Social Media and the Transformation of Interaction in Society

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Changing the World through Microcommunication

Chapter 1
Social Bootstrapping: Microfunding Major Arts and Nonprofit Projects.......................... 1
John P. Sahlin, Coleman University, USA

Just as the three most important aspects of real estate are: Location, Location, Location, it can be said
that the three most important aspects of seeking funds for major projects are Access, Access, Access.
The advent of social media has opened a new avenue for artists and non-profits to fund their programs;
social bootstrapping. This chapter will address the use of social media platforms to raise funds for major
arts and non-profit projects. This chapter will also consider the implications of social media to fund niche
programs that may be considered “too risky” to fund under the traditional rules or those that simply don’t
have the access to major contributors. Pioneers in the arts and non-profit industries have successfully
adopted the best practices of the technology industry and used social media platforms to secure funding
that would not traditionally be available.

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Social Media: Changing the Way We Teach and Changing the Way We Learn .................. 18
Arlene Cuebas, NHTV Breda University of Applied Sciences, The Netherlands
Fritz Koole, NHTV Breda University of Applied Sciences, The Netherlands

Social media has become ubiquitous in the daily personal lives of students and teachers alike. But the
question remains if social media should be integrated effectively in higher education or if it should be
left out in the realm outside the classroom. This paper explores how students use social media in school,
whether or not they find social media useful in the learning process and provides further discussion on the
importance of adopting a social media strategy in the education sector. The authors facilitated a study in
2010 and a follow-up survey in 2011 to students taking the course International Media and Entertainment
Management at NHTV Breda University of Applied Sciences in the Netherlands to assess how students
are using social media in a learning environment. The study reveals a need for social media to be used as
a learning tool in order to promote active participation through content creation and encourage a virtual
space for dynamic dialogue which in turn helps link formal and informal learning connecting students,
teachers, and colleagues around the world. But more complex issues such as privacy, copyright, policing
and governance of social media needs to be addressed.
Chapter 3
A Study of Two Microfinance Models and Their Suitability for Egypt

Ahmed Ismail, Coleman University, USA
Brett Winklehake, San Diego Mesa College, USA
Jaime A. Lobera, Coleman University, USA

Developing countries around the world strive to implement one of the several current models of microfinance. This study focuses on two models: Grameen Bank, which is considered the change factor for the microfinance field, and Kiva.org, an organization that understands the importance of the Internet and crowdfunding to create a different model of microfinance. The purpose of the study is to analyze these two models and determine which would be more suitable for application in Egypt. This study provides a strengths, weaknesses, opportunities, and threats (SWOT analysis), a financial analysis, and a structural analysis, as well as historical background for both organizations along with a scan for the political, economic, social, and technological infrastructure in Egypt to determine the most suitable microfinance model.

Section 2
Social Government: Communicating with the Constituency

Chapter 4
Globalisation, the Internet, and the Nation-State: A Critical Analysis

Shefali Virkar, University of Oxford, UK

Our world today is in the midst of an historical change. Globalisation and spectacular advances in technology have given us an unprecedented peek into the future: a glimpse into a highly interconnected world governed by new paradigms, where the cost of transmitting and accessing an infinite amount of information is virtually nothing, where physical boundaries no longer limit human action—in short, a world characterised by the breakdown of conventional political, social, and economic institutions and systems previously considered rock-solid, spearheaded by the rise of the Internet and its associated technologies, platforms, and applications. This book chapter attempts a critical analysis of the relationship between Globalisation, the Internet, and the State. In evaluating the arguments that present the Internet as a threat to nation-state sovereignty, the work attempts to challenge accepted wisdom, purporting instead to demonstrate that, in many cases, the Internet, far from posing any threat to the attenuation of political power, actually strengthens the hand of the nation-state.

Chapter 5
Seeking an Online Social Media Radar

James ter Veen, George Washington University, USA
Shahram Sorkani, George Washington University, USA
Thomas A. Mazzuchi, George Washington University, USA

In this paper we identify a method, which rapidly analyzes vast amounts of data present in social media in order to forecast crowd sizes. Based upon comparative analysis of related literature, a conceptual model is proposed and research conducted to develop capabilities to forecast mass collective action behavior such as crowd formation using Social Network Analysis (SNA) tools applied to online social media. We demonstrate that a simple model of online social network parameters can produce situation awareness of crowd sizes in much the same way that radar sensors can produce situation awareness of
air traffic density. A prototype online social media “radar” sensor system is developed and tested in a pilot study with a dataset of tweets gathered regarding the Occupy Wall Street movement. Further work is suggested which could provide anticipated crowd location, movement and intent in addition to size.

Chapter 6
Large-Scale Disaster Response Management: Social Media and Homeland Security

Kimberly Young- McLear, George Washington University, USA
Thomas A. Mazzaichi, George Washington University, USA
Shahram Sarkani, George Washington University, USA

This chapter provides readers with an overview of how social media has enhanced large-scale natural disaster response at the Department of Homeland Security and its partners. The authors of this chapter present the history of the Federal Emergency Management Agency and how its successes and failures have shaped how the Department of Homeland Security has managed trends in increased community participation and information technology. Concepts from Systems Engineering frame the discussion around resilience engineering, network analysis, information systems, and human systems integration as they pertain to how social media can be integrated more effectively in large-scale disaster response. Examples of social media in disaster response are presented including a more in-depth case study on the use of social media during the 2012 Hurricane Sandy response. The chapter concludes with a proposed framework of a decision support system which integrates the benefits of social media while mitigating its risks.

Section 3
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Chapter 7
Cyberbullying Prevention: Some Preventing Tips

Gilberto Marzano, Rezekne University of Applied Sciences (Rezeknes Augstskola), Latvia

The Internet is a vast and intriguing world, difficult to penetrate in depth, rich with dissimulations, full of useful and also evil things, that are continuously changing. Cyberbullying represents an actual risk, especially for the online generation which is often unable to distinguish between virtual and reality. The first step for cyberbullying prevention is the knowledge acquisition of what cyberbullying is and how it occurs within a specific context. This is not an easy task, since cyberbullying is a complex and quite new phenomenon, so much that researchers’ opinion is often divided on its definition and there isn’t agreement on the extent of its diffusion. This article presents and comments some cyberbullying preventing tips, inspired by the “top ten tips” that Hinduja and Patchin suggested to educators engaged in cyberbullying prevention.

Chapter 8
Abuse of the Social Media Brain: Implications for Media Producers and Educators

Fred M. Lomax, Edinburgh University, UK

Digital advertising and social media is an ongoing revolution; a frequent and daily occurrence for digital natives and digital immigrants alike. The general assumption that the use of digital and social media leads to more knowledge and improved critical thinking skills is occasionally challenged. (Spitzer, 2012) Despite the criticism in the mainstream press, (Ryall, J., 2012) Ipad’s and tablets are being marketed to students,
high school students and pupils. Kindergarten children too are not left out. (Mrs. Davison's Kindergarten, 2013) Use of social and digital media in production and education is a hotly debated topic. This paper examines the social media behavior of digital native undergraduate students at NHTV, University of Applied Sciences, Breda, Netherlands, from the perspective of an independent documentary producer and educator, to determine any correlation between the amount of time spent online and the use of cognitive functions and further discusses Mulvaney's idea on media within this context. Media producers require an audience capable of critical thought, teachers educate future audiences to acquire the necessary cognitive skills. How can producers reach an audience, if the viewer's cognitive functions are impaired by the use of social and digital media, leaving him or her unable to critically assess the programme presented? How should educators respond to the challenges provided by social and digital media?

Chapter 9
Business and Social Media: Collaboration for the Sixth Discipline

Kate Andrews, University of Phoenix, USA
Bethany Mickahail, University of Phoenix, USA

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.

Chapter 10
The Social Media "Information Explosion" Spectacle: Perspectives for Documentary Producers

Friedrich H. Kohle, Edinburgh University, UK

The semantic web, social media, and the amount of user-generated content continues to grow at a staggering rate. Social media significantly contributed to the information flow during the Arab Spring, the Occupy and Wall Street movement to maintain a global online presence using social media technology. But is the social media information explosion really a unique event in media history? How did storytelling evolve into social media? In order to place social media in its historical context and anticipate digital native expectations, we explore the origins of narrative and storytelling from the perspective of a documentary producer. How did past media technologies prepare the way for social media? How do digital natives perceive the world via social media and what do they expect from today's documentary producer? What are the viewing habits of digital natives? What do previous "information explosions" have in common with social and digital media? These are essential questions for media and documentary producers navigating their way through the vast maze of social media technology and the semantic web, in addition to traditional media.
Chapter 11
Augmenting User Interaction Experience through Embedded Multimodal Media Agents in Social Networks

Maria Manisola, Aristotle University of Thessaloniki, Greece
Charalampos A. Dimoukas, Aristotle University of Thessaloniki, Greece
George Kassiris, Aristotle University of Thessaloniki, Greece
Andreas A. Vlitis, Aristotle University of Thessaloniki, Greece

The current chapter proposes media agent and multi-agent models aiming at improving mediated communication and information exchange in social networking. Great progress has been conducted during the last decades in Information and Communication Technologies, which is also reflected in social media. The proposed models exploit the latest media technologies for the augmentation of user interaction and contribution experience in multiple levels. Features of the suggested agent and multi-agent approaches are discussed and elaborated through the prism of social computing, social media analytics and intelligence, resulting to a sophisticated communication mediator between users and social groups. In addition, enhanced user engagement and collaboration are considered in terms of rich media experience and augmented reality, semantic interaction services, intelligent content processing and management automation over interoperable multiphase environments. Social media cooperation and integration is envisioned towards the realization of Web 3.0 and beyond, as the main chapter contribution.

Chapter 12
Digital Paranoia: Unfriendly Social Media Climate Affecting Social Networking Activities

Ramona Sue McNeal, University of Northern Iowa, USA
Mary Schmidt, Kent State University, USA

Participation in social networks, forums, and other discussion groups is a growing trend in the United States. Aside from the benefits of online social media, there is a growing concern about privacy and safety from the devolution of personal information online. As a result of this unfriendly social media climate, Americans are taking measures to protect personal identity and to avoid surveillance by others. The purpose of this chapter is to analyze factors predicting which groups are most concerned about Internet privacy. In addition, this chapter explores how concerns regarding Information privacy are impacting usage of social network sites. We explore these questions using multivariate regression analysis and individual level data from the Pew Internet and American Life Project. Our findings suggest that those with the greatest fears regarding online privacy are not staying offline but are taking necessary precautions to address concerns.

About the Contributors
About the Contributors

John P. Sahlin is an Adjunct Professor with Coleman University in San Diego, CA and with the George Washington University in Washington, DC. He is also currently the Technical Director of Navy Programs for Engility Corporation, driving the strategy and vision to apply commercial technology and best practices to the Department of Defense. Dr. Sahlin is a leading technical expert in the fields of Systems Engineering, distributed computing network design, and managed hosting services. He has over 20 years' experience designing, building, and sustaining distributed computing networks for commercial and U.S. Public Sector clients, applying his expertise in the ASP and Cloud Computing industries to the government. Dr. Sahlin holds a PhD in Systems Engineering from the George Washington University, where he is an Adjunct Professor. His current research is the basis for an upcoming book regarding non-traditional models for Social Media.

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Kate Andrews has a Ph.D. in Industrial/Organizational Psychology and has worked extensively in consulting firms both internally and externally. Her continued work with organizations centers around process improvement, leadership consulting, and team dynamics. She has worked in both Israel and in Romania serving organizations and individuals. Currently, she has 3 research projects in motion and time for her 6 grandchildren.

Arleen Cuevas completed her education in the Philippines and Singapore. Besides being a lecturer at NHTV, she works as an independent film producer with a focus on Asian-European co-productions. She has produced a total of 16 films which premiered in different international film festivals. Her films have received film grants from Fonds Sud, France, World Cinema Fund, Germany, Hubert Bals Fund, Netherlands and Global Film Initiative, USA. Two of the films she co-produced, "Independencia" and "Manila" were selected and premiered at Cannes Film Festival in 2009. She was line producer for the film "Amigo", by American director, John Sayles and "The Amazing Truth about Queen Raquelle", by Iceland director Olaf Johannesson. She currently produced "Kalayaan" (Wildlife), which premiered at Rotterdam Film Festival in January 2013 and "How to Disappear Completely" which premiered in Locarno Film Festival in August 2013.

Charalampos A. Dimoulas received his diploma and PhD from the School of Electrical and Computer Engineering, Faculty of Engineering, Aristotle University of Thessaloniki (AUTH) in 1997 and 2006, respectively. In 2008, he received scholarship on post-doctoral research at the Laboratory of Electronic
About the Contributors

Media of the School of Journalism and Mass Communications of AUTH. Both his doctoral dissertation and his post-doc research deals with advanced audio-visual processing and content management techniques for intelligent analysis of prolonged multi-channel recordings. He elected Lecturer (November 2009) and Assistant Professor (June 2014) of Electronic Media in the School of Journalism and Mass Communications, AUTH, where he currently serves. His current scientific interests include media technologies, signal processing, machine learning, multi-modal intelligent content analysis including multimedia semantics, audiovisual content description and management automation. Dr. Dimoulas is member of IEEE, EURASIP and AES.

Ahmed Ismail is a mechanical engineer with two masters degrees in Business and information technology. Ahmed is currently working as a quality manager for a manufacturing company in Poway. Ahmed has developed a passion for micro-finance and crowd funding after working in several non profit organizations in Africa and the US for over 6 years.

George Kalliris, http://kalliris.blogspot.com/, was born in Nicosia - Cyprus. In 1989 he received his 5-year study Diploma in Electrical Engineering with Telecommunications from the Aristotle University of Thessaloniki (AUTH) - Greece. In 1995 he received his PhD from the same School. His doctoral research was carried out at the Lab of Electroacoustic and Television Systems. During and after completing his doctoral studies he worked in several research, development and innovation projects as well as a part-time higher education teacher. In 1998 he was elected Lecturer of Electronic Media Technology at AUTH. His current position is Associate professor and director of the Electronic Media Lab at the School of Journalism and Mass Communication. He has also taught and/or teaching in two Master degree programs, to the Film Studies School and as a visiting professor of the Frederick University Cyprus. His current research interests and publications include audiovisual technologies for the new media, radio and television studio design, digital audio-video processing—production—broadcasting—webcasting, multimedia content, restoration, management and retrieval.

Fritz Kohle studied at the Surrey Institute of Art and Design and as a postgraduate at the Northern Media School, Sheffield Hallam University. He currently studies for a PhD at the University of Edinburgh investigating the impact of social media on documentary production. In 2009 he obtained tenure at NHTV, University of Applied Sciences, Breda, Netherlands, as a senior lecturer teaching Film & TV production, while continuing his professional production practice. Kohle began his career as a production assistant at companies such as the The Weather Channel UK, working his way up to become Location Manager for a Channel 4 UK feature film (Prometheus), Head of Productions at the Lux Centre London, and Field Producer for iBeam Europe. As a freelance Producer and Production Manager he has produced episodes for Marienhof, one of Germany's most popular soaps, with a daily viewership exceeding 6 million. In collaboration with the Ludwigsburg Film Academy in Germany, he published the media handbook MediennachnehmerHeute. Kohle's projects include post-production management for Studio Babelsberg features in Berlin, such as Wim Wender's Soul of a Man, and Jackie Chan's 50 Days Around the World. In addition, he was also involved in various German soaps such as Notruf 110 and Tatort. Kohle was Bigfoot Entertainment's Head of Post Production until 2007. In June 2007 he joined New York Universities Tisch School of the Arts as Assistant Director for the Production and Post-production Centre, significantly contributing to the establishment of the NYU Singapore Campus.
About the Contributors

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is a co-author of Digital Citizenship: The Internet, Society and Participation (MIT Press, 2007) with Karen Mossberger and Caroline Tolbert.

Bethany Mickahail holds several degrees: Bachelor of Arts in Linguistics & TESL (University of Hawaii), Masters of International Affairs and Communications (School of International & Public Affairs at Columbia University), and Doctorate in Education, Leadership & Public Policy (University of Denver). Dr. Bethany has provided learning opportunities to children and adults as an ESL teacher, staff developer-trainer, district wide program coordinator, college educator, and United Nations researcher. Dr. Bethany’s research efforts focus on issues related to innovative community based disability program policy, micro business development, training and systems change in California. Most recently, as a School of Advanced Studies educator and dissertation advisor, she is a Fellow with the Center for Workplace Diversity Research at the University of Phoenix. At the Center, she is pursuing international research on Innovation and Design Thinking. An award winning author and presenter, Dr. Bethany frequently speaks to groups about disability, societal change, innovation, policy development, and implementation.

Shahram Sarkani, Ph.D., P.E., is Professor of Engineering Management and Systems Engineering, and Director of EMSE Off-Campus Programs at The George Washington University. He designs and administers graduate programs that enroll over 1,000 students across the U.S. and abroad. In over 150 technical publications and in sponsored research with NASA, NIST, NSF, AID, and Departments of Interior, Navy, and Transportation, his research has application to risk analysis, system safety, and reliability.

Mary Schmeida, Ph.D., is a public policy expert who has served in several key research positions. Her chief research interests include social welfare and health policy, electronic government, and environmental policy. She has published work in a number of academic journals including Government Information Quarterly, Administration and Policy in Mental Health and Mental Health Services Research, Journal of Health Care for the Poor and Underserved, and International Journal of Professional Case Management.

James Veen leads multiple systems engineering efforts including systems of systems architecture, project planning, design, software and hardware lifecycle maintenance, test and integration, new product demonstrations, technical documentation as well as installation, configuration, training, and support of enterprise systems at customer locations. During thirty years of experience in high technology hardware/software systems development, customer support and software quality assurance, James has acquired expert knowledge of the iterative software development lifecycle. He has a proven track record of building and managing integrated product teams working in areas including wireless sensor networks, mass data storage technologies, electronic security systems, information systems management, medical data analysis and command and control systems. He holds an active security clearance, an AS in Electronics Technology, a Bachelor's in Information Technology, a Master of Science in Systems Engineering and a Ph.D. in Systems Engineering from George Washington University.

Andreas Veglis is Professor, head of the Media Informatics Lab at the School of Journalism & Mass Communication at the Aristotle University of Thessaloniki. He received his BSc in Physics, MSc in Electronics and Communications, and PhD in Computer Science, all from Aristotle University. From November of 2010 until February of 2015, he was head of the postgraduate programme of the Department of Journalism & Mass Media Communication, Aristotle University of Thessaloniki. In March of
2012 he was elected Deputy Chairman of the Department of Journalism Mass Media Communication. His research interests include information technology in journalism, new media, course support environments, data journalism, open data and distance learning. He is the author or co-author of 12 books, he has published 50 papers on scientific journals and he has presented 74 papers in international and national Conferences. Professor Veglis has been involved in 15 national and international research projects.

Shefali Virkar is a research student at the University of Oxford, UK, currently reading for a D.Phil. in Politics. Her doctoral research seeks to explore the growing use of Information and Communication Technologies (ICTs) to promote better governance in the developing world, with special focus on the political and institutional impacts of ICTs on local public administration reform in India. Shefali holds an M.A. in Globalisation, Governance and Development from the University of Warwick, UK. Her Master's thesis analysed the concept of the Digital Divide in a globalising world, its impact developing countries and the ensuing policy implications. At Oxford, Shefali is a member of Keble College.

Brett Winkelhake is an Adjunct Professor with San Diego Mesa College in San Diego, CA, Grossmont College in El Cajon, CA, Southwestern College in Chula Vista, CA and National University in San Diego, CA. Currently Dr. Winkelhake works for Neighborhood House Association in his full-time position. The agency works with children for the Head Start Program. Dr. Winkelhake served as the Thesis Advisor/Co-Author while at Coleman University for Mr. Ismail's chapter. Dr. Winkelhake has over 15 years of professional experience in the real estate, higher education and non-profit industries. Dr. Winkelhake in February 2015 completed his Doctorate of Management in Organizational Leadership from the University of Phoenix. His research for his dissertation was entitled of Verbal Argumentativeness: A Study of Retail Store Managers.

Kimberly Young-McLear received her BS in Industrial Engineering at Florida Agricultural and Mechanical University. In 2009, she earned her MS in Industrial Administration from Purdue University. She also holds a Project Management Professional (PMP) certification. In 2005, she earned her commission in the United States Coast Guard where she has had a robust career in marine safety, industrial engineering, and enterprise project management. She has managed multi-million dollar naval engineering projects in support of restoring Coast Guard vessels. Her research focus includes Human Systems Integration and Organizational Cybernetics. She is currently completing her PhD in Systems Engineering from The George Washington University and teaching full-time at the United States Coast Guard Academy.
Chapter 9

Business and Social Media: Collaboration for the Sixth Discipline

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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.

INTRODUCTION

Social Media and Business

During the 21st century, businesses have benefited from the use of two key interventions: social media and collaboration. What is included in the context of social media? We can only say what is included today because tomorrow will bring new innovations. Social media uses any form of electronic communication connectivity used to enhance collaboration and sharing of information through the internet. Technical support for social media are electronic tools such as, smartphones, tablets, laptops, and desktops. Technical tools that are digitally connected to social media venues are those such as Facebook, Twitter, LinkedIn, Instagram, Google +, Pinterest, Clouds, and Reddit feeds (Mickahail & Andrews, 2015). These are the well-known social media of today but for tomorrow, the trends reported are wearables.