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Nota di contenuto	Examining Contributions to a Corporate Microblog as a Basis for an Employee Incentive System; Abstract; Acknowledgments; Table of Contents; Table of Figures; List of Abbreviations; 1 Introduction; 1.1 Research Thesis; 1.2 Document Structure; 2 Social Software and Enterprise 2.0; 2.1 The Web 2.0; 2.2 Social Software; 2.3 Enterprise 2.0; 2.4 Microblogs and Microblogging; 2.5 Corporate Uses for Microblogging; 2.6 Adoption and Change; 3 Change Management and Incentives; 3.1 Globalization; 3.2 Organizational Change Management (John P. Kotter); 3.3 Management By Objectives (Peter F. Drucker) 3.4 Balanced Scorecard (Kaplan and Norton) 3.5 Technology Acceptance Models; 3.6 Strategic Alignment and Incentive Systems; 4 Conventional Media and Media Reception; 4.1 Print Media; 4.2 Broadcast Media; 4.3 The Internet and Website Analytics; 4.4 Consumer Feedback and Customer Reviews; 4.5 User-Generated Content, Citizen Journalism and Prosumers; 4.6 Impact; 5 Social Software Analysis and Information Diffusion; 5.1 Klout; 5.2 Socialmention; 5.3 Facebook Insights; 5.4 Practical Relevance of Klout and Facebook Insights; 5.5 Information Diffusion; 6 The Data Set; 6.1 Notices 6.2 Subscription and the Timeline 6.3 Favorites; 6.4 Repeats; 6.5 Replies; 6.6 Hashtags; 6.7 Group Memberships; 6.8 Examples; 6.9 Interpretations; 7 Analysis, Measurements and Scoring; 7.1 Definition

of 'Desired Behaviors'; 7.2 Hashtags; 7.3 Data Fields; 7.4 Scoring Components; 7.5 Sample Group Selection; 7.6 Influence Metric (INF); 7.7 Utility Metric (UTI); 7.8 Composite Incentive Score (CIS); 7.9 Examples; 7.10 Scoring Results; 7.11 Examination of Correlations; 8 Summary; 8.1 Research Methods; 8.2 Summarization of Findings; 8.3 Critique; 8.4 Topics for Further Research
9 Bibliography and References10 Appendix; 10.1 SQL Queries; About the Author

Sommario/riassunto

Hauptbeschreibung Social media and social networks seem to be conquering human relationships. Corporations increasingly expect business benefits from such platforms for employee-to-employee networking and internal collaboration. Firstly, however, social software platforms have to be introduced into an organization successfully, which often requires strategic and cultural changes before the new technology effectively supports everyday work tasks and corporate procedures. Companies will thus be looking for ways to promote usage of the new platforms and influence employee behavior accordingly. Af
