

“Motivations for Social Networking at Work”

Description

This paper studies about the role of social networking site inside large enterprise and how these kinds of websites enable employees to have a new model of communication between colleagues, encouraging both personal and professional sharing. Employees can use these services to build stronger bonds and to reach out to employees they do not know. The motivations are connecting on personal level to advance their career with the company and campaigning for their projects.

Analysis

They built a social network site which supports the “friending” of other people, provide an individual profile page for each user, and incorporate media sharing in the form of photo and list sharing.

Then they started usage analysis of several hundred users and found evidence of relationship building and “people sensemaking” throughout the site.

They found that employees are willing and interested in joining an intranet social network site for sharing both personal and professional information with their colleagues.

The outcome of this research reveals that patterns of use and user motivations differ from users of Internet social network sites. If motivated by career advancement goals or a desire to champion a project idea, they use the social network site strategically to connect and spread their message to a large audience.

Utilization

This paper helps us to broaden our view and how they can help us on a different level. Usually a SNS is applied for connecting existing friend or new friends to each other like Facebook and MySpace. However as this paper suggests, we can use SNS in organization or in a university in order to help employees or students. Our proposed SNS is for university students and according to this paper, considering the students are motivated by their friends or lecturers, they can be more productive using our SNS and study better.