Guest Editorial Preface

Unveiling the Impact of Social Media: Importance of the Co-Creation of Business Value during the Adoption and Use Process (Part B)

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INTRODUCTION TO THE SPECIAL ISSUE

In the Part A of the special issue, we mainly included papers dealing with issues related to ‘social media analytics’. This second issue presents all articles explaining various mechanisms of social media ‘value creation’ and ‘value co-creation’, as well as social media impacts. These articles explore the impact of social media both at the individual and organizational levels. They also discuss the use of social media by government and non-government organizations and small and medium size organizations as well as large organizations.

ARTICLES INCLUDED IN PART B OF THE SPECIAL ISSUE

The first paper titled ‘How does Social Media Analytics Create Value?’ is an introductory position paper exploring how different types of social media analytics (SMA) can be used to create value. Specifically, the findings showed the significant uses of opinion mining or sentiment analysis, topic modeling, engagement analysis, predictive analysis, social network analysis and trend analysis across global firms. Finally, the study provided directions for the challenges and opportunities of SMA to maximize value. The second paper entitled ‘Twitter predicting the 2012 US presidential election? Lessons learned from an unconscious value co-creation platform’ describes the use of Twitter platform to predict the 2012 US presidential election. The paper developed an analytical procedure based on the Wisdom of Crowds effect and on a supervised approach of text analytics over social media content to predict electoral outcomes. Direct application of this procedure is illustrated analyzing 508,000 tweets about the 2012 US presidential election, obtaining results that consistently predicted President Barack Obama as the victor from seven weeks before the election. The study outperformed several traditional polls and similar studies employing social media to estimate potential election outcomes. This procedure offers an efficient alternative to political marketing services and political
campaign staff practitioners interested in developing electoral predictions. Contributions to the field, procedural limitations, additional opportunities for knowledge creation, and research streams derived are introduced. The third paper entitled ‘Participating in Enterprise Web 2.0 Platform: The Influence of Trust’ argued that despite the importance of Enterprise Web 2.0, its application faces challenges, chief among them being employee resistance. In order for organizations to successfully implement these social and collaborative technologies within the workplace, employee involvement is necessary. Since Enterprise Web 2.0 technologies are group-based applications, the development of trust is a prerequisite for group communication and engagement over this social medium. This research therefore explored the role of trust in users’ adoption of and participation in Enterprise Web 2.0 technologies. In this research, a qualitative approach using focus groups and interviews as data collection techniques was used. The study found that there was an inherent level of user trust due to the transparency of Enterprise Web 2.0, the community moderating role of Enterprise Web 2.0, and the professionalism of the workplace environment. In the fourth paper titled ‘Social Commerce Benefits for Small Businesses: An Organizational Level Study’, the authors explored the determinants of social commerce benefits for small businesses. Using survey data from 60 small companies, they identified stakeholder pressure and partner pressure as the most significant factors in determining social commerce benefits for small business. They discussed the implications of these findings and provide suggestions for future research. In the fifth paper entitled, ‘Catch a Fad or Capture a Value? Social Media Leverage in SMEs’, the authors investigated both tangible and intangible benefits related to the adoption and use of social media by Small and Medium Enterprises (SMEs). Using an empirical study of that examines the adoption and use of Facebook in SMEs, the study found that the adopting SMEs begin to see the positive effect on their sales revenue growth after a couple of years of persistent use and engaging activities. Also, the interactions measured by posting activities from both a firm and its customers have predictive effects on the building of an engaging online community terms of size. The paper offered important implications for formulating and implementing effective social media strategies in SMEs. In the sixth paper on the ‘Determinants of Social Media Impact in Local Government’, the authors drew on the technology, organization, and environment (TOE) framework and proposed a model of the determinants of social media impact in local government. The model is tested with data collected via a survey with 173 Australian local government organizations using social media. Data were analyzed using the partial least squares-structural equation modelling (PLS-SEM) technique. The results indicate that TOE factors including perceived benefits, perceived security risks, compatibility, and degree of formalization are important predictors of social media impact in local government. In the seventh paper entitled ‘Implementation of new social media concepts for e-Government: Case study of a social media tool for value co-creation and citizen participation’, the authors analyzed the case study of the Santander City Brain platform, managed by the City Council of Santander (Spain). They found that virtual social media are effective tools for the civil society, as it is able to set the political agenda and influence the framing of political discourse; however, they should not be considered as the main channel for citizen participation. Also, they found that several elements are required: the involvement of the government, a community manager, the secured privacy of its users, and a technological platform that is easy to use. In the eighth paper titled ‘Use of Social Media for Disaster Management: A Prescriptive Framework’, the authors used content analysis to understand the current usage of social media in disaster management. They drew on the honeycomb framework and the results of their content analysis to suggest a new framework that can help in utilizing social media more effectively during the different phases of disaster management. Finally, in the last paper titled ‘A Multimethod Study of Enterprise Social Media Implementation and Use: Mitigating the Gap between Theory and Practice’, the authors focused on employees’ reactions to Enterprise social media (ESM) implementation and their post-implementation use behaviors. They conducted a mixed
methods study of a large-scale ESM implementation in a Fortune 500 manufacturing company and found that widely used IT adoption models and determinants failed to explain employees’ ESM use. To help explain this paradoxical finding, the authors leveraged their qualitative data and found several major challenges, both internal and external, that the company faced during ESM implementation.

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ACKNOWLEDGMENT

We would like to take this opportunity to thank all the outstanding authors, reviewers, editorial board, and associate editors (AEs) who have volunteered to contribute to the success of this special issue. A special thanks to Prof. Tanya McGill who has provided her support, guidance, advices and encouragement during the whole review process.

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