USE OF PRIVACY SETTINGS ON ENTERPRISE SOCIAL MEDIA AND ITS CONSEQUENCES ON GROUP PERFORMANCE: A MULTI-LEVEL RESEARCH PROPOSAL

presented by

Burcu Bulgurcu
Boston College

Abstract:
The proliferation of Enterprise Social Media (ESM) has created opportunities for groups of employees to organize around common goals or interests in largely the same way as traditional online communities. In light of its growing popularity, the visibility of content and networks of relationships has taken center stage in predicting a range of benefits of these tools to organizations in terms of knowledge sharing, collaboration, and innovation. In spite of the anticipated value potential of the inherent visibility of communication activities in ESM, recent papers have begun to question the prominence of visibility and instead emphasize the need to explore the role of strategic invisibility in organizations. In this research, we challenge this “ideology of openness” that is dominating the ESM literature and investigate the empirical link between group (in)visibility and group performance (i.e., generative collaboration), a class of collaborative activities focused on the co-creation of ideas, solutions, and products that are fundamental to the survival of today’s enterprises. Using content and log data from nearly 800 visible and invisible groups operating through ESM, we show that invisible groups display significantly higher rates of generative collaboration compared to visible groups. We further theorize and test a set of social mechanisms that help to explain the empirical link between invisibility and generative collaboration and show that the strength of the empirical link changes as a function of the level of risk and vulnerability associated with the target generative outcome.

Bio:
Professor Burcu Bulgurcu studies technology users’ information privacy and security related perceptions and behaviors. Her ongoing research focuses on shedding light on technology users’ vulnerabilities to information privacy invasions and offering results that will provide theoretical and managerial guidance in the development of effective information privacy and security policies, awareness and training programs, and easy-to-use information protection technologies. Her research aims to inform the development of public policy, which is fundamental to the ethical integration of technology into society. The results of her research have been published in the Management Information System Quarterly and presented at several leading IS conferences (e.g., International Conference on IS, Americas Conference on IS, and Hawaii International Conference on System Sciences). Dr. Bulgurcu’s degree in Education and Instructional Technologies has provided her with a strong theoretical base for her teaching. Her experience as an instructional designer at a distance education delivery company assisted her in mastering the mechanics of curriculum and instructional design, effective delivery methods, and learning assessment – skills that she uses when teaching “MI021 – Computers in Management” at the Carroll School of Management.

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