WARWICK
BUSINESS SCHOOL

Information Systems and Management (ISM) Forum

Summer Term 2009

Speaker:	**Professor Wanda Orlikowski (MIT) and Dr Susan Scott (LSE)**
Title:	**Getting the Truth: Exploring the Material Grounds of Institutional Dynamics in Social Media**
Date:	**Friday 26th June 2009**
Venue:	**Room B1.19, Warwick Business School, Scarman Road**
Time:	**13.30 – 15.00**

Abstract: Our research focuses on the fast-changing landscape of contemporary social media (e.g., Facebook, TripAdvisor), where recent technological innovations have facilitated the interaction of large numbers of people across time and space. In contrast to more traditional forms of web usage that focus predominantly on relatively passive, one-way information flow, social media are characterized by dynamic, peer-to-peer interactions and multi-media, user-generated content. Also referred to as Web 2.0, these websites represent new forms of distributed, collective knowledge creation/sharing that defy easy characterization, prompting us to reconsider conventional views of technology. Drawing on Barad's notion of "apparatus," we consider the differences in knowledge produced by institutionalized hotel grading schemes such as the AA and VisitBritain on the one hand, and those of TripAdvisor's reviews and rankings on the other. In particular, we draw attention to the way in which TripAdvisor's dynamic sociomateriality (re)configures the standing of hotels in our study so that previously valued criteria lose their significance. We contrast the purposeful practice of travellers using TripAdvisor with the consternation among hoteliers who raises ethical issues of fairness and honesty. Far from being a neutral channel or passive mediator, the sociomateriality of TripAdvisor is integrally and actively part of knowledge production, creating differences that have wide reaching implications for the relationships between travellers and hoteliers.

Biography: Wanda Orlikowski is the Alfred P Sloan Professor of Information Technologies and Organization Studies at the Massachusetts Institute of Technology and a Centennial Professor at the London School of Economics. Her primary research interest focuses on the dynamic relationship between organizations and information technologies, with particular emphases on organizing structures, cultural norms, communication genres, and work practices.

Susan Scott is a senior lecturer in the Information Systems and Innovation Group, Department of Management, at The London School of Economics and Political Science. Her research focuses on the role of information systems in the transformation of work practices with particular emphasis on the financial services sector. Susan has published on: IS and risk management; electronic trading; organizational reputation risk; enterprise resource planning and best practice.

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