MESSAGE FROM THE CHAIRS

The interdisciplinary workshop "Social Software @ Work" was held on September 28th and 29th, 2009, in Düsseldorf, Germany, to promote discussion and an exchange of knowledge between information scientists and information management practitioners at companies and public institutions. Presentations covered a wide range of topics, such as corporate blogging, the impact of social software on corporate culture, teaching and knowledge management via social software, social information retrieval systems and personalized search. These proceedings present six papers that approach these issues in an exemplary fashion.

- Svenja Wilke's paper "The Daimler-Blog – A Case Study. An Analytical Approach to the Benefits of Corporate Weblogs with Respect to Company Intentions & Expectations" describes key findings of her analysis of a popular German corporate blog. Initially, Wilke presents a quantitative assessment of central topics addressed in the blog, the number of author and commentators and the frequency of posts in relation to these factors. She then proceeds with a qualitative approach to Daimler's expectations associated with the blog and connects her findings to the results of an online survey among blog readers.

- In "How Social Software Shifts Existing Paradigms in Corporate Knowledge Management and Learning" Matthias Görtz and Oliver Bohl present four key dimensions which should guide corporate knowledge and learning management to enhance their success. The dimension "organization" addresses the combination of knowledge management and learning via social software, "user experience" puts the focus on employees' usage patterns before introducing social software, the company's "culture" should be social, rather than merely its technology, and "consistency" should prevent decision-makers from overloading employees with new software when existing tools are working well.

- The use of social software in academic teaching is discussed by Timo van Treeck in "Lehre ins Internet? Hindernisse und Erfolgsfaktoren für Social Software an der Hochschule" [Teaching online? Obstacles and Succes Factors for Social Software in Academia]. He summarizes the pros and cons of social software in academia and explains why skepticism is widely based on so-called "Educational Beliefs" held by educational practitioners. Moreover, he focuses on the concept of a "shift from teaching to learning" for which he advocates social software as a key didactic tool.

- The issue of finding relevant information among masses of user-generated content is the topic of Dirk Lewandowski's paper "Wie Suchmaschinen von Social Software profitieren" [How Search Engines Profit from Social Software]. He distinguishes two principles of user interaction and judgement which affect search engines and search results: 1) implicit user judgements and 2) explicit user judgements. Users always evaluate webpages implicit i.e. when they set a link from one webpage to an other. This principle has been used since the advent of the Internet and finds its popular manifestation in the PageRank algorithm. Now, social software brings explicit user judgments into play, e.g. via SearchWiki, which allows users to comment on search results. Lewandowski shows for which aspects of search engines explicit user judgements can be meaningfully used and where they dilute results.

- Simone Braun and Andreas Schmidt also pick up the search theme in conjuction with social software, but focus on expert search and competency management in "Mit

'People Tagging' zum Kollaborativen Kompetenzmanagement" [Collaborative Competency Management through People Tagging]. The authors present how folksonomies can be used to collaboratively describe and characterize employees and their competencies to enable finding the "right" people. Their approach is complemented with a community-driven ontology editor that employees can use to customize the tagging and competency vocabulary according to their needs.

- In "Social Software, Wikinomics & Co: Fitness-Programm für Organisation, Kultur und Kommunikation von Unternehmen" [Social Software, Wikinomics & Co: Fitness Training for Companies' Organisation, Culture and Communication] Michael Scheuermann takes the bird's eye view of the workshop's main topic "social software at work". He focuses on the challenges and opportunities of using social software in enterprise settings and takes a closer look at the implications for companies' structural organisation, business models, corporate culture and communications. Additionally, he discusses the competencies and strategies pivotal to optimally using social software in corporate settings.

A complete overview of the workshop's presentations and participants can be found on the website www.phil-fak.uni-duesseldorf.de/social-software. Presentation slides are available via www.slideshare.net/event/social-software-work-sosoft09.

We would like to thank our speakers and participants for the active exchange of ideas and the many fruitful discussions as well as Elsevier B.V. and the Institute for International Communication (IIK) for sponsoring this event.

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