Market Research Studies

Online Social Networks, Virtual Communities, Enterprises, and Information Professionals: Part 3. Applications and Survey Results

by Christian Gray, Mike Reid, and Craig Honick

Title: Sharing, Privacy and Trust in Our Networked World
Published: September 2007
By: OCLC
Contributors: Cathy De Rosa, Joanne Cantrell, Andy Havens, Janet Hawk, Lillie Jenkins, Brad Gauder, Rick Limes, Diane Cellentani, Tam Dalrymple, Larry Olszewski, Sam Smith, Tom Storey
Summary: The practice of using a social network to establish and enhance relationships based on some common ground—shared interests, related skills, or a common geographic location—is as old as human societies, but social networking has flourished due to the ease of connecting on the web.
Access: http://www.oclc.org/reports/sharing/default.htm
Cost: Free online, $80 to have a print version sent to you.
Size: 150+ pages

Title: The New Social Order
By: The 451 Group [http://www.the451group.com]
Contributor(s): Kathleen Reidy
Summary: This report analyzes survey data to uncover what's really going on in the much-hyped world of social software, or Enterprise 2.0.eIt uncovers important trends about what types of enterprises are really investing in blogs, wikis, and social networking technologies today and for what kinds of initiatives. It also finds strong vendor preferences among enterprise users, even though the market is still immature. Findings are analyzed with a specific focus on vendors, investors, and IT buying organizations.
Access: https://store.the451group.com/product_info.php?products_id=66&osCsid=9tp5i8grqqonjf0tdgk72gqs06
Cost: 2,374.88 EUR
Size: 30 pages

Title: Enterprise 2.0 — What Is the Real Story?
Published: April 2008
By: AIIM [http://www.aiim.org]
Contributor(s): Carl Frappaolo, Dan Keldsen,
Summary: While many corporate executives believe Enterprise 2.0 will have a major

impact on business, few understand exactly what it is or how to manage it. Social computing? Emergent technologies? Blogs? Wikis? Social networks? Mashups? RSS? Do these technologies amount to anything? Is your organization ahead or behind the curve with adoption and understanding of Enterprise 2.0?
Join AIIM Market Intelligence Market IQ report on Enterprise 2.0 is the industry's first real benchmark on Enterprise 2.0. Learn what the current market reality for Enterprise 2.0 is as a business practice and as a technology platform.
Access: http://www.aiim.org/article-docrep.asp?ID=34508
Cost: Free with registration
Size: This 80+ page report, which contains more than 70 figures, covers Enterprise 2.0 from all perspectives including technology, business drivers, and market dynamics.

Title: Wikis at Work
Published: August 2007
By: Yankee Group [http://www.yankeegroup.com]
Contributors: Jonathan Edwards
Summary: "Social software is software that we really can't use if we're not on the network or that's not useful to us just sitting in front of an isolated PC." That statement by Harvard Business School associate professor Andrew McAfee—an expert on social software and the originator of the term "Enterprise 2.0"—sums up the nature and allure of social networking and the power of social software applications such as wikis to connect people on common, internet-enabled platforms for collaboration and communication purposes. Isolated software has its place in the enterprise; but social software—through the power of network effects—has the ability to unlock and unleash valuable latent knowledge.
Access: http://www.yankeegroup.com/ResearchDocument.do?id=15897
Cost: $1,495
Size: 12 pages

Title: Corporate Use of Web 2.0 Technologies
Published: January 2008
By: ChangeWave [http://www.changewave.com]
Summary: A recent ChangeWave survey took a close-up look at corporate use of Web 2.0 technologies, including blogs, wikis, social networks and collaborative tagging. A total of 2,081 Alliance members participated in the survey, of which 665 work for companies that currently use or plan to use what we collectively refer to as Web 2.0 social software.
Cost: $385
Size: 17 pages

Title: The Future of Social Networks
Published: February 2008
By: Datamonitor [http://www.datamonitor.com]
Summary: Virtual communities and online social networking sites are providing a new, powerful, and extremely popular medium for human connection. In the near term, infrastructure providers, social network providers, and wireless players stand to profit largely.
Cost: $3,395
Size: 50 pages

Title: Does Your Enterprise Need Web 2.0?
Published: September 2007
By: Ovum Plc [http://www.ovum.com]
Summary: Web 2.0 platforms appear to offer intriguing potential for boosting innovation and collaboration within and across enterprises. This report, the second of a three-part series of reports, examines the relevance of Web 2.0 for enterprises and propose a framework for deciding if your enterprise needs Web 2.0 platforms.
Cost: $1,400
Size: 18 pages

Title: Enterprise 2.0: How Web 2.0 Technologies Will Transform Applications in the Enterprise Workplace
Published: September 2006
By: IDC [http://www.idc.com]
Summary: This IDC presentation explores IDC's views on how Web 2.0 technologies will inspire changes in the way enterprise applications are designed, deployed, and used. It looks at the opportunities and challenges facing vendors as Web 2.0 goes to work as Enterprise 2.0 in what it calls the enterprise workplace. It was presented at IDC's Enterprise 2.0 event at the Interdisciplinary Center Herzliya in Israel on September 5, 2006.
Cost: $1,500
Size: 20 pages

Title: Who's Who in Enterprise Social Software
Published: July 2007
By: Gartner [http://www.gartner.com]
Contributors: Nikos Drakos, Anthony Bradley
Summary: This report profiles the most prominent vendors with social software products for enterprise use, including specialist vendors, large enterprise vendors, and open source products.
Cost: $195
Size: 14 pages

Title: The Emerging Enterprise Social Software Marketplace
Published: July 2007
By: Gartner [http://www.gartner.com]
Contributors: Nikos Drakos, Tom Eid
Summary: Enterprise social software is forecast to have a compound annual revenue growth of 41.7% through 2011. Investments are expanding beyond blogs and wikis to include social software platforms, bookmarking, communities of practice, discussion forums, expertise location, and information feeds.
Cost: $495
Size: 10 pages

Title: Five Major Challenges Organizations Face Regarding Social Software
Published: February 2008
By: Gartner [http://www.gartner.com]
Contributors: Nikos Drakos
Summary: Organizations face major challenges when justifying, starting, and growing social software implementations. Gartner identifies the top five challenges.
Cost: $195
Size: 4 pages

Title: Walking the Fine Line Between Chaos and Control in the World of Enterprise Web 2.0
Published: February 2008
By: Forrester [http://www.forrester.com]
Contributors: Rob Koplowitz, Erica Driver, with Connie Moore, Jamie Barnett
Summary: Information and knowledge management professionals (I&KM pros) have long focused on gaining greater control over information across the enterprise. This imperative has only grown stronger in an era affected by compliance, security, and privacy requirements. Against this backdrop, the software tools that are facilitating the emerging trend of technology populism are making control over information difficult if not impossible to achieve. To drive new business value without placing the organization or its leadership at risk in the face of the developing tension between the need for control and technology that seems to induce chaos will require steady involvement and guidance from I&KM pros.
Access: http://www.forrester.com/Research/Document/Excerpt/0,7211,44463,00.html
Cost: $279
Size: 8 pages

Title: Top Enterprise Web 2.0 Predictions For 2008
Published: February 2008
By: Forrester [http://www.forrester.com]
Contributors: G. Oliver Young with Ellen Daley, Rob Koplowitz, April Lawson
Summary: The enterprise Web 2.0 market, which includes the deployment of tools such as blogs, wikis, and social networking within the enterprise, was a growing force in enterprise software in 2007. While the market is still quite immature, it will continue to gain importance in 2008 as an increasing number of firms look to enterprise Web 2.0 tools to solve long-standing information worker problems. As a result, Forrester expects to see strong demand growth for tools such as enterprise RSS and social networking, an increased role for IT departments in technology acquisition, and steadily growing revenue from current deployments. The market will remain volatile, but Forrester expects mid-tier software vendors, consultancies and systems integrators, and Microsoft to reap the biggest rewards in the coming year.
Access: http://www.forrester.com/Research/Document/Excerpt/0,7211,43882,00.html
Cost: $775
Size: 8 pages

Title: Social Media Best Practices: Profiles and Recommendations
Published: April 2007
By: Shore Communications [http://www.shore.com]
Contributor: John Blossom
Summary: What makes social media work in today's online publishing? What are the best practices for social media? To answer these questions Shore conducted an analysis of leading and emerging websites that use social media as a key attribute in their offerings. We looked at not just the trendy online consumer portals but as well key offerings in business media and older services that have made good use of social media to establish the value of their publications. This report outlines key best practices for social media publishing, as developed through an analysis of nine leading websites that incorporate social media offerings. The report provides detailed profiles of social media features found in ALM Legal Weblogs, Amazon.com, Flickr, ITtoolbox, LinkedIn, Newsvine, VerdictSearch, Wikipedia, and Zagat, as well as 16 key best practices recommendations for social media site development, further summarized into a 2-page checklist for reviewing your own product plans.
Access: http://www.shore.com/research/current/reports/SCI200703.html
Cost: $397
Size: 69 pages