Chapter 48
Social Media and Social Entrepreneurship

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ABSTRACT

Information plays an important role in the individual lives of people, and social media as an aspect of online information phenomenon is an exciting topic to explore in terms of its impact on social entrepreneurship. Many theoretical fields have contributed to the development of social entrepreneurship, looking in particular at the financial, political, and psychological impacts. This chapter is unique since it focuses on social enterprises and the impact of evolving technologies on social entrepreneurship. This chapter contributes to the literature on social media usage in social enterprises and offers a better understanding of the issues in the specific context of developing countries.

BACKGROUND AND INTRODUCTION

Previous work has established a lengthy list of internal and external aspects that affect the acceptance of IT by SMEs (Ahmad et al., 2014; Brunswicker and Vanhaverbeke, 2013; Ongori and Migiro, 2010; Venkatraman and Fahd, 2016). Research also holds that internal factors are more influential than external factors in terms of the acceptance of IT in business (Fernández-Olmos and Ramírez-Alesón, 2017). The characteristics of leaders, entrepreneurs and administrative experts including creativeness, age and experience/knowledge of IT are particularly salient in terms of the impact that they have (Fernández-Olmos and Ramírez-Alesón, 2017; Fosso Wamba & Carter, 2014).

Other issues such as virtual benefits (Mehrtens, Cragg, & Mills, 2001; Pillania, 2007), ease of practice (Lane, Wafa and Hassan, 2014; Yang et al., 2014) the size of the business (Bogataj Habjan and Pucihar, 2017) and its structural readiness (Son and Han, 2011; Alshawi and Goulding, 2008) also have an impact on the adoption of IT in businesses. On the other hand, Government support, as well as rules

and procedures and the nature of the business and national setting (Gunasekaran and Ngai, 2009), are the key external factors that influence IT adoption.

Recently, the role of SM has captured the imagination of business researchers and academics. Organizations recognize the tactical value of social media and are making advances in terms of how it can be used strategically. On the other hand, they are taken as an influential means for concluding the worldwide digital gaps (Ali, 2011; Ozuem, Prasad and Lancaster, 2016). Social media can also exert a powerful influence over social conduct, social relations and socio-politics (Stepanova, 2011). Moreover, the dissemination of SM within organizations produces both prospects and challenges (Deng, Joshi, & Li, 2015).

THEORETICAL CONTEXT: SOCIAL MEDIA AND SOCIAL ENTREPRENEURSHIP

Social connection is considered a fundamental component in terms of the psychology of communities (Laroche et al., 2012). The evolution of technology from telegraph, radio and telephone to the computer and other modern devices has made it easier and faster for people to maintain interactions with each other. In an era of rapid technological development and ubiquitous digital technologies, the use of social media is possibly the most notable contribution in the field of networked society (Vodanovich et al., 2010; Harris, Rae & Misner, 2012). Recent studies demonstrate that around the globe there are now over one billion people that use social media for different purposes (Karikari et al., 2017; Anderson et al., 2016). This has revolutionised the process of obtaining information and this has in turn created increased online brand assurance amongst customers (Hammedi et al., 2015; Pagani and Malacarne, 2017; Brodie et al., 2013; Chang et al., 2015; Kim, 2016; Kumar et al., 2016).

Social media is comparatively a recent phenomenon facilitated by increasing global access to the internet. This has given rise to the concept of the so-called "Networked Society" (Castells 2003). The origins of social media interacting can be traced to the advent of Bulletin Board Systems (BBS) in 1978, where users could log in to share software and information as well as to send messages and post to public communication panels. At the same time, because of the increasing interest and availability of home computers, social media became increasingly familiar to users (Kaplan and Haenlein, 2010). More importantly, this BBS is considered as a predecessor of the World Wide Web.

In 1979, Tom Truscott and Jim Ellis, from Duke University came up with the idea of "Usenet", which was a worldwide conversation or communications system that allowed users to post public messages over the internet (Kaplan and Haenlein, 2010). This platform was mainly used for posting articles or news. The idea came into being in a major way in 1980. The difference between BBS and Usenet was the dependency of Usenet on a server to create a news feed and to forward messages and information to different servers. BBS was based on central administration or a server.

In 1991 the discovery of the World Wide Web (WWW) provided new energy to connect the nerd culture with an increasing counterculture. After successfully change the dot. Communism to dot. Commercialism, Web 1.0 had been changed into the new form of two-way communication with the launch of Amazon and eBay in the early 2000s. Consequently, web 2.0 has grown to facilitate a more democratic style of interaction among users (Kaplan and Haenlein, 2010). Indeed, Web 2.0 is predominantly an exchange process for gaining access to resources and co-creating value (Finch et al., 2012).

In 1997 Bruce and Susan Abelson initiated ''Open Diary,'' which was a premature social networking site that combined all online diary writers into one segment (Kaplan and Haenlein, 2010). At the

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