Abstract

During the 21st century, businesses benefit from two key components of effective innovation: social media and collaboration. This chapter provides an in-depth analysis to study the interrelatedness of these components. Featured in this chapter are classroom exercises to deepen the learning of students. By providing multiple recent social media examples, the reality of the integral ways in which social media permeates our lives is delivered. Introduced in the chapter is a sixth discipline, an extension of Senge’s five disciplines of collaboration. Through the presentation of a new leadership model based upon the six disciplines, the impact of social media is examined. The conclusion of the chapter contains definitions of the concepts introduced. The use of social media has been and still remains a strategically keen tool in business effectiveness.

Purpose & Process

To write a Chapter for the college level business education textbook - Social Media and the Transformation of Interaction in Society

Chapter 8: Business and Social Media: Collaboration for the Sixth Discipline

Research Question

How can collaboration be achieved in the global, digital world existing today?

Orientation

An andragogical (Knowles, 1984) instructional approach to promote both collaboration and use of social media in the classroom.

Application

Introduction of a sixth Senge discipline as a collaboration based and new leadership model for business in the 21st century.

Reinforcement

Through collaborative social media focused small class exercises.

Classroom Collaboration

Oreo at the Super Bowl: A Sweet Tweet

Ad Age (2013) recognized the digital Oreo ad campaign with an A Lister Award for its popular Super Bowl strategy. When the lights went out at the 2013 Super Bowl, Oreo earned the spotlight with the words: “You can still dunk in the dark.” It was a “sweet tweet” that grabbed national attention and multiple awards.

Discussion questions after viewing link:

1. Did you see this tweet? Or did someone you know see this tweet around the 2013 Super Bowl?
2. What made this tweet so powerful?
3. How is this ad an example of business use of media convergence?
4. Is the ad effective? Why?
5. Would this campaign work in Japan or China or Nigeria? Why, or why not?

Develop a Twitter Campaign!

Follow up exercise:
Small group huddle!

A tweet in the dark →

In small groups discuss how you would develop a Tweet campaign for your favorite food brand, Cheetos, Doritos, Kashi, etc. What would you emphasize in seven to nine words? How would you launch your campaign to ensure success? Share your ideas with your group and then with the class through Twitter.

Results

Three legs of a learning organization: Information, Formal Learning, and Collaboration are all needed for the stool to stand, supporting a Learning Organization.

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Summary

Chapter 8: Business and Social Media: Collaboration for the Sixth Discipline provides an in-depth analysis and discussion to study the interrelatedness of the following components -

An introduction to a sixth discipline, as an extension of Senge’s five disciplines of collaboration.

What Senge (1990) called learning organizations are the five disciplines - personal mastery, mental models, shared vision building, team learning that together form systems thinking, which is needed for necessary change. Since Senge’s (1990) core learning capabilities are tied together with collaboration, a case can be made that collaboration is the sixth discipline for 21st century business innovation.

Social media and related apps are necessary components in learning organizations, brought to the forefront of importance in acknowledgement of the potential for both synchronous and asynchronous collaboration.

The impact of social media is examined through small collaborative group exercises.

Multiple recent social media examples, classroom exercises to deepen the learning of students.

The chapter conclusion contains definitions of the concepts introduced.

Social Media and Collaboration

What Senge (1990) called learning organizations are the five disciplines - personal mastery, mental models, shared vision building, team learning that together form systems thinking, which is needed for necessary change.

“All five of Senge’s core learning capabilities are actionable collaboration in culture, dialogue, and context revealing the potential of globalizaition in how we interact with social media (Mickahail & Andrews, 2015).”

Literature Cited


