



Measuring WEB 2.0 Activities: Model and Metric

Josef Herget¹ and Isabella Mader²

¹ Danube University Krems, Austria, ² IMAC Information & Management Consulting
isabella.mader@imac.de, isabella.mader@gmail.com

1. Web 2.0 Constitutes a Paradigm Shift and Social Change

Users have never been so interconnected and so "organized" (Shirky, 2008). Web 2.0 redefined opinion-leading, group dynamics and the dimension of information exchange and sharing. In 1999 Tim Berners-Lee already referred to the World Wide Web as a "more social creation than a technical one" (Berners-Lee, 1999). In response to this social change induced by mass non-commercial sharing of information through distributed computing (Benkler, 2006) Time Magazine's "Person of the Year 2006" was called "You", reflecting the social impact that a large group of individuals can make on the web (Time, 2006), calling it a revolution, stating that "we are so ready for it." The users were ready and apparently do engage in using the advantages.

The question posed with this paper is whether organizations are ready for this new style of communication and interaction.

Especially for organizations dealing with large numbers of clients (like library users) this paradigm change brings about a challenge not only regarding their marketing policies and communication strategies but may even change their portfolio of services by integrating users into the production process. Therefore, we developed a model and metric that sets out to measure the intensity of the Web 2.0 activities of organizations.

2. The Model and Metrics

Following a classification of Web2.0 applications a structure of clusters was developed. The tools and applications were grouped into the following clusters according to the form of interaction they represent: Cluster 1: Findability and Orientation, Cluster 2: Interactivity, Cluster 3: Community Building, Cluster 4: e-Learning 2.0, Cluster 5: e-Commerce 2.0

Only some limited knowledge has been acquired so far by studying the use and benefits of Web 2.0 in the external organizational context.

This paper discusses the following categories of positive impacts of Web 2.0 applications for the organizational goals: Impact 1: Community and Interest Group Building, Impact 2: Reciprocal Commitment, Impact 3: Generating Added Value to the Product and Service Portfolio, Impact 4: Social Proof, Impact 5: Liking.

The proposed metric is being generated in three steps: metric 1 (occurrence), metric 2 (quality), metric 3 (business impact).

3. Conclusions and Future Directions

The strategic participation in the Web 2.0 environment requires careful planning and the consideration of possible side effects. In order to arrive at a systematic approach for the implementation of Web2.0 strategies, this paper proposes a process model and a tool for auditing the Web2.0 landscape of an organization. Thus it provides a method for libraries for strategic integration of Web2.0 activities.

Keywords: Web2.0 Measures Metrics Communication Quality Marketing Process

References

- Benkler, Y. (2006) *The Wealth of Networks - How Social Production Transforms Markets and Freedom*. Yale University Press, New Haven.
- Berners-Lee, T. (1999) *Weaving the Web*. Harper, San Francisco.
- Shirky, C. (2008) *Here Comes Everybody: The Power of Organizing without Organizations*. Penguin, New York.
- Time (European Edition) 25 December 2006/1 January 2007. [Online]. Available: <http://www.time.com/time/magazine/article/0,9171,1569514,00.html> [Accessed 24 October 2008].