Innovative web 2.0 implementation: a case study of a web 2.0 technology proliferation within a university setting

Peter Ractham*
School of Commerce and Accountancy
Thammasat University
Bangkok, Thailand
E-mail: peter.ractham@gmail.com

Xuesong (Sonya) Zhang*
Craig School of Business
California State University, Fresno
5245 N. Backer Ave. M/S PB8
Fresno, CA 93740–8001, USA
E-mail: sonyazhang@gmail.com
*Corresponding authors

Daniel Firpo
School of Information Systems and Technology
Claremont Graduate University
Claremont, CA, USA
E-mail: Daniel.Firpo@cgu.edu

Abstract: This study examines the chronological use of web 2.0 technologies within a university setting with the goal of strengthening the level of community communication, interaction and collaboration. We provide an analysis of the structural potential of web 2.0 technologies, and their practical usage as a key determinant of the technology’s impact on a specific organisation, as well as an analysis of its significance pertaining to Information Systems (IS) research. The role of web 2.0 usage to bring about organisational change is analysed through the lens of Adaptive Structuration Theory (AST).

Keywords: web 2.0; social software; social learning; adaptive structuration theory; AST; electronic learning; e-learning; technology proliferation; virtual community.


Biographical notes: Peter Ractham is a faculty member at the School of Commerce and Accountancy, Thammasat University, Bangkok, Thailand. He received his doctoral degree in Information Systems and Technology from...