Social Media, Networks and Related Technology: Business and Governance Perspectives

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Abstract : The concept of social media is becoming the top of the agenda for many business executives and public sector executives today. Decision makers as well as consultants, try to identify ways in which firms and enterprises can make profitable use of social media and network related applications such as Wikipedia, Face book, YouTube, Google+, Twitter. While it is fun and useful to participating in this media and network for achieving the communication effectively and efficiently, semantic and sentiment analysis and interpretation becomes a crucial issue. So, the objective of this paper is to provide literature review on social media, network and related technology related to semantics and sentiment or opinion analysis covering business and governance perspectives. In this regard, a case study on the use and adoption of Social media in Saudi Arabia has been discussed. It is concluded that semantic web technology play a significant role in analyzing the social networks and social media content for extracting the interpretational knowledge towards strategic decision support.