Social Media as Persuasive Technology for Business: Trends and Perceived Impact in Malaysia

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Motivation of Study

- Recent trend shows that social networking has become an integral part of consumers’ behaviour and lifestyle.
- Therefore, these media may be considered as persuasive technology that is designed to change attitudes or behaviours of the users through persuasion and social influence.
Motivation of Study

- Impact of social media (SM) - can be either dreadful or rewarding.
- 57 % - SM are valuable to their activities, used SM extensively and perceived it very important for business/marketing strategy.
Problem Statement

- All the above mentioned studies are conducted outside Malaysia.
- Reports on trends, impact and visibility in Malaysia, however, have yet to be widely recorded and published.
- Such study in Malaysia is still in its infancy. In fact, empirical studies on these issues are highly scarce in Malaysia.
Research Questions

- What is the trend in social media utilization as persuasive technology among businesses and Internet users in Malaysia?
- How significant is the impact of social media utilization on business in Malaysia?
- How should a business entity increase the visibility of its company in social media environment?
Aim and Objectives of Study

- **Aim**
  - to ascertain the usage of social media as persuasive technology in business environment.
Aim and Objectives of Study

Specific objectives:

- To determine the trends and perceived impact of social media for business purposes in Malaysia.
- To analyze how social media contents are designed for visibility for business purposes.
- To propose social media business visibility design guidelines.
Summary of Methodology

- **Content Analysis**
  - Exploratory:
    - Understanding the perceptions of social media uses
    - Formulating hypotheses
    - Discovering salient patterns
    - Exploring quantitative data for exposing hidden relationships

- **Survey**
  - (1,000-2,000 respondents)

- **Interviews and Workshops**
  - (10-25 SMEs)

- **Analysis of social media content as business visibility strategy**
  - (50 Business Entities)

- **Development of Visibility Design Guidelines**

- **Data integration & analysis**

- **Trends in content design**
  - Profiles & Privacy
  - Networks, Groups, & Events
  - Social Activity Stream
  - Sharing & Tagging
  - Sponsored Stories & Paid Distribution
  - Gifts, Points, & Virtual Currency

- **Achieved Objective**

- **Conclusion and aim of Study**
Contributions of Study

- Provide essential information and resources for SKMM - ascertain the extent of which social media are being used in business by sector and by product or services.

- **Visibility Design Guidelines and Conformance Index** will contribute to the design research body of knowledge.
Beneficiary of Contributions

- Reports and resources on trends and perceived impact of social media on business
  - SKMM
  - Ministries
  - Learning Institutions

- Social media Visibility Design Guidelines
  - Body of knowledge
  - Business entities

- Social media Visibility Conformance Index
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# Research Progress

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| To ascertain the current trends in social media usage in business. | Phase 1: Content Analysis | completed | - A list of SME companies in 30 different industries was retrieved.  
- 20 companies from each industry were randomly selected (in 3 rounds) to ascertain their use of SM.  
- Preliminary finding shows that about 17% SMEs use SM. |
| | Phase 2: Workshop 1 & 2 | Partly completed | Workshop 1 (data collection planning & scheduling) was held on 16th – 18th June 2011.  
Workshop 2 (data collection with Social Media users in business) was held on 5th August 2011. |
Thank you