## **Contents**

List of Figures / Xi About the Author / Xii Acknowledgments / Xiii Preface / XV	
Part 1 What is it?	
1	What are Social Technologies? / 3
2	Crowdsourcing / 12
3	Crowdfunding / 19
4	Blogging / 22
5	Microblogging / 40
6	Folksonomies/Tagging / 48
7	Wikis / 53
8	Podcasts / 58
9	Social Networks / 62
10	Widgets/Apps / 71
11	Internet of Things / 75
12	Location, Location / 78
13	Mashups / 82
14	Virtual Worlds / 86
15	Gamification / 95

## Part 2 Why it Matters Spreading the Word / 16 17 Deaf to the Word 115 18 Some are More Equal than Others 119 19 Deciding to Do Something / 124 20 What's Marketing Got to Do with it? / 138 21 Critical Mass / 142 22 Innovations in Organizations / 147 23 All Change Please / 152 24 Management Choices / 159 Separating Fact from Fiction / 162 25 Findings from the Research / 166 26 Obstacles and Excuses / 183 27 Part 3 How to Do it 28 A Framework for Engagement / 201 29 Strategize / 204 30 Incentivize / 215 31 Trust / 221 32 Champion / 227 Engage / 233 33

Part 4 The Future's Bright...

34 Review / 242

35 The Future of Technology / 253

Notes / 265 Index / 290