Preface

INTRODUCTION

Internet. World Wide Web. Social Media. These terms have become synonymous with the rapid growth of online user generated content and consumer generated content in recent years. This paradigm shift from corporate content generation could have only been possible with the congruence of technological change and accessibility of social networking Websites. Around the world today there is a growing demand for business practices to change, transform, and adapt enabling online consumers to become part of the business, not only seen as external to the business but become part of the fabric. This existential change is needed and is driven by the growth of social media as a currency of trade. Radical paradigm shifts in business models have driven IT-enabled organizations to think differently about its products, services, and its markets. Businesses are spending an enormous amount of capital to invest in new technologies that support online presence through social media, online communities, and online commerce.

Developing new channels of distribution is seen by marketers as a way to increase brand awareness, consumer focused services, and a method to understand consumers. Noticeable is the use of social media to market premium brands, but what is more interesting is that online consumers are willing to pay a premium for brands that deliver great service through social media. Social CRM has become an integral part of business today and it is a service that every business needs to get right.

This book intends to stimulate discussion and understanding by presenting theoretical and empirical research on social CRM and interactive social networking Websites. Research results and future perspectives are presented for the development and sustainable deployment of social CRM and interactive social networking websites supporting an online presence both in a virtual and real-world environment.

There are 18 chapters in this book, which is organized into five sections: the first section provides an overview of social media and its use by consumers; the second section examines the user behaviors in social media; the third section highlights the characteristics of social networking with social media; the fourth section explores how social media can be used as a marketing tool; the fifth section presents applications of social media to customer relationship management; finally, the sixth section centers on how organizations can use social media and Internet-based technologies to transform their businesses. By and large, this book intends to provide a reference guide for social marketing and social networking using the new media technologies.

BOOK ORGANIZATION

Section 1: Overview

Chapter 1 (*Social Media Activities: Understanding What Consumers Do in Social Media*) addresses the activities of online consumers in social media. A conceptual framework is outlined based on user motivations and user generated content. The authors suggest that there are several implications for managers using social media as a tool. Emphasizing both conceptual and empirical issues, this chapter highlights the importance of companies understanding their roles in this emerging media dominated by users. The proposed conceptual framework of consumer social media activities contributes to the management of social media.

Chapter 2 (*Using Social Media to Cultivate Positive Community Norms*) examines underlying theoretical explanations for consumer behaviors related to prevention and the use of social media. The authors identify that by limiting access to only approved audiences runs the risk that the organization will be perceived by the public as being insincere about wanting to interact with them through social media.

Section 2: User Behaviors in Social Media

Chapter 3 (*Personality and Social Media Use*) presents research on digital media and suggests that this has mostly paid attention to users' demographics, motivations, and efficacy. With increasingly popular Web tools like social media, it is important to study more stable psychological characteristics such as users' personality traits, as they may significantly affect how people use the Web to communicate and socialize. The authors identify that more extraverted people tend to take advantage of the user-generated Web that provide venues for communication and socialization.

Chapter 4 (*How Motivations for Social Media Usage Can Change and What It Means for E-Businesses*) explores the idea that user motivations may exist as evolving factors with the potential to impact the efficacy of e-business initiatives on social media sites. The author finds that individuals who joined social media Websites such as Facebook found new reasons for usage such as self-expression, replacing older media, and professional aspects, among others.

Chapter 5 (*Understanding Purchasing Behavior within Virtual Worlds: Planned Purchases and Impulse Buying*) addresses a central concern with planned and impulse purchases using virtual worlds (Second Life). The authors identify that Second Life users are more likely to be technologically more advanced than those using high-street department stores.

Section 3: Social Networking with Social Media

Chapter 6 (*Typical Innovative and Involvement Characteristics of Contributors to Consumer Generated Media*) presents a view of different forms of digital communications whereby consumers openly share their opinions and experiences, often about their reactions to products and services. The author explores various forms of blogs, podcasts, Internet forums, online communities, and online social networks using questionnaires to ascertain data.

Chapter 7 (*Can Your Business Have One Million Friends? Understanding and Using Blogs as One-to-One Mass Media*) examines a theoretical framework that explains how blogs can be categorized based on audiences' perceptions and how bloggers use different strategies to shape or shift their audi-

ences' perceptions and increase the persuasiveness of their messages. The authors find that social media marketing is not a black box, but also not a magic bullet. The chapter provides insights that can help practitioners leverage the power of blogs as a form of marketing communication.

Chapter 8 (*User Intention of Sharing Video Clips on Web 2.0 Social Networking Websites*) looks at the use of video sharing community Websites, which has increased dramatically in recent years and the growth has changed the way that Web users view internet content. Sharing video content requires bandwidth and most countries have increased their network backbone technologies due to the demand in P2P. The authors identify and analyze community sharing of video clips, quality of the content, user behavior, and satisfaction of users of community shared video content.

Section 4: Social Marketing

Chapter 9 (*Comparing Web 2.0 Applications as Marketing Tools*) discusses Web 2.0 applications as marketing tools. In this context, blogs, micro-blogs, collaborative projects (wikis and social bookmarking), content communities, social networking sites, and virtual worlds are reviewed. The authors explain that collaborative projects are strong marketing tools for facilitating search engine marketing and search engine optimization. However, the difficulty of selecting the correct keywords, as well as producing attractive content, is their weak side. They are very suitable for generating new product ideas.

Chapter 10 (*Two-Sided Markets and Social Media*) examines simple reward programs to enhance user active participation on a Website, thus improving its satisfaction for users and increasing the value of the Website for the vendors. The authors introduce the concept of "two-sided" markets and show how these comprise a unique type of social media that facilitate the development of social networks oriented toward specific product domains (e.g., restaurants), specific brands (e.g., Starbucks), or common consumer concerns (e.g., Yelp.com).

Chapter 11 (*Application of Social Media Tools by Retailers*) explores the factors influencing the adoption process and the degree of engagement of the social media as part of the online marketing strategy by Spanish retailers. The authors find that retailers learning about social media tools and understanding their usefulness will lead to positive attitudes and wider adoption of social media as a way to better engage with their customers and extract strategic value from these tools.

Section 5: Customer Relationship Management with Social Media

Chapter 12 (*Interaction between Consumers and Businesses through Social Media: Trends and Future*) evaluates the communication channels based on social media used by businesses and consumers, showing successful and non-successful cases in the communication process and suggesting trends of usage of these channels more efficiently. The author identifies that the costs of using social media are much lower than traditional media, especially when trying to reach a large volume of consumers, which attracts the attention of advertisers and marketers for their use.

Chapter 13 (*Using Social Network Data to Identify Key Influencers for Social CRM Activities*) identifies key influencers within a company's customer database and consumers that are equipped with a large and strong network of connected neighbors. The authors identify that key influencers within a company's customer database can lead to substantial improvements in facilitating CRM.

Chapter 14 (*Best Practices for Social CRM*) presents a study of integration of traditional CRM systems with new social networking technologies available on the Web, such as Twitter, blogs, and communities,

showing a set of best practices on the use of these technologies to improve business relationships with customers. The authors present a set of best practices with guidance on how social networking technologies can help companies to squeeze and improve the relationship with their customers.

Section 6: Organizations and Social Technologies

Chapter 15 (*E-Business Planning in Morphing Organizations: Maturity Models of Business Transformation*) explores maturity models and social media and how social media technology provides organizations with the means to extend their reach with multimedia rich content. The author introduces a new framework that has been recommended which enables the planning of social media technologies to be directly aligned with organizational objectives and ensures that the potential impact on business processes is identified at an early stage.

Chapter 16 (*The New Age E-Enterprise: Internet-Based Collaboration, Innovation and Co-Creation*) explores how the enterprise has changed in recent years and transformed itself into one that utilizes virtual work practices. This transformation has helped enterprises to shape how new products and services are developed, impacting the way the enterprise functions in the world of social collaboration. The authors review various technologies that underpin the Internet-based collaboration platforms and suggest that globalization provides a rich source of collaboration.

Chapter 17 (*Negotiation by Software Agents in Electronic Business: An Example of Hybrid Negotiation*) identifies electronic negotiation as one of many applications that software agents can perform to facilitate electronic business. Negotiations between a software agent and human (hybrid negotiation) could make electronic business efficient and intelligent. The authors present a framework representing communication between a human agent and intelligent software agents.

Chapter 18 (*The Transformative Effect of Social Media: Revolutionizing Business Models of Mass Production to Individual Production by the Masses*) illustrates how digital technology in general and social media in particular, has changed the way people interact and communicate. The author suggests that business is now on the verge of being transformed, with the customer not just an invited guest but as a potentially fully paid up part of the business.

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