



Emerging Media Series

Researching into the Role of
Online Video, Social Networks,
Wikis and Other Emerging
Media Formats on B2B
Technology Purchase Decisions

Issue Three: Online Video, Social Networks and Wikis

November 2006

Table of Contents

Introduction	2
Summary of Key Findings	5
Conclusion	7
Detailed Findings	10

→1



Introduction

Relevancy Drives Online Results for Technology Marketers

Today relevancy is vital to attracting and engaging online audiences. But, it is not always enough. To break through the Internet's clutter of information, technology marketers need to reach out and deliver relevant content by using the newest emerging media formats. They must not only fine-tune the message, but also pump up the volume.

New research by KnowledgeStorm and Universal McCann points out how the effective use of new online, two-way media channels are engaging customers as well as keeping direct communications with them alive and thriving. This report, the third in a series of studies examining the impact that emerging online media have on B2B technology marketing, shows how the following three mainstays of the Web 2.0 culture are evolving into B2B information delivery tools:

- Online video
- Social networks
- Wikis

This survey indicates the B2B marketplace seems to have taken advantage of the benefits online video offers, but has grappled with different aspects and business applications of Wikis – and to a greater extent social networks. According to a March 2006 study released by the Online Publishers Association, online video viewing has become commonplace for many Internet users and a daily addiction for some. Notably, technology buyers are no different, as 63% of respondents are viewing online videos at least once a week. With entertainment videos aside, this group “sees” the value that visualization brings to technology content housed on the Web.

In stark contrast, the role of social networks — one of the fastest growing segments of the Internet — has yet to be fully realized by technology buyers. A striking 77% of respondents admit to having very little to no experience with these online communities. But, that's not to say awareness isn't building. The growing success of more business-oriented networks, such as LinkedIn, indicates a push to address the B2B market's need for a community that promotes more knowledge sharing and collaboration as opposed to one offering yet another portal for job searches.

On the other hand, technology buyers appear to have found a middle ground with Wikis. Even though the B2B marketplace has qualms about maintaining quality control for an ever-growing library of content, Wikis have emerged as a useful tool for augmenting information searches and

Online video viewing has become commonplace among technology buyers as 63% of respondents are watching videos on the Web at least once a week.

Wikis have emerged as a useful tool for augmenting information searches and finding high-quality content, but only 6% of respondents actively contribute.

→ 2

finding high-quality content. However, this is the extent of most technology buyers' interaction with this medium, as only 6% of respondents have actively contributed content.

Study Methodology

The study was conducted by KnowledgeStorm, the Internet's top-ranked search resource for technology solutions and information, and Universal McCann, one of the world's largest media service firms, and was fielded

More than 5,300 participants responded to this survey.

in online format to KnowledgeStorm's global registered user audience. Administered in October 2006, the survey represents responses from more than 5,300 participants on the topics of online video, social networks and Wikis.

Specifically, the online video topics examined viewer access, popular topics, formats, value and the influence on purchasing decisions. Research conducted on social networks looked at user behavior, community preferences and business applications. The study also explored usage patterns, appropriate content, benefits and impact on IT purchases in regard to Wikis.

The survey was answered by an equal representation of business and IT professionals across a variety of job titles, vertical industries and company sizes. The demographic profile shows:

- 45% of the respondents were involved with their company's technology at a strategic level
- 55% are engaged in implementation or day-to-day management
- 42% are relied upon by 10 or more people within their organization for IT research and expertise
- 28% have a major influence on IT purchasing or actually authorize purchases

→ 3

Online Video: A Picture is Worth a Thousand Words

Big pipes of bandwidth, tons of server space and new devices with huge storage have made video on the Web a "non-issue" technically. That opens up a flood of opportunities for rich media content delivery by B2B technology marketers, and prospects and buyers are willing recipients.

Results from this survey indicate that B2B business and IT professionals are recognizing the added dimension of video as an important and desirable

communications component. To see the power of video on the Web, one only needs to compare the harsh written accounts with the actual video clips of Patricia Dunn, the much-maligned Chairman of Hewlett-Packard who was forced to resign during the Board leak scandal, to get two totally different impressions. Regardless of one's position on the subject, the addition of the video content provides

a totally different basis for understanding her situation and motives.

This survey indicates B2B business and IT professionals recognize the added dimension of video as an important and desirable communications component.

Online video provides one of the richest user experiences on the Web. There is not another online medium that delivers content appealing to the visual, auditory and kinesthetic senses of the Internet's broad range of consumers.

Social Networks: B2B Buyers Still a Bit “Unsociable”

Social networks are a significant phenomenon on the Web today. As measured by almost any metric, including page views and subscriber growth as well as investment dollars paid to purchase companies like

MySpace and YouTube, this category is hot. Additionally, within Corporate America, social networks comprised of communal blogs and other collaborative techniques have begun to replace top-down company Intranets as knowledge-sharing platforms. However, this survey

indicates that social networking has not yet gained acceptance in the B2B marketplace. There may be several reasons.

This survey shows that social networking has not yet gained acceptance in the B2B marketplace.

- To participate in a social network requires you to give “something of yourself” back to the community. Usually, this is profile information. But it could be your friends-list, your photos or your opinions. Most B2B business people are still using the Web to “get” information. They may be uncomfortable sharing much of their own personal, and to some extent corporate, information.
- Social networks are to some degree “uncontrollable.” The community members are in charge and there is a huge group dynamic that prevails. For the most part, businesses still need a modicum of control to operate effectively. Outside of close-knit technical communities established within their organizations, like those at IBM and Sun Microsystems, companies may not have found a way to balance the negative aspects of lack of control with the positive aspects of frictionless information flow and multi-dimensional communications.

→ 4

Wikis: What the Hawaiians Knew, and Marketers are Learning

Wiki is the Hawaiian word for “quick” and represents a speedy way for people who “play” in the B2B space to create and share useful information and ideas. Wikis are redefining the concept of consumer-generated media. Think of it as the online version of reality TV. While blogs allow users to post a regular journal of their thoughts and interests online, Wikis provide a community of Websites that contain fairly focused content produced and constantly edited by anyone, for everyone.

Although this survey confirms regular usage of Wikis among business and IT professionals, they tend to tread ever so lightly through the Wiki ethos. Skepticism still exists among this group as they struggle with not only the collaborative efforts that generate content, but also with the long-term quality of such a fast-growing bank of information. The power and success of Wikipedia, a user-generated encyclopedia and the most

Although the survey confirms regular usage of Wikis among business and IT professionals, they tend to tread ever so lightly through the Wiki ethos.

popular Wiki site on the Web, speak volumes to the amount of valuable (and accurate) information that can be created and maintained through this channel. According to comScore Media Metrix, Wikipedia sites have seen dramatic growth during the past year, nearly tripling traffic to 28.1 million visitors.

Because this online medium offers a perfect platform for collaboration, Wikis are moving very quickly from Internet to Intranet.

Because this online medium offers a perfect platform for collaboration, Wikis are moving very quickly from Internet to Intranet, becoming the rage among both start-ups and established corporations. They're using Wikis to improve internal communications and as a quick and practical way to collaborate free from pervasive emails and without having to figure out the complex inner workings of groupware.

Summary of Key Findings

Online Video

Online Video Offers Accessible Content

Sixty-three percent of the survey respondents access online videos at least weekly. An additional 27% view videos downloaded from the Internet on a monthly basis.

Technology and Business Material Perfect for Online Video

For the majority of respondents, the content they choose is a combination of both technology and business information. Twenty percent alone are reading technology-related material. Only 7% do not access either type of information through online video.

→ 5

Popular Types of Online Video Content

The ever-reliable Webcast tops the list of most popular online video content with 70% of respondents saying they use this format. News and demonstrations rounded out the top three spots, respectively posting at the No. 2 and 3 positions.

Online Video Produces Compelling Content

More than three-fourths of the survey respondents who regularly access information via the Internet felt that online video makes content more compelling and valuable. Respondents also believed good production and faster downloading enhanced the value of this type of content.

Buyer Research is Enhanced by Online Video

An overwhelming 84% of respondents said that online video enhances content related to technology product information and research.

Online Video Enjoys a Healthy Pass-Along Rate

With video search still in its infancy, 76% of respondents are sharing online video content either weekly or monthly. Only 18% said they "never" recommend this type of content to co-workers or colleagues.

IT Purchase Decisions Most Influenced by Online Video

When compared with the impact of podcasts and blogs, online video holds the most influence on IT purchases. Fifty-seven percent of respondents in this survey felt that online videos impacted their purchasing decisions. As previously reported by KnowledgeStorm and Universal McCann in the first two Emerging Media studies, podcasts influenced 27% of respondents when it came to technology purchases while blogs played a decisive role for 53%.

Social Networks

B2B Buyers are Still “Unsocial”

B2B technology buyers have been slow to adopt social networking. Seventy-seven percent of respondents have little to no familiarity with this online medium. However, of the 24% who are very accustomed to social networks, a large majority of the respondents visit these sites at least once a month.

LinkedIn Lands Most Social Networkers

Respondents are attracted to more business-oriented social networks. LinkedIn ranked as the most frequently visited Website by 27% of the respondents. However, MySpace blew away the competition with the highest percentage (52%) of respondents who “visited at least once.” And, 45% admit to already having social network profiles.

Social Networkers Find Business Applications

Business networking and/or development is the primary reason why B2B technology buyers use social networking sites, with 70% of respondents citing this as motivation. Another 59% also admit to using these sites for personal reasons.

→ 6

Best Uses of Social Networks in Business Environment

When asked their opinion on how social networks may be best used in a business environment, respondents consistently mentioned a number of best applications, from collaboration and knowledge sharing to troubleshooting and technology introductions.

Wikis

B2B Buyers on Familiar Terms with Wikis

Eighty-six percent of respondents are familiar with Wikis, such as Wikipedia, with 47% considering themselves “very” comfortable with this medium. And, more than 50% are weekly Wikis visitors.

Wikis Add Value for Technology and Business Topics

Sixty-three percent of survey respondents who visit Wikis do so for both business and technology information. Respondents also give accolades to this type of content with 96% percent rating information from Wikis as “somewhat” to “extremely” valuable.

Need More Wiki Contributors

Technology buyers have been slow to adopt the role of contributor when they interact with Wikis. Only 6% of respondents regularly contribute content to Wikis.

Wikis Provide Shareable Subject Matter

Considerable sharing of Wiki content is occurring among respondents with 70% preferring to endorse or pass along related information among co-workers and colleagues, as opposed to posting recommendations within the Wiki community itself.

IT Purchasers Influenced by Wiki Content

Respondents are closely divided on the impact that Wikis currently have on IT purchasing decisions. Fifty-two percent state that Wikis influence their decision-making while 48% aren't so sure.

Conclusion

As B2B marketers continue to increase online spending, they need to move beyond traditional banner advertisements and search marketing to explore and experiment with emerging media such as online video, social networks and Wikis. These communications channels afford tremendous opportunity to target specific niches and increase reach within the B2B technology marketplace. IT professionals, whether actual purchasing decision-makers or influencers, can be reached fairly efficiently through these media.

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Business audiences are increasingly aligning themselves around Internet content relevant to their work.

Business audiences are increasingly aligning themselves around Internet content relevant to their work. They then incorporate this information into their day-to-day activities, using it to solve business issues, to launch new product initiatives or to demonstrate best practices. It is imperative that marketers use the right online medium, or mix of media, to target specific audiences within the B2B environment, but on their terms.

B2B marketers who can deliver a full range and depth of information in exchange for a buyer's time will be well ahead of the curve.

Time is always an issue, but so is timeliness. On any given day, different technology buyers are at different phases within the purchasing cycle. So B2B marketers who can deliver a full range and depth of information in exchange for a buyer's time, will be well ahead of the curve. And, online media that are easily accessible, generate valuable content and foster collaboration among peers will only facilitate this exchange.

The objective of the Emerging Media Series is to explore the impact innovative online media, such as online video, social networks and Wikis, are having on the B2B technology marketplace. More specifically, this particular study is designed to closely examine the interaction of technology buyers with online video, social networks and Wikis to determine marketing opportunities using one or all of these applications. The results from this

survey show the extraordinary value online video brings to content, the business applications available through social networks and the open forum for collaboration that Wikis offer.

The Visual Impact of Video is Persuasive

Technology buyers have joined the ranks of millions of other Internet users who are flocking to online video content as 63% of the respondents admit to viewing online videos at least once a week. And, contrary to popular belief, online videos do offer substantive content outside the realm of humor and entertainment. Sixty-three percent of respondents regularly find relevant videos on business and technology topics.

Additionally, the format and quality of online videos make a difference and drive usage among technology buyers. The majority of respondents listed

Webcasts, news and demonstrations as the most popular formats for gathering information via online videos. And, 78% of respondents felt similar content, when presented in a text-only version, would not be near as compelling or valuable. In fact, more than 83% felt that online video served as the perfect aid for technology product information and research. Beyond viewing online video at their own desktops

or on their personal mobile devices, three-fourths of respondents endorse and share this type of content with others on a monthly basis. It is the viral nature of this medium that is producing the biggest impact on IT purchases as 57% of respondents acknowledge its influence.

More than 83% of respondents felt that online video served as the perfect aid for technology product information and research.

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B2B Buyers Need to Work on “Social” Skills

Social networking sites experiencing the fastest growth today are the ones that understand their audience, offer an easy format for sharing commentary and provide simple platforms for uploading additional content such as audio and video. So, what’s not to love for technology buyers? Apparently plenty —

for the moment. Seventy-seven percent of respondents have little to no interaction with social networks. But of the ones that do, 70% visit social networking sites at least once a month. Not surprisingly, the technology buyers who have taken the plunge are more attracted to business-oriented networks such as LinkedIn, which tops the list of favorites for 27% of respondents.

Seventy-seven percent of respondents have little to no interaction with social networks. But, of the ones that do, 70% visit these sites at least monthly.

The B2B marketplace as a whole may currently be struggling with the business application for social networks, but survey respondents are very clear on how they’ve benefited. Sixty-nine percent use these online social communities for networking and business development as well as job searches and cultivating sales leads. They also see opportunities for peer-to-peer knowledge sharing, collaboration, troubleshooting and product introductions.

Wikis Look to Build Quality Over Quantity

Nearly half of respondents consider themselves quite knowledgeable about Wikis.

Two of the components that make a Wiki successful — collaboration and openness — can also be its worst enemy as the B2B marketplace still seems to have reservations about quality control for content contained on these sites. Nonetheless, survey respondents are willing to explore this online avenue as nearly half of respondents consider themselves quite knowledgeable about this medium with more than 50% visiting Wikis at least once a week.

More than 70% of respondents actively share content from Wikis.

Sixty-three percent of these respondents are, in fact, having success locating business and technology information of interest. And, 96% give value to the material they find. They consider this information so valuable, more than 70% of respondents actively share content from Wikis and another 52% use it in their technology decision-making process. But, respondents' overall engagement is limited to just "getting" this content because only 6% of them have regularly contributed commentary to Wikis.

The Internet is creating a new complexity as well as opportunity for B2B marketers. They must move toward a more thorough understanding of online technologies and learn to leverage emerging media to their advantage, especially the newest tools and strategies to effectively reach and interact with their target audiences. Marketers shouldn't be afraid to be selective, exploring and experimenting to find the perfect fit, but keeping in mind not every channel may be appropriate for every product launch or each customer group. In the end, it is the marketing message that must resonate with an online audience. However, the delivery channel can serve as a powerful tool to help drive both loyalty and technology purchases.

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Detailed Findings

Online Video

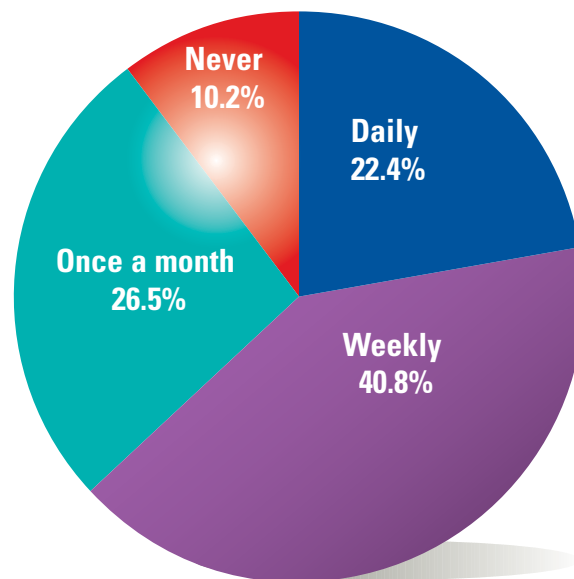
Scope of Online Video Access

Online video content has reached the point where it is routine practice for many of the respondents. Sixty-three percent access online video content at least once a week while 27% watch online video content at least once a month. The combination of textual information, supported by interesting and powerful visual effects, represents engaging content that is especially palatable for technology buyers. As broadband has finally lived up to expectations and started to expand its reach across the globe, the number of viewers and the frequency of their visits will grow tremendously.

For the 10% of the respondents who have “never” viewed online video, limited access to a reliable broadband Internet connection may not be the only deterrent. Finding online videos with relevant content may represent another challenge as video search is still in its infancy. Search engines do not commonly “see” video images, unlike text which can easily be pursued within the Web. Avid viewers tend to find their online video content virally, through word of mouth or on Websites they frequent.

How often do you access video content online (e.g. streaming video, video Webcasts, video podcasts/vodcasts)?

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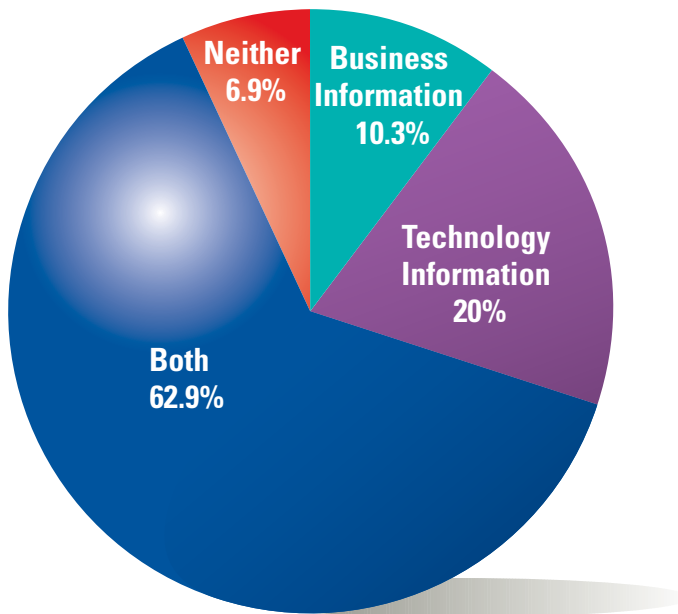


Online Video Offers Channel for Technology and Business

Thanks in large part to the publicity engine driving the success of YouTube, online video often finds itself synonymous with humor and entertainment. After all, humor such as home-grown videos of soda fountains created from Diet Coke and Mentos tend to get the buzz. However, news and current events as well as business and technology issues are among the most frequently viewed online video content.

A majority of the respondents, 63%, are accessing online video content for both technology and business information. Twenty percent of the respondents alone are already viewing technology-specific information — a number destined to increase as more B2B technology marketers learn to harness the power of video outside the traditional Webcast to communicate product information (which can often be dry at first blush) in more compelling, multi-dimensional ways.

Do you access video content for business or technology information?



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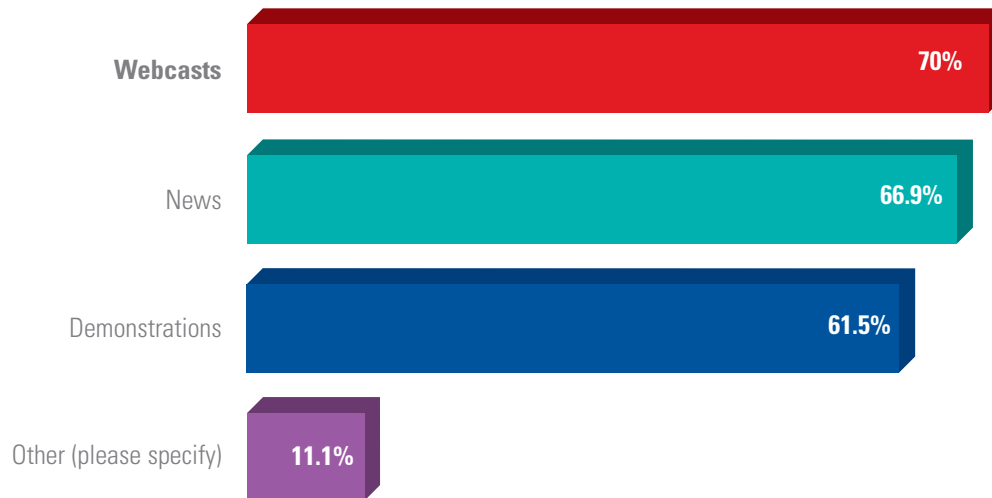
Webcasts Still Top List of Most Popular Online Video Content

Many consider the Webcast as the precursor that helped launched the interactive revolution of the Internet which, in turn, has served as the foundation of today's powerful push to totally embrace the Web 2.0 philosophy. Considered a dinosaur by emerging technology standards, the Webcast has enjoyed years of successful longevity as it has evolved from pre-recorded, audio-only broadcasts, to slick, real-time video productions with interactive components.

A large number of respondents still prefer this tried-and-true format, as 70% of them ranked Webcasts as the most popular type of online video content they access on a regular basis. News followed as a close second in popularity with 67% stating they view this type of online video content while 62% of respondents take advantage of online visual demonstrations.

Many respondents also felt online video provided a perfect medium for technology education as they consistently referenced the successful use of Internet video feeds for interactive training, product technical reviews and online tutorials.

What types of online video content are you accessing (Check all that apply)?



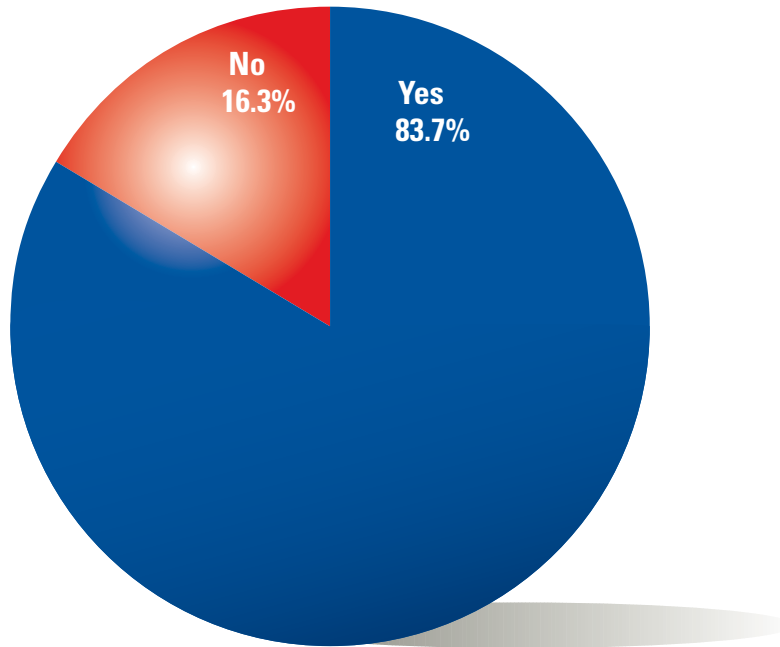
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Value of Technology Information Increases with Online Video

B2B technology buyers are often pressed for time and inundated with product information. As these professionals turn to the Web to research new products and technologies, they're using online video as a means to help cut through the clutter and contend with the deluge of IT information that exists on the Internet today.

More than 84% of the respondents who access online video said technology product information and research are more compelling or valuable when delivered with video. Video delivers a full range and depth of information, from brief online product demos to more lengthy analysts' reviews via Webcasts. And, thanks to increased disc space and mobile devices such as video-capable iPods, technology buyers can view video content on demand — however and wherever they see fit.

Do you feel that technology product information or research is more compelling or valuable when delivered with video?

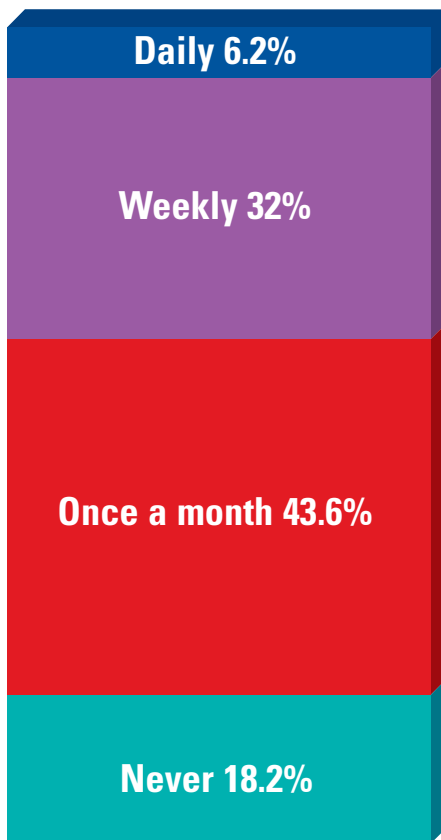


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Online Video Becomes Recommended Viewing

Since search engines have not fully evolved and are not calibrated for video search, peer-to-peer recommendations are common practices among technology buyers. The majority of respondents share online video content weekly (32%) or monthly (44%) among co-workers and colleagues. Only 18% said they “never” passed along relevant online video content. In many instances, this may be due, in large part, to internal firewall-, email- or server-related issues. However, other emerging online media such as blogs, Wikis and social networks provide perfect forums in which to share relevant video content in a community of technology and business peers.

How often do you recommend or pass along video content to co-workers and colleagues?

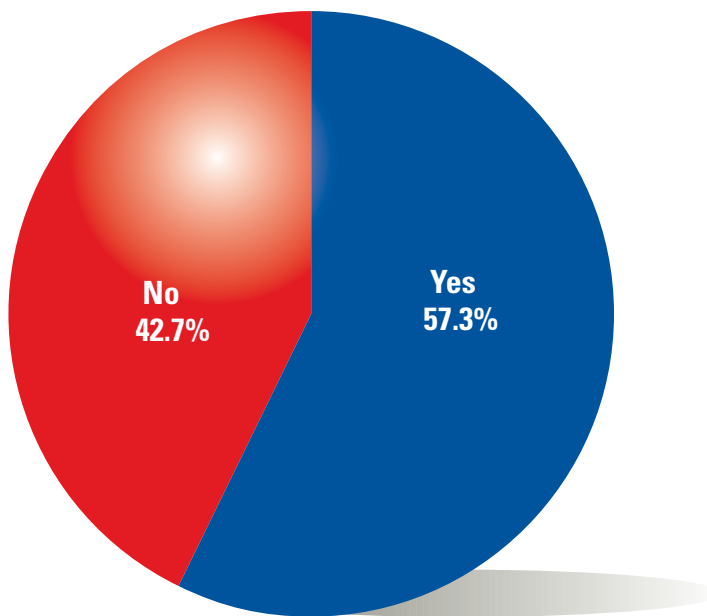


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Online Video Makes Biggest Impact on Technology Purchase Decisions

KnowledgeStorm and Universal McCann's previous reports showed that podcasts influenced 27% of respondents' IT purchases while blogs had an impact on 53% of respondents when it came to work-related technology decisions. However, online video makes the biggest impression on technology purchases with 57% of the respondents concurring. Several reasons can account for this uptick in influence: Online video has long been associated with the ever-popular Webcast format, and video has now become pervasive content for rising online media stars such as podcasts and blogs.

Does online video content influence your work-related IT purchase decisions?



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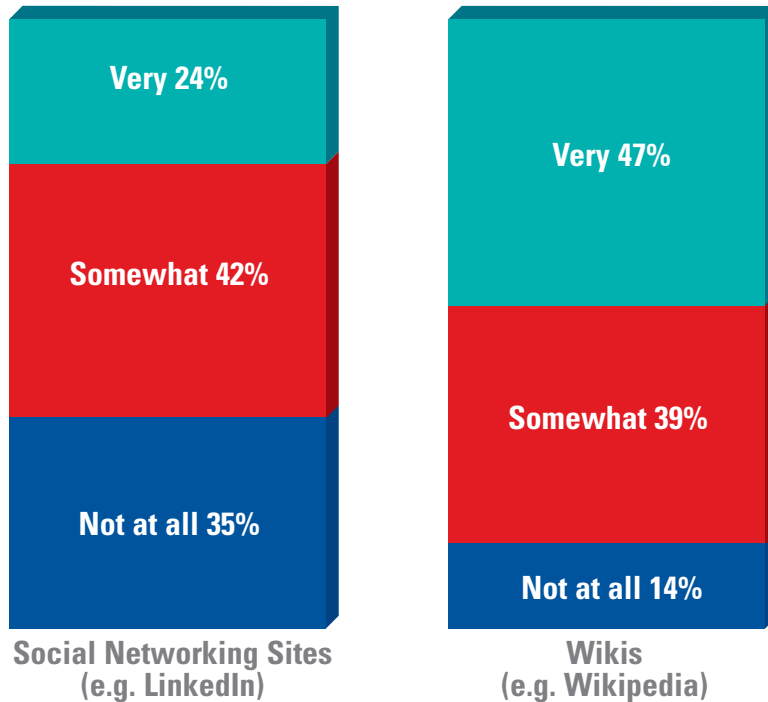
Social Networks

Potential Growth for Social Networks

Online social networking has become a cultural phenomenon over the past year. However, this white-hot medium has been slow to take off among technology buyers. Less than a quarter of respondents acknowledged being “very” familiar with social networks, leaving upward of 77% as having limited or no exposure at all to this medium. This is especially striking when compared with respondents’ familiarity with Wikis (e.g. Wikipedia) in which 47% professed to be very knowledgeable about this particular delivery channel.

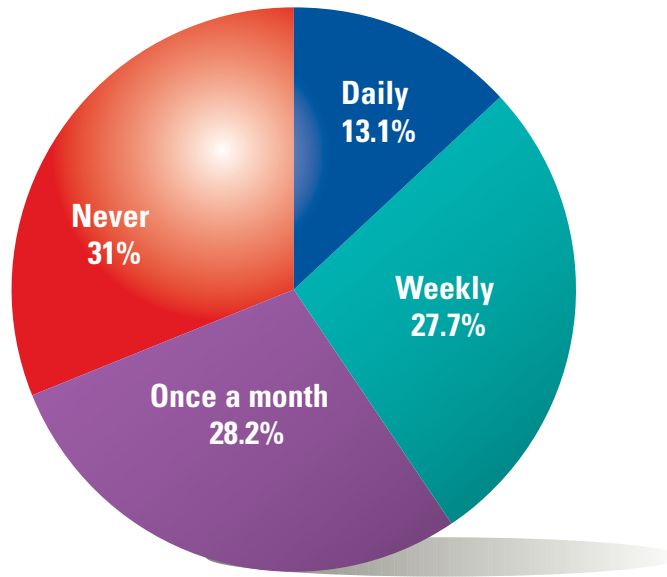
On the other hand, of the respondents who said they are familiar with social networks, close to 70% of them visit Websites dedicated to social networking at least once a month. Social networks clearly offer a powerful marketing channel when leveraged properly. Opportunities abound for B2B marketers once they learn to transparently become part of the social commentary that serves as the foundation for these networks.

How familiar are you with the following types of Websites?



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How often do you visit social networking sites?



Most Popular Social Networks

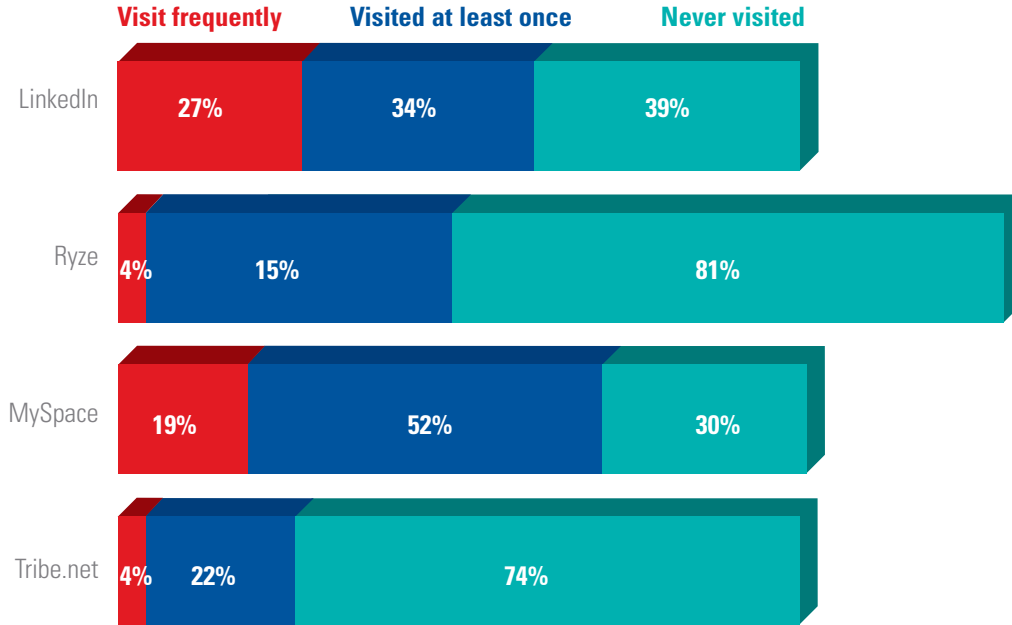
With pioneer Websites such as Classmates and Match, the history of social networks spans the Internet almost as long as Real Simple Syndication (RSS). Today's social networks have honed their themes and moved toward smaller-world theories, allowing users to better organize and expand their reach in a more meaningful way.

→ 18

Not surprisingly, B2B technology buyers gravitate toward more business-minded social networks such as LinkedIn, which topped the list of sites for most frequent visits by respondents at 27%. LinkedIn is the behemoth among social networks that target business users, pursuing the more well-heeled professionals (meaning upper-level managers and executives). Interestingly enough, MySpace garnered the highest percentage of respondents who "visited at least once." MySpace, a current media darling, proclaims to be "for everyone" so this community's interests run both wide and deep. Respondents may be visiting just to see what all the fuss is about, or they may be among the growing number of parents and potential employers using the site to conduct their due diligence on teenage children or potential job candidates.

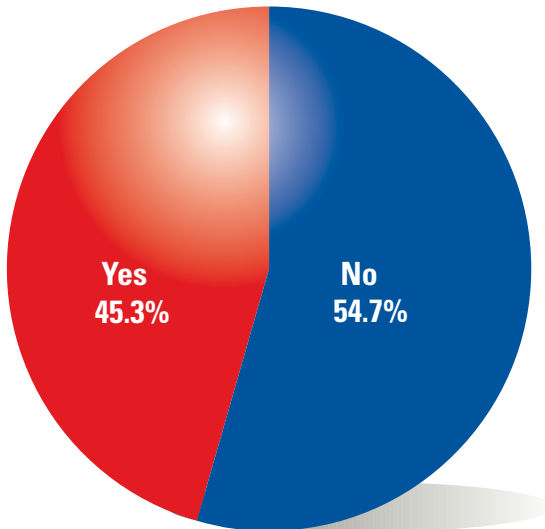
And, for the respondents who have visited social networking sites, 45% qualify as “socialites” having already posted profiles — the majority of them taking advantage of the LinkedIn community.

Have you ever visited the following sites?



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Do you have a profile on any social networking sites?

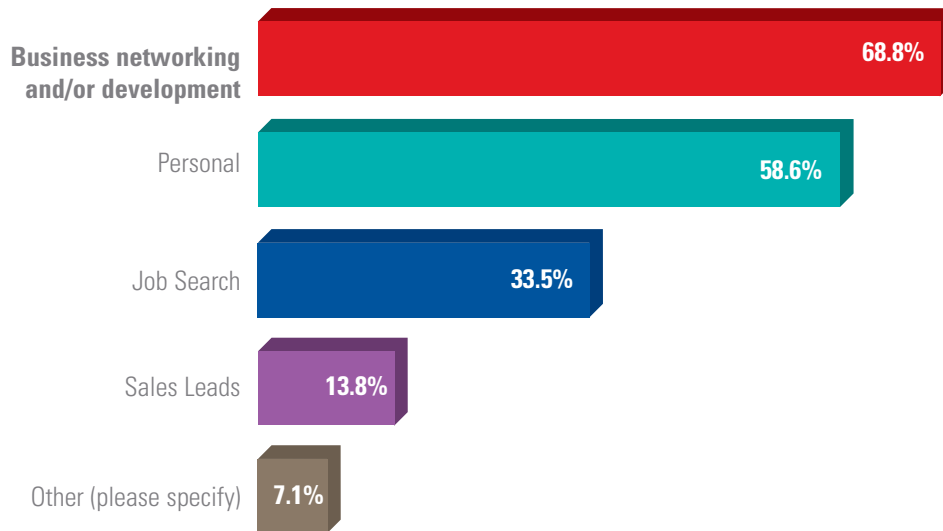


How B2B Buyers Use Social Networks

Social networks capture the essence of Web 2.0 by understanding today's online audience's need for self-expression, making it easy for users to share experiences and inspire like-minded individuals to do the same. The benefits of social networks can be as varied as their communities and often span across several levels of outreach. However, B2B technology buyers are very specific in their reasons for using social networks.

Sixty-nine percent of respondents claimed to use social networks for business networking and business development. A little more than half (59%) admitted to using these sites for personal reasons. Conducting job searches and mining for sales leads were other reasons also regularly cited by respondents.

What are your primary reasons for using social networking sites (Choose all that apply)?



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Best Business Applications for Social Networks

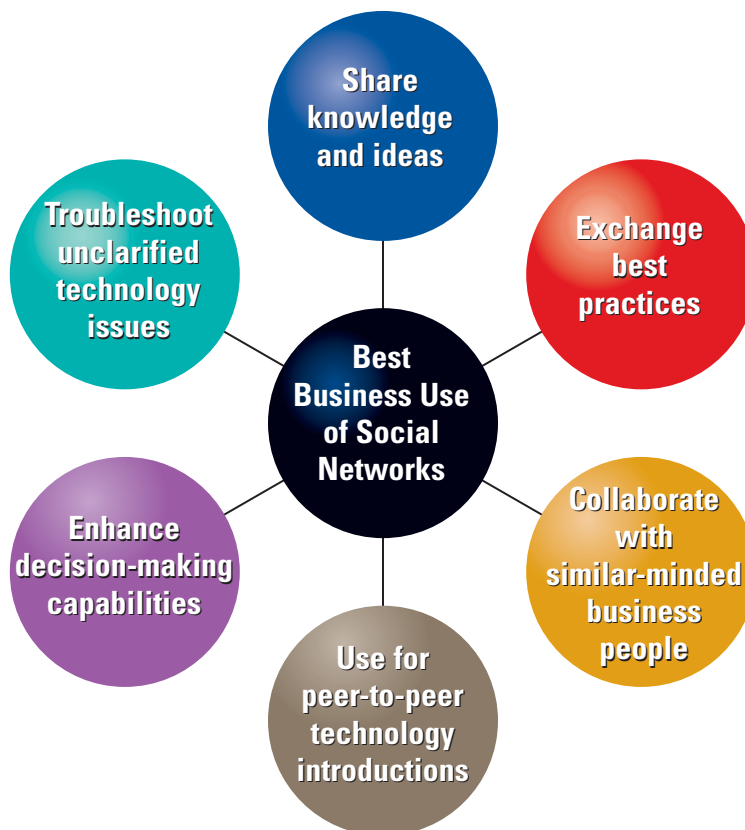
Respondents realize the benefits of and support the use of social networks within the business environment. The opportunities to capture dialogue among B2B technology appear endless. However, respondents consistently cited the following as the best applications:

- Share knowledge and ideas
- Exchange best practices
- Troubleshoot unclarified technology issues
- Enhance decision-making capabilities
- Collaborate with similar-minded business people
- Use for peer-to-peer technology introductions

On a different note, caution must be given to the use of social networks in business environments due to the confidentiality agreements that many companies require their employees to sign these days, especially in the technology space. Sharing information openly or even asking for advice on technical issues could be construed, by some, as nothing short of giving away company secrets.

In your opinion, how might social networks best be used in a business environment?

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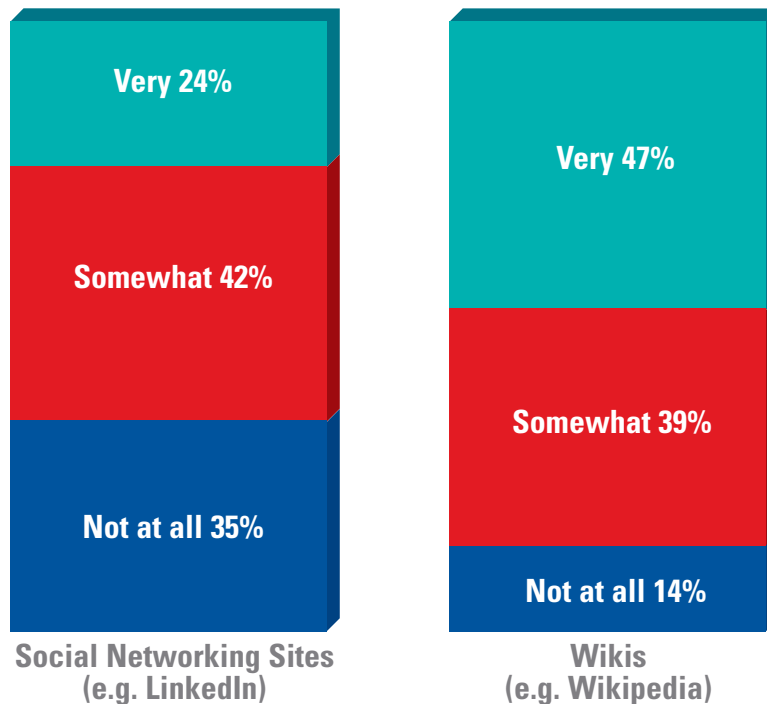
Wikis

Knowledge and Usage of Wikis

The concept behind Wikis has been around for nearly a decade. But, it hasn't been until recently that the popularity of this medium has ballooned, as Web users clamor for speedier avenues to find useful information and look for ways to appease an innate need to share their own knowledge. And, technology buyers seem to aptly fit the M.O. of an active Wiki user. Eighty-six percent of the respondents are familiar with Wikis, such as Wikipedia. And, nearly half of respondents (47%) classified themselves as "very" knowledgeable about these sites. This is nearly double their keen awareness of social networks.

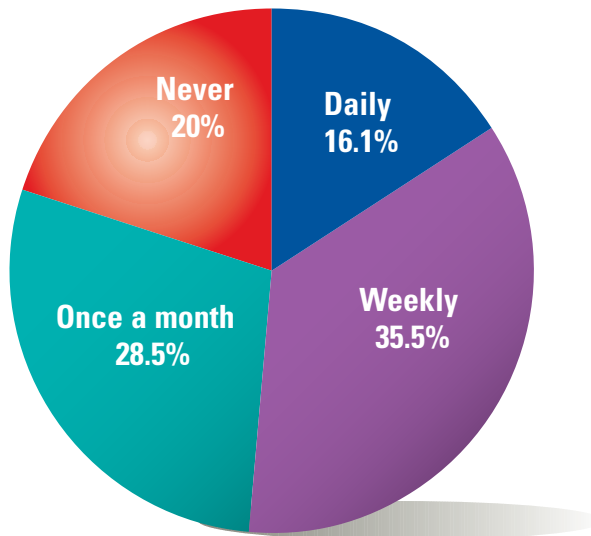
Additionally, a very large number of respondents visit Wikis on a consistent basis. In fact, more than 50% of them do so at least once a week.

How familiar are you with the following types of Websites?



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How often do you visit Wikis?



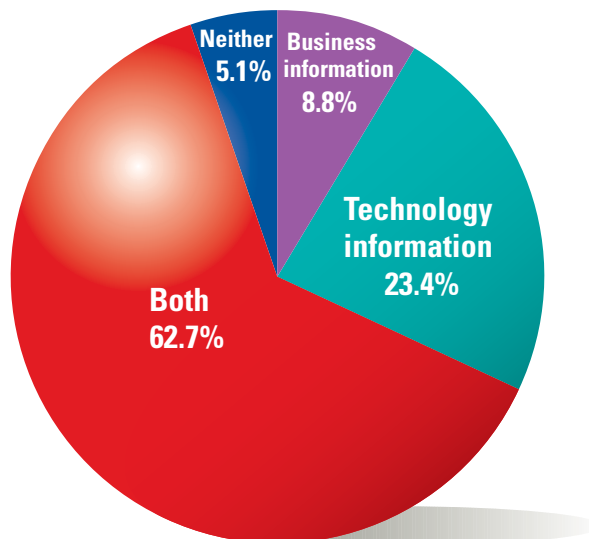
Wikis Offer Forums for Relevant Content

Cynics circled the Wiki wagon early on, expressing doubt about Websites that allowed anyone to add, remove or edit content. These days the raw success of Wikipedia has them now jumping on the bandwagon. One thing is certain: users can find credible information on trusted Wikis such as Wikipedia. According to Nielsen/NetRatings, Wikipedia is the third most-popular news and information source, outranking stalwarts such as CNN and Yahoo! News. And, apparently, technology buyers are finding relevant (and trusted) content of their own.

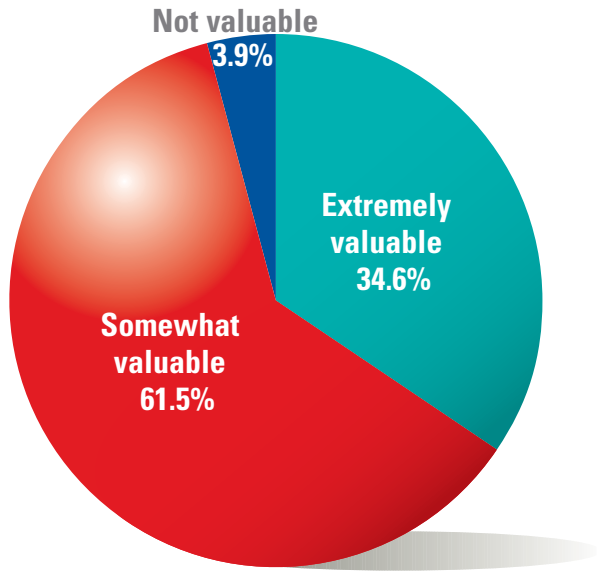
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Sixty-three percent of respondents who visit Wikis have success in finding both business and technology information. And, an overwhelming 96% of them value the relevant information they locate. More than one-third of respondents place an extreme amount of merit in this type of Wiki content.

Do you visit Wikis for business or technology information?



How valuable are Wikis for sourcing specific business and technology topics?



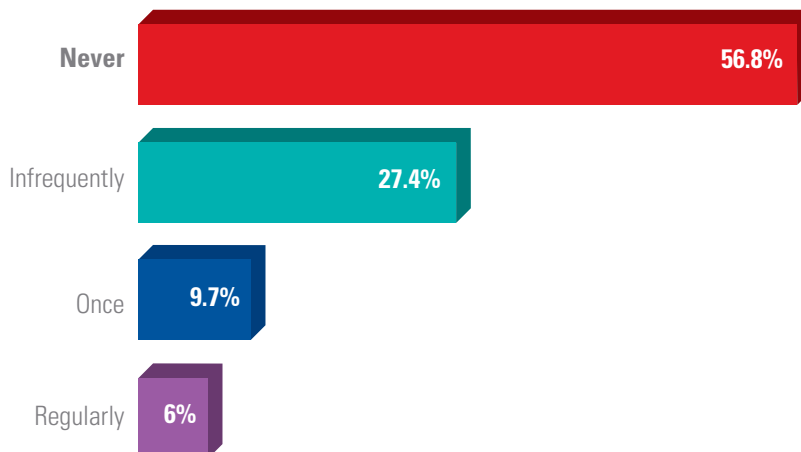
User Engagement with Wikis

Wikis depend on enthusiastic users contributing their extensive knowledge about any given topic simply for the pleasure of communal sharing. Although respondents are taking advantage of the relevant content that Wikis offer, they have not embraced their roles as contributors. Only 6% of technology buyers regularly contribute content to Wikis — whether it’s submitting, deleting or editing information. Fifty-seven percent acknowledged having “never” shared their expertise on related subjects.

→ 24

Again, a technology company’s confidentiality agreement may make some think twice before posting unabashed commentary for the Internet world to view.

How often do you contribute content to Wikis?

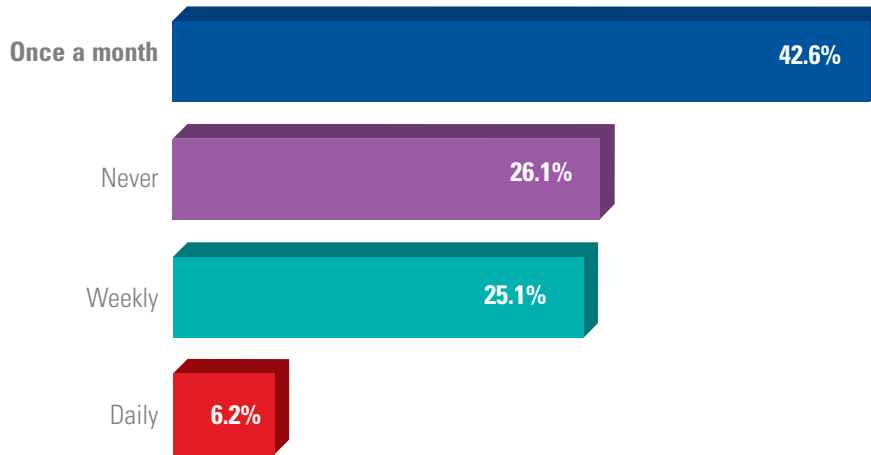


Wikis Gain Readers' Endorsements

Information-rich Web pages from Wikis serve as alluring resources for technology buyers today. As previously noted, this group regularly finds its way to relevant information on business and technology topics within the Wiki communications channel. And, although they may not actively share content with others in the Wiki community itself, respondents are more than happy to distribute any relevant information within the sanctuary of co-workers and colleagues.

More than 70% of respondents endorse and circulate content from Wikis. Thirty-one percent actively share information on at least a weekly basis while another 43% pass along content once a month.

How often do you recommend Wikis or pass along content from Wikis to co-workers and colleagues?

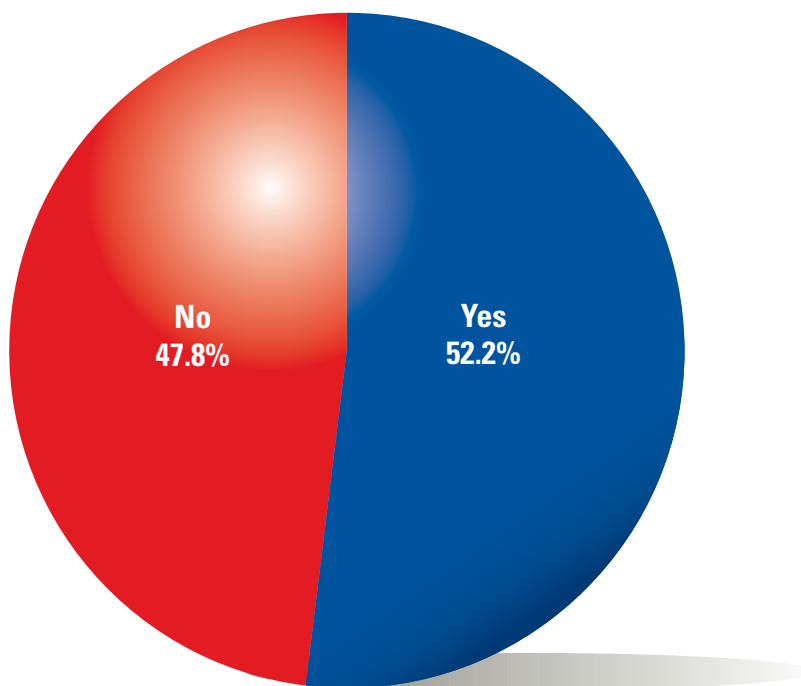


→ 25

Wikis Do Play Role in Technology Purchases

Even though respondents are closely split on the impact Wikis really have on technology purchases, a slim majority (52%) state that this type of content already influences their decision-making. When it comes to the examination and evaluation of technology, the devil is almost always in the details, so technology buyers may not feel that Wikis offer the drilled-down information necessary to make a major technology purchasing decision. However, these numbers are sure to grow as Wikis continue to hone the scope and quality of their content, as well as alleviate the number of unsourced postings.

Does the content you read in Wikis influence your work-related IT purchase decisions?



→ 26

