THE USE OF ENTERPRISE SOCIAL NETWORKS IN ORGANIZATIONS FROM THE PERSPECTIVE OF GENERATION Y IN THE CZECH REPUBLIC

Martin BECAN*, Zdenek SMUTNY**

Abstract

The article presents the views of the Czech Generation Y on the use of enterprise social networks and their expectations and ideas about the use of communication methods or tools in the context of communication and collaboration in an organization. Emphasis is placed on the possibility of using enterprise social networks in the organizational context. The questionnaire survey that was conducted (838 respondents) completes the view of Czech managers on communication in organizations examined in the European Communication Monitor 2014. This research highlights the different ideas of representatives of Generation Y on personal and professional communication. The distinction lies between the communication methods they commonly use in private life or in the course of their studies and their perception of what methods are or will be used in organizational context for internal communication. Finally, the article discusses institutional resistance in implementing enterprise social networking in an organization. It follows from a broader discussion that an important determinant of success in implementing enterprise social networks is not only the willingness of ordinary employees to use them, but also that of managers. On the one hand, they want enterprise social networks to be used by their employees, but on the other hand, they do not want to use them themselves.

Keywords: Enterprise social networking services, Generation Y, Internal communication, Social informatics, Czech Republic

JEL classification: L86, D83, M15

1. INTRODUCTION

Using online methods and particularly social networking services for communication in personal life is now an everyday reality. Some major IT companies such as IBM or Microsoft react to this fact and come up with business solutions in the form of enterprise social networks. These are new methods that can significantly intervene with the internal communications of all types of organizations (Verčič *et al.*, 2012).

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* Unicorn Systems, Czech Republic; e-mail: *martin.becan@email.cz.*

** Faculty of Informatics and Statistics, University of Economics, Czech Republic; e-mail: *zdenek.smutny@vse.cz.*

The concept of enterprise social networks has been developing almost in parallel with social networking services. Thanks to the successful penetration of social networks in society, solutions with similar functions begin to be implemented in corporate practice. The emergence of enterprise social networking services as they are known today was gradual – it was a continuous modification and implementation of new services offered through corporate intranets (Leonardi *et al.*, 2013). Embedding enterprise social networks in corporate context is now connected with the concept of Enterprise 2.0 – a social platform that enables communication and sharing knowledge between employees, partners and customers (Makkonen and Virtanen, 2015; Hatzi *et al.*, 2014).

According to an international survey of IDC from 2014, 85% of respondents (representing individual firms) employed a corporate-sponsored social network (Thompson, 2014). This survey concerned mainly large international companies. The purpose of implementing enterprise social networks in such companies is mainly to encourage social workflow. A problem which these companies have been facing when implementing enterprise social networks is that some of their functions overlap with those offered by independent applications that had been implemented earlier (Thompson, 2014). The number of employees actively using enterprise social networks at work is, on the other hand, considerably lower according to Altimeter's research (Li, 2015) – only about 40%. There exists a discrepancy between the benefits which this technology theoretically brings and the related massive implementation in large companies, and the willingness of employees to actually use this technology – see also other contributions (Chin *et al.*, 2015; Makkonen and Virtanen, 2015).

Internal communication using ICT is closely linked to information management, which employs metrics and other practices to get feedback and to use it, especially at the operational and tactical management level. The area of internal communication in organizations also shows efforts to implement an approach based on performance measurement and subsequent changes in organizational context (Meng and Pan, 2012), for example to improve the situation in the workplace (e.g. relationships, communication possibilities). This analytical approach, also known in social informatics, uses qualitative and quantitative research (e.g. interviews, feedback survey, focus groups), including processing of available data (e.g. the volume of communication). An important issue related to the processing of available data from enterprise social networks is identifying a structure that categorizes data in order to enable managers to analyse them and answer business questions. For this purpose, Behrendt *et al.* (2014) present detailed guidelines for combining different data sources in enterprise social networks analysis to support decision makers.

After implementing changes, the organization's resistance to changes and the impacts on organizational culture are also examined (Hosu and Deac, 2012). According to the articles (Meng and Pan, 2012; Alexe *et al.*, 2011; Ruck and Welch, 2012) a correctly implemented internal communication in an organization has a positive impact especially on the increased awareness, understanding, concentrated engagement, and the improved productivity of the organization.

Communication in organizational context takes an important role at management level throughout the entire organization (Holá and Čapek, 2014; Holá and Pikhart, 2014). Part of the strategic internal communication is also the choice of appropriate channels that will promote leadership as well as communication between employees (availability, response time), leading to increased job satisfaction and relationships within the team (Men, 2014; Karanges *et al.*, 2015). Surprisingly, university teaching does not focus on this topic. Yet, it

is an essential part of worker competencies in various areas, just as computer literacy as an implicit prerequisite of many disciplines in practice (Welch, 2013). While at universities it is already quite routine to teach basic computer skills in bachelor's study programmes, the development of internal communication mediated by ICT is not given sufficient focus.

This contribution represents a bridge between the approach to communications taken in the course of study and communication possibilities in practice. The conducted survey investigates which communication methods are popular with students, which methods the students would like to use in their future work and how they would like to use enterprise social networks, which are starting to be put into practice in medium and large companies. This is followed by a look at the socio-technical system, which consists of workers on the one side and software on the other side. The essence of the proper functioning of such a system is a reciprocal constitution of both components (Sawyer and Jarrahi, 2014) on the basis of analysis and a subsequent design process, and implementing technology in organizational context. Based on the results of the questionnaire survey, we can imagine the possibility of planting modern information technologies for inter-organizational communication in the social context of Generation Y, which is currently reaching full productive age. The presented results can help organizations in considering the implementation of communication methods (especially enterprise social networking) in the context of the selected generational groups.

The largest European research in the field of communication in organizations is conducted annually by the European Communication Monitor (Zerfass *et al.*, 2014), involving participants from more than 40 countries in Europe. The questionnaire survey deals with various aspects of communication and presents the view of middle and upper management (head of communication, agency CEO, unit leader). This article presents a view from the other side, as the results presented here represent the view of current and future workers on the use of modern ICT methods for communication and collaboration. Section 4 further discusses both views (managers vs. line workers) on communication, collaboration and engagement via enterprise social networks within organizations.

1.1. Research questions

The main motivation for conducting the research on which the article reports was to provide an insight into the use of communication methods, including attitudes towards using enterprise social networking in organizations by representatives of Generation Y in the Czech Republic, which currently starts to work. Another added value of the article is to understand how Generation Y uses methods of communication; a discussion and a comparison of results with other European research and conclusions aimed at implanting these artefacts (solutions for communication and collaboration) in organizational context. With these findings, organizations can assess and encourage the use of new communication methods in young teams. If these methods are deployed in a social context that is capable of accepting and fully exploiting their potential, then these instruments can bring a number of positive effects in terms of understanding organizational management and knowledge sharing (Ellison *et al.*, 2015).

The article focuses on the young generation which is known as Generation Y. At present, the term Generation Y refers to young people who are newly economically active or are soon to become so. Another important aspect is that this is the first generation that could use information and communication technology in childhood, especially computers and mobile devices. Its specificity can also be defined by using chronology. Generations

overlap, an approximate chronological continuity can provide a basic idea: Baby Boomers (from the mid 1940s up to the early 1960s), Generation X (from the early 1960s to the early 1980s), Generation Y (from the early 1980s to the early 2000s), Generation Z (from the mid 1990s up to the early 2010s), Generation Alpha (after 2010). Representatives of Generation Y are the descendants of a significant generation called Baby Boomers, who were born in the postwar period, and the oldest representatives of Generation X (Savage *et al.*, 2011). Generation Y is also called the Next Generation, Millennials or the Net Generation, and it is further divided into three generation sub-units (Pendergast, 2010): Generation Why (born 1982-1985), Millennials (born 1985-1999) and iGeneration (born in 1999-2002) – see also (Muskat *et al.*, 2013). This paper focuses on sub-unit of Millennials.

The reason for focusing on the selected group is that its members are gradually becoming fully economically active. The research aims to evaluate the attitude of Generation Y to the use of enterprise social networking in the context of internal communication within an organization, and then discuss the results in another context. On the basis of the set objective, the following research questions were defined:

• Do the representatives of Generation Y communicate and cooperate during their academic live largely through social networks?

• What features do the representatives of Generation Y expect from methods of communication in professional life?

• Would the representatives of Generation Y use enterprise social networks for internal communication within an organization?

The first question deals with the use of social networks in the academic life of the selected target group. The second focuses on what they expect from the methods of communication in professional life. The last question follows from the previous one, because most of the features for communication and collaboration are integrated in enterprise social networks, on which the research puts an emphasis. The respondents' attention is also drawn to the disadvantages of using them, in order to help them answer the question about whether the young generation wants to communicate through enterprise social networking. Selected dependencies were then tested, the results of which are shown at the end of the Results section.

2. METHODS AND DATA COLLECTION

The data were obtained using a questionnaire with closed questions. The questionnaire consisted of 11 questions (see Appendix) that covered the selected research questions. The survey was conducted in January and February 2015, with the participation of 838 respondents. Of all the respondents who began to answer questions, 73.5% completed the questionnaire. According to the records, some of the respondents did not complete the questionnaire because of unsatisfactory answer options to questions relating to information about individuals, particularly age category.

There was a wide variety of respondents from the surveyed target group. Those addressed were not only students of bachelor and master programs, but also students of the last years of secondary school and individuals shortly after graduation who were already employed. The main distribution channel for the questionnaire was the social network site Facebook, which was complemented by a mass e-mail and in many cases also personal contact with recording immediate results on a tablet or smartphone.

Basic information concerning the respondents was ascertained, such as gender, age group, and current employment status. From a total of 838 respondents who participated in the questionnaire survey, 36% were men and 64% women. The distribution of respondents in this case is not uniform. The main reason was the unwillingness on the part of men to fill out the questionnaire, and some refused to participate in the research simply because they did not fill in questionnaires as a rule. Age groups of the respondents were set in the range of 15-20, 21-25 and 26-30. The proportion of respondents from the first group was 23%, 65% from the second and 12% of respondents from the last group. The age groups were chosen to cover the defined target group. The final piece of information investigated was the respondents' employment status. Most frequently the respondents were students only, specifically 58% of respondents; 32% were those employed during their studies; 8% of employed graduates; and only 1% of unemployed graduates. The entire questionnaire can be found in the Appendix of this article.

3. RESULTS

The first research question examined the communication and cooperation between young people in their academic life. For this reason, the first two questions (see Appendix) of the questionnaire dealt with preferences and the most commonly used methods for communication and collaboration during their academic life – see Figure no. 1.
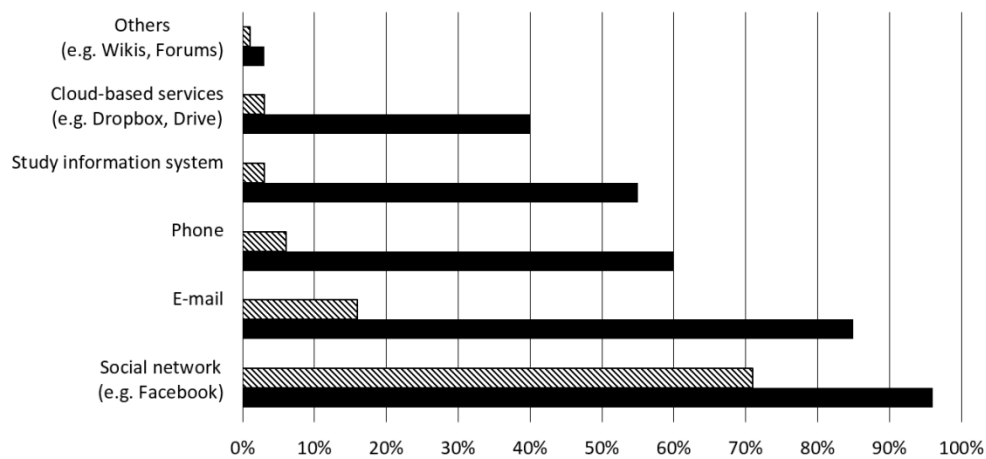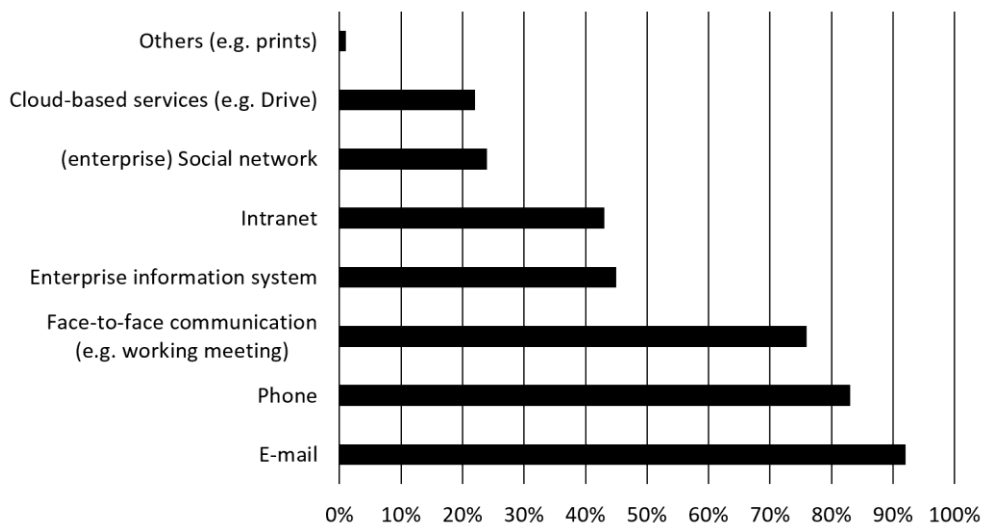

Source: Authors

Figure no. 1 – The black column shows which methods for communication and collaboration respondents used during the academic life (multiple choice) and the hatched column shows what methods they used most frequently (choosing one option).

Social network was chosen as the most common and, as the Figure no. 1 shows, it is used during their academic life by 96 out of 100 respondents. The respondents' preferences were then examined concerning the individual instruments, with 71% of the respondents using social networks most often. The respondents were also asked about how often they used social networking for communication and collaboration during the week (question 3, see Appendix). 84% of the respondents used social networking for communication during

their academic life more than three times a week. Daily use of social networking to communicate was confirmed by 42% of the respondents. The available answers seem to confirm the idea that respondents from Generation Y significantly employ social networks for collaboration and communication. From the other methods of communication, preference is given to the e-mail, which is primarily used by 16% of respondents. Additional methods for communication and collaboration have significantly lower preferences.

The second research question was directed to the features that respondents from Generation Y expect from a method of communication. The choices for respondents were functions that cover enterprise social networks (question 5, see Appendix). The respondents' most favoured feature was connection with other workers in real time (87%) and the least favoured feature was the availability of media content (26%). Among the choices was also a historical overview of discussed issues (73%), the availability of key documents (71%) and the availability of information in a structured form (62%).

In connection with this research question, a point of interest were also the tools for internal communication or the communication methods which the respondents expect to be used in their workplace (question 4, see Appendix). While 96% of respondents use or used social networks for communication and to assist cooperation during academic life, only 24% of respondents said that they expected using social networking sites at work. Respondents expect the dominant method of internal communication in an organization to be mainly e-mail, which is followed by telephone and face-to-face communication – see Figure no. 2. These three methods of communication are those most anticipated by the representatives of Generation Y.
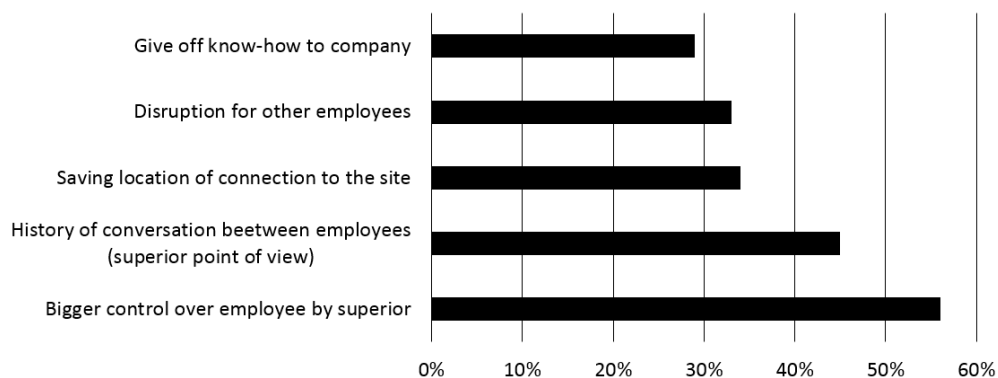

Source: Authors

Figure no. 2 – Internal communication at work, according to the expectations of respondents from Generation Y (multiple choice).

When focusing only on the differences between the expectations of those who only study and students who are also employed, the order of means of communication remains the same (see Figure no. 2) and also the acquired values are very similar. The only

difference concerns the expectations about using Intranet and cloud-based services, in which statistically significant differences were observed (significance level 5%). Based on the differences between the values for Intranet and cloud-based services, it was tested whether there is a connection between the status (only studying or already employed when studying) and the expected means of communication in the work process – which was confirmed. In both cases, working students expect these two means of communication to be used in a greater extent than those who only study.

The required features that were presented to the respondents through the fifth question are included in enterprise social networks. A supplementary question was asked about whether they had ever heard about the specific products available that are among the leaders in the market for enterprise social networking. The proposed options were selected on the basis of market analysis from Gartner (Drakos *et al.*, 2014). 16% of the respondents said they knew the enterprise social network IBM Connections, because this network is being tested at the University of Economics, Prague, whose students some of the respondents were. An equal amount (8%) of respondents reported an awareness of the enterprise social networks Yammer and Chatter. 7% mentioned Jive and 4% of respondents recognized the enterprise social network Tibbr.

The last research question was directed to the attitude of Generation Y to enterprise social networks. Before asking the question whether respondents would like to communicate through enterprise social networks at work, the disadvantages of using enterprise social network were introduced through other question (see Figure no. 3).

Source: Authors

Figure no. 3 – The disadvantages of using enterprise social networks from the perspective of employees which were very serious for the respondents from Generation Y (multiple choice).

Asking the respondents about the specific disadvantages had a reason. The options offered in question 7 (see Appendix) were the result of an analysis of the products available from IBM, Microsoft and Jive. The analysis was carried out on the basis of available features of each solution. The first three disadvantages, which were chosen by the respondents most often, have a common character – surveillance by the organization. At the fourth place were distractions at work by colleagues. The smallest number of respondents chose submitting their own know-how to the organization as a disadvantage.

After acquainting the respondents with the functions on the one side, and with the disadvantages on the other (questions 5 and 7), they were directly asked if they would like to

use enterprise social networks for internal communication and collaboration. The result was that 64% of respondents would like to use enterprise social networks in spite of the disadvantages.

This is a much lower number compared to the 96% of respondents who used social networks for communication and collaboration during their academic life. After they were introduced to the disadvantages, some respondents realized that they would not want to communicate through this tool. One can only speculate what the response would be to a similar inquiry, for example, in the case of Facebook, if the respondents know about the disadvantages ensuing from the use of social networks as Facebook.

The questionnaire output was then used to perform additional testing of selected dependencies. Since the obtained data were quantitative data, the testing was performed using the chi-square method, and the relationship between two features was tested. The first examined dependency was the hypothesis that gender has an impact on the attitude towards using enterprise social networks. The second hypothesis focused on the influence of the employment status of the representatives of Generation Y on their attitude towards enterprise social networks. The last surveyed dependence was the hypothesis about the influence of gender on the frequency of use of social networks during academic life. The tested dependencies were the zero hypothesis in the chosen method of chi-square. After the calculation, all of the zero hypotheses were rejected (significance level 5%) and thus a relation between the two selected qualitative features was not established.

4. DISCUSSION

The goal of the questionnaire survey was to evaluate the attitude of the representatives of Generation Y to the use of enterprise social networks in the context of internal communication in an organization. To accomplish that purpose, the procedure had the form of research questions which first discussed the methods of communication and collaboration during academic life, then focused on the expected methods of internal communication at work, and concluded with the view of the representatives of Generation Y on the use of enterprise social networks (including their main benefits and negative aspects for employees). To answer the set of questions, the outcome of the survey was used. The results are summarized in the following table, Table no. 1.

Table no. 1 – Answers to the research question

Research questions	Conclusions
Do the representatives of Generation Y communicate and collaborate during their academic life largely through social networks?	Yes, social networks are used during their academic life by 96% of the respondents – representatives of Generation Y; 84% of them use communication through social networks during the academic life at least three times a week.
What features are expected by the representatives of Generation Y from the methods of communication in their professional life?	Most representatives of Generation Y require the function of connection with another worker in real time, along with a historical overview of discussed issues and the availability of key documents.
Would the representatives of Generation Y like to use enterprise social networks for internal communication in an organization?	Yes, despite the introduced disadvantages, nearly two thirds of all respondents from Generation Y would be willing to use enterprise social networks.

Source: Authors

It can be stated that the attitude of young people from Generation Y to the use of enterprise social networks for internal communication in an organization is positive. However, it must be emphasized that there was not an absolute predominance of a positive attitude, as was the case with the use of social networks during academic life. This result may be accounted for mainly by introducing respondents to the disadvantages arising from the use of these methods in corporate practice. In this regard, it would be an interesting extension of this survey to examine the motivation needed to convince respondents who do not want to use enterprise social networks.

The first three positions were taken by disadvantages of a similar nature – a greater control of the organization or executives. This is a long-term problem of striking a balance between job control or monitoring and interference with privacy. When using modern ICT methods and software artefacts, a large amount of digital tracks is created – reflecting activities in an environment mediated by ICT. Both structured and unstructured data can be processed by suitable techniques. On the one hand, they can be used, for example, to optimize business processes, as well as abused for the purposes of observation of individual employees, on the other hand. It is the same with methods of internal communication and collaboration, such as enterprise social networks. This issue increases the ethical responsibility of organizations and executives. Organizations must therefore strike a balance between their ethical and economic behavior – see Sigmund (2015).

The problems of communication in organizations in Europe have been addressed by the research team of Zerfass et al. (2014) since 2007. The annually repeated research European Communication Monitor focuses on areas related to communication inside and outside organizations – in particular the development of communication channels and instruments, and strategic issues. Respondents in this survey are mostly people from middle and upper management who deal with communication in the organization. This article, in contrast, provides a view from the other side, as the questionnaire survey presented above focused on (future) ordinary workers. In terms of the importance of communication methods the survey Zerfass et al. (2014) highlights mainly online communication, including e-mail – see also Moreno et al. (2015) – followed by face-to-face communication and press and media relations addressing online media. Even in this case, social networks and media in general are not the main ways of communication. The finding that senior management prefers mainly e-mail (or older means of communication) is consistent with the conclusions of Altimeter's research, according to which lead managers didn't see collaboration and engagement via enterprise social network "as a good use of their time, so employees quickly learned that they shouldn't either" (Li, 2015). To ensure effective internal communication it is necessary that all employees in all positions including management participate in an active use of enterprise social networks.

Of considerable interest, however, is the conclusion about when the respondents of survey (Zerfass et al., 2014) stated their preference for communication methods used for communication within their professional network of contacts. These are contacts that transcend the organization in which the respondent currently operates. It partly concerns private contacts that are built over the years and while working for different employers. The e-mail dominates here again, followed by social media and face-to-face interactions. From these results it can be inferred that the closer to the private sphere, the more the employees use also social media for communication, including social networks. Social networks are characteristic of a more private space. It can therefore be supposed that enterprise social networks, where privacy is more limited by ethical standards of society, can seem an

untrustworthy method and workers do not want to conduct the otherwise natural informal communication through this method. It should be added that the possibility of tracking employees has significantly changed in recent years, not only in cyberspace but also in the physical environment, where the newly applied ultra-wideband technology can be used to monitor activities inside buildings (indoor localization). An important shift occurred also in the possibilities of processing the data thus obtained.

The survey in this article provides a perspective of the representatives of Generation Y on the use of selected methods for communication and collaboration, with an emphasis on enterprise social networks, and the results are also relevant for organizations in terms of the introduction of new communication technologies (standards) in the workplace. The young people of Generation Y in the Czech Republic are able to use modern methods of communication like social networks. They even prefer this method of communication because it is a natural part of their private lives. Although two thirds of respondents would welcome enterprise social networks also at work, the majority of respondents do not like the new possibilities for controlling and monitoring their work, which can be exploited by their superiors.

This research also highlights the different ideas of young people of Generation Y about the existing methods for personal and professional communication. There is a distinction between the methods of communication they commonly use in private life or in the course of their academic life and their perception of what methods are or will be used in the organizational context for internal communication. This difference shows a potential for organizations to adjust to it by introducing similar methods to those which are commonly used for communication and collaboration in their private lives.

For employers it is clear that institutional resistance to introducing this method, or the planting of new technology in organizational context formed by young people, will be small – the people of Generation Y do not need extensive re-education, as they have already adopted the technology and use it almost daily in their private life. Representatives of Generation Y are prepared to use new tools, but on the other hand, in practice they expect other communication methods (e-mail, phone, face-to-face communication). Thus, companies can already deploy enterprise social networking into practice of Generation Y employees, which will change general thought about the using communication tools in the corporate sphere. Although the establishment of enterprise social networks primarily brings benefits to the employer (e.g. better optimization of possibilities in the field of information management, the nature of communication, the availability of workers, control), the responsibility of the employer connected with the further use of data is also of great importance.

5. CONCLUSION

Implementing new methods of communication in the context of an organization changes not only the possibilities of formal and informal social communication between employees, or the internal public relations of that organization, it also supports other activities in specific areas such as trade and marketing. These include the possibility of cooperation in departments across organizations. One of the big problems in the implementation of ICT in organizational context (e.g. building an organization's new information system) was the failure to adopt social groups within organization (institutional resistance to change when implementing ICT). An example of such resistance may be the rejection of new technologies, the inability to use new technologies, poorly configured business processes, and others. This problem has resulted

in an inefficient support of core activities of organizations by ICT. The research presented here suggests that the members of the social group Generation Y use social networks almost daily in their private lives and thus have a positive attitude towards them. This greatly reduces the possibility of institutional resistance to implementing this method into practice by employers. From the perspective of the employer, benefits associated with implementing this communication method prevail.

On the other hand, there is a great contrast which makes it considerably more difficult to use enterprise social networks in practice. The management, who initiate implementing enterprise social networks in firms, do not want to use this tool very much themselves, which has an overall effect on internal communication and the preferred means of communication of the subordinates. Managers do not much want to use this tool for communication and cooperation with their subordinates, because it is a loss of time in their opinion (Li, 2015; Zerfass *et al.*, 2014). Although their want enterprise social networks to be used among their subordinates, they also want a different means of communication with them for themselves (mainly e-mail). Ordinary employees then begin to prefer what is used or demanded by their superiors for communication with them. The potential which arises from the natural ability and willingness of Generation Y employees to use the latest tools for internal communication is not used in full.

Hence, there may be no positive effects of the implementation of enterprise social networks; on the contrary, it may lead to communication being duplicated, which puts a greater strain on employees and decreases the performance of the organization. Managers are aware of the advantages of using enterprise social networks in a company, but they do not realize that a successful implementation of ICT tools in the organizational context requires them to actively use those tools as well. From this perspective, if the positive impacts of using social networks in practice are to be maximized, it is necessary to ensure that they are used by employees in all positions.

Although the results discussed here were compared with selected results from European Communication Monitor carried out in more than 40 countries in Europe and other commercial researches, it is necessary to emphasize the limitations of this research and of the conclusions reached. The research itself is relevant only to the Czech Republic and the findings are closely related to the sample of respondents. Despite these limitations, the authors believe that the results can help senior management in deciding about implementing new methods of communication and collaboration in their organization. In terms of future research, it will be interesting to see how enterprise social networks affect specific activities that are usually associated with specific departments (sales, marketing, human resources and others).

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APPENDIX

1. What kind methods of communication do/did you use for communication or collaboration during your academic life? (Select at least one option.)
   - ☐ Social networks (e.g. Facebook)
   - ☐ E-mail
   - ☐ Phone
   - ☐ Study information system
   - ☐ Cloud-based services (e.g. Dropbox, Drive)
   - ☐ Others (e.g. Wikis, Forums)

2. Which method of communication do/did you use during your academic life most frequently? (Select only one option.)
   - ☐ Social networks (e.g. Facebook)
   - ☐ E-mail
   - ☐ Phone
   - ☐ Study information system
   - ☐ Cloud-based services (e.g. Dropbox, Drive)
   - ☐ Others (e.g. Wikis, Forums)

3. How often do/did you use social networks for communication or collaboration during you academic life? (Select only one option.)
   - ☐ Daily
   - ☐ Five to six times a week
   - ☐ Three to four times a week
   - ☐ Two times a week or less frequently
   - ☐ I don't use it

4. Which methods of communication do/did you expect to find at work? (Select at least one option.)
   - ☐ Face-to-face communication (e.g. working meeting)
   - ☐ E-mail
   - ☐ Phone

☐   Intranet
☐   Enterprise information system
☐   (Enterprise) Social network
☐   Cloud-based services (e.g. Dropbox, Drive)
☐   Others (e.g. prints)

5. Which features should that communication method include? (Select at least one option.)
☐   Real time connection with co-workers
☐   History of conversation
☐   Availability of information in structured form
☐   Availability of media content
☐   Availability of key documents
☐   Others

6. One of the instruments providing the above functions are enterprise social networks. Which of the following have you personally heard about? (Select at least one option.)
☐   Yammer
☐   IBM Connections
☐   Jive
☐   Chatter
☐   Tibbr
☐   None of the above

7. The use of enterprise social networks has certain disadvantages. Which of the following disadvantages are very serious for you personally? (Select at least one option.)
☐   Giving off know-how to company
☐   Saving the history of conversation between employees (could be accessed by superiors)
☐   Saving the location of connection to the site
☐   Greater control over employee by superior
☐   Disruption for other employee

8. Would you like to work with enterprise social networks, being aware of the disadvantages that arise from their use?
☐   Yes
☐   No

9. Gender?
☐   Male
☐   Female

10. What is your age?
☐   15-20
☐   21-25
☐   26-30

11. At present you are
☐   Only studying
☐   Employed during studies
☐   Employed after studies
☐   Unemployed after studies