Introduction to Social Media and e-Business Transformation Minitrack

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Social media are online platforms that facilitate global collaboration and sharing amongst users. New social media applications in e-business and e-commerce appear on a daily basis and result in enormous shocks to the ecosystem of individuals and businesses. This minitrack provides a forum for the exchange of research ideas and best practices related to social media in e-business environments. It also aims to raise awareness in terms of the latest developments in social media, and address the challenges of using social media.

This year, five papers were selected for inclusion in the proceedings.


The next paper by Ling Jiang, Christian Wagner, and Bonnie Nardi, “Not Just in it for the Money: A Qualitative Investigation of Workers’ Perceived Benefits of Micro-task Crowdsourcing”, uses a qualitative thematic analysis and identifies workers’ perceived benefits (including monetary compensation, self-improvement, time management, emotional rewards, and benefits related to the characteristics of micro-tasking) of micro-tasking crowdsourcing.

The third paper, “Algorithmic Authority: The Case of Bitcoin” by Caitlin Lustig and Bonnie Nardi, proposes a new concept of understanding the role of algorithms in daily life. The authors use this concept to examine the culture of users of Bitcoin and find that users prefer algorithmic authority to the author of conventional institutions which they see as untrustworthy.

Drawing on the diversity literature, Tillmann Neben, Dennis Lips, and Aliona von der Trenck examined the relationship between age, social embeddedness, and nationality diversity on social structuring behavior and used a unique matched dataset from Facebook in their paper, “The Effects of Network Diversity and Social Norms on Social Structuring: Empirical Evidence from Online Social Networks”.

The next paper, “Enterprise Social Media: Challenges and Opportunities for Organizational Communication and Collaboration” by Wietske Van Osch, Charles Steinfield, and Brigitte Balogh, presents findings from thirteen appreciative interviews with professionals from a large multinational organization and offers six areas of opportunities and challenges – social capital formation, boundary work, attention allocation, social analytics, adoption and use incentives, and governance and control that guide our understanding in the use of social media technologies.

We thank the authors for submitting their work to make this another engaging minitrack. We hope you enjoy the papers and their presentation at the conference.