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Collaborative Organizations and Social Media

Framing Collaborative Organizations and Social Media

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Framing Collaborative Organizations and Social Media

- Global reach
- Cost efficiency
- Potentially democratizing?
- Fosters increased innovation?
- Successful cases (e.g. virtual learning environments, music production, and software development in virtual teams)





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The State of the Field

- In its infancy
- Weak in theoretical development
- Sometimes disconnected empirical work
- Quite established in our understandings of social movements and social activism (e.g. OWS and the Arab Spring)





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The State of the Field

- Non-HCI and CSCW fields often see social media as more for ‘entertainment purposes’ rather than serious collaboration
- There is a need to further the argument of ‘ecologies of communication’ (Turner 2010)
- Different communication mediums are optimized for different tasks
- Social media can be seen as ‘augmenting’ other, ‘traditional’ media (Jurgenson 2012)





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Collaboration by Tweet?

- My own work has studied social media and scientific collaboration
- Twitter seems to be particularly useful for fleshing out project ideas with a network of latent ties
- Twitter seems useful for connecting/finding potential collaborators
- Twitter can provide a 'mini peer-review' of works in progress. It can act as a staging area for what will become publications.
- Twitter can provide input from senior figures who one would not contact via e-mail or other mediums





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Tags fredP. @sociographie 7h
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@twytof @dhirajmurthy @bodyspacesoc but it is often at the expense of the variety of uses that do not perform direct relationships
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@twytof @dhirajmurthy @bodyspacesoc twitter appears to b a super source to draw social graphs because it's easy to catch the data, but.. 1/2
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@twytof @dhirajmurthy @bodyspacesoc it wld b sad to miss the collective use of a # under the pretext that it dont give 'relations' by itself
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@twytof @dhirajmurthy @bodyspacesoc that's why i never start to draw a graph by 'cleaning' the isolated nodes as it is often done 1/2
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Barriers to Social Media and Collaboration

- **Barriers include: a lack of technical knowledge (57%), prohibitive company policies (41%), and the amount of time needed to manage social media (TEC Project Report 2011)**
- **Conservatism in certain organizational contexts**
- **Intellectual Property/Copyright Protection**
- **Archival Issues**
- **Richness of media issues (i.e. Media Richness Theory which prioritizes face-to-face communication)**





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Some References

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4. Gaver, W.W., *The affordances of media spaces for collaboration*, in *Proceedings of the 1992 ACM conference on Computer-supported cooperative work1992*, ACM: Toronto, Ontario, Canada. p. 17-24
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