Participating in the Enterprise Web 2.0 Platform: The Influence of Trust

Fayez Hussain Alqahtani, Computer Science Department, King Saud University, Riyadh, Saudi Arabia
Ibrahim Abunadi, College of Computer and Information Sciences, Prince Sultan University, Riyadh, Saudi Arabia

ABSTRACT

The incorporation of Enterprise Web 2.0 technologies has been very important to various business organisations and institutions. This is because these technologies possess social and collaborative features that allow employees to communicate, collaborate, and share knowledge more effectively. Despite the importance of Enterprise Web 2.0, its application faces challenges, chief among them being employee resistance. In order for organisations 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 explores 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 moderating role of the community, and the professionalism of the workplace environment.

KEYWORDS

Enterprise Web 2.0, IT Adoption, Transparency, Trust, Web 2.0

INTRODUCTION

The advancement of web-based applications has resulted in the development of Web 2.0, an upgrade from earlier versions of the static web (Wigand, 2007). Web 2.0 is a new generation of web-based applications that allows people to collaborate and share information online (Wigand, 2007). Web 2.0 technologies such as wikis, blogs, and micro-blogs offer a shift in how people interact on the Web. With the progressive growth of these applications, organisations have opted to introduce Web 2.0 applications into their systems. The term “Enterprise 2.0” was first used by McAfee in 2006 to...
refer to the adoption and use of Enterprise Web 2.0 technologies by organisations (Brynjolfsson & McAfee, 2007).

The use of Enterprise Web 2.0 technologies has facilitated the sharing of knowledge, experience and ideas among employees in a collaborative and interactive manner (McAfee, 2006; Wigand, 2007). This has resulted in increased returns, cost reduction and improved innovation levels in companies (Ali-Hassan & Nevo, 2009; Bughin & Manyika, 2007). However, the adoption of Enterprise Web 2.0 technologies faces a critical challenge: employees may resist using these technologies and the adoption process may be lengthy. There are a number of factors which have an impact on the adoption process. One of these factors is trust. Trust plays an important role in the adoption of information systems/information technology (IS/IT) because of the extent to which organisations today rely on IT; in fact, they rely on IT more than ever before (McKnight, Choudhury & Kacmar, 2002). In particular, Enterprise Web 2.0 requires a mature level of trust in order to gain and maintain employees’ participation in such social technology.

Understanding the relationship between trust and employees’ adoption of Enterprise Web 2.0 is critical. Therefore, the objective of the current study was to explore how trust can influence employees’ adoption of this emerging technology. Studies by McAfee (2009a), Parise, Guinan, Iyer, Cuomo, and Donaldson (2009) revealed that employees’ willingness to adopt this new technology is a critical challenge when implementing Enterprise Web 2.0. Technologies such as Enterprise Web 2.0 are community-based systems (Bradley 2007) and so the higher the number of employees who adopt Enterprise Web 2.0 technologies, the higher its chances of success. Moreover, many studies have found a significant relationship between employees’ trust and the uptake of various information systems (Akkaya, Wolf & Krcmar, 2010; Hoehle, Huff & Goode, 2012; Joubert & Van Belle, 2013). However, trust is associated with risk, which causes uncertainty and insecurity during the adoption process of IS/IT (Belanger & Carter, 2008). Emergent social technologies such as Enterprise Web 2.0 require trust since employees might feel uncertain and insecure interacting with such technology.

In the literature review section, previous research on Enterprise Web 2.0 technologies and IT adoption will be discussed. This will be followed by a discussion of the research methodology used for data collection and analysis. Finally, the findings regarding the role of trust in the adoption of Enterprise Web 2.0 will be critically analysed and recommendations offered.

LITERATURE REVIEW

This section introduces the concepts of Web 2.0, and Enterprise Web 2.0 as well as discussing challenges for their adoption, along with the benefits for enterprises. Next, this section will provide an overview of the concept of IT/IS adoption and the most dominant IT/IS adoption models in the literature. Finally, an analysis of trust in the context of Enterprise Web 2.0 adoption will be presented.

Web 2.0 Applications

The Web has experienced a major advancement resulting in the development of several web-based applications. These types of applications include web blogs, wikis, content syndication, content tagging and bookmarking, and social sites. Using these applications, individuals are able to interact with the web and its contents. Users can publish, filter, edit, search, subscribe, collaborate and communicate online (Tredinnick, 2006). In addition, the accessibility of the Internet and the availability of mobile devices mean that more people use Web 2.0 applications to connect with each other and share information. The social success of these applications has prompted more organisations to introduce Web 2.0 applications in the workplace.

Web 2.0 technologies can be used to interface with customers, partners, and suppliers, and for collaboration and knowledge sharing internally within organisations (Corso, Martini & Pesoli, 2008). The internal use of Web 2.0 among employees is the most common use (Corso et al., 2008). As the
An Architecture for Organizational Decision Support Systems that Utilizes a Model Coordination Subsystem
www.igi-global.com/article/architecture-organizational-decision-support-systems/3726?camid=4v1a

Spreadsheet Errors and Decision Making: Evidence from Field Interviews
www.igi-global.com/chapter/spreadsheet-errors-decision-making/18225?camid=4v1a