

# Chapter 7

## Using Web 2.0 Social Computing Technologies to Enhance the Use of Information Systems in Organizations

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### ABSTRACT

*In the perspective of managing the Intellectual Capital (IC), the user friendliness of User Generated Content (UGC) tools may be preferred over the Information Systems platforms offered in the majority of organizations. Based on a review of literature and actual practices, this chapter focuses on aspects related to user practices of social networks and web tools that could be useful for corporate platforms; its aim is to improve the use of corporate platforms by informing both the research academy and managers about effective practices. Case studies are presented to understand how UGC can be used to implement new ways of sharing information and communicating more efficiently in organizations. Knowledge and IC management systems for teaching and learning are presented, in order to better assess whether or not this technology is effective to support knowledge creation and sharing in an academic and business setting.*

*“The new technologies have provided us with tremendous potential. Web-based technologies, especially the new Web 2.0 Social Computing technologies, now enable us to search the world and better know what the world is searching for; allow us to self-publish, through blogs and websites, and share knowledge with the world; and enable mass collaboration through wikis, as*

*inspired by pioneers such as Wikipedia. Through the blogosphere, we can now capture our new lessons, insights, ideas and opinions, and much better know and influence what the world is thinking and feeling.” Dr. Ron Young, Chief Knowledge Officer, Knowledge Associates International, UK (Young, 2008)*

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