

Are we all connected?

The transport sector's quest for beneficial social media strategies

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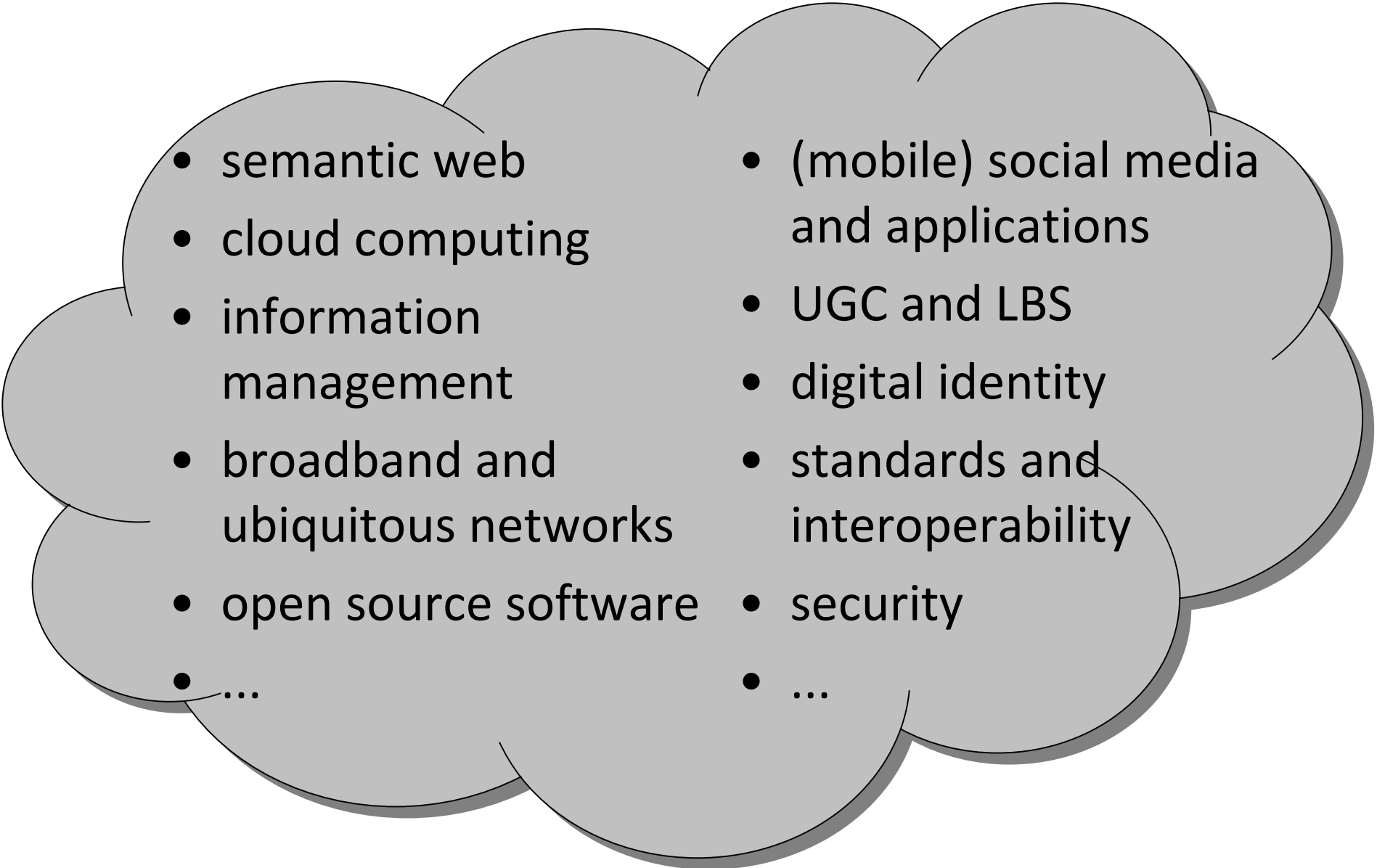
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(draft version, 11 Nov. 2011)

agenda

- a. the social media ecosystem:
conceptualizing social media, user-generated content (UGC) and location-based services (LBS) as a system of inter-related elements
- b. importance of social media
- c. integration strategy for organizations in the transport sector
- d. conclusion / references

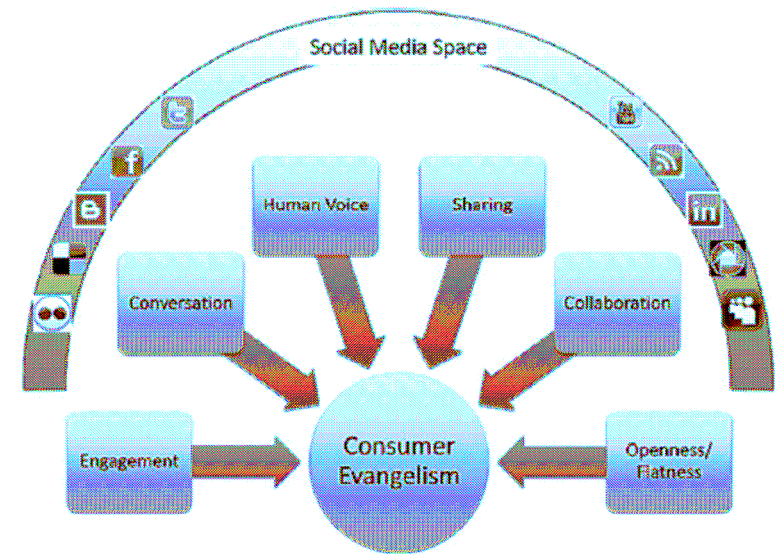
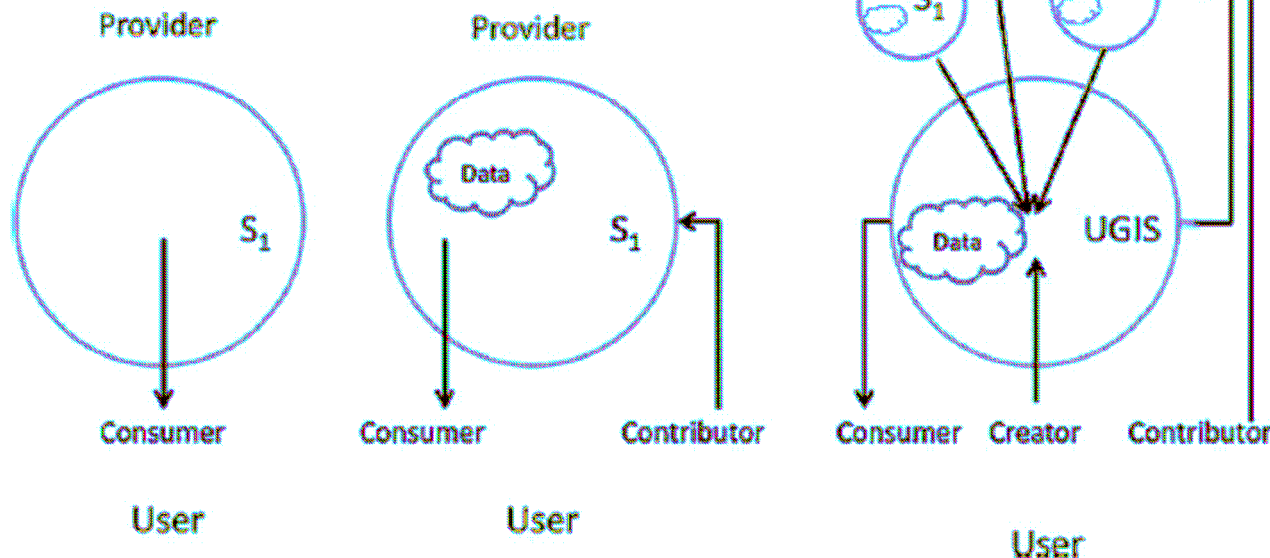
a. social media ecosystem /1

- 
- semantic web
 - cloud computing
 - information management
 - broadband and ubiquitous networks
 - open source software
 - ...
- (mobile) social media and applications
 - UGC and LBS
 - digital identity
 - standards and interoperability
 - security
 - ...

a. social media ecosystem /2

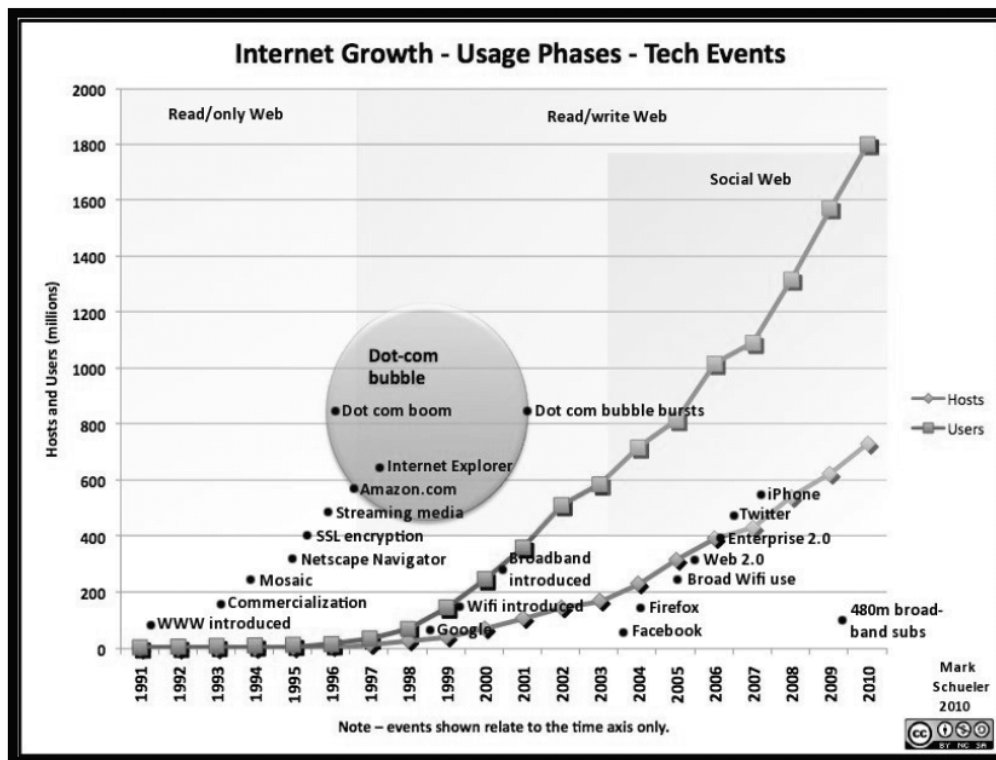
just but two examples out of vast pool of network topologies conceptualizing user-service interactions

↓ (source: DesAutels 2011: 189)



↑ (source: Weinberg & Pehlivan, 2011: 281)

b. importance of social media /1



(source: Schueler, 2011: 1)

some kind of wake-up call:

“social media are here to stay” (Parent et al., 2011: 227)

2010 digital metrics: ca.

- 20 mil. mobile internet users D/A/CH (825 mil. worldwide)
- 2,2 bil. internet users
- 4,3 bil. mobile phone users (5,3 bil. subscriptions)

(cf. Mohr et al., 2011: 4)

b. importance of social media /2

usage of mobile services, Germany, 2008-2011*

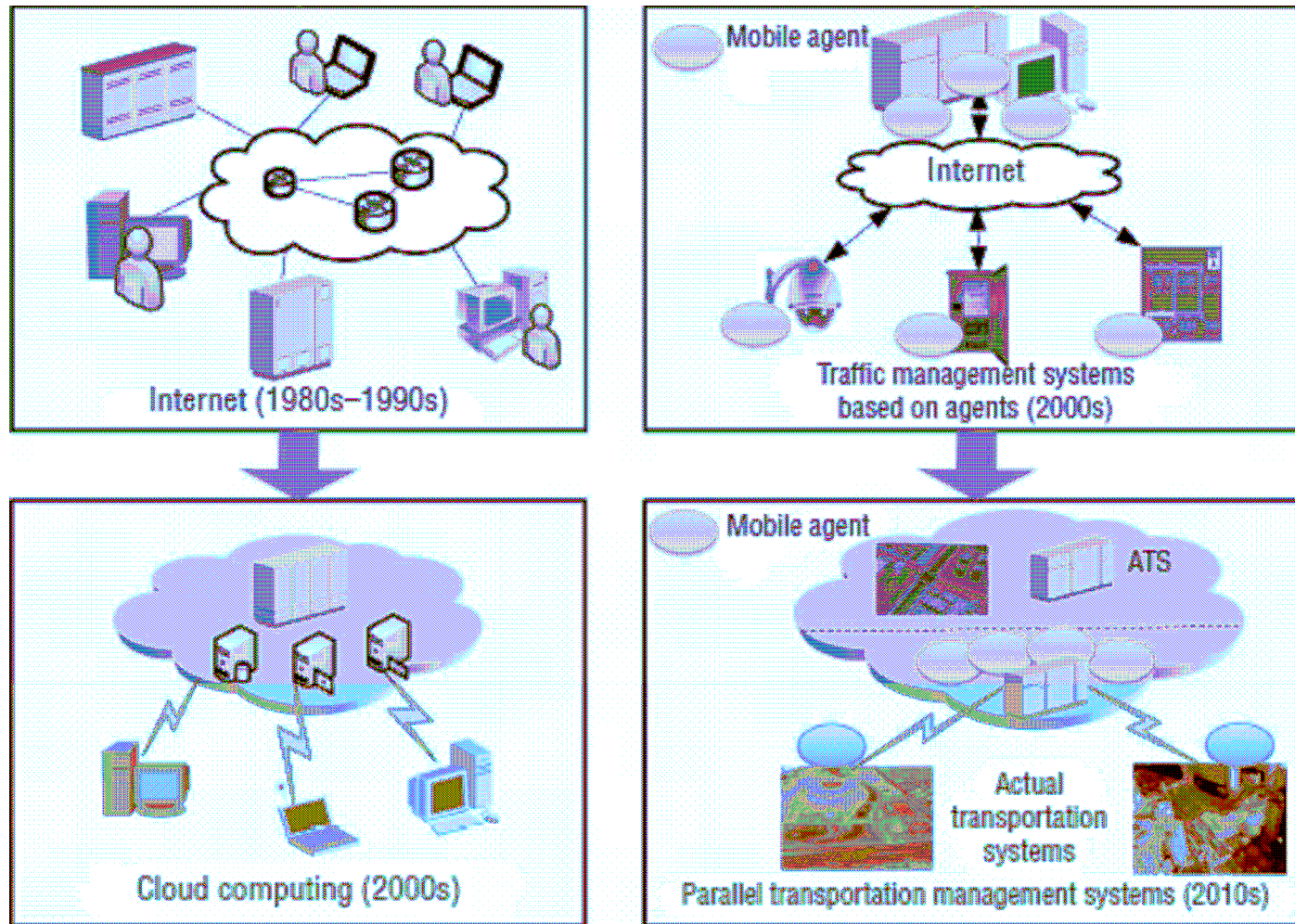
Angebot	2008	2009	2010	2011	
E-Mails (auf dem Handy installiertes Programm)	54% ¹²	48% ▶	44% ▶	74% ▲	(+68%)
Wetterinformationen/-vorhersagen abrufen	32%	36% ▶	43% ▶	73% ▲	(+70%)
Wegbeschreibungen erhalten		37%	35% ▶	72% ▲	(+106%)
Politik-, Wirtschafts-, Sportnachrichten lesen	44%	33% ▼	38% ▶	65% ▲	(+71%)
E-Mails (Webseite)		33%	37% ▶	61% ▲	(+65%)
Reiseverbindungen nachschauen	30% ¹³	25% ▶	32% ▶	60% ▲	(+88%)
Informationsprogramme/-Apps		28%	32% ▶	59% ▲	(+84%)
Verkehrsinformationen erhalten	30% ¹³	27% ▶	28% ▶	55% ▲	(+96%)
Unterhaltungsprogramme/-Apps		17%	28% ▲	61% ▲	(+82%)
Online Communities	9%	12% ▲	23% ▲	50% ▲	(+117%)
Kurze Videos anschauen	9% ¹⁴	12% ¹⁴ ▲	22% ¹⁴ ▲	49% ▲	(+123%)
Umkreissuche (z. B. Restaurantsuche)				45%	
Tickets für Zug, Nahverkehr, Flug kaufen		6% ¹⁵	6% ▶	20% ▲	(+233%)

(source: Mohr et al., 2011: 21, abridged)

*n: 811/2011, 512/2010, 558/2009, 158/2008; color-coding for comparison of development to year before: blue > + 20 %; yellow: + 20% up to - 20 %; red < - 20 %.

b. importance of social media /3

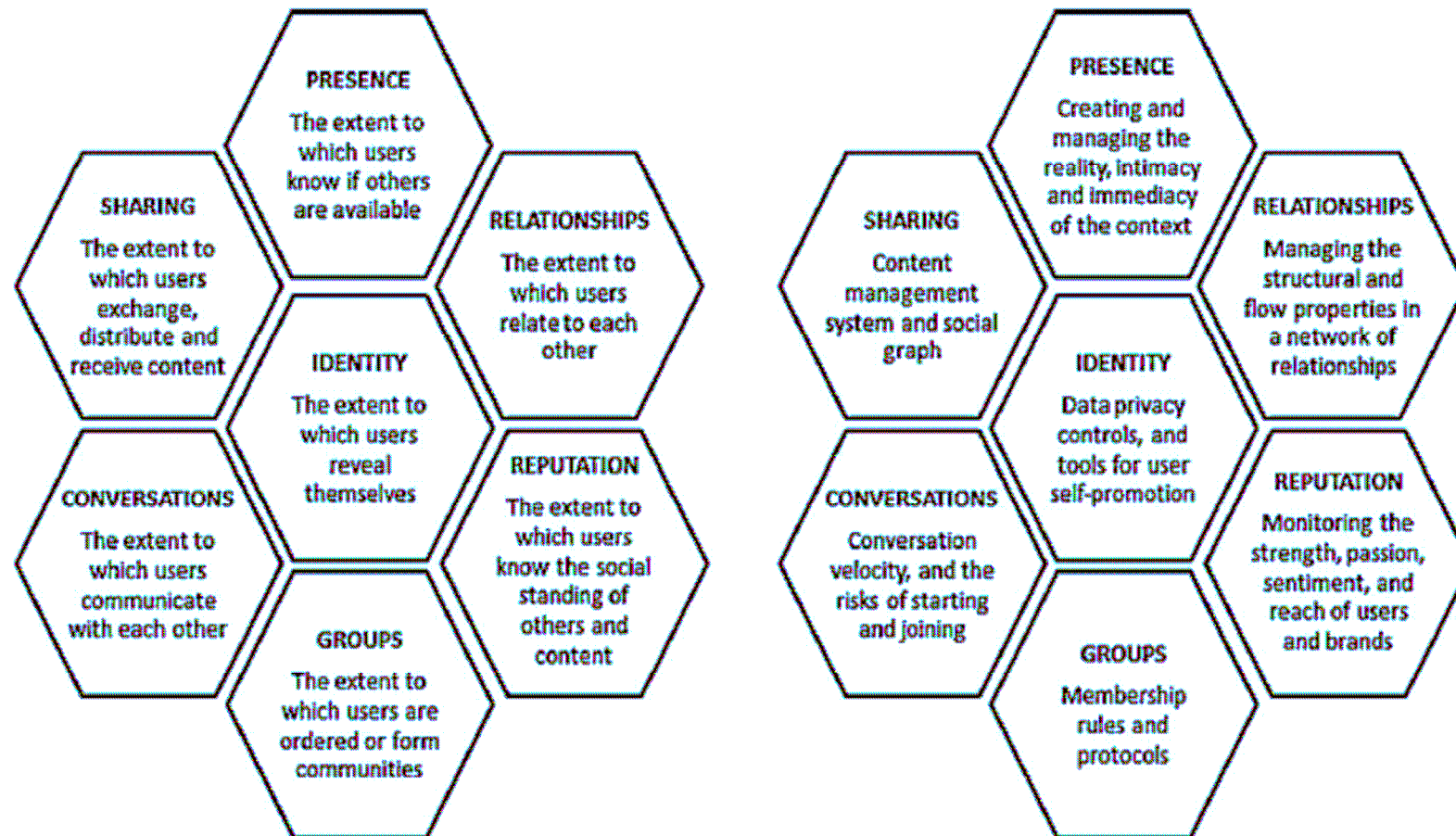
co-evolution of computing and traffic management paradigms



(source: Li et al., 2011: 74, abridged)

c. integration strategy /1

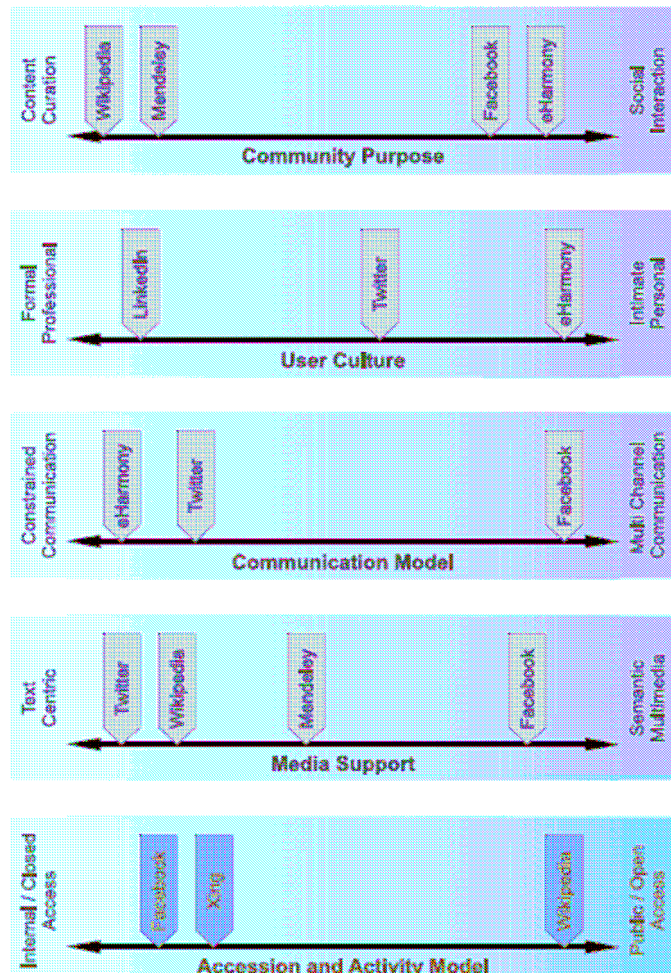
social media: functional blocks and their implications on the organizational level



(source: Kietzmann et al., 2011: 243)

c. integration strategy /2

facet framework for developing own
organizational social media profile

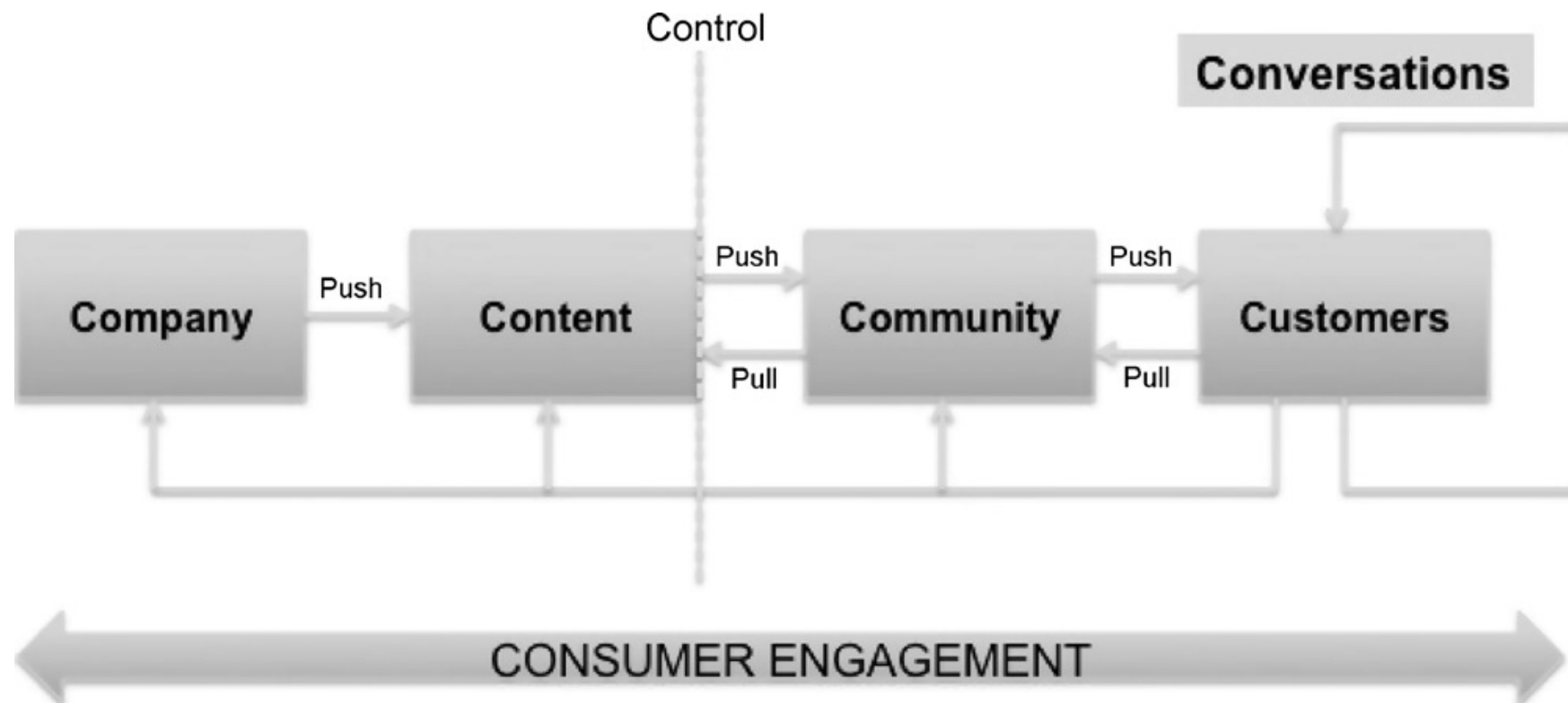


- purpose
- user culture
- communicative model
- supported media
- accession and activity model

(source: Gottron et al., 2011: 2)

c. integration strategy /3

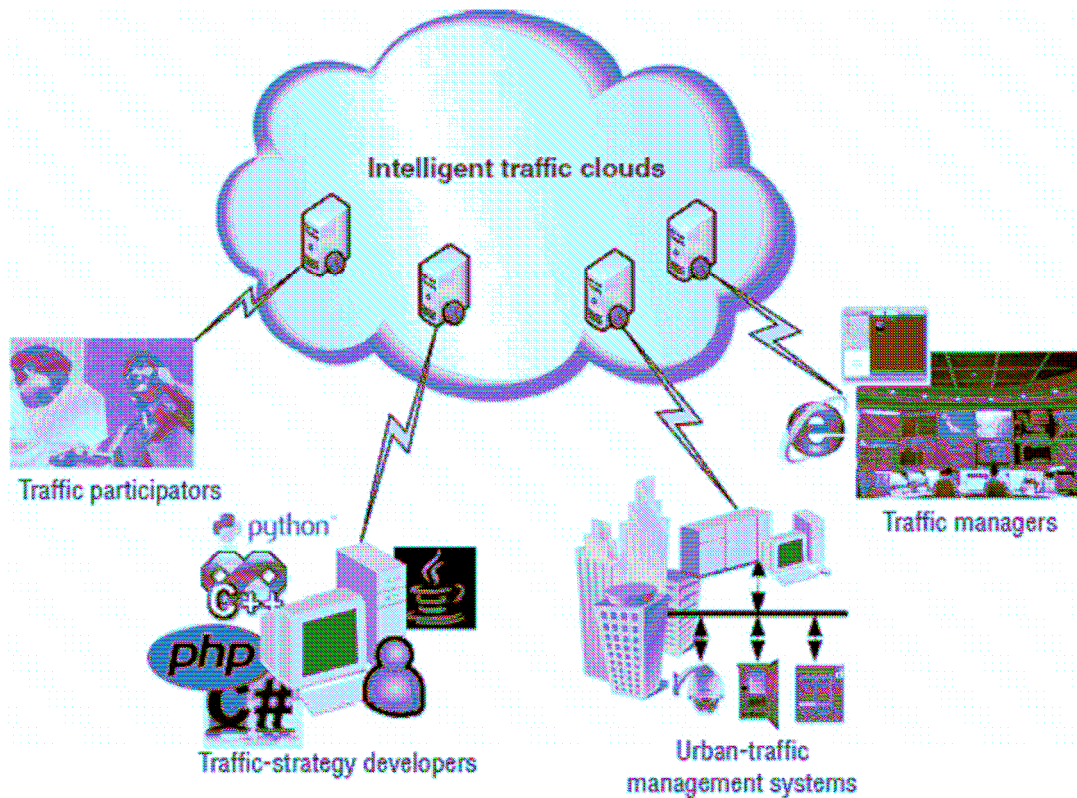
social media: need for organizational awareness of processes on the interactional level



(source: Parent et al., 2011: 222)

d. conclusion /1

further research and discussion
about the following topics



- accessibility, e. g. ubiquitous access (also for individuals without web access)
- standards and interoperability, e. g. smart inter-modal ticketing
- pricing models
- security and evaluation of trustworthiness
- augmenting urban environments
- ...

(source: Li et al., 2011: 77)

Thank you very much for your attention!

For further information check the references below
and / or contact kerpen@sowi.uni-kl.de

Cited:

- DesAutels, P., 2011. UGIS: understanding the nature of user-generated information systems, *Business Horizons*, 54(3):185-92.
- Gottron, T. et al., 2011. One community does not rule them all, *ACM WebSci '11*, Koblenz, Germany, June 14-17.
- Li, Z. et al., 2011. Cloud computing for agent-based urban transportation systems, *IEEE Transactions on Intelligent Transportation Systems*, 12(1):73-9.
- Mohr, N. et al., 2011. *Die Chancen der mobilen Evolution. Accenture Mobile Web Watch 2011 D/A/CH*, Kronberg i. Ts.
- Parent, M. et al., 2011. The new WTP: willingness to participate, *Business Horizons*, 54(3):219-29.
- Schueler, M., 2011. Social effects of enterprise 2.0 in organizational practice, *ACM WebSci '11*, Koblenz, Germany, June 14-17.
- Weinberg, B. D. & Pehlivan, E., 2011. Social spending: managing the social media mix, *Business Horizons*, 54(3):275-82.

Further readings:

- Hanna, R. et al., 2011. We're all connected: the power of the social media ecosystem, *Business Horizons*, 54(3):265-73.
- Humphreys, L. & Liao, T., 2011. Mobile geotagging: re-examining our interactions with urban space, *Journal of Computer-Mediated Communication*, 16(3):407-23.
- + check out the website of *The 10th Int. Semantic Web Conference (ISWC)*, Bonn, Germany, October 23-27, <http://iswc2011.semanticweb.org>