

Chapter 6 Big Idea - The Use of ICT is determined by personal preferences, user styles and organizational cultures.

For me the social influence models (Schmitz and Fulk, 1991) enlighten me on a topic I have pondered over the last few years. Why are social media website like MySpace and Facebook so popular with the masses? Schmitz and Fulk model states that the individual user's social environment is an important influence in their media choice and use. If you apply this theory to social media then one could conclude that socially active people would be naturally drawn to social media ICT technologies. Initially I would expect that people who were socially adapt in technology would be begin to explore and use these site but as more and more of our family, friends, and business associates get involved "Group Think" begins to draw in the late adopters and laggards. I personally am not a big fan of social media but I joined LinkedIn because old friends and colleagues were there.

I recently read that some organizations are attempting to install their own social media networks within their private organizations but one of the biggest challenges is the employees will not use it (Author, Date). What in the user's social environment at work will compel them to use the company's private internal social media site? I can certainly see why people would prefer a public site away from work where you can communicate in a more relaxed and informal environment versus the HR and IT monitored ICT implementation at work. I do like Microsoft Sharepoint and I think it has some ICT possibility to be a successful social media tool in organizations if the social drive is centered on Project Team communications. I think it can have a significant business impact providing an ICT tool for collaboration especially in large projects with team members in remote locations. Project teams are socially driven to communicate for the success of the project and having an ICT technology to enable fast, easy, and effect communication would contribute to its use.

REFERENCE

Healey, Michael . (September, 2010). Socially Challenged. InformationWeek. Retrieved on October 20, 2010, from <http://www.informationweek.com/story/showArticle.jhtml?articleID=227500564>