Wikis, Twitter, and Prediction Markets...Oh My!
Social Media in the Modern Organization

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MISRC Seminar Series
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WHAT’S ALL THE HYPE?

- 96% of Gen Y has joined a social network.
- In 2009, Social Media overtook pornography as the #1 activity on the Internet.
- 1 out of 8 couples married in the past year met via social media.
- Facebook would be the 4th largest country in the world.
- 1 in 6 higher education students are enrolled in online programs.
- Ashton Kutcher and Ellen DeGeneres have more followers on Twitter than the populations of Ireland, Norway, and Panama.

Statistics from Erik Qualman’s Book Socialnomics 2009, and various sources.
WHAT’S ALL THE HYPE?

- Adoption Rates of Media Technologies
  - Radio – 50 million users in 38 years
  - Television – 50 million users in 13 years
  - Internet – 50 million users in 4 years
  - Apple iPod – 50 million sold in 3 years
  - Facebook – 100 million users in 9 months
  - iPod Apps – 1 Billion sold in 9 months

- 80% of all Twitter posts are made using mobile devices.

- This year Boston College stopped assigning email addresses to incoming freshmen.

Statistics from Erik Qualman’s Book Socialnomics 2009, and various sources.
IS IT JUST HYPE?

- The Internet and Social Media technologies have become the primary means of communication for young people.
- 55-65 year olds are the fastest growing age group on Facebook.
WHAT IS SOCIAL MEDIA?

- Blogs and Microblogs (Twitter)
- Wikis
- Forums
- Reviews and Opinions
- Social Tagging (or social bookmarking)
- User-generated Content Sites
- Social Networks
- Social News
- Prediction Markets
- Virtual Worlds
- Aggregators
FUNCTIONAL BUSINESS AREAS FOR USING SOCIAL MEDIA

- Sales and Marketing
- Customer Support
- Human Resources
- Research and Development
- Knowledge Management
- Collaboration
- Decision Making
SOCIAL MEDIA FOR CUSTOMER SUPPORT

- Faster connections with customers
- Wider reach
- Give customers a way to answer their own questions.
- Facilitate customers answering each other’s questions.

- Social Media applied correctly can
  - Reduce customer support costs
  - Improving customer support relationships
Welcome to our Community

You'll find great solutions, advice and how-tos, discussions and friends. Feel free to browse our blogs, forums, wiki, media galleries and groups.

We're glad you're here!
Thread: Export & import tables with not null constraints columns using data pump

user12079652
10/19/09 12:05 AM

Hi,

I am using oracle data pump to export and import tables from one DB to another DB.

My scenario is as follows,

The source table, say TableA has three columns C1, C2, C3. The target table, say TableB has three columns C1, C2, C3,C4. When I try to import source TableA to the target, the last column (C4) will be populated with null values.

But consider a scenario where C4 has not null constraints on it. In this scenario, the import fails with an error Column C4 in table "TableA" is NOT NULL and is not being loaded.

I cannot use the ELCUDE parameter also, Because it does not exclude the not null constraints.

Can any one suggest me on how to resolve this kind of scenarios.

Posts: 9, Level: L2, Registered: 04/17/08

Welcome to the forums!
SOCIAL MEDIA FOR HUMAN RESOURCES

- According to a CareerBuilder Survey – In 2009, 45% of employers used social networking sites to research candidates, a 23% increase from the previous year.
- 35% of employers said that what they found caused them not to hire a candidate.
TWITTER GOT ME FIRED!
Professional Social Networks like LinkedIn allow employees to be looking for jobs, without looking like they’re on the job market.
HOW COMPANIES USE LINKEDIN IN RECRUITING

- Search for candidates based on qualifications and skills.
  - “Project Management”
  - “Java Programming”

- Review candidate’s network statistics.
  - Number of connections
  - Number of recommendations
  - Use of key words in profile

- Make first contact.
  - Discretely communicate with potential candidates through the network.
SOCIAL MEDIA FOR RESEARCH AND DEVELOPMENT

- Listen to customers and gain insights on potential opportunities for new products and services.

- Outsource product development and design to
  - Research communities
  - Customers

- Test drive new product ideas with customer communities.
LET EXPERTS SOLVE YOUR PROBLEMS

“Innocentive
Find Mission Critical Solutions... FAST
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"We are very pleased with the quick turnaround and quality of responses. We probably could have developed a solution, but it would have taken much longer. We would never have gotten where we are without Innocentive's help."

Chuck Pettigrew, Proctor and Gamble

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- **Faster time to market.** With thousands of minds worldwide working on a problem simultaneously, find solutions faster than with in-house R&D resources alone. Get up to speed quickly with ONRAMP.
- **Lower costs.** Redefine the economics of innovation by paying only for success. Find hidden and underutilized talent within your company with Innocentive@Work.

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- Use your knowledge and expertise to make a real impact by solving challenging problems for companies and foundations.
- Earn cash rewards from $5000 to $1,000,000 for solving problems.
- Join a community of highly creative and inventive problem solvers who are changing the world.

Sign Up!  Member Log In
THE NETFLIX PRIZE

Congratulations!

The Netflix Prize sought to substantially improve the accuracy of predictions about how much someone is going to enjoy a movie based on their movie preferences.

On September 21, 2009 we awarded the $1M Grand Prize to team “BellKor’s Pragmatic Chaos”. Read about their algorithm, checkout team scores on the Leaderboard, and join the discussions on the Forum.

We applaud all the contributors to this quest, which improves our ability to connect people to the movies they love.

Stay tuned for details of the next contest, Netflix Prize 2.
Let your Customers Design and Pick Your Products

Submit an idea for a chance at fame, friends & TWENTY-FIVE HUNDRED DOLLARS!*

Design

- **Get your idea ready to be submitted...**
  Take some time to come up with the best original idea you can think of. We're not talking your fraternity's logo or a photo of your new puppy. We're talking an idea so amazing that your eyeballs may explode if you stare too long!

- **Submit your idea to Threadless...**

Critique

- Not sure if your design is ready? Why don'tcha submit it for a critique!? You can get community feedback on your ideas to help you finalize your design before submitting it for scoring!

**Submission Kit**
- Tee Template
- Placement Photos
- Specialty Printing PDF
- Return Form PDF
Let Your Customers Design Their Own Products - Freitag’s F-Cut
USE THE CROWD TO DO YOUR TEDIOUS TASKS – AMAZON’S MECHANICAL TURK

Mechanical Turk is a marketplace for work.
We give businesses and developers access to an on-demand, scalable workforce.
Workers select from thousands of tasks and work whenever it’s convenient.

39,357 HITs available. View them now.

Make Money by working on HITs

HITs - Human Intelligence Tasks - are individual tasks that you work on. Find HITs now.

As a Mechanical Turk Worker you:
• Can work from home
• Choose your own work hours
• Get paid for doing good work

or learn more about being a Worker

Get Results from Mechanical Turk Workers

Ask workers to complete HITs - Human Intelligence Tasks - and get results using Mechanical Turk. Register Now

As a Mechanical Turk Requester you:
• Have access to a global, on-demand, 24 x 7 workforce
• Get thousands of HITs completed in minutes
• Pay only when you’re satisfied with the results

or learn more about being a Requester
SOCIAL MEDIA FOR KNOWLEDGE MANAGEMENT AND COLLABORATION

- Provide employees with tools so they can
  - Find expertise they need
  - Find other employees with similar interests
  - Assist one another in problem solving
  - Communicate more effectively
  - Collaborate effectively across time and geographic constraints
  - Effectively use, manage, and update information assets
**Wikis**

- *Wiki* - A website that allows anyone to easily create and edit pages.
- Applications in a corporate setting
  - Knowledge management
  - Note taking and project documentation
  - Announcements and communications
  - Collaboration portals
WHY WIKIS?

- They’re easy to use.
  - No programming required
  - Wikis use either simple markup or WYSIWIG
- Boost teamwork by promoting collaboration.
  - Editing requires employees to interact
  - But need incentives
- Wikis are cheap.
  - PBWiki will host a corporate Wiki for ~ $1000/year
  - How much does Lotus Notes cost?
- De-clutter email and communications.
  - Provides a centralized communication hub
  - That can be instantly updated
COMPANIES USING WIKIS

- Sony uses Wikis to keep executives informed of product developments.
- T-Mobile and Motorola use wikis as continually evolving product user guides.
- IBM’s WikiCentral serves as an expert exchange with over 125,000 users.
- Microsoft used a wiki to collaborate with partners that wanted to help in documentation for Visual Studio.
- Wookiepedia 😊
**Social Bookmarking and Tagging**

- Share, organize, search, and manage web pages.

- In a corporate setting employees can tag and share relevant information with others.
IBM AND VIRTUAL WORLDS
IBM BlueWorks

BPM BlueWorks is the place for business leaders and business analysts to
**discover** and **explore** business-relevant content to help them **understand**, **experience**, and **accelerate** business process management (BPM). Our goal is:

- **Educate** you on BPM strategies, trends, capabilities, and best practices
- **Empower** through collaborative business design tools and accelerators
- **Enable collaboration** among the community to help you learn from others.

We welcome you to BPM BlueWorks and encourage you to actively participate in growing and shaping the community. Start by **submitting content** or **searching**.
GOOGLE WAVE
SAP Gravity using Google Wave
SOCIAL MEDIA IN MARKETING

- Communicating
  - Use conversations with customers in social media platforms to promote products and services.

- Listening
  - Achieve better market awareness.
  - Know the online buzz.

- Energizing
  - Identify enthusiastic customers and use them to promote products through word of mouth.
USER GENERATED CONTENT

- Let your customers be your best advocates and reward them.
- Word of mouth and friend recommendations are trusted more than advertisements in social media.
- What motivates customers to participate?
  - Money and prizes
  - Recognition and status
  - Truly caring about a product
CHEVY TAHOE DEBACLE
HEINZ $57K KETCHUP COMMERCIAL CONTEST
AFFILIATES AND WORD OF MOUTH

- Make it easy for your customers to promote and recommend your products and services online.
  - Affiliate programs
  - Brand Ambassador Campaigns
  - Fan groups on social networks
  - Embeddable widgets and icons for blogs and social network profiles
BRAND AMBASSDORS

Windows Brand Ambassador Competition

Are you a PC?  
Tell us why you should be the next 
Windows BRAND AMBASSADOR

Microsoft is looking for 40 Windows Brand Ambassadors to help share their experiences with Windows across the Web.

Create a photo, video or blog that showcases why you use a PC and/or should be a Windows Brand Ambassador.

The Windows Social Media Team will select 40 Windows Brand Ambassadors to carry-out weekly challenges from Microsoft; they will also be in the running for a trip for two to Microsoft’s Main Campus in Redmond, WA!

Trip for two to Microsoft’s Main Campus in Redmond, WA; a HP Touchsmart Laptop and a Canon PowerShot 10 Megapixel Digital Camera!
PUMA’S MONGOLIAN BBQ
Lemonade Stand Affiliate Marketing

Lemonade.com
SOCIAL NETWORKS

Know your customers in social networks:
- Pictures are the killer application of social networks – there are more pictures on Facebook than on Flickr.
- Women and men use social networks differently
  - “Women actually say things, guys give reference to other things.”
- The biggest Facebook usage categories are
  1. Men looking at women they don’t know.
  2. Men looking at women they do know.
     Overall, women receive 2/3 of all page views.
- MySpace users largely populate smaller cities and communities in the south and central U.S.
- People don’t click through advertising on social networks.
IS THIS THE POINT OF TWITTER?
Twitter Frenzy

WHAT CAN BUSINESSES GET OUT OF TWITTER?

- Communicate with Customers
  - Real Time Customer Support
  - Promotions and Deals
  - Marketing relationships

- Share expertise and build reputations
  - http://twitter.com/Padmasree

- “Listen” to customers
  - http://twitter.com/#search?q=“best buy”
  - http://www.tweetvolume.com/
  - http://twendz.waggeneredstrom.com/
  - http://www.backtype.com
Using Twitter to Post Deals

Hey there! **United Airlines** is using Twitter. Twitter is a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question: What are you doing? Join today to start receiving United Airlines's tweets.

**United Airlines**

Sale on airfares 4 Fall travel [http://tinyurl.com/l66byw](http://tinyurl.com/l66byw). If you enjoy watching the leaves change, then you'll like these falling fares.

10:49 AM Aug 3rd from @blessingslu2

@blessingslu2: A TIP from @United Airlines: a twitter-only fare that can be found by following us.

8:26 AM Aug 3rd from web in reply to blessingslu2

@paradise: Our wonderful captains will often do that w/ extra 1st class seats...it's the least we can do for our country's heroes.

Tomorrow starts our new movie line-up: Eastbound U.S. Flights = The Great Buck Howard and Westbound U.S. = The Soloist.

4:00 PM Jul 21st from United
COMCAST’S CUSTOMER SERVICE
Hey there! TWELPFORCE is using Twitter.

Twitter is a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question. What are you doing? Join today to start receiving TWELPFORCE’s tweets.

@Bballraiderdb BTW, Boot Camp works with Windows 7 right now (I’m running it actually). It’s just not officially supported y’... via @AgentKyle

@tonemagik Absolutely. Check here for the phones we carry:
http://bit.ly/31U5b6p via @AgentKyle

about 1 hour ago from TWELPFORCE

@beansagood Yes, tethering is possible on the Pre http://bit.ly/7W6V7u via @Bh1YFowerHound

about 1 hour ago from TWELPFORCE

@Bballraiderdb I’m sure there will be, though we may not see that support until Snow Leopard comes out (September) via
Whole Foods Asks Questions

@willholmes Good suggestion. We already have grocery lists available on our website (and soon mobile site!).

@sethriddle We offer grass-fed beef in our stores. Check out this one we carry in our Rocky Mountain region: http://bit.ly/1KxU8

@KemiElaine Sadly, we do not offer global shipping, not even to Antarctica. Maybe you can get a friend to ship over some money? :)

@bruceliebisch We carry very few products with HFCS and none of our 365 Everyday Value products contain HFCS.

@karengreenfield Good question - which store do you shop? I can be that bakery thinks know about your cupcake height concerns.

@Tracy Cyrus You can find our Customer Service contact info
SOCIAL MEDIA FOR DECISION MAKING AND PREDICTION

- Gain new perspectives on problems.
- Get input for many different people.
- Leverage the “wisdom of crowds” to make predictions.
SOCIAL MEDIA FOR DECISION MAKING
WHAT ARE PREDICTION MARKETS?

http://www.youtube.com/watch?v=QW46V4XNwxY
WHY DO THEY WORK SO WELL?

- **Wisdom of Crowds (Surowiecki 2004)**
  - Diverse, independent, and decentralized (local) opinions can be aggregated to make very accurate predictions.
  - How fat is that pig? - The average of all the weight predictions is typically very close to the actual weight.
  - Crowd Failures
    - Homogeneous opinions or experiences
    - Participants have less than 50% chance of being right
    - Information cascades and imitation – “Group Think”
    - Emotionally invested participants
WHY DO THEY WORK SO WELL?

- **Price Mechanism**
  - “The economic problem of society is...the utilization of knowledge which is not given to anyone in its totality. ... We must look at the price system as such a mechanism for communicating information...as a kind of machinery for registering change.” - Friedrich Hayek 1945

- **Most common approach in prediction markets** - contracts pay $1 and prices reflect the probability that an event will occur
  - “Obama will close Guantanamo Bay in 2009” for $0.67 - the market thinks there is a 67% chance of the event occurring.

- **Other approaches** – indexes (mean values) and spreads (median values).
PRICES IN GOOGLE’S PREDICTION MARKET

Accuracy of Prices

% Coming True

Price in Dollars

Ideal
Best Buy’s TagTrade

http://www.youtube.com/watch?v=keVL0PkCpaQ
PREDICTION MARKETS IN ORGANIZATIONS

- Applications
  - Forecasting product launch dates
  - Forecasting usage statistics
  - Predicting sales figures
  - Project estimation
    - Wideband Delphi on steroids

- Potential Issues?
INCENTIVES FOR MARKET PARTICIPATION

- Hard Incentives
  - Money provides real motivation
  - Encourages more attention to trades
  - Intrade users can “win” real money.

- Soft Incentives
  - Some early research indicates that status and “bragging rights” may provide equal motivation and nearly identical levels of accuracy.
  - “I haven’t one the big cash prizes yet but I’m often among the top 10 traders and I wear the t-shirt I won with pride.” Google PM participant¹

PREDICTION MARKET VENDORS AND USERS

- Inkling Markets
- NewsFutures
- Crowdcast
- Consensus Point

See MidasOracle.org as a good reference
- Inkling Demo
CORPORATE SOCIAL MEDIA POLICY

- US Marines banned from using social media
  “THESE INTERNET SITES IN GENERAL ARE A PROVEN HAVEN FOR MALICIOUS ACTORS AND CONTENT AND ARE PARTICULARLY HIGH RISK DUE TO INFORMATION EXPOSURE, USER GENERATED CONTENT AND TARGETING BY ADVERSARIES... EXAMPLES OF INTERNET SNS SITES INCLUDE FACEBOOK, MYSPACE, AND TWITTER”

- NFL: “...coaches, players and football operations personnel are permitted under league policy and with club permission to use social media on game day during specific time periods before and after games... up to 90 minutes before kickoff and after the game following media interviews.”
POTENTIAL ISSUES WITH SOCIAL MEDIA USE

- Disgruntled employee retaliation
- Intellectual property and security threats
- Copyright issues
- Image and marketing issues

“You're paying them to represent your company, and your reputation affects theirs. No company wants a newspaper headline with their name in it because of an embarrassing employee.”
SOCIAL MEDIA POLICY GUIDELINES

- Anchor social media policies to business conduct guidelines.
- Communicate benefits and encourage use of social media in the right context.
- Expect mistakes to happen, and outline a process to deal with them.
- To deal with risks and liability, clearly communicate confidentiality, copyright and intellectual property guidelines.
# Social Media in the Modern Organization

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Further Reading

- Socialnomics by Eric Qualman, 2009.
- Here Comes Everybody by Clay Shirky, 2009.