



My PhD dissertation is discussing what counts as social media, how to organize for social media, and what motivates a social media strategy. In doing so, I contribute to the research on organizational use of social media to create and share knowledge and therefore influence innovation in two interdisciplinary fields, i.e. Information Systems (IS) and Media & Communication studies.

In my thesis I discuss various examples of business value gained from social media in relation to the thesis as a whole. It has been achieved through an improved understanding of the roles, structure and impact of Social Networking Sites (SNSs) in and for organizations. We have improved our understanding of the ways organizations activate social media and the transformational effects SNSs will have on the ways businesses will be conducted in the future.

Organizations should now understand what social media mean for the general public, who live with it and use it on a daily basis. Hopefully, this dissertation will inform citizens, SNSs owners and organizations how to organize social media and also manage the insidious effects associated with this new class of evolving technology. This for the betterment of society and to help both organizations and individuals to gain more value from social media use.

Sincerely,
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The Value of Social Media



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What Social Networking Sites Afford Organizations

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