The Impacts of Social Networking on Work Environments

Mataarangi Makirere-Tata
Whitireia New Zealand
Wineera Drive
Private Bag 50910
Porirua City 5240
Mataarangi.Tata@whitireia.ac.nz

ABSTRACT

This poster explores the impacts of social networking on work environments, in particular; business and educational environments. The increased popularity of social networking has seen more businesses and educational organisations having an online social networking presence and making professional decisions (Greenwood, 2009). However, despite the disadvantages, it appears more advantageous for businesses and education providers to have its workers and students on social networks..

Keywords

. Social networking, Social Network Sites, social media, education, business

1. INTRODUCTION

Social networking is not a new phenomenon, but with developing technologies and the advent of the internet it has become one. Social networking sites such as Facebook, Twitter, YouTube, MySpace and LinkedIn, enable connectivity for people and entities with common interests.

2. METHODOLOGY

A literature review of the impacts and perceived advantages and disadvantages of social networking on working environments was conducted.

3. WHAT IS SOCIAL NETWORKING?
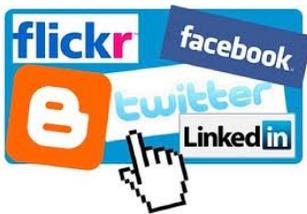
Social networking, social network sites (SNSs), social media, business, education

Web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system" (Boyd & Ellison, 2007).

Business Environments

- Social and mobile technologies are used to drive business and IT processes (Pereira, Vera & H. (2011)
- "Businesses are using social networking technologies to foster knowledge management and transform their approach to marketing, advertising and research, and stakeholder engagement" (Mithas, Costello & Tafti, 2010).
- Costs, security, adoption rate and systems management has seen some businesses hesitate to integrate social networking into their business processes.

Educational Environments

- Educators are exploring ways to use social networking sites for teaching and learning.
- Schools are using social networking sites as a marketing tool to recruit potential students.
- Potential risk to educators in managing student use of internet technologies and social networking sites.
- Broader choices for delivery of distance learning to courses traditionally delivered face-to-face in classroom environments.
- Gaps in digital access due to economic and geographic differences see some students missing out.

Advantages	Disadvantages
- Wider, diverse global audience - Speed and access to information - Collaboration and research - More information and knowledge sharing - Advertising in business & education - Virtual working - Dynamic competition - Recruitment – potential employee's and students	- Security issues for businesses, educators and students - Privacy concerns - Unclear boundaries between professional and private lives - Cyber-bullying - Access and digital divide - Student online behaviour can be unpredictable.

4. CONCLUSION

The impacts of social networking on working environments are becoming more obvious. Although the perceived disadvantages of social networking on working environments are important, not having a social networking presence may be more of a disadvantage.

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