

Memorandum

To: Professor Janine Solberg

From: Ryan Smith

Date: 10 March, 2009

RE: Research Project Proposal and Bibliography, English 382 Capstone

Background

My initial researches on the social networking service, twitter caused me to complete a cursory investigation of the evolution of “micro blogging” and the implications of growth in the area of social commerce. Beginning with the formation of web 2.0, my research provided a better understanding of where social media/social commerce came from. Given this, my research will now to take form in exploring social media (web 2.0 communications) and social commerce using twitter as a frame of reference.

Proposal

First, how it (twitter) works, namely, how it is different from blogs. The paper will discuss the advantages of micro-blogging not just for businesses but for users in general. As learned in the article by David Biesel , the paper will examine how Amazon became the pioneer of social commerce as we know it today.

For businesses, social commerce has become an extremely important tool. Several of my sources outline the ways by which this process can be most fully utilized through social media. I will explore the dynamics of this ever changing relationship between consumer and their social

network without getting into too much theoretical detail. Twitter Power by Joel Comm is a great example of newly published work which outlines the benefits of businesses taking part in social commerce. I will discuss what tactics businesses are using and how they are changing the online marketplace.

For users, I will discuss how social media has changed the way in which we gain information. Specifically, the article by Haviv Rettig Gur, Battlefront Twitter which introduces social media as a political medium, will serve as an example for the way web 2.0 is changing the way information is conveyed and processed. This will give a better understanding of how the marketplace is changing from the user's perspective.

The article from the Columbia University Graduate School of Business discusses the concept of value in social commerce and the "virtual shopping mall," namely how shopping is more accessible to users browsing the net. In Putting Social Commerce to Work, Dave Evans discusses the new relationship of give and take that continues to develop between businesses (commerce) and the user. I will discuss some of my own observations of twitter and how this relationship seems to work.

Resources

I have planned for several research sources which I may or may not be able to obtain. I found several books on Amazon which I will purchase, borrow from the library or sample online. In addition, I would like to obtain an interview with the writers of Deriving Value from Social Commerce Networks from the Columbia University Graduate School of Business. It is a reputable source and seems to be one of the most current studies done on the matter. In addition, I will join twitter and take weekly observations for reflection and analysis.

Working Bibliography

1. Beisel, David. (The Beginnings of) Social Commerce . Genuine VC.
http://www.genuinevc.com/archives/2005/12/the_beginnings.htm

Foretells social commerce, notes amazon as founder of this by using “wish list” “tell a friend”

2. Comm, Joel and Robbins, Anthony. Twitter Power, How to Dominate Your Market One Tweet at A Time. Hoboken: Wiley & Sons, 2009.

Social commerce strategies for businesses.

3. Evans, Dave. Putting Social Commerce to Work. Clickz.com. 4 June, 2008.
<http://www.clickz.com/3629755>

“As all of the speakers at the Bazaarvoice pointed out, however, the rules of engagement on the social Web are set by the participants.”

4. Graham, Paul. What is Web 2.0?. <http://www.paulgraham.com/web20.html>

An introduction to Web 2.0- the article investigates the phenomenon in terms of how its changing the web but also covers some elements of the web design (Java and C++).

5. Gur, Haviv Rettig. Battlefront Twitter. Israel.jpost.com , 30 December, 2008.
<http://www.jpost.com/servlet/Satellite?cid=1230456533492&pagename=JPost%2FJPArticle%2FShowFull>

This article begins by covering a twitter update from an Israeli diplomat.

6. Ojeda-Zapata , Julio Twitter Means Business; How Micro Blogging Can Help or Hurt Your Company. Silicon Valley: Library of Congress, 2008.

Discusses 5 companies on Twitter; Comcast, JetBlue, Zappos, Whole Foods and Dell.

7. O'Reilly, Tim. On the Future of Social Media. <http://www.npr.org/templates/story/story.php?storyId=98499899>

Covers Facebook, Twitter, FlickrR- looks at the role of social media in 2008 (recent).

8. Stephen, Andrew T and Toubia, Olivier. Deriving Value from Social Commerce Networks. http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1150995#

From the Columbia University Graduate School of Business, an article on how the social commerce trend is growing. “This paper examines the economic value implications of a social network between sellers in a large online social commerce marketplace.”

9. Unknown. Squid Micro-blogging library. <http://www.codeplex.com/Squid>

Provides some insight on how the source code of micro blogging program “Squid” can work for businesses/ work environments.

10. Unknown. An Introduction to Word of Mouth Marketing. Word of Mouth Marketing, 2009. <http://www.womma.org/>

How is this different from social commerce? What does it mean? How are Marketing firms learning to “harness” it?

11. Social Commerce Blog. <http://www.scommerce.com/tag/twittercom/>

A social commerce blog. Though it will not be used as a traditional source, I will discuss some of the latest additions to it.