distributed work model, many expert's complete simple, repetitive, non-skilled task eg: proofreading or editing a complete article to keep it up to date
 - **Crowdsourcing for ideas and problem solving**: people provide ideas and solutions to business, social, policy, technical, and scientific challenges ideas will be evaluated by experts or reviewed and voted by crowd eg: dell ideastorms

- **Crowdsourcing for contributed content:** users provide content @ a fraction of the cost of professionally produced content: Wikipedia
- **Crowdsourcing for design:** turning to crowd for design (logos and book covers) ideas can be attractive for small companies Designers will submit the design for a brief price and the business selects which of the designs. (design crowds)

- **Benefits for crowd sourcing:**
 - Problems can be explored quickly and at a low cost or free
 - Organisations will tap into a wider pool of talent than it's inhouse
 - Organisations gain first hand insight into customer's desires
 - Taps into global world of ideas, helping companies work through rapid process
- **Risk & concerns for crowd sourcing:**
 - Violation of copy rights
 - Accuracy, relevance, and quality of results + how to maintain
 - Whether crowd should be experts online and how to do that
 - Quality of decisions depends on composition of crowd (tough since you don't know in advance).