Social Media and Knowledge Management

Disruptive Technology

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- Bachelor of Computer Science – Univ. of Missouri at Kansas City – 1989
- MBA – Central of Missouri State Univ. USA - 1991
- PhD in IT – Univ. of Wales, UK -1997
- Adjunct Professor at UNISSA, Brunei Darussalam
- Dean, Center of Postgraduate Studies, IIUM 2012-2013
- Dean, Corporate Strategy and Quality Assurance IIUM 2011 - 2012
- Director of Center of E-Learning – 1999-2000
- Director of Educational Technology-2000-2001
- Director of Information Technology-2001-2004
- Visiting Scholar at Univ. of Bahrain 2004-2005
- Visiting Professor at Islamic University of Maldives 2018
- Dean – College of IT, Al- Madinah International University, 2007
- Director of Collaborative Technology Center- 2008-2010
- Visiting Scholar-Jazan University- 2010-2011
- Presented paper at International Conferences at (Ohio, San Jose, Herndon, USA; Madrid, Spain; Helsinkë, Finland; Kristiansand, Norway, Turkey, Japan, Kuala Lumpur, Malaysia)
- Invited as Keynote Speaker and Speaker at International Conferences at (Dusseldorf, Germany; Banff, Canada; Singapore, Madinah, KSA, Jordan, Indonesia and Taoshiung, Taiwan)
- Published more than 100 papers in National and International Journals, Chapters of the book and books.
Where is the knowledge we have lost in information?"
"Where is the wisdom we have lost in knowledge?

Social Media

• Social interaction among people in which they create, share or exchange information and ideas in virtual communities and networks.

• Social media depend on mobile and web-based technology interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content.
Knowledge Management

• Knowledge is defined as a dynamic social process of justifying personal belief towards the truth, goodness, and beauty (Nonaka).

• Knowledge Management is defined as doing what is needed to get the most out of knowledge sources (Fernandez and Sabherwal (2010)).

• KM aims at managing knowledge including creation, and sharing of knowledge.

• Knowledge is created by people in their interactions with each other and the environment.

• Advantages of knowledge management:
  1. Improve the decision making process
  2. Increase productivity and efficiency
  3. Promote standardization
Disruptive Technology

- Disruptive technology is defined as a new technology that changes, disturbs and replaces the current technology and make it obsolete.
- It brings transformation in the way they conduct business, media is working, they publish intellectual property, and they present education.
- Disruptive technology provides a fast and sophisticated technologies that help achieve the personal and organizational goals easier than before.
- Disruptive technology includes laptops, smartphones, and social networking.
Social Media Users Worldwide

Number of Social Media Users Worldwide

<table>
<thead>
<tr>
<th>Years</th>
<th>Number of users in billions</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>2.46</td>
</tr>
<tr>
<td>2018</td>
<td>2.62</td>
</tr>
<tr>
<td>2019</td>
<td>2.77</td>
</tr>
<tr>
<td>2020</td>
<td>2.9</td>
</tr>
<tr>
<td>2021</td>
<td>3.02</td>
</tr>
</tbody>
</table>
The city getting rich from fake news

By Emma Jane Kirby
BBC News

5 December 2016
1,800EU for Fakery

After copying and pasting various articles, he packaged them under a catchy new headline, paid Facebook to share it with a target US audience hungry for Trump news and then when those Americans clicked on his stories and began to like and share them, he began earning revenue from advertising on the site.

Goran says he worked on the fakery for only a month and earned about 1,800 euros (£1,500) - but his mates, he claims, have been earning thousands of euros a day. When I ask him if he worries that his false news might have unfairly influenced voters in America, he scoffs.

"Teenagers in our city don't care how Americans vote," he laughs. "They are only satisfied that they make money and can buy expensive clothes and drinks!"
FAKE NEWS Generate Income
$10,000/Month

How much money can you bring in by making stuff up and putting it on the Internet? “I make like $10,000 a month from AdSense,” Paul Horner, a prolific, Facebook-focused fake-news writer told us this week. And among a growing group of Macedonian teenagers who see fake-news sites as a way to make easy money from American gullibility, the most successful can make about $5,000 a month, BuzzFeed reported.
SOCIAL MEDIA

Double-edged Sword

Social Media

Positive Impacts

Negative Impacts
Cambridge Analytica

The scandal that happened in 2015 revealing a data leakage on Facebook via a quiz application, where the company has sold the information of 87 million Facebook user to a political consulting firm in U.S to support the election campaign of Donald’s Trump and Brexit.

(Paasonen, 2018).
Deployment of Knowledge Management in Social Media

• Social media should deploy knowledge management (including tacit and explicit knowledge) due to its role in creating, storing, sharing, and disseminating just like the functions of social media in which it allows users to create knowledge, interact with people, and share knowledge.

• Social media influences the knowledge sharing behavior of individuals including students (Sharabati, 2018).
SOCIAL MEDIA & KNOWLEDGE MANAGEMENT

SOCIAL MEDIA

KNOWLEDGE MANAGEMENT

Seem like a perfect match!
(Disruptive Technology)
Uber, Facebook, Alibaba, Airbnb, Skype, WeChat, SocietyOne, Netflix, Apple, & Google

DIGITAL DISRUPTION

- World’s largest taxi company owns no taxis: UBER
- Largest accommodation provider owns no real estate: AIRBNB
- Largest phone companies own no telco infra: SKYPE / WECHAT
- World’s most valuable retailer has no inventory: ALIBABA
- Most popular media owner creates no content: FACEBOOK
- Fastest growing banks have no actual money: SOCIETY ONE
- World’s largest movie house owns no cinemas: NETFLIX
- Largest software vendors don’t write the apps: APPLE / GOOGLE
• Disruptive technology is brought up with the fear of losing some current valuable things and fear of the changes that will occur as it has massive effects on societies in all its aspects.

• Hughes (2018) emphasized that the concept of digital disruptive seems to be having negative influences but it is actually the way a world would be disruptive with innovation that will affect and change the society creating opportunities of prosperity, advancement for people to have a better life.
Digital Around The World

**Digital Around The World in 2018**

**Total Population:**
- **7.593 Billion**
- **Urbanisation:** 55%

**Internet Users:**
- **4.021 Billion**
- **Penetration:** 53%

**Active Social Media Users:**
- **3.196 Billion**
- **Penetration:** 42%

**Unique Mobile Users:**
- **5.135 Billion**
- **Penetration:** 68%

**Active Mobile Social Users:**
- **2.958 Billion**
- **Penetration:** 39%

**Sources:**
- Facebook, Government Open Data, Media & Content Authorities, IrinHeart Media, Social Media and Mobile, Social Media, Facebook, Tencent, WeChat, Kakao, Naver, DingTalk, TechRaia, SimilarWeb, Kepios Analysis;
- Mobile: GSMA Intelligence, Google, Ericsson, Kepios Analysis.

**Note:** Penetration figures are for total population (all ages).
When and Who?

<table>
<thead>
<tr>
<th>Year</th>
<th>Founders</th>
</tr>
</thead>
<tbody>
<tr>
<td>1998</td>
<td>Larry Page, Sergey Brin</td>
</tr>
<tr>
<td>2004</td>
<td>Mark Zuckerberg, Dustin Moskovitz, Eduardo Saverin, Andrew McCollum, Chriss Hughes</td>
</tr>
<tr>
<td>1999</td>
<td>Peng Lei, Jack Ma</td>
</tr>
<tr>
<td>1994</td>
<td>Jeff Bezos</td>
</tr>
<tr>
<td>2009</td>
<td>Travis Kalanick, Garrett Camp</td>
</tr>
<tr>
<td>2008</td>
<td>Brian Chesky, Joe Gebbia</td>
</tr>
</tbody>
</table>
Number of Users and Years
Years taken to join S&P 500

- **Google**: 6 years
- **Uber**: 6 years
- **airbnb**: 7 years
- **Facebook**: 9 years
- **Amazon**: 11 years
- **Alibaba**: 13 years
- **Microsoft**: 19 years
- **Seagate Technology**: 33 years
- **Hewlett Packard**: 36 years
Revenues ($USb)

- Google
- Facebook
- Alibaba
- Amazon
- Uber
- Airbnb
Revenue Per User ($US) Monthly

Revenue per user ($US)
Numbers based on annual revenue divided by active users. Alphabet and Facebook calculation based on active monthly users only.

Amazon: 438.52
Google: 66.70
Alibaba: 28.55
Uber: 28.00
Airbnb: 16.67
Facebook: 11.20

SOURCE: WIKIPEDIA, DMR, NASDAQ, STATISTA, FT.COM, REUTERS, VENTURE BEAT
Uber, Facebook, Alibaba, Airbnb

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Uber
The world’s largest taxi company, owns no vehicles.

Facebook
The world’s most popular media owner, creates no content.

Alibaba
The world’s largest accommodation provider, owns no real estate.

Airbnb
The most valuable retailer, has no inventory.

Something interesting is happening.
TOM GOODWIN
What Are Their Functions?

✓ They have no inventory product.
✓ They sell Information.
✓ They discover buyer and seller
✓ They are to be Information Broker
TYPES OF SOCIAL MEDIA

1. SOCIAL NETWORKS
   Eg: facebook, linkedin

2. BOOKMARKING SITES
   Eg: delicious, stumbleupon

3. SOCIAL NEWS
   Eg: Digg, Reddit

4. MEDIA SHARING
   Eg: Youtube, Flickr

5. MICRO-BLOGGING
   Eg: Twitter

6. BLOG COMMENTS & FORUMS
HOW TO EARN AN INCOME ON SOCIAL MEDIA?

1. SPONSORSHIPS
2. ADVERTISEMENTS
3. SELLING PRODUCTS
4. AFFILIATE MARKETING
5. PROMOTING SERVICE

SOURCE: https://blog.bufferapp.com/earn-income-social-media
ADVANTAGES OF SOCIAL MEDIA FOR ENTREPRENEURS

1. **Increase Exposure** - Since hundreds of millions of people are now online and are taking to social networking sites, companies can leverage this to increase their exposure.

2. **Provide Insight On Your Markets** - Provide you a better understanding of your target market

3. **Generate Sales Leads** – Let you reach out to your audience and build relationships.

4. **Develop Loyal Fans** – Use social media as a means to reach out to fans and directly address their concerns, your efforts will gain you loyalty.

5. **Lower Marketing Costs**

6. **Increase Sales**

Source: Statista, 2018
Many social media users believe the fake news shared
ICT Components: Peopleware (Heartware), Hardware and Software

- Data and Information
- Knowledge and Wisdom
- Heartware
- Software
- Hardware
Heartware in Peopleware

“Beware, in the body there is a piece of flesh; if it is sound, the whole body is sound and if it is corrupt the whole body is corrupt, and hearken, it is the heart.”

(Hadith Muslim: 3882)
• **Data** - strings of symbols, numbers, or alphabets; simply facts and figures, raw materials and raw events of higher order, and unconnected facts
  - e.g. 1, 0, 5, 9, 2; A, U, Z, F, N, A.

• **Information** - data that has been processed into a meaningful form, an understanding of relationships between pieces of data whose meaning depends greatly upon the context
  - e.g. 2, 4, 6, 8, 10; FAUZAN

• **Knowledge** - information that has human value; digested information that is useful and has some values for users; tacit and explicit
  - e.g. 2.7%, 3.8%, 4.9%, 5.2% - GNP
  - e.g. 2.7%, 3.8%, 4.9%, 5.2% - inflation rates

• **Wisdom** - need divine guidance (hidayah); involves exercising wise judgements between right or wrong and good or bad; and being consistent with Islamic values and Syariah
Wisdom (Social Harmonization) and Journey of *Insan*

DIKW (Data, Information, Knowledge, Wisdom) Model

Adapted from: Thompson, 2001
Peopleware in the Social Media

Guiding principles based on ethics, security, privacy, Maqasid Al-Syari‘ah, and Madani Society (Al-farabi)

People as the driver

Abdillah

Khalifah

People

Hardware and software (infrastructure) as the vehicle

Problems/Issues
Maqasid Al-Syari‘ah Perspective: ICT and Social Media

Mobile phone: Basic or smartphone?

Internet

Social media: Facebook, Twitter, YouTube, Instagram, etc.

IT Gadget: Laptop, tablet, etc.

Software/application

Satellite TV channel or free channel?

The essentials are the self-interests upon which people essentially depend, such as faith, life, intellect, posterity, and wealth.

The complementary interests supplement the essentials and refer to those interests that, if neglected, would lead to hardship but not to the total disruption of life’s normal order.

The embellishments refer to those interests that, if realized, would lead to refinement and perfection in the customs and conduct of people at all levels of achievement.
Maqasid Al-Syari’ah as Solution For ICT & Social Media

- Protection of Religion (Hifz al-Din)
- Protection of Wealth (Hifz al-Mal)
- Protection of Life (Hifz al-Nafs)
- Protection of Postery/Lineage (Hifz al-Nasb)
- Protection of Intellect (Hifz al-‘Aql)

<table>
<thead>
<tr>
<th>Maqasid Al-Syari’ah</th>
<th>Prevention</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zina</td>
<td>Suicide</td>
</tr>
<tr>
<td>Gambling</td>
<td>Superimpose</td>
</tr>
<tr>
<td>Riba</td>
<td>Pornography</td>
</tr>
<tr>
<td>Alcohols</td>
<td>Fitnah</td>
</tr>
<tr>
<td>Hypocrisy (munafiq)</td>
<td>Lie</td>
</tr>
<tr>
<td>Shirk</td>
<td>Corruption</td>
</tr>
<tr>
<td>Homosexual</td>
<td>Fraud</td>
</tr>
<tr>
<td>Superstition (khurafat)</td>
<td>MLM</td>
</tr>
<tr>
<td>“Get Rich-quick Scheme”</td>
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</tbody>
</table>
Social media contains knowledge about religion and is not always authentic and accurate.

- It is aimed to raise **false information** and use the technology to post and disseminate wrong religious knowledge by which some social media users do believe whatever is shared in social networking sites.
- An individual should preserve religion from any false and inaccurate beliefs and information by reporting the source of false information and going back to the authentic religion resources.
- Individuals should know the social media threats and be cautious for any defective knowledge or involving in sharing wrong information.
• The preservation of life should be observed by humans from any means that will lead to harmful effects on human health since a human body is a human's custody we need to protect.

• The emergence of social media has played the role of knowledge sharing with no limitations as it covers all life aspects.

• **False information** is a phenomenon raised in social media. Those inaccurate information regarding health and medication may lead to the exposure of some health diseases and reduce the level of healthiness of individuals. The negative influence of using technologies affect the health of individuals.

• People must be aware and ensure that only the accurate and authentic knowledge and information are disseminated on social networking sites.
Protection of Intellect
(Hifz al-‘Aql)

• The preservation of intellect should be observed by humans from any means that will lead to changes in an individual’s opinion and decision-making process.

• Social media is accused by having false information and practicing Cambridge Analytica by which it affects the behavior of individuals along with opinion and decisions which results in misleading and deceiving individual and that is against the good manner of humans.

• Social media should protect the right of human in getting accurate information and knowledge to ensure a better decision-making process, which is based on true knowledge via deployment of knowledge management in social media.
The preservation of lineage is important since the current generation has adopted technologies at their early age. This issue came up with the concern of raising this generation to have a bright future.

Social Media should provide them with good source and trusted social media educational sources.

The Star (2018) has reported on the unethical abuses of the social media application WeChat, from which people conduct unethical and forbidden relationships that jeopardize the preservation of lineage and leads to several bad consequences. In addition, scams highly occur on social media applications, such as, WeChat, as people communicates and make relationships in the virtual environment (Fun, 2017).

People should avoid using such applications that threaten the protection of the five important values and objectives in terms of losing dignity, wealth, and life.
The preservation of wealth is one of the objectives considered as the main source for meeting the essentials (Daruriyat) of human’s life.

The role of social media is not being limited to the creation of social relationship platform but a wide platform for businesses to conduct their business in a virtual world with no physical existence, the potential fraud level has increased.

Wealth should be protected from the three prohibited elements namely, Riba (Interest), Gharar (Uncertainty), and Maysir (Gambling) conducted over the social networking sites.

The Macau Scam is spreading in Malaysia through social network applications such as Facebook and WeChat. It was reported that cases of Macau scam have occurred in Malaysia where people cheat others by offering Job opportunities with great salaries to entice them into their scamming behavior via the use of WeChat social media application (The Star, 2017).

Individuals should know the bad intentions of people, cautious, and learn not to trust anything written or offered on those social networking sites to protect their wealth.
Form ICT to Knowledge Technology to Wisdom Technology (Social Harmonization)
From Data to Knowledge to Wisdom (Social Harmonization) Era

Information → Knowledge → Wisdom (Merciful + Compassionate)
Social Media from Maqasid al-Syari’ah Perspective

Social Media + Maqasid al-Syariah = Rahmatan lil ‘alamain
SOCIAL MEDIA & KNOWLEDGE MANAGEMENT ACCORDING TO MADANI SOCIETY (ALFARABI)

1. Promote the truth
2. Inculcate the love of knowledge
3. Achieve happiness
4. Promote good deeds
The exploitation of social media will be ceased by the realization of these four objectives and the deployment of knowledge management to produce a disruptive technology that enhances the quality of human’s life, improve organization’s profit, and ensure safety, security and privacy by eliminating the bad impacts of social media.
Code of Ethics

- There are no standard rules of ethics to govern the social networking sites.
- Each social networking site sets its own rules on data usage, privacy and some of these can be decided by the user.
Click Wisely Campaign

The Malaysian Communications and Multimedia Commission (MCMC) has introduced and started a click wisely (KDB) campaign in 2012, which aims at increasing the ethical manners of internet users, protecting internet users from cybercrimes and internet threats, increasing awareness and educating users about the internet's misconduct and threats for precaution purposes, and ensuring a safe and secure internet usage.
Click Wisely Campaign

'Click Wisely' campaign to educate, protect Internet users
2012-07-02 10:35

BUKIT MERTAJAM, July 1 (Bernama) -- The Malaysian Communications and Multimedia Commission (MCMC) will be organising a nationwide campaign beginning this month to educate and protect the country's 17.5 million Internet users against cyber crime and misconduct.

Information, Communications and Culture Minister Datuk Seri Dr Rais Yatim said the campaign was necessary in view of rampant cyber offences such as hacking, identity theft, scams and cyber bullying.

"The government is concerned that awareness on the matter as well as ethics among our Internet users is still low," he told reporters after launching the national-level 'Klik Dengan Bijak' (Click Wisely) 2012 campaign, here, today.

Also present was MCMC chairman Datuk Mohamed Sharil Tarmizi.

Rais said the campaign by the MCMC was in line with the rapid development in technology and progressive broadband penetration in the country which had already reached 64 per cent.

Meanwhile, Mohamed Sharil said the MCMC would gauge Internet users' cyber knowledge through its campaign and guide them on proper application.

He said the campaign was based on three aspects - security, precautions and self-censorship responsibility.
Conclusion

Web 1.0
Data Communication
Data Workers
Data Management
Data Society

Web 2.0
Information Communication
Information Workers
Information Management
Information Society

Web 3.0
Knowledge Communication
Knowledge Workers
Knowledge Management
Knowledge Society

Web 4.0
Wisdom Communication
Wisdom Workers
Wisdom Management
Wisdom Society

Wisdom (Social Harmonization)

WISDOM WEB
Thank You!