

08. Social Networks

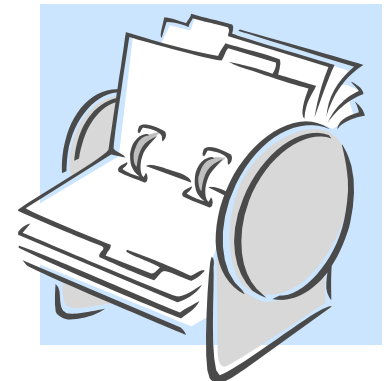
Social Networks and Industry Disruptors in the Web 2.0 Environment



- Code: 166140-01+02
- Course: Electronic Commerce
- Period: Autumn 2011
- Professor: Sangwon Lee, Ph.D.

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08. Social Networks

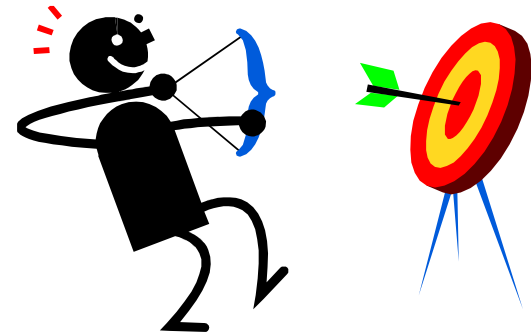
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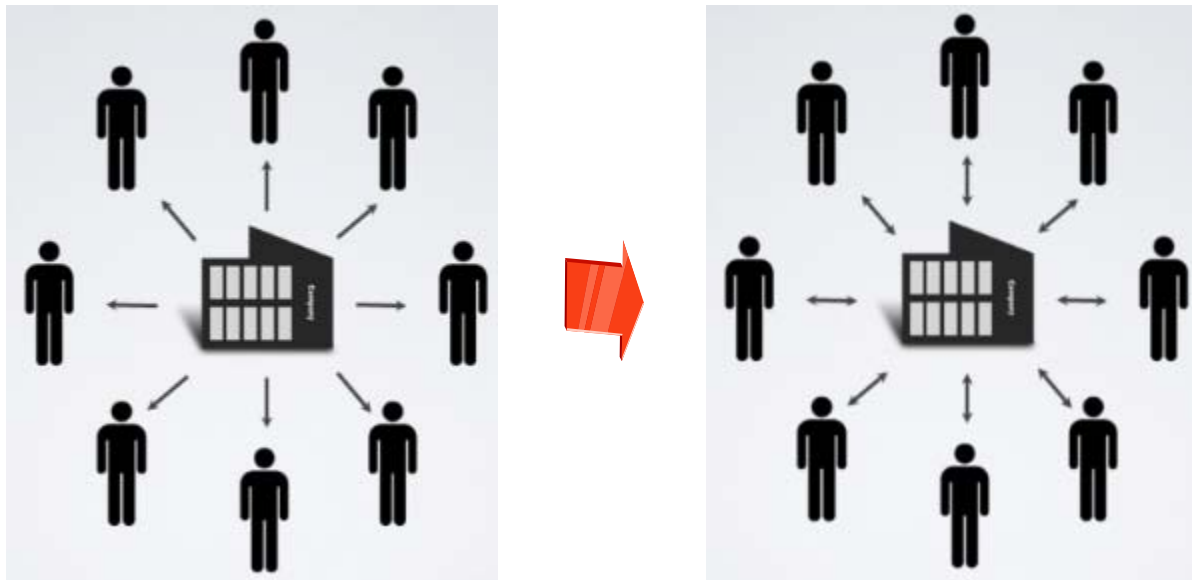
Learning Objectives

- 01. Understand the Web 2.0 revolution, social and business networks, and industry and market disruptors.
- 02. Understand the concept, structure, types, and issues of virtual communities.
- 03. Understand social networks and describe MySpace, Flickr, Facebook, Cyworld, and similar sites.
- 04. Understand person-to-person video sharing and describe YouTube and its competitors.
- 05. Describe business networks.
- 06. Describe how the entertainment industry operates in the Web 2.0 environment.
- 07. Describe some of the enablers of the Web 2.0 revolution.
- 08. Understand the relationship between Web 2.0 and e-commerce.
- 09. Describe Web 3.0.



01. Web 2.0

- Web 2.0
 - The popular term for advanced Internet technology and applications, including blogs, wikis, RSS, and social bookmarking. One of the most significant differences between Web 2.0 and the traditional World Wide Web is greater collaboration among users, content providers, and enterprises.



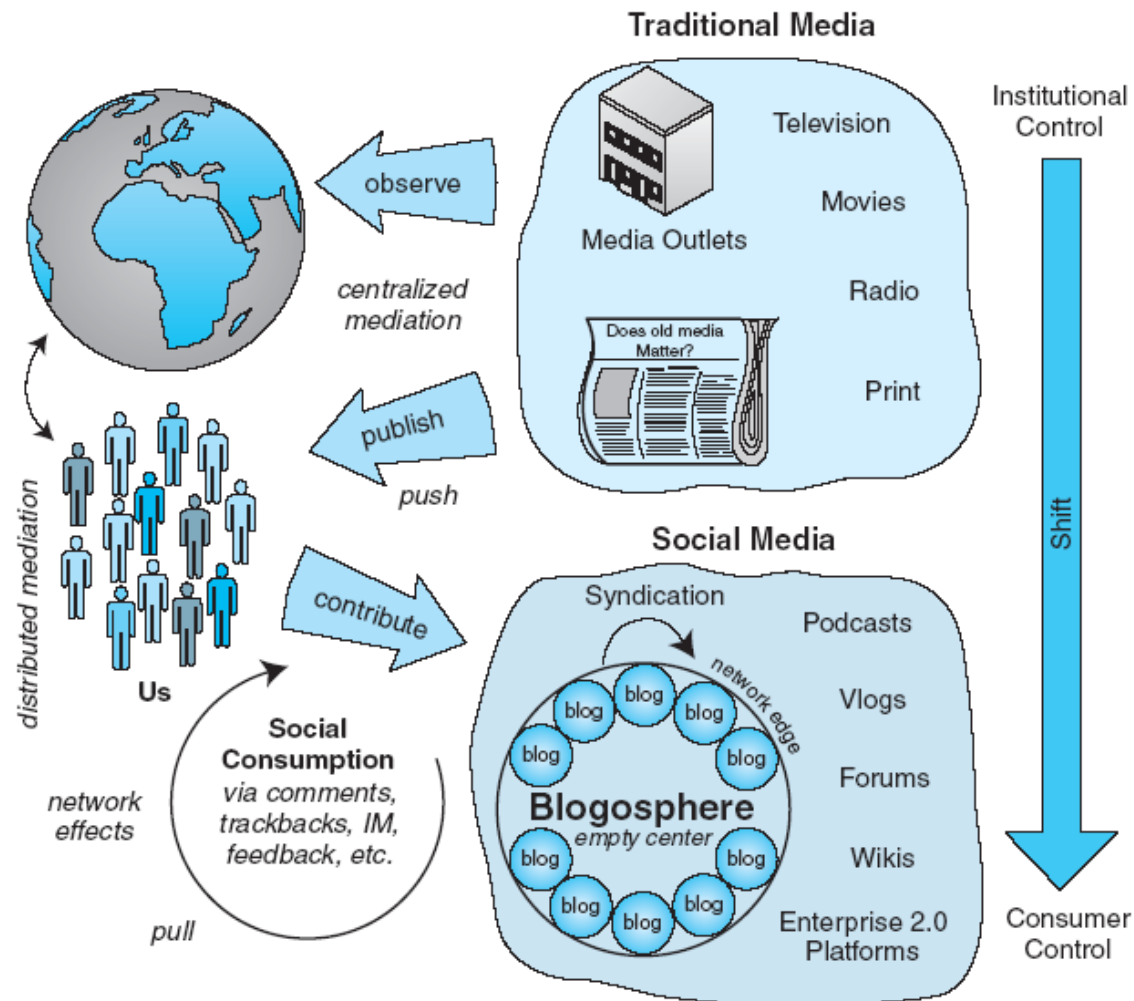
01. Web 2.0

- Disruptors
 - Companies that introduce significant changes in their industries.



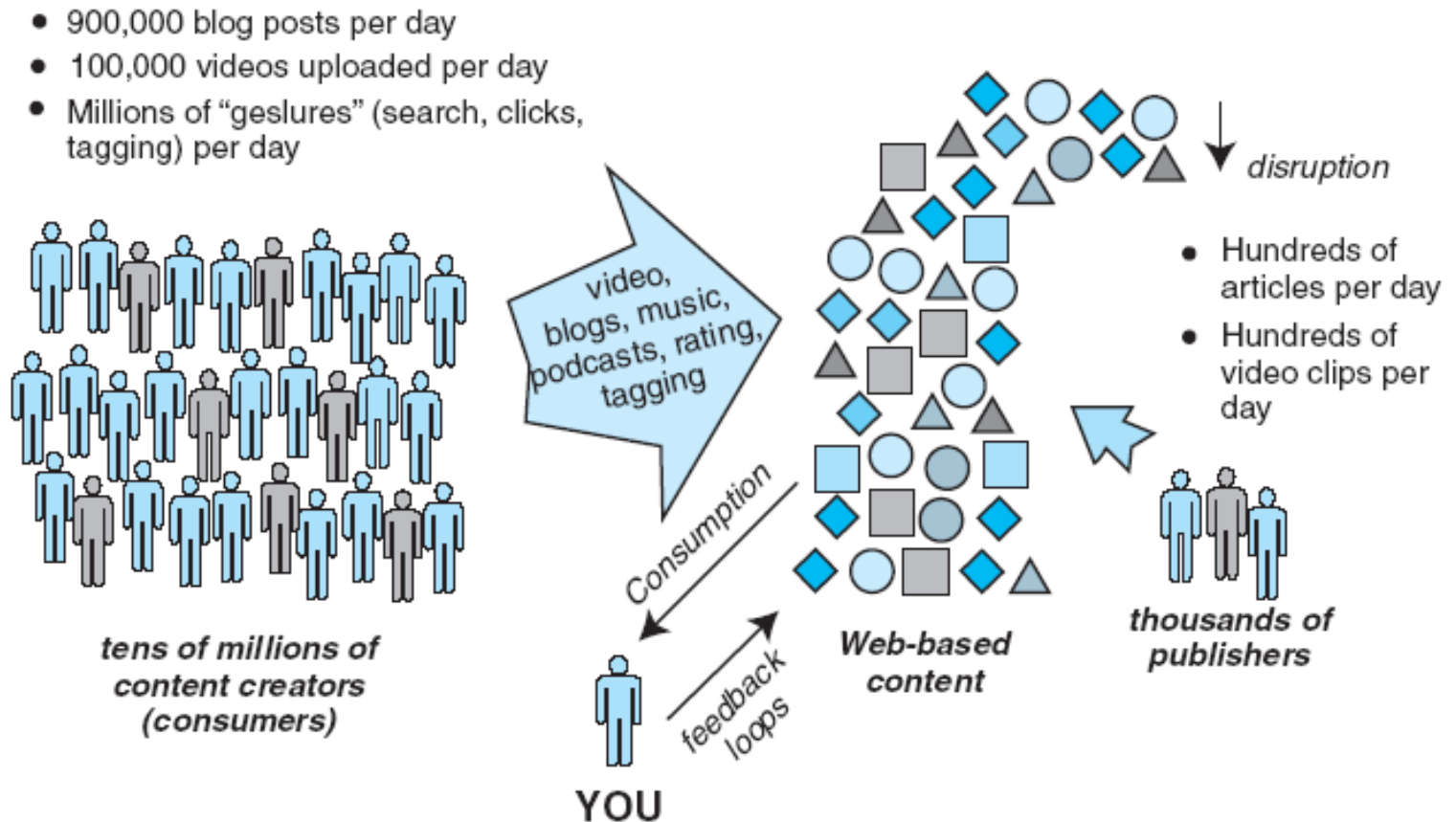
01. Web 2.0

- The Emergence and Rise of Mass Social Media



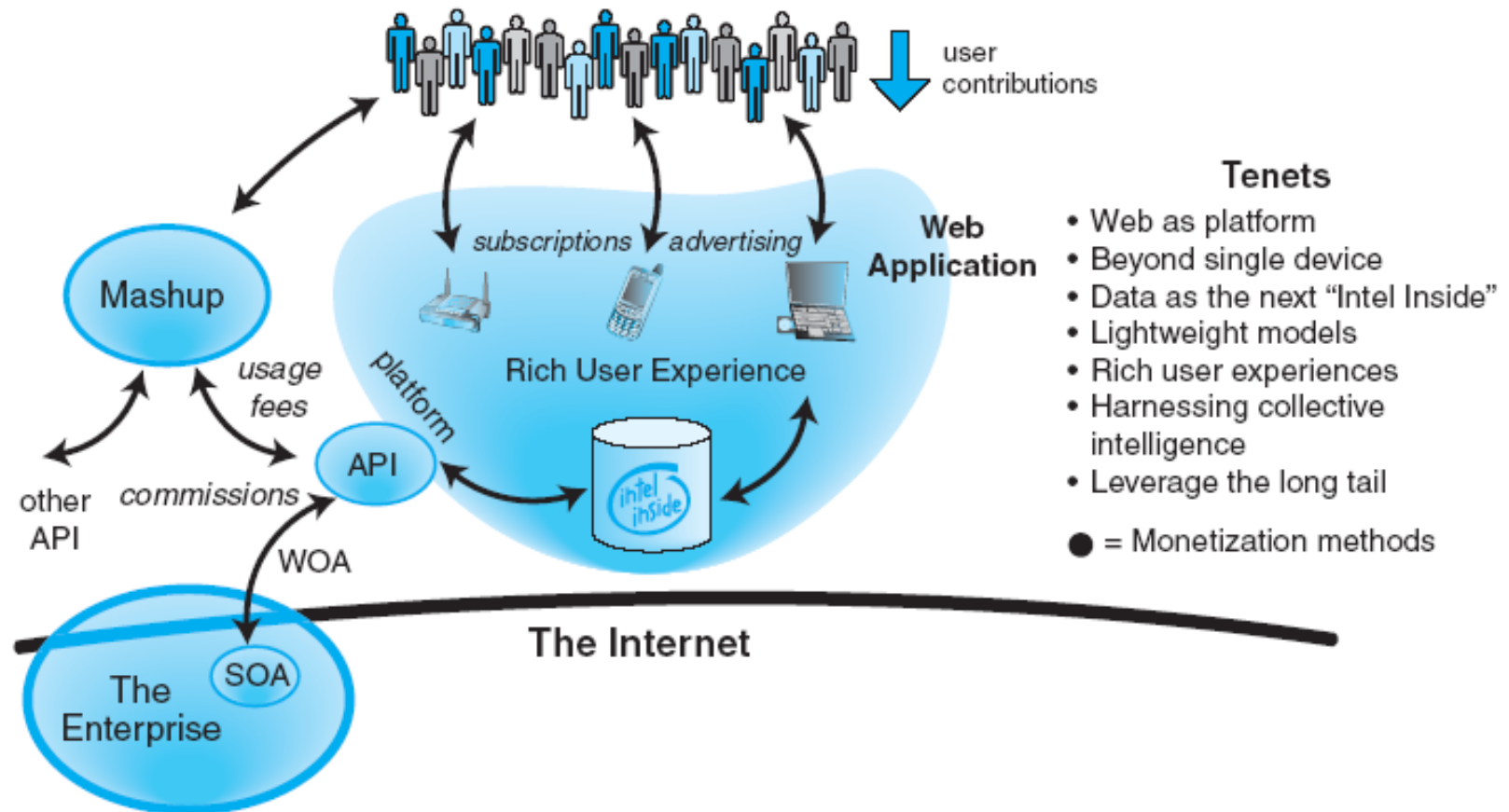
01. Web 2.0

- The You Era
 - Consumer generated content swamping, disrupting traditional media



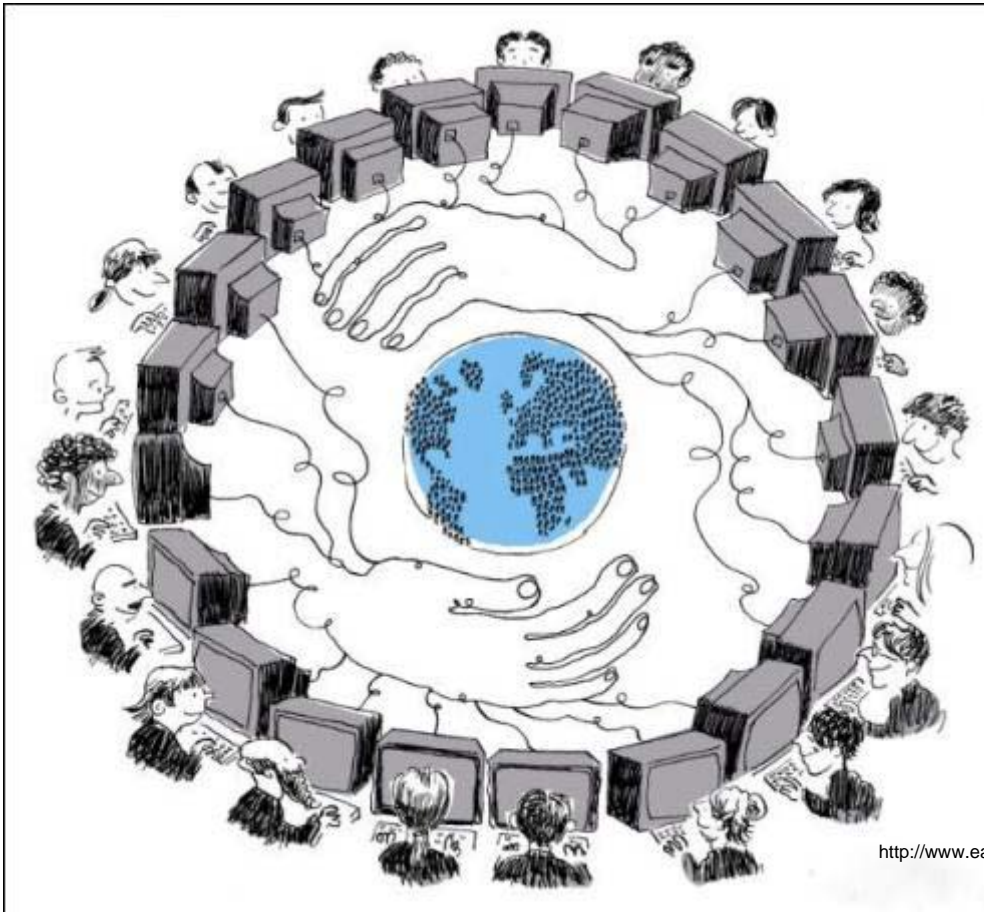
01. Web 2.0

- Generating Revenue from Web 2.0 Applications



02. Virtual Communities

- Virtual Community
 - = Internet community
 - A group of people with similar interests who interact with one another using the Internet.



02. Virtual Communities

- Types of Virtual Communities
 - Transaction and other business
 - Purpose or interest
 - Relations or practices
 - Fantasy
 - Social networks



02. Virtual Communities

- Social Commerce
 - A subset of e-commerce in which the users and their personal relationships are at the forefront. The main element is the involvement of the user in the marketing of products being sold.



02. Virtual Communities

- Key Strategies for Successful Online Communities
 - Increase traffic and participation in the community
 - Focus on the needs of the members
 - Encourage free sharing of opinions and information
 - Obtain financial sponsorship
 - Consider the cultural environment
 - Provide several tools and activities for member use
 - Involve community members in activities and recruiting
 - Guide discussions, provoke controversy, and raise sticky issues



02. Virtual Communities

- More Successful Factors for Online Communities
 - Handle member data sensitively
 - Maintain stability of the Web site with respect to the consistency of content, services, and types of information offered
 - Provide fast reaction time of the Web site
 - Offer up-to-date content
 - Offer continuous community control with regard to member satisfaction
 - Establish codes of behavior (netiquette or guidelines) to contain conflict potential



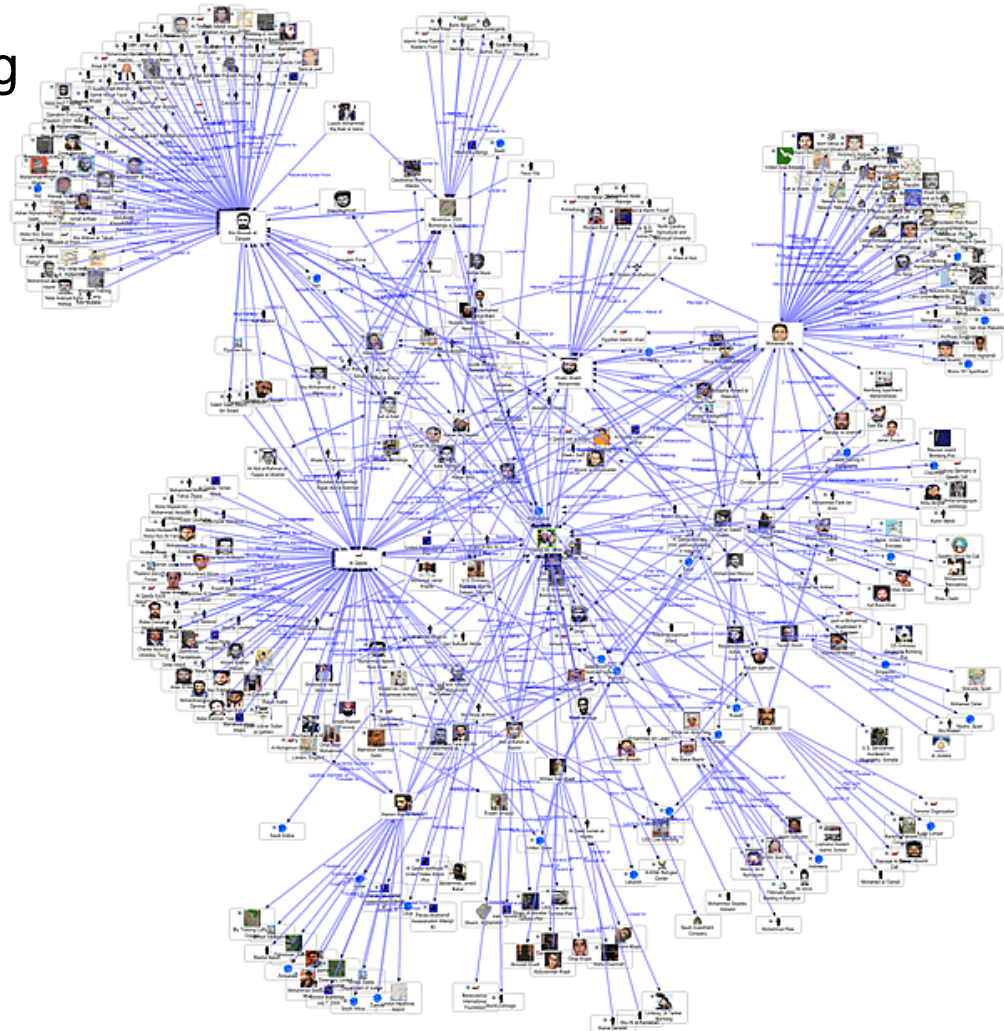
03. Online Social Networks

- Social Network
 - A special structure composed of individuals (or organizations) that is based on how its members are connected through various social familiarities.



03. Online Social Networks

- Social Network Analysis (SNA)
 - The mapping and measuring of relationships and flows between people, groups, organizations, animals, computers, or other information or knowledge processing entities. The nodes in the network are the people and groups, whereas the links show relationships or flows between the nodes. SNA provides both a visual and a mathematical analysis of relationships.



03. Online Social Networks

- Social Networking Services
 - Services by use of social networks



03. Online Social Networks

- Representative Social Networking Web Sites
 - Flickr
 - Facebook
 - Classmates Online
 - Friendster
 - Orkut
 - Xanga
 - Digg
 - Cyworld



04. Business & Entrepreneurial Networks

- Business Network
 - A group of people that have some kind of commercial relationship; for example, the relationships between sellers and buyers, buyers among themselves, buyers and suppliers, and colleagues and other colleagues.



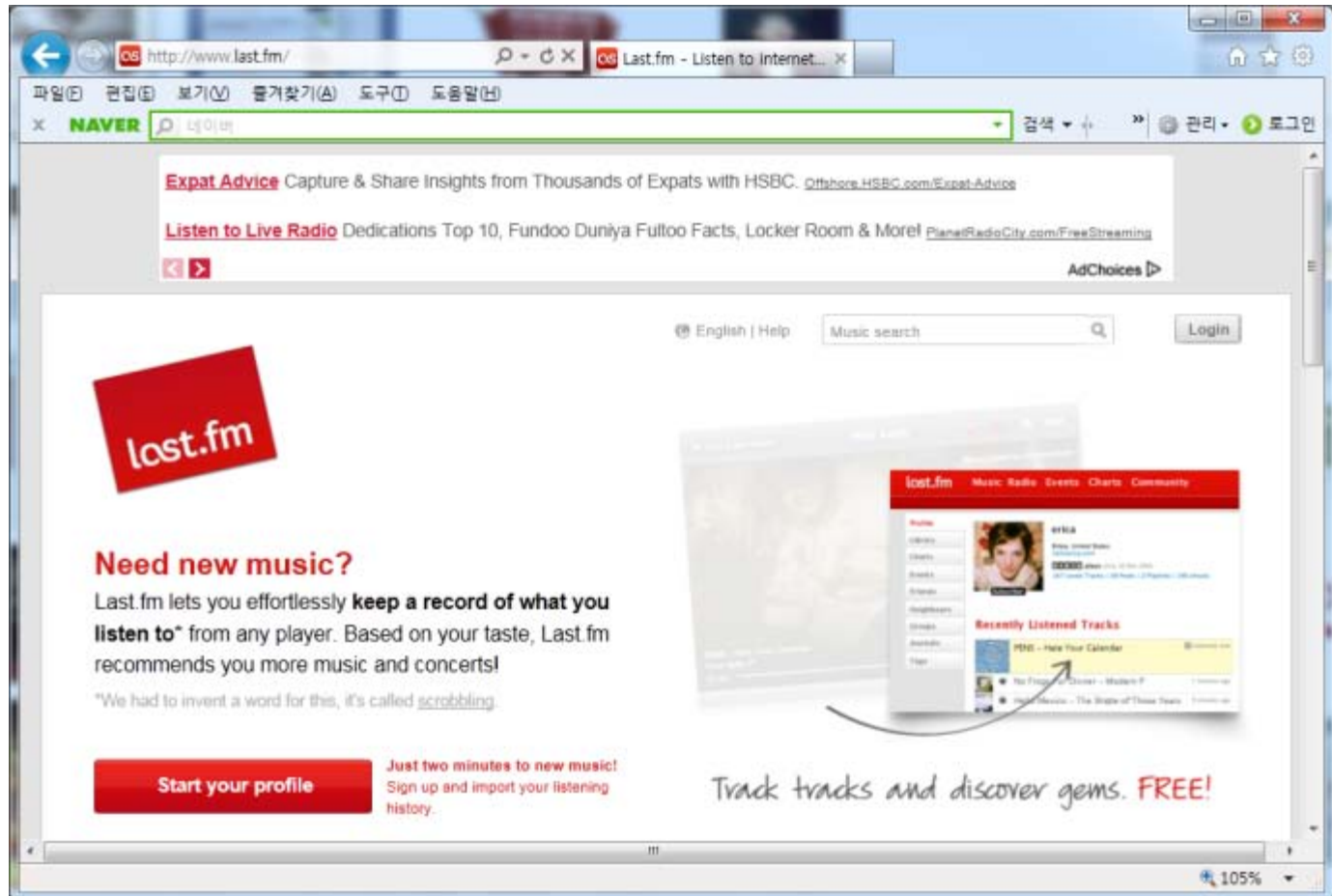
04. Business & Entrepreneurial Networks

- Social Marketplace
 - An online community that harnesses the power of social networks for the introduction, buying, and selling of products, services, and resources, including people's own creations.



04. Business & Entrepreneurial Networks

- Examples of Entertainment and Business Communities
 - LinkedIn
 - Last.FM
 - Mixi



05. Entertainment Web 2.0 Style

- Examples of Entertainment and Business Communities
 - Mobile Web 2.0 devices for entertainment and work
 - iPhone



05. Entertainment Web 2.0 Style

- Examples of Entertainment and Business Communities
 - Yahoo! Go!
 - Nokia's N800 Internet tablet



05. Entertainment Web 2.0 Style

- Examples of Entertainment and Business Communities
 - Advertising movies and events in communities
 - Online marketplace for movies
 - The hype machine
 - Internet series



06. Technology Support

- Web 2.0 and Social Software
 - Communication tools
 - Services
 - Emerging technologies
 - Tools for individuals
 - Web 2.0 development tools



06. Technology Support

- Tools for Blogging and Wikis
 - Tools for blogging
 - Wiki tools
 - Tools for RSS and podcasting
 - Enterprise Wiki and blog tools
 - Blogging for business

Will Wikis, Blogs, and RSS Replace E-Mail or Just Supplement It?



06. Technology Support

- Tools for Personalization
 - From Yahoo to Netvibes

The logo for Yahoo!, featuring the word "YAHOO!" in a red, stylized, serif font with a registered trademark symbol.

netvibes

06. Technology Support

- Tools for Social Bookmarking
 - Web service for sharing Internet bookmarks. The sites are a popular way to store, classify, share, and search links through the practice of folksonomy techniques on the Internet and intranets.
 - Intel's Web 2.0 Software Suite



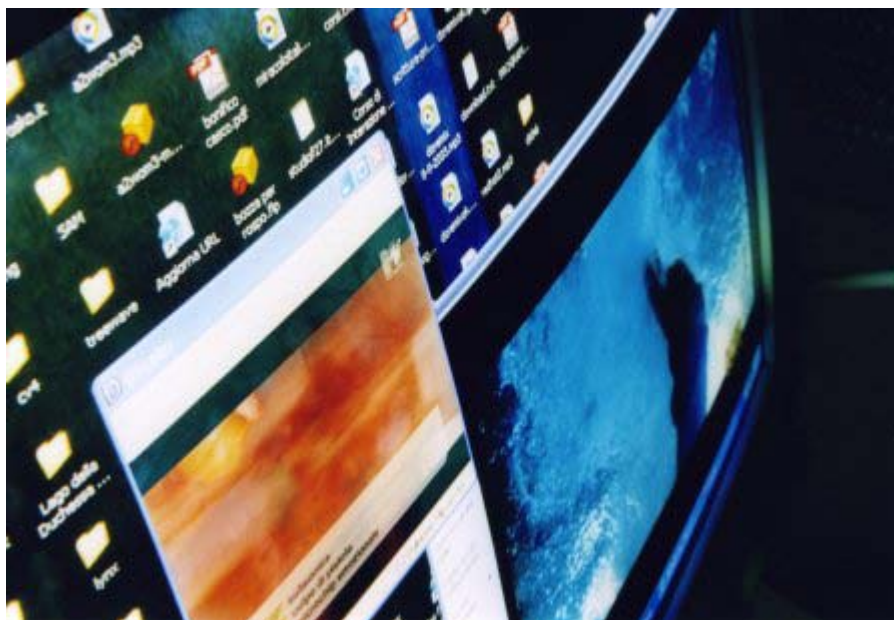
06. Technology Support

- Tools for Applications
 - File-sharing tools
 - Alexa: Web traffic information provider
 - Mobile phones and social networks



06. Technology Support

- Tools to Support Infra Structure
 - The need for very rich(= interactive) media



07. Marketing Support

- Advertising
 - Viral marketing
 - Viral blogging
 - Viral marketing done by bloggers.
 - Classifieds
 - Job listing
 - Mobile advertising



08. The Future: Web 3.0

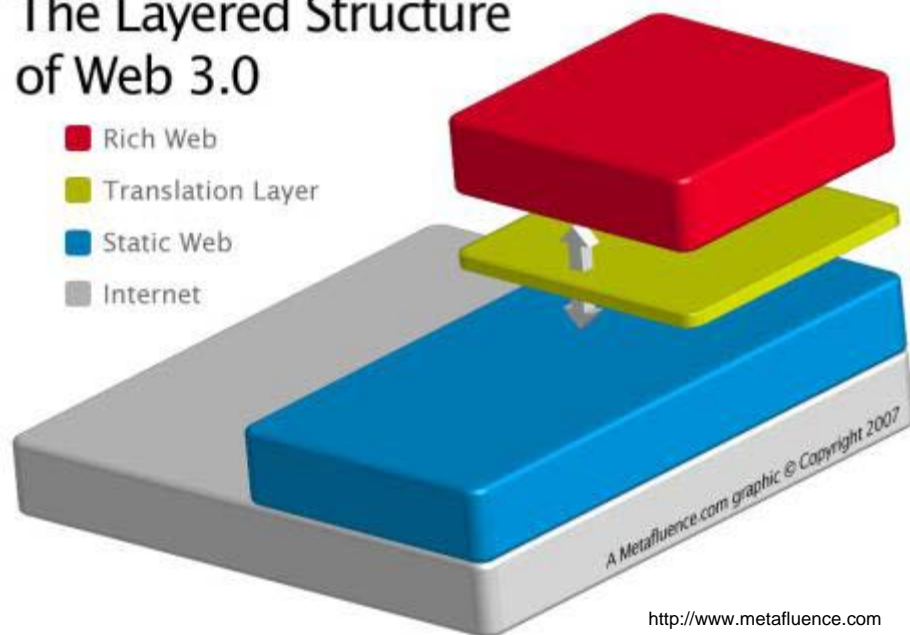
- Web 3.0
 - Definitions of Web 3.0 vary greatly.
 - Some believe its most important features are the Semantic Web and personalization



08. The Future: Web 3.0

- Web 3.0 Structure
 - Application program interface (API) services
 - Aggregation services
 - Application services
 - Voice commerce (v-commerce)
 - An umbrella term for the use of speech recognition to support voice-activated services, including Internet browsing and e-mail retrieval.
 - Serviced clients

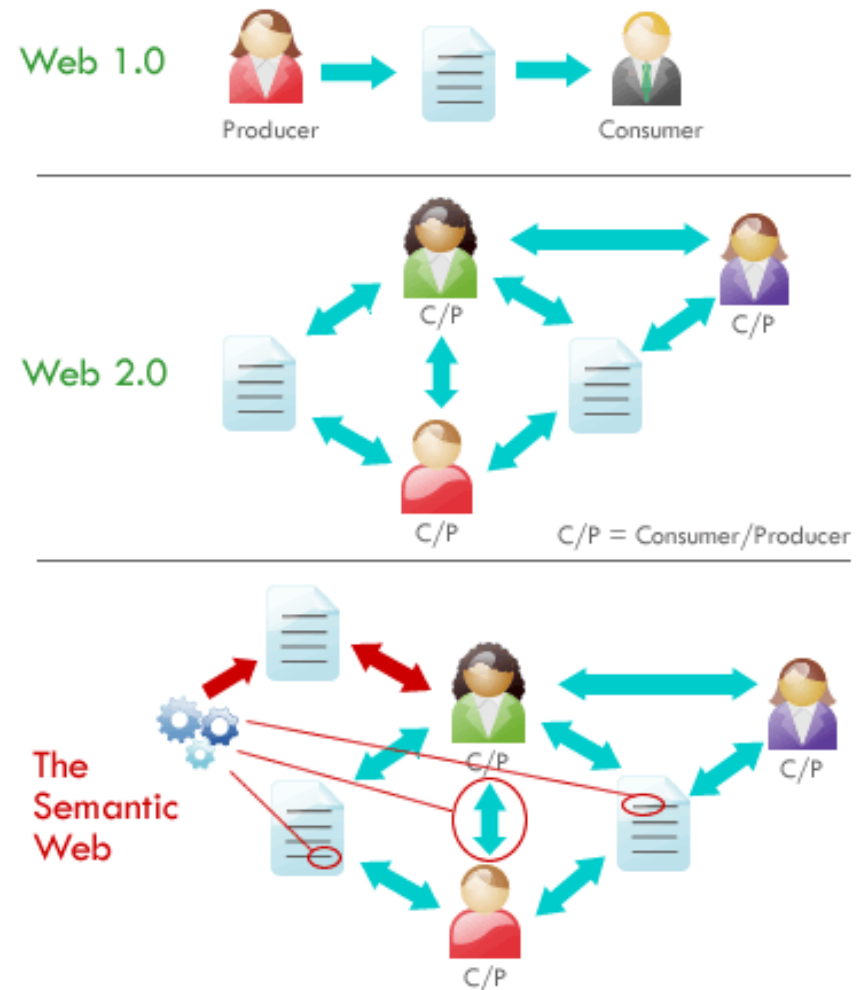
The Layered Structure of Web 3.0



08. The Future: Web 3.0

- Semantic Web

- An evolving extension of the Web in which Web content can be expressed not only in natural language, but also in a form that can be understood, interpreted, and used by intelligent computer software agents, permitting them to find, share, and integrate information more easily.



08. The Future: Web 3.0

- Future Threats
 - Security concerns
 - Lack of net neutrality
 - Copyright complaints
 - Choppy connectivity

