



Social Networking as a Business Information Tool

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ABV-BVD Inforum2009
I&D: It's All About People

Social Networking in Context

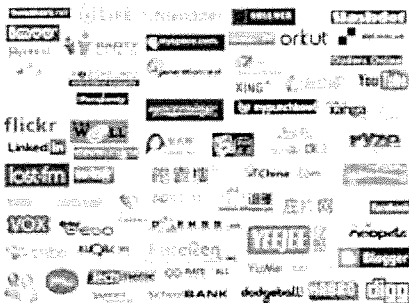
- SOCIAL



- NETWORKING










Social Networking in Context




Global Networks?

The image shows a world map with a magnifying glass focusing on the Asia-Pacific region. To the right of the map is a legend with various colored squares and corresponding text labels, which are mostly illegible. The map itself has some shaded areas, possibly representing different network types or regions.

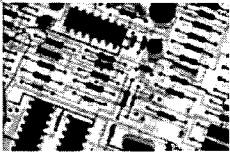
Social Networking Sites for Business

- LinkedIn 
- Xing 
- Ecademy 
- Jigsaw 
- Plaxo 
- Ning 
- Twitter 

Business Research



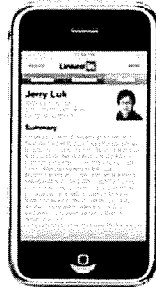
People
i.e. primary
research



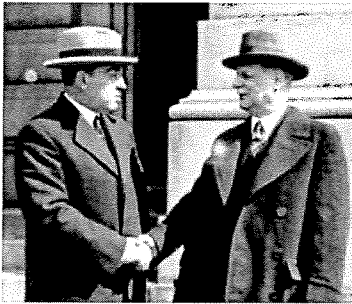
Computers / Text
i.e. secondary
research

Finding Names

Sorry...I can only put you through if you know the name

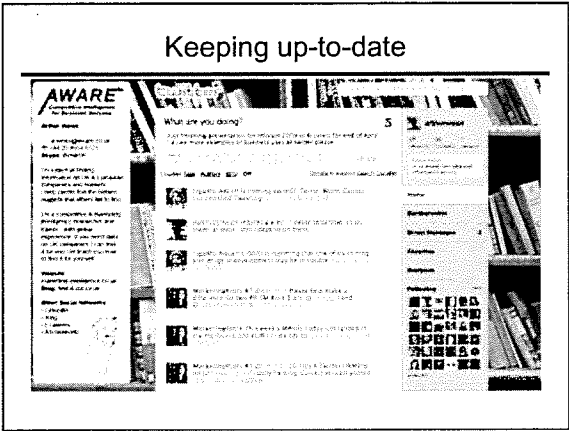


Making Connections




Finding Information

The screenshot shows a LinkedIn search results page for the keyword "Answers". The page includes a navigation bar with "People", "Jobs", "Answers", and "Companies". Below the search bar, there are tabs for "Answers", "People", "Jobs", and "Companies". The main content area displays a list of search results. One result is highlighted, showing a post by "Answers" with the text: "Do you know... which casual game developer publisher mobile programs for the best to get games on our mobile? It's often more detailed answer with important reasons (description)..." Below this, there are sections for "Answers (1)" and "People (1)".





Case Study

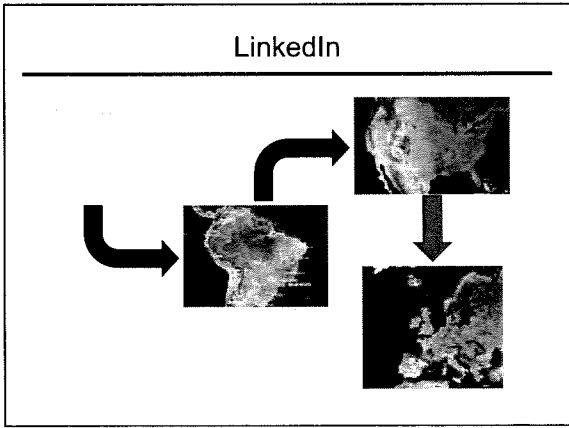
The target:
A particular brand within a leading global food manufacturer



The research requirement:

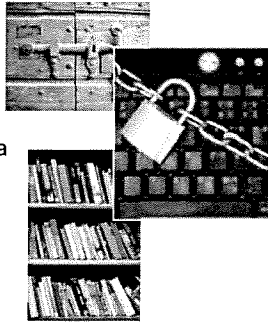
- 1) Identify the management organisation structure within Europe
- 2) Identify the product development processes used for the brand





Issues for the future

- Privacy
- Online security
- Ownership of data
- Real-life networking?



Thank You

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