CERIAS

the center for education and research in information assurance and security

Web 2.0 in Organizations: Controlling Openness?

Preeti Rao, Purdue University

Advisor: Lorraine Kisselburgh

WHAT

Are organizations able to harness the value of Web 2.0 while controlling the inherent openness?

WHY

Web 2.0 in organizations:
- High adoption rates but a big threat to organizations
- Social networking tools most valued but most feared too

METHODS

Interviews (N=27)

in-depth semi-structured interviews:
- Industry insiders
- Market analysts
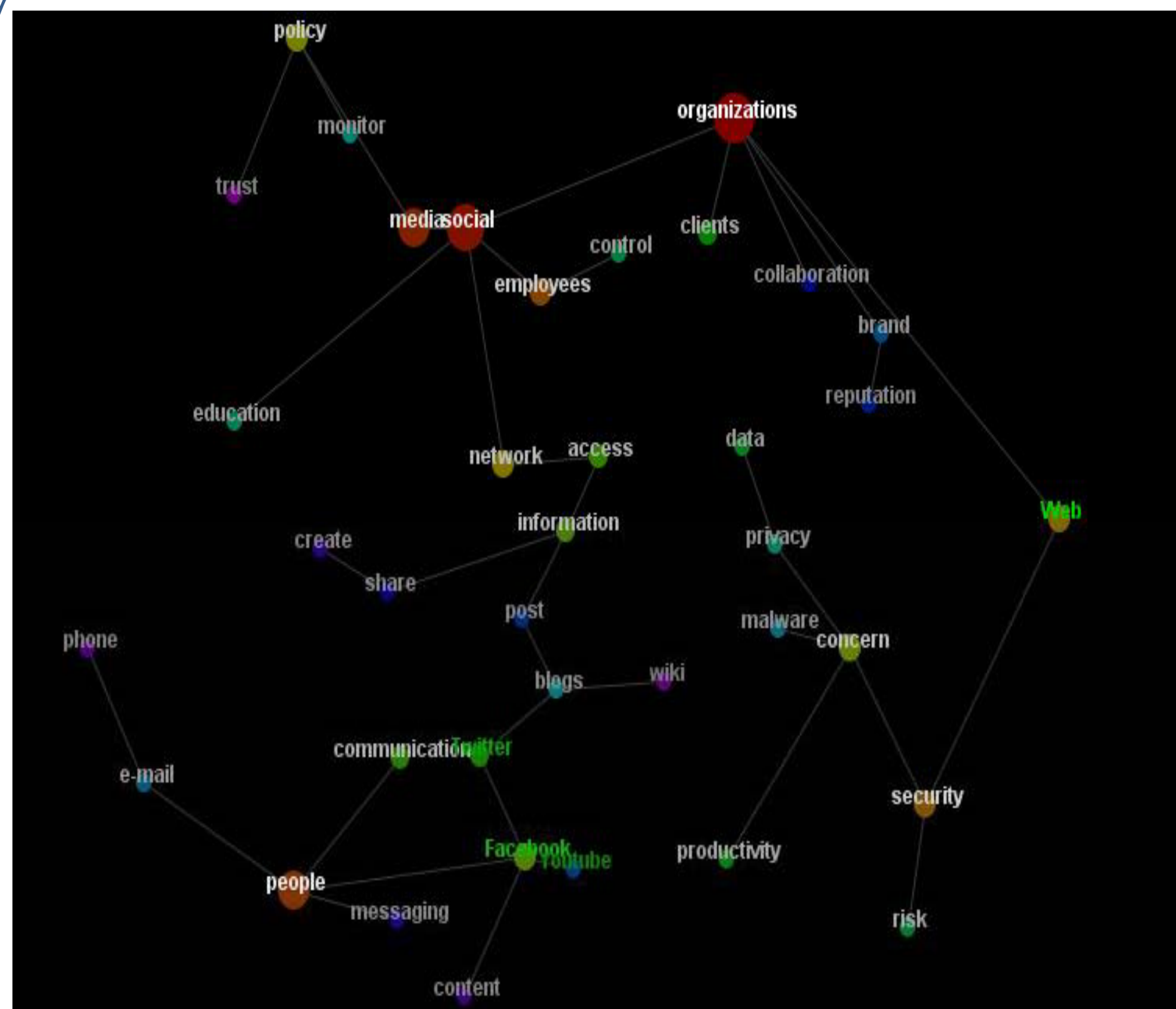- Academics

LEXIMANCER
from words to meaning to insight

Semantic Network Analysis

Thematic and relational analysis of texts using *Leximancer,* to analyze concept frequencies, co-occurrences and structural relationships.

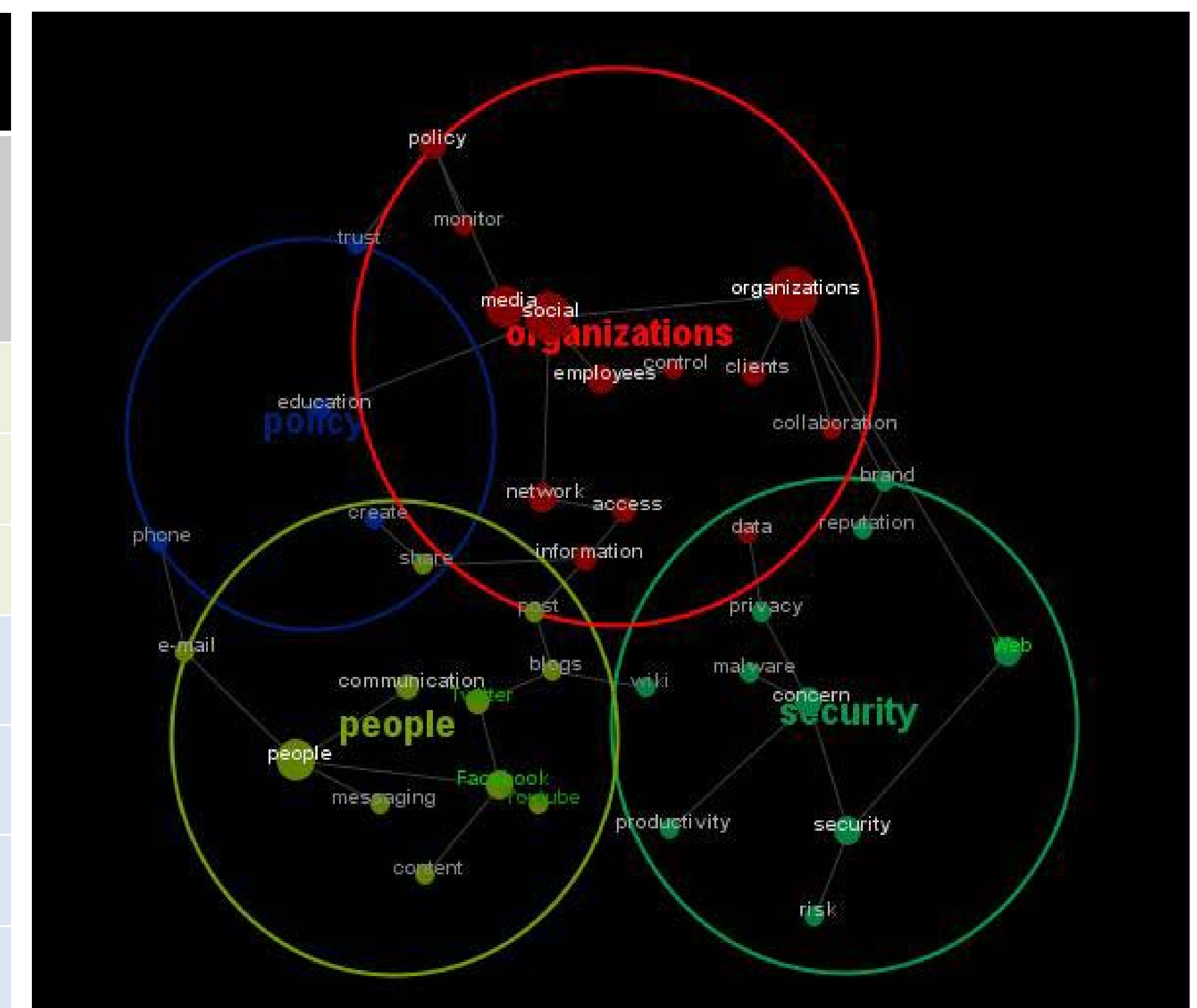# RESULTS

Semantic Concepts Map

Structural relationships between are illustrated, linking concepts through "knowledge pathways," providing valuable information about conceptual interrelationships.

Contrast between semantic constructs of "openness" and "control"

Semantic construct	Concepts	Correlation: *organizations*	Correlation: *people*
Openness	create	0.52	**0.75**
	share	0.54	**0.72**
	post	0.60	**0.72**
Control	control	**0.86**	0.43
	monitor	**0.66**	0.44
	policy	**0.61**	0.40
	trust	**0.55**	0.53

Significance: *Openness* was more highly correlated with conceptual themes of people than with themes of organizations, t=6.7860, p=0.0025. *Control* was more highly correlated with conceptual themes of organizations than with themes of people, t=3.0219, p=0.0233
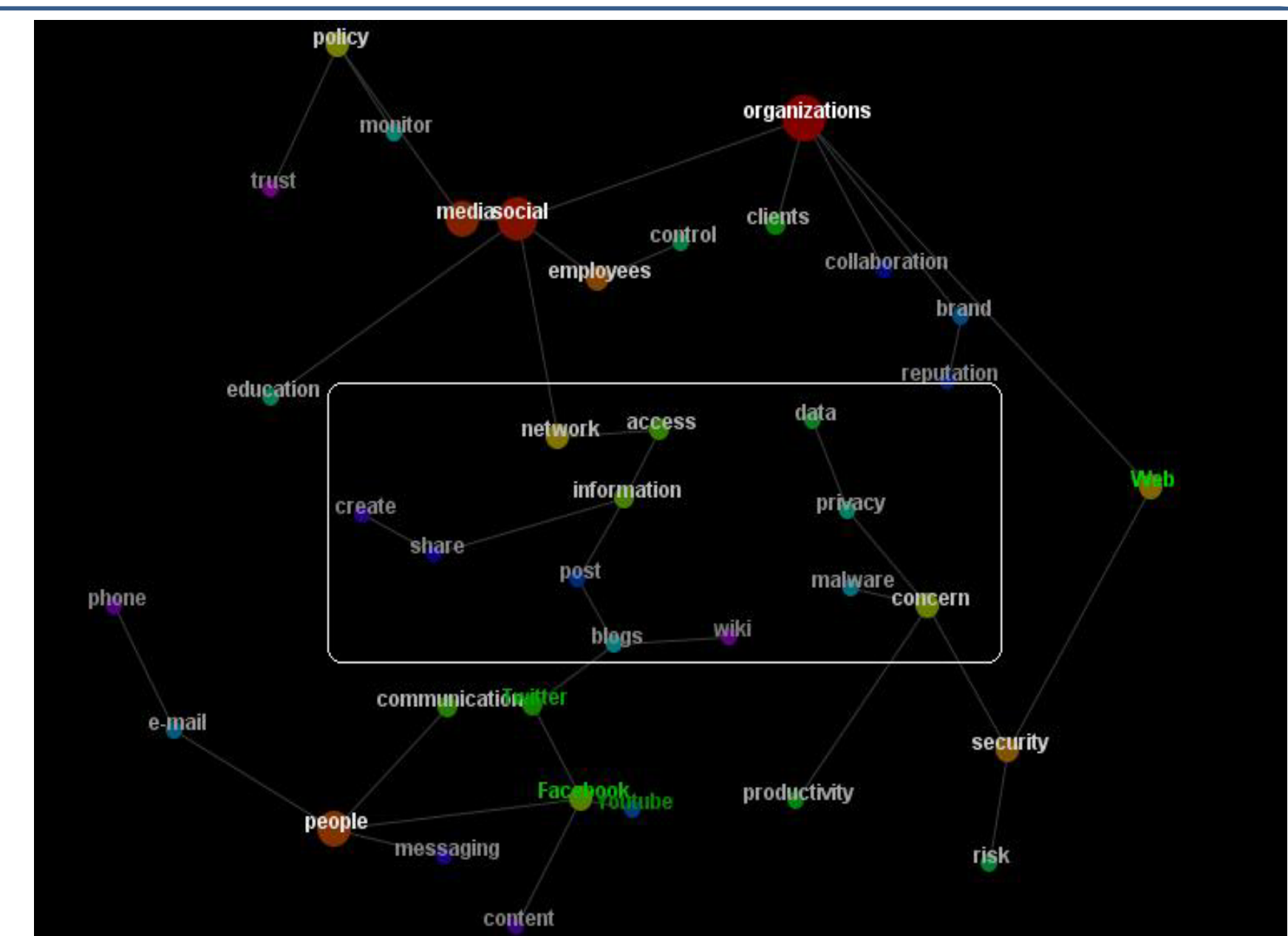
Semantic Themes Map

Interrelated concepts form meaningful clusters. The four major themes that emerged were: *organizations, people, security,* and *policy*.

DISCUSSION

The results indicate that semantic constructs of *openness* – which is characteristic of Web 2.0 – is more associated with conceptual themes of people than with themes of organizations. At the same time, themes of *organizations* are linked with semantic constructs of *control* more than *openness*. This suggests that while organizations recognize the value of Web 2.0, they seek to exercise *control* over the inherent openness of such tools. This organizational tension of balancing openness with control of Web 2.0 technologies can be attributed to the fact that Web 2.0 tools are fundamentally tools to create, share and transmit (potentially sensitive) information beyond corporate networks and its control.

Crux of the issue is information sharing on the corporate network

PURDUE UNIVERSITY

CERIAS

Discovery Park
e-Enterprise Center