

Effect of Social Media on Knowledge Work

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Abstract : This paper examines the impact of social media on knowledge work. It discloses and highlights which specific aspects, areas and tasks of knowledge work can be improved by the use of social media. Moreover, the study includes a survey about higher education students' viewpoints in regard to the use of social media as a means to enhance knowledge work and knowledge sharing. The analysis has been conducted based both on empirical data and on discussions about the sources dealing with knowledge work and how it can be enhanced by using social media. The results show that social media can improve knowledge work, knowledge building and maintenance tasks in which communication, information sharing and collaboration play a vital role. Additionally, by using social media, personal, collaborative and supplementary work activities can be enhanced. Based on the results of the study, we suggest how knowledge work can be enhanced when using the contemporary information and communications technologies (ICTs) of the 21st century and recommend future directions towards improving knowledge work.

Keywords : knowledge work, social media, social media services, improving work performance

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