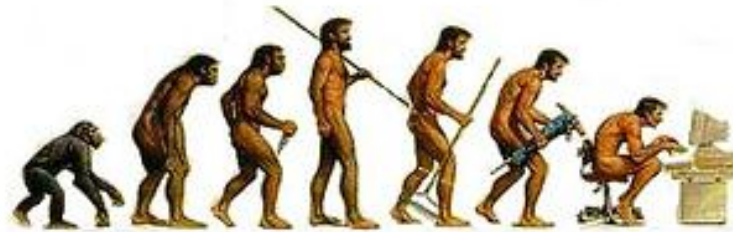


Social Software

A playground for enterprises?



by [Manuel Cernuda](#)

Social Software

What is it?

The term 'social software', is now used to define **software** that supports **group interaction**, However, the core ideas of social software itself enjoy a much longer history back to around 1945.

Some typical characteristics:

- Self-organised groups
- No authority control
- Exposed to all of Internet
- Easy - One shot to go
- Free of charge (at least to start with)

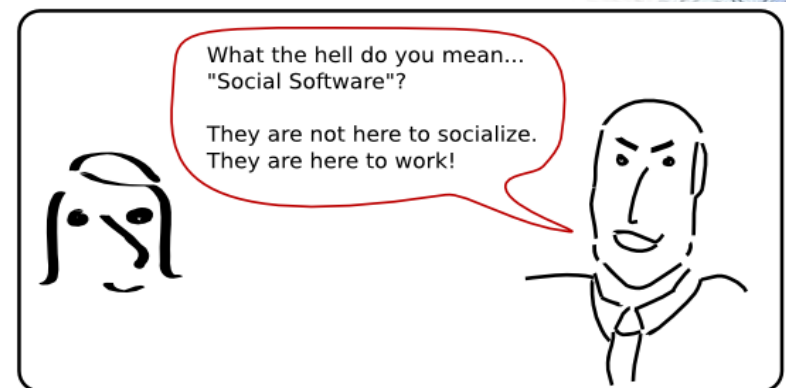
I think I know what is best for you, I am going to keep it enabled.



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List of examples

- Blogs
- Wikis (Wikipedia, WikiNews, IBM Wiki etc.)
- Virtual presence/Virtual worlds (Second Life)
- Collaborative real-time editor
- Social network services, such as
 - Social network search engines
 - Social guides such as collaborative rating of products and services. (Dealer ratings)
- Social bookmarking (sharing favourites)
- Instant Messaging
- Text chat
- Internet Forums



www.innovationCreators.com

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Example: Open Source

Linux is probably the most well known open source project. **Anybody can contribute** with code, test it and give feedback during all phases of its development. There is a working **business model** proven for free source code. Linux even **challenges Microsofts server software**.

The Economics of Open Source Software

- Release a **restricted open source** license forcing people to pay for a more open one if they use the work commercially
- **Sell services** (contracting)
- **Sell products on top of the open source** that are more niche but closed
- **Sell distributions**

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Example: Wikipedia

An **encyclopedia project**. Wikipedia is written collaboratively by **volunteers**. It is already larger and faster than Encyclopedia Britannica. It is built on free wiki software for knowledge sharing.



The articles can be **edited by anyone** with access to the Web site. The high amount of contributors acts as a **social control** for cheaters and faked material.

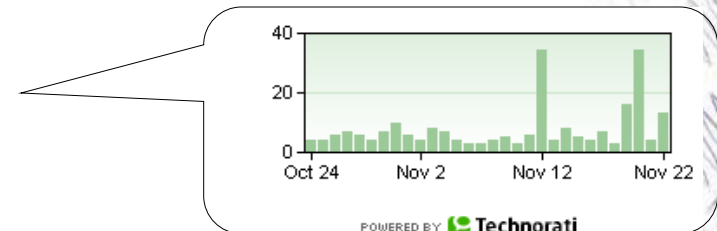
- IBM's community of **more than 50,000** self-professed early adopters use wikis. It forms a **collaborative network of innovators** across IBM divisions and geographies.
- **Toyota** had a wiki based **user community** to support their hybrid car introduction, **Prius**.

Social Software

Example: Blogs

A **blog** (derived from “Web log”) is a **user-generated website** where entries are made in **journal style** and displayed in a reverse **chronological order**. The main characteristic is **Ease-of-use**.

- Blogging will peak in 2007, leveling off when the number of writers who maintain a personal website **reaches 100 million**. (Gartner Group)
- It was reported by Chinese media **Xinhua** that the blog of **Xu Jinglei** received more than 50 million page views, claiming to be the most popular blog in the world.
- In the English blogosphere “**Mack Trucks**” is mentioned each day in 5-35 articles.



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Example: Second Life

A **virtual world** which enables its users, **more than 3 million "Residents"**, to interact with each other through motional avatars, providing an advanced level of a **social network service** combined with **3D virtual spaces**.

Humans interact with each other, **socially and economically**, and uses the metaphor of the real world.

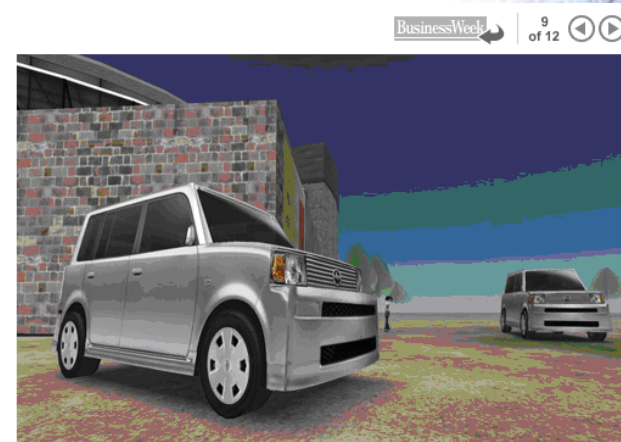
The currency used is **Linden dollars**. **Conversion** to and from real currency is **possible**. Turn-over: **> 2billion SEK**



Social Software

Example: Second Life

- At Nov 6, 2006 [Toyota](#) was the first car brand that entered Second Life with its Scion. The car is sold for 300 Linden dollars
- A few other examples that offers [products](#), [services](#) and [recruitment activities](#) in Second Life are Dell, Sun, BBC, Rebook, Adidas, Microsoft, IBM, GM and the Swedish Embassy.
- Feb 20, 2007 will [Mercedes-Benz](#) launch a virtual presence in Second Life. [Mercedes-Benz Island](#) will invite visitors to enjoy access to many entertainment options and a wide range of information on the brand



LET'S MAKE SURE.

Social Software

Summary

- Social Software enables new ways of doing business.
- Offers new customer segments, markets and market places
- New control paradigm – the user is the king
- Growing with new user groups and the Internet is continuously growing
- New types of Social Software are still to be invented in the future



IBM meeting at Second Life