



Social Media Impact on Business and User Experience

Irene Greif

IBM Fellow

Director, Center for Social Software

Oct 5, 2011

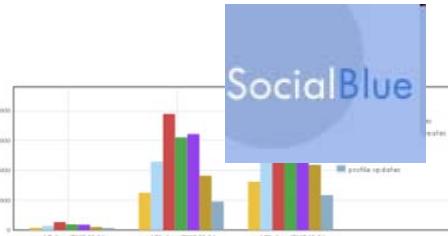
IBM's Center for Social Software

- Global “Venture Research” program (large scale deployments)
- Platform for experiments – incentives, gamification, adoption
- Partners with Universities and Customers

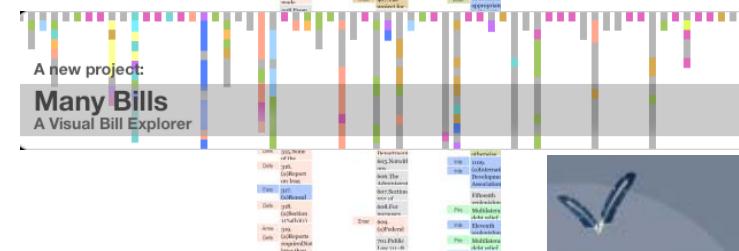
Enterprise



SaND



Internet



IBM Confidential

Crowdsourcing

Social
Accessibility
Project

n.Fluent



Social Software for Business Means ...

- A second chance at Knowledge Management
- Becoming a Social Business: learning to use social information systematically
- Enhanced collaboration and creativity: if “traditional” tools change to take advantage



A second chance at knowledge management

The solution was a passing fad, but the problems remain:

Getting information out of people's heads

Sharing information and finding experts

It's all about the new, engaging user experience



IBM Experiences

- Dogear for shared bookmarks
- Beehive for facebook-like information sharing



Social Bookmarking at IBM

- Authenticated identity
- Internet and *Intranet* bookmarks
- Shared and *private* bookmarks
- Designed for mashups (rest architecture and api)



http://dogear.ibm.com/html?user=Jack_Russell@us.ibm.com



Dogear Social Bookmarking Service

All | Active | My Bookmarks | My Subscriptions | Settings | Help | Feedback | Logout

These Bookmarks

Jonathan Feinberg's bookmarks

1 - 100 of 1,116 [1](#) | [2](#) | [3](#) | [4](#) | [5](#) | [OLDEST»](#) [«NEWER](#) | [OLDER»](#)

Centrifugal Force - xkcd - A webcomic of romance, sarcasm, math, and language [comix](#) [funny](#) [physics](#)
[COPY](#) | 31 Jul 2006
 Come now; do you really expect me to do coordinate substitution in my head while strapped to a centrifuge?

Microsoft Live Labs: Photosynth - Video [microsoft](#)
[COPY](#) | 30 Jul 2006
 Bogus, ugly, useless, artsy nonsense. Microsoft style.

Google Code - Project Hosting [google](#) [oss](#) [svn](#)
[COPY](#) | 29 Jul 2006 | bookmarked by [Jonathan](#) and 1 other
 Google hosts open source software development.

iBanjo » Blog Archive » What I've Really Been Working on at Google [google](#) [oss](#) [svn](#)
[COPY](#) | 29 Jul 2006
 However, the thing which I've been working on for the last ten months (with Fitz) is the Subversion hosting feature. A typical Subversion repository has two different back-end options for storing your code: either a BerkeleyDB database or a FSFS (flat filesystem) store. What Fitz and I have done is write a new Google-specific back-end which stores the code in our datacenters, specifically in an internal technology called Bigtable.

TagSEA Home [eclipse](#)
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 TagSEA is a lightweight tool designed to help you to navigate, and tag files and source code within Eclipse. The tags that you create can be shared between users that have to edit shared content.

t3h blox0r [aggregatore](#)
[COPY](#) | 25 Jul 2006 | bookmarked by [Jonathan](#) and 1 other
 t3h Blox0r !!!
 The best online aggregator ever! Keep your blogroll on the web. Enjoy your favorite blogs

Searching Dogear Tags Complements Text Search on Intranet – adds social element to search

IBM

The screenshot shows a search results page on the IBM Intranet. The search term is 'visualization'. The results are sorted by relevance, with 1-10 of about 9,983 items. A red circle highlights the 'Pages bookmarked by IBMers' section on the right.

Search for: visualization **GO** Show more search options | Search tips | Edit settings

Search tip: By default, search results are limited to the languages set in your browser. [Read more](#)

1 - 10 of about 9,983 for visualization sorted by relevance

Sort by: Relevance | [Date](#)

[e-Tune Home](#)

e-Tune is an Eclipse-based performance visualization tool.
<http://labweb.torolab.ibm.com/etune/>

Integrating IBM DB2 Intelligent Miner Visualization into your We...
Integrating IBM DB2 Intelligent Miner **Visualization** into your Web application. ...11 Sep 2003. Register now or sign in using your IBM ID and password. Newly updated for DB2 Universal Database V8.2 this tutorial shows you how to deploy IBM DB2 Intelligent Miner **Visualization** as an integrated part of
<http://www-128.ibm.com/developerworks/edu/dm-dw-dm-imvis-i.html>

Data mining with Intelligent Miner: Embed Intelligent Miner Visu...
Data mining with Intelligent Miner Embed Intelligent Miner **Visualization** into your application. ...An introduction to the IM **Visualization** API and the partner enablement package developerWorks. ...A good overview of business cases to use IM **Visualization** in your application can be found in the IM **Visualization** ...jar installed into the lib directory of your IM **Visualization** installation. The public interfaces exposed by IM **Visualization** are contained in the package com.ibm.
<http://www-128.ibm.com/developerworks/db2/library/techarticle/dm-0501...>
[More results from <http://www-128.ibm.com/develop...>]

IBM Servers Deep Computing solutions: Deep Computing Visualizati...
IBM Servers Deep Computing solutions Deep Computing **Visualization** DCV. ...A Deep Computing **Visualization** implementation is economical and highly adaptable solution designed with a commitment to interoperability based on open ...With Deep Computing **Visualization** high-end graphical images can be created in two **visualization** modes Scalable Visual Networking SVN Remote Visual Networking RVN SVN will support multiple high-resolution monitors or projectors for immersive stereo **visualization**. ...Computing **Visualization** can to enhance decision making and derive new insights from complex sources of data.
<http://www-03.ibm.com/servers/deepcomputing/visualization/index.html>

IBM Software - DB2 Intelligent Miner Visualization - Add-on Over...
IBM Software DB2 Intelligent Miner **Visualization** Add-on Overview. ...Effective April 30 2008 V8.2.0 will be withdrawn from support. The replacement product is DB2 Data Warehouse Edition. Read more about DWE Mining.

Search resources

- My recent searches
- Popular w3 searches

- [w3 Search news and information](#)
- [w3 Directory](#)

Pages bookmarked by IBMers

- [The history flow visu](#)
...This command constructs a document history visualization from the files in any directory.
- [dogear - Visualization](#)
dogear Visualization
- [CorporateCola Visuali](#)
...The CorporateCola visualization provides users with the ability to view and explore their social network using this repository.

[More bookmarked w3 pages >>](#)

[What is social bookmarking?](#)

 [Powered by dogear \(join in social bookmarking\)](#)

Forums, blogs, wikis preview

- [InternFest2006: An editor-cen](#)
(24 Aug 2006)
- [Is there any "visualizin](#)
(29 Jul 2005)

A Facebook-like Experience in the Enterprise



You have 38 recommendations and 3 idea suggestions

home ▾ profile ▾ people ▾ photos ▾ hive5s ▾ events ▾

recent buzz

Welcome David [logout]
your account
about SocialBlue
feedback
tools

enter keyword or name [help]

David Millen
David is
:-) Cambridge

the facts
Blue Pages | Fringe4
Research scientist
Cambridge, MA US
david_r_millen@us.ibm.com
Phone: 1-617-693-7490
Joined SocialBlue: June 1, 2007
Last login: December 11, 2009
(To change the facts and your photo above, edit your Blue Pages profile.)

SocialBlue counters
 19 8 21
connections buzz
 128 18

This profile has been viewed 7643 times

connections
add a connection | import from fringe | view all (128)

events
create event | your invitations | view all (21)
 Re-Design SocialBlue
Thursday, October 15, 2009 4:20:00 AM
 Higher and Higher: Stack More IBM Revenue on Power
Wednesday, July 08, 2009 8:00:00 AM
 does your dept have a policy on using social software?
Thursday, May 28, 2009 2:15:00 PM

hive5s
create hive5 | view all (8)
 running photos
Created: September 24, 2009
 Born to Run!
Created: April 15, 2009

featured
 Ph **having fun**
tags: fun

photos
add photo | view all (19)

about you
add more
What do you do at IBM?
Member of CUE (Collaborative User Experience) research team. Personal interests in social software and online communities

Before IBM
Spent bunches of years at AT&T (AT&T research/Bell Labs)

Soda or pop?
Growing up in Minnesota it was definitely "pop."

A Point System Increased Participation

IBM. **hive** home profile ▾ people ▾ photos ▾ hive5s ▾ Welcome Rosta [logout]
 your account about beehive feedback fa

Search Beehive



Rosta FARZAN 

You are on Beehive

the facts
[Blue Pages](#) | [Fringe](#)
 Cambridge, MA US
 rfarzan@us.ibm.com
 Joined Beehive: May 31, 2007
 Last login: August 15, 2007
 (To change the facts and your photo above, edit your Blue Pages profile.)

featured
 H5  About Me

about you
[add more](#)

- ✗ **What do I do at IBM**
 I am a summer intern working on Beehive project
- ✗ **Where do I go to school?**
 I am a PhD student at Intelligent Systems Program at University of Pittsburgh
- ✗ **My Hobbies**
 Traveling, Walking, Watching movies and plays(specially independent cinema), Cooking

Ph photos
[add photo](#) | [view all \(15\)](#)



the buzz
[add comment](#) | [next page](#)

-  On July 31, 2007, Rosta commented on Werner's photo
-  On July 26, 2007, Casey said: haha, I know. But the funny part is I really tried not to, was limiting my activity and everything.
-  On July 26, 2007,



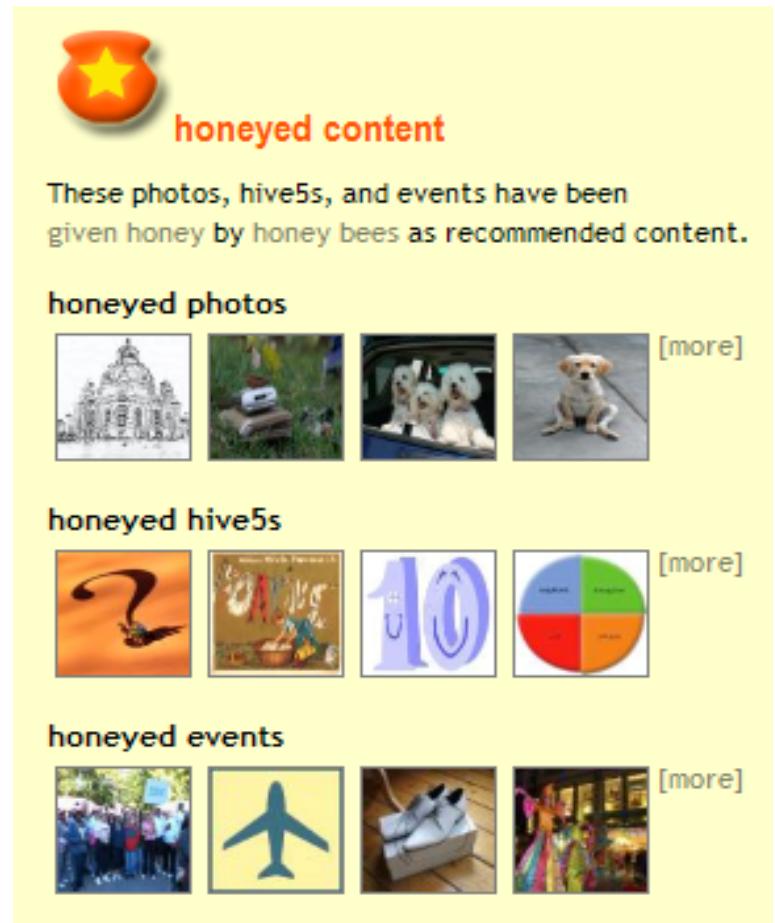
A Variation -- Putting “Honey” items to recommend them -- shows recognition systems can motivate those who don’t usually contribute

- **“Lurkers” make up over 90% of online groups**

- They dedicate substantial time towards learning about the community
- They read but do not write
- Their knowledge, if shared, could be beneficial to group

- **Using recognition one third of Lurkers in the study gave honey!**

- We choose people each month to put honey on items
- Experiment: half the recommenders were lurkers – 30% of the lurkers made recommendations
- The impact lasted: the next month Lurkers who placed Honey contributed more to site
- Lurkers promoted less popular content ... they changed what the community saw on the home page!



And someone wrote a plug-in to Google search, to augment search results with related people and events from Beehive



java - Google Search - Mozilla Firefox

File Edit View History Delicious Bookmarks Tools Help

Google Mail - Inbox (...) BluePages | Search r... beebee: home page java - Google Search Location | Artificial In... BT Openzone

Web Images Videos Maps News Shopping Mail more ▾ Sign in

Google Advanced Search Preferences

Results 1 - 10 of about 275,000,000 for java [definition]. (0.07 seconds)

java.com: Java + You
Get the latest Java Software and explore how Java technology provides a better digital experience.
www.java.com/ - Cached - Similar

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Developer Resources for Java Technology
13 Aug 2009 ... Whether you're creating software for mobile devices, desktops, enterprise systems, the Internet, or games, java.sun.com gets you what you ...
java.sun.com/ - Cached - Similar

The Java™ Tutorials
Tutorials and reference guides for the Java Programming Lanugage.
java.sun.com/docs/books/tutorial/ - Cached - Similar

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Java is a programming language originally developed by James Gosling at Sun Microsystems and released in 1995 as a core component of Sun Microsystems' Java ...
[en.wikipedia.org/wiki/Java_\(programming_language\)](http://en.wikipedia.org/wiki/Java_(programming_language)) - Cached - Similar

Java - Wikipedia, the free encyclopedia
This article is about the island of Java. For the software platform, see Java (software platform). For other uses, see Java (disambiguation). ...
en.wikipedia.org/wiki/Java - Cached - Similar

[Show more results from en.wikipedia.org](#)

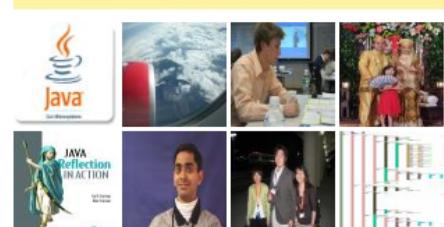
Java Technology

Done

Beehive Profiles



Beehive Photos



Beehive Events

[System z Security Conference: z/OS Security Services and Java applications](#)
[Chalpati Rao Gundumalla](#)
[Java Lunch And Learn](#)
[Java Lunch And Learn](#)

12

Summary

- People can and will share
- Social Media creates an experience that encourages sharing
- The highlighted results show that the experience can be modified over time to influence behavior



IBM as consumer and producer: Becoming a Social Business

Technology Adopters Program at IBM

SaND (social networking services) available to all new internal applications

Social Information informs all applications



The TAP website: a place anyone can post an experimental application for internal use

Screenshot of the TAP website (<https://w3.tap.ibm.com/tap/>) showing a list of experimental applications (Innovations) for internal use.

The page features a navigation bar with links to Favorites, Suggested Sites, Research, Bookmark this!, IBM Business Transformation, IBM Standard Software Installation, and IT Help Central. The search bar contains the text "ben".

On the left, there is a sidebar with sections for "My Innovations" (No updates), "Have an Innovation?" (Share it with IBM!), and "TAP Tags" (Developer Tool, Social Software, Search, Media Content, Mobile App, Lotus Note, Sametime Plugin, Client Focus...). A "More" link is also present.

The main content area displays a grid of innovations:

- Asset Search an...** (9 likes, Like) - A screenshot of a search interface for assets.
- India CityID (Do r...** (13 likes, Like) - A screenshot of a mobile application interface.
- Symphony View...** (22 likes, Like) - A screenshot of a desktop interface showing multiple windows.
- IBM Forms 'Nitro'** (59 likes, Like) - A screenshot of a web-based form interface.
- IBM community...** (9 likes, Like) - A screenshot showing a message with the text "Sorry... no image available." and a diagram of a wheel.
- Add To NAB plugin** (12 likes, Like) - A screenshot of a plugin configuration interface.
- Sametime Sma...** (25 likes, Like) - A screenshot of a Sametime interface.
- Quickfoil** (28 likes, Like) - A screenshot of a web-based application interface.

TAP includes services used across experimental applications: SaND mines data across

- Faces is a simple example of a transformed experience
- Faces supports effective and efficient people search in IBM
- Faces uses SaND to:
 - Support topical queries by tags
 - Personalize the search results by the user's network
 - Make search of broad queries efficient by narrowing to extended network
- Result: a “magical” search experience, where peoples faces appear as you type based on guesses about your network and interests

Faces search demien

Demian Galt demiangalt@company.com QA Team Leader	Demian Cortes Covarrubias demianmc@company.com Software Engineer	Lucy Andemia lucyandemia@company.com Customer Relations Manager	
Demian Bolduc demianb@company.com Product Delivery Lead	Nicolette de miani nicolette@company.com Quality Analyst Associate	Demian Matias Gibbons demianmg@company.com Maintenance & Technical Support	Demian Frederico demianf@company.com Team Lead
Demian Partido Casas demianpc@company.com IT Security	Demian Gibson demianh@company.com Leader, Global Marketing	Rosa en Demianta demianh@company.com Software Maintenance Team	Kensuke Daimon kensuke@company.com
Gaston Demian gastong@company.com Technology Advisor	Demian Barnase demianh@company.com Manager, IT Department		
Damon Farmer damon@company.com	Bei Mi Ann beimi@company.com		

Faces search Demian Gib

Demian Gibson

more info

demian@company.com
00-44-171-172-881
London, UK, Marketing Department
Leader, Global Marketing
Assistant: Daniel Winter

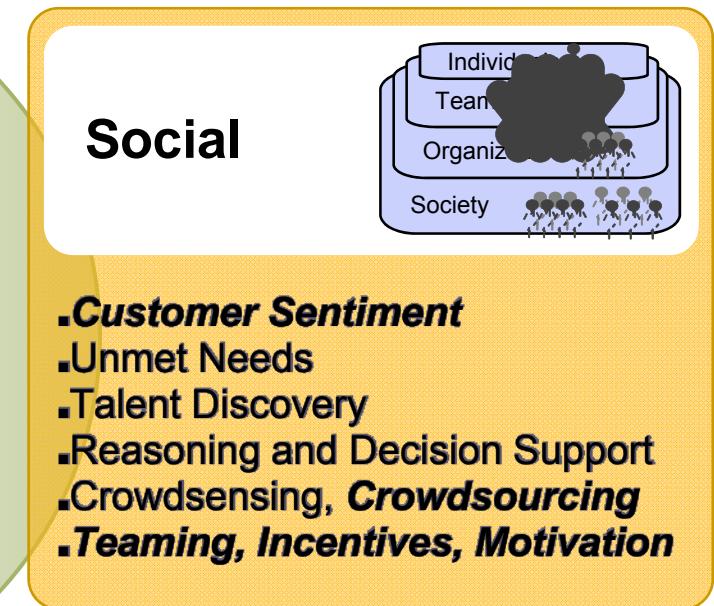
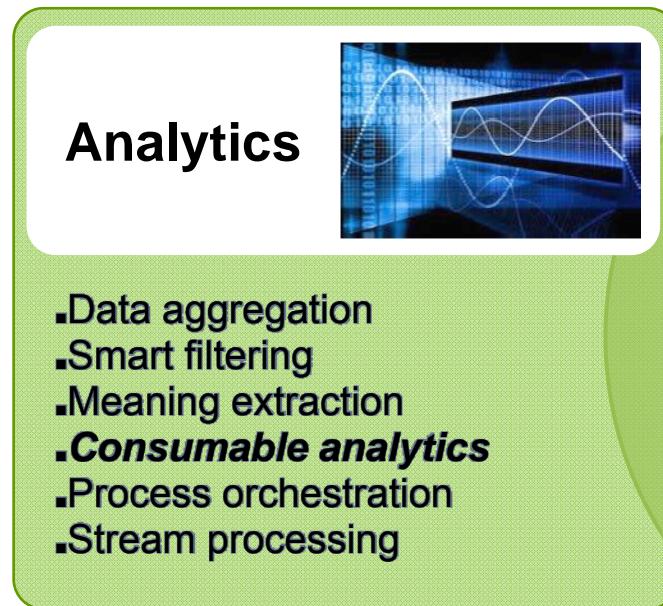
Reports to:

Peers:

Manages:

Emma Schmidt UI Testing Expert

Socially Synergistic Enterprise Solutions (S3): Integrating social with information and analytics can transform collaboration



Summary

- The IBM experience shows social media impact on business
- Providing common social media services – like a service that mines data for social network – supports applications across the business
- The current theme of “social business” is about nurturing these resources so that they can be used across the business



Improved Collaboration: Increase Creativity by augmenting “traditional” tools with Social

Diversity breeds Creativity: cultural differences need to be taken into consideration



Productive friction can accelerate Innovation



“Creative sparks fly not when interactions between companies are seamless but when the *activity at the seams is challenging, stimulating, and catalytic*



(Hagel & Brown, 2005)

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20

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Where do good ideas come from anyway?

The IBM logo, consisting of the letters 'IBM' in a stylized blue font with horizontal stripes, and a registered trademark symbol (®) to the right.



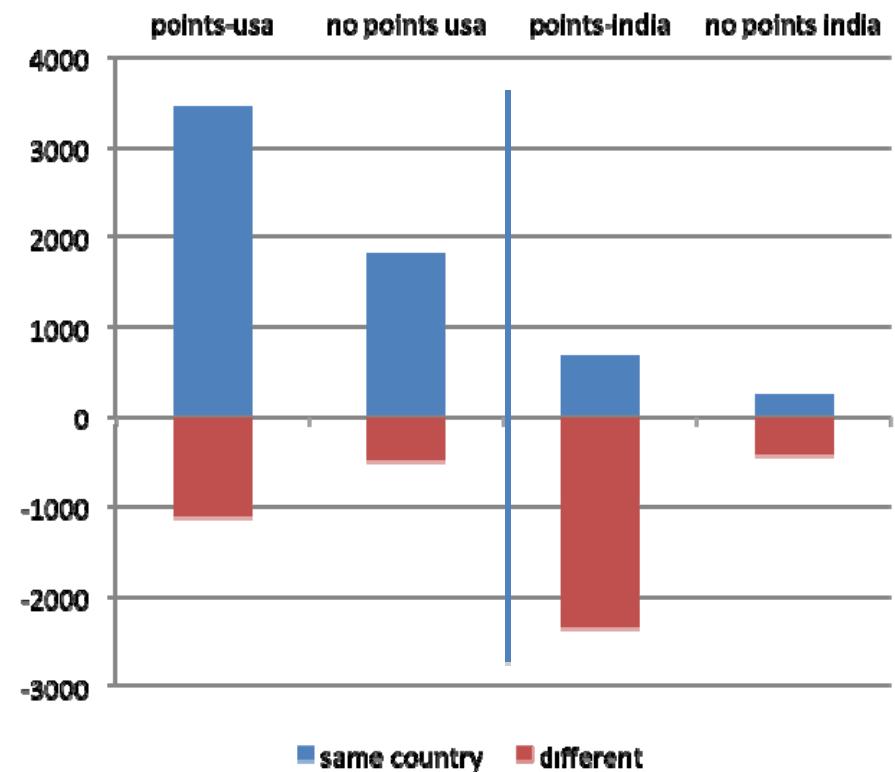
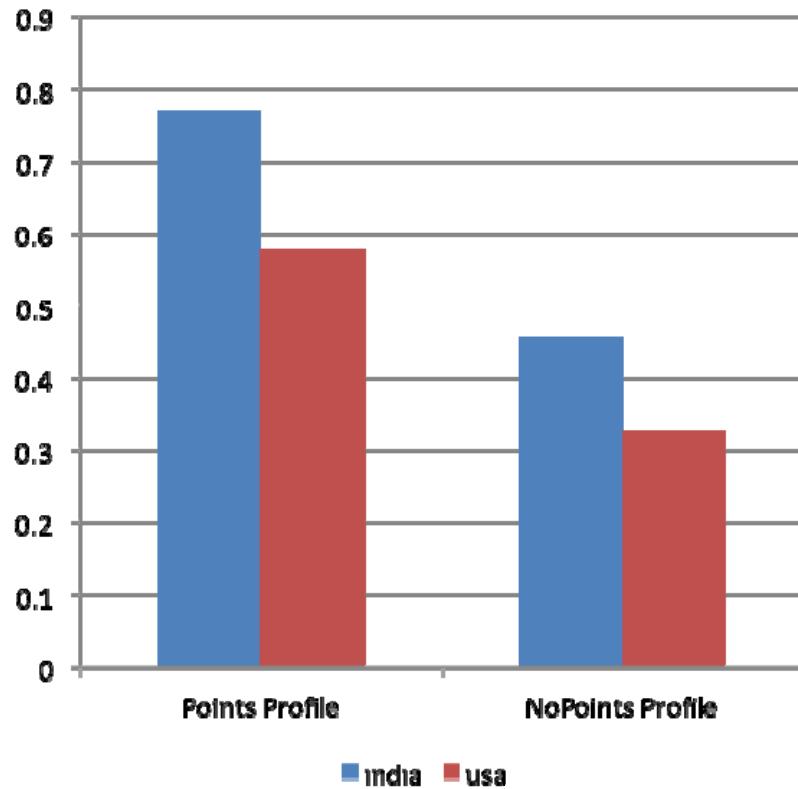
Importance of:

- *the adjacent possible,*
- *liquid networks,*
- *and serendipity....*

<http://www.youtube.com/watch?v=NugRZGDbPFU>

Steven Johnson. *Where Good Ideas Come From*, (2010)²¹ 2011 IBM Corporation

Cultural differences observed in gamification

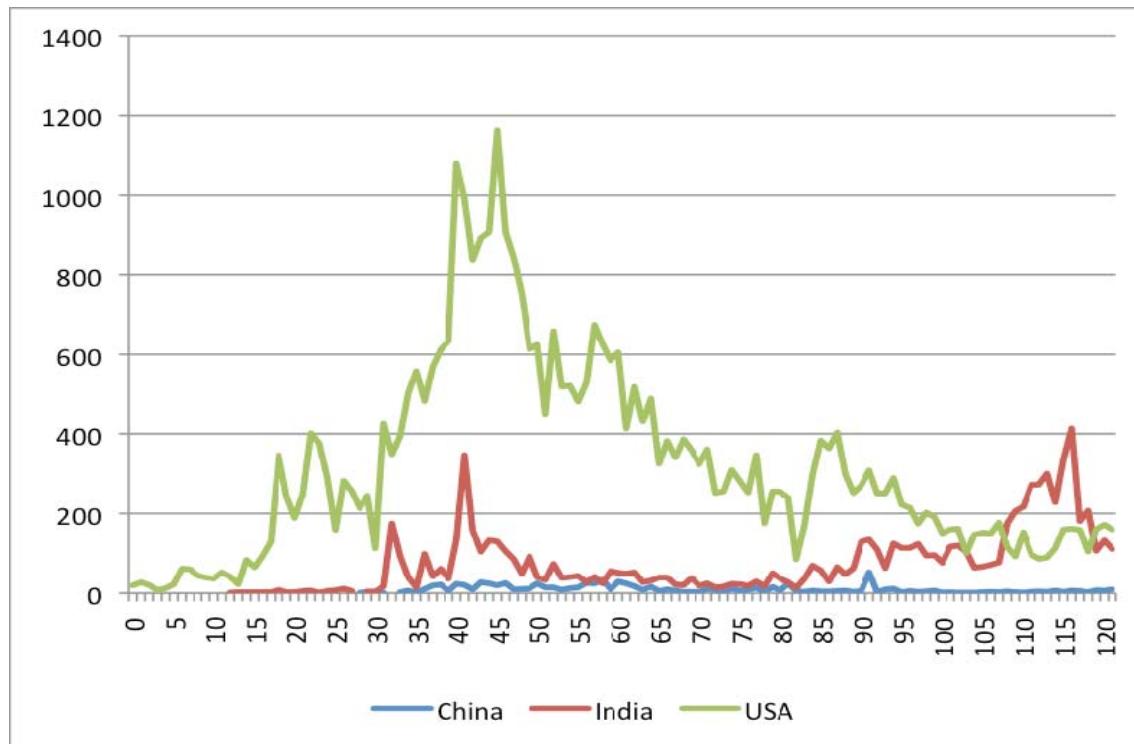


- India contributed more high scoring content
- Both countries contributions declined after points taken away

- Significantly more within country commenting for USA
- Outside country commenting for India



We observed different levels of participation across geographies



- Content contribution from geographies changed over time
- Difference in formality and language of the produced content

Number of Social Blue status messages by week

And More

- Differences in “appropriation” – using status messages for Q&A
- Use of native language for “private” conversations and easy adoption
- Challenges reading English as a second language (and easy formatting approaches to addressing this ...)
- If you want to encourage collaboration, and in particular global collaboration and innovation in research, be mindful of these differences



Conclusions and Relevance to Research Collaboration

- Social Software provides a user experience that will draw people into sharing – this is the second chance on knowledge management
- When incorporated into collaboration tools, social software can change the character of collaboration – for research environments, think about the SaND-like services that would best support research
- International collaboration will need nurturing, even in context of internet and scientific cultures



Contacts

- igreif@us.ibm.com
- www.research.ibm.com/social

