Social networking in organisations: Trends & challenges.

Articulating the individual & the organisational dimension

A Personal views

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Issues and challenges

- The individual perspective
  - Many of the survey only take a top-down perspective. What about the end users perspective? What’s in it for him/her?

- Specificity of each tool & articulation
  - The different social tools (SNS, Wiki, microblogging, blogs) function differently and fulfill different functions.
  - How the different tools are combined in the organization?

- What are the new roles and professions?
  - e.g. Community management, social media management

- Understanding online Identity(ies)
  - Privacy issues, legislation. But also what is their role in the dynamic of the interaction (e.g. trust, reputation).
The organizational perspective

- Culture & control (Bottom-up versus top down)
- New processes (e.g. open innovation)
- New roles (Social activity takes time)
- Productivity (distraction? Effectiveness?)
- Complexity explosion
- Leaking of information
The individual perspective

- Motivation (of the individual to engage into an exchange)
- The contribution to the psychological needs (neurocognition)
- The « interaction » overload, burnout
- Redefinition of work, of learning …
- Etc…
Contexts & Practices
(for the individual & the organisation)

Implication for the Work practices.
- Distance working & connectiveness: Access to resources, but also fulfill some psychological needs (motivation, inclusion).
- Mobility

Learning
- Social learning?
Some previous studies on ESN

References of reports from analysts & consulting firms

- McKinsey (2011). How social technologies are extending the organization. McKinsey Quarterly November 2011 by Jacques Bughin; Angela Hung Byers; and Michael Chui (Note: the 5th of a series that is conducted every year).

References of articles from academics

More research needed

Topics
- Collective intelligence
- Social media
- Social learning

The new methods:
- Computational social science
- (Social) neurocognition?
Cognition of Collaboration & Cooperation 2.0

New model of collaboration & cooperation are emerging
- Collective intelligence. (e.g. in Open innovation)
- New way of looking at human rationality. (Man or woman is not a pure homo-economicus!)

- Process-based (because they are asked to and paid for)
- Market-based (because it is in their self-interest)
- Community-based (because they like it).
  - Bringing back “humanity” into the equation (intrinsic motivation!)

Reference:
The community versus the network

Network (e.g. SNS)

Peer-to-peer,
Individualistic, …

Community (e.g. Wikis)

Digital Territories,
social spaces,…

Images from « Community vs. Social Network »
by MikeW on 06-06-2010
http://lithosphere.lithium.com/t5/Building-Community-the-Platform/Community-vs-Social-Network/ba-p/5283

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