

## Sharing Ideas and Their Creative Effects using Social Network Services (Concentrated on team project in university and corporation)

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**Abstract:** The purpose of this study is to show the influence of how SNS(Social Network Services) can help sharing ideas on creation. Also, the efficiency of the process in a team project is also included in the study. According to the survey, the reason why we use SNS in team projects is not because of the efficiency of the progress and the improvement of the performance. It was just because we had trouble matching each other's available time. In this study, we brought up a problem about the inefficiency of a meeting in original team project. As a way of solving this problem, using the platform of SNS and making a better way of deriving ideas in a team project was the background of this research. We are trying to validate how utilizing SNS as a place of sharing ideas and show that it can lead to better performance. The analysis conducted a survey of students in their twenties and one hundred and ten office workers who have experience of using SNS as a way of performing their tasks, through online Google research. After the survey we implemented FGI on the subject, dividing into two groups, people who have used SNS as a platform for sharing and the others who have not. As a result, the group of people who have used SNS show competitive advantage over other teams of illustrating creativity of creative result and degree of completion. That is to say, the core of our study is sharing ideas by SNS helps to bring out ideas in lower stress environment and enable to perform their tasks with more innovative creation. By this, it leads to reasonable competition within teams and creates synergy. Consequently, the expected effectiveness of this study would be for SNS to be utilized as a platform for sharing idea. Especially, on projects in colleges and companies leading to improvement of time efficiency and accomplish improved productivity.

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**Keywords:** Team project; sharing ideas; social networks service; creative idea

### 1. Introduction

#### 1.1 Team Project of Corporations and Universities

The process for team projects has a great effect on the results of the project. Organizations are increasingly seeking to foster creativity, because it is an important source of organizational innovation as well as competitive advantage(Malikeh and Fateme-Begom, 2013). What this example makes clear is that we can know the exchange of information and that knowledge is very important in teamwork. Projects require the coordination of interconnected tasks(Enno, 2010). In this study, we accept usefulness of SNS on the process of team projects in corporations and universities. Moreover, the purpose of this study is to make social network services a place of idea sharing and positive outcomes. Creative ideas usually come to our mind without regard to time and place, but in an environment where time is limited, it is difficult to make ideas creative.

#### 1.2 Positive Outlooks for using SNS due to Widespread Mobile Devices

In this article, we would like to explore the utilization of SNS, for developing creative ideas. The number of SNS users increased remarkably in the past few years. SNS have developed a practical value in the way how they built close relationship with the acquaintance. Through utilizing SNS, most of corporations produce profits and viral marketing. Like this, SNS, the platform creating many values, gets the possibility of advance as a communication medium. There are many attempts to share ideas and crowd source through the web-site. However we couldn't find activated communication in existing web sites not SNS. The purpose of this study is using the characteristics of SNS and draws a result which performs a creative idea. Also, it is to make SNS the best place for a specific group to progress successfully.

### 2. Related Works

#### 2.1 Positive Effect of Utilization of Social Network Services through Mobile Devices

As development of smart devices spreads which are useful to carry whatever we want, the frequency

of social media rises sharply. According to Kocca's report, 'Situation of using social network in USA', more than one-third of connection hours are in mobile applications. We can see close relations between social networking and mobile apps(Figure 1). In Figure 1, 34% of social media time spent was done when to mobile apps. While 61% of social media time spent when to computers. Mobile app is high figure strictly.

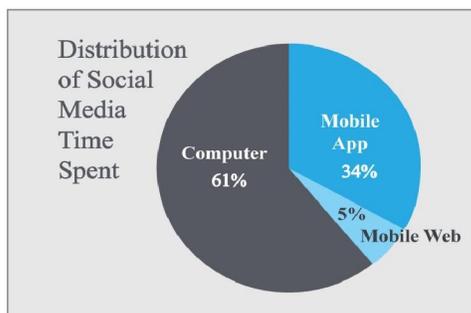


Figure 1. Spend situation by social media

In Figure 2, the number of users through mobile apps and the mobile web doubled. Whereas, computer users only increases when we find the point that is not big increasing as 163 million to 172 million people. Mobile platform will be predicted for important position in spreading network.

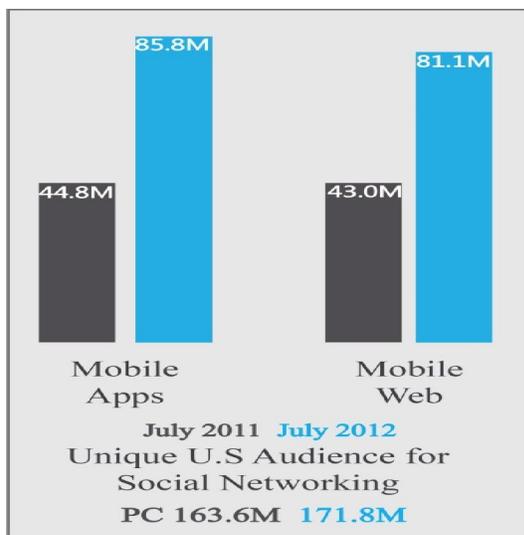


Figure 1. Increase of the time using mobile application (kocca)

### 2.2 Creative Company Culture

Creative ideas come out in variety of places doing activities that are not actually related to original tasks. According to the survey of students in their twenties and one hundreds and ten office workers, 52% replied that company culture with no

suppression and flexible atmosphere is necessary for effective team project. This kind of company culture is spotlighted and widely used these days. Using social network to share ideas is reflected also by this culture. Organizational creativity is as the creation of a valuable, useful new product, service, idea, procedure, or process by individuals working together in a complex social system (Malikah and Fateme-Begom, 2013). In this system, instantly thought ideas can be shared by social network with team individuals.

### 2.3 Utilization of Social Network Service in Team Project

In our survey for one hundred and ten university students and officers, all respondents have experiences to use SNS in team project. People who use social media and experienced a team project before, 100% of respondents said they have performed a team project by social network. At an offline meeting, the pressure for thinking an idea makes it more difficult to come out for a solution and as a result, more time is needed which becomes ineffective. In order to gain ideas that are all agreed by the members, idea sharing platform SNS is needed.

#### ■ Inefficiency of offline think session

According to use-present condition of team-project based on SNS and survey of use-intention for one hundred and ten university students and officers, all of respondents feel ineffective at offline meeting. That's because 'Long meeting time(32%)', 'Loss for Ideas in a meeting(26%)', 'Free rider problem (23%)' and 'Feel pressure in a meeting(19%)'.

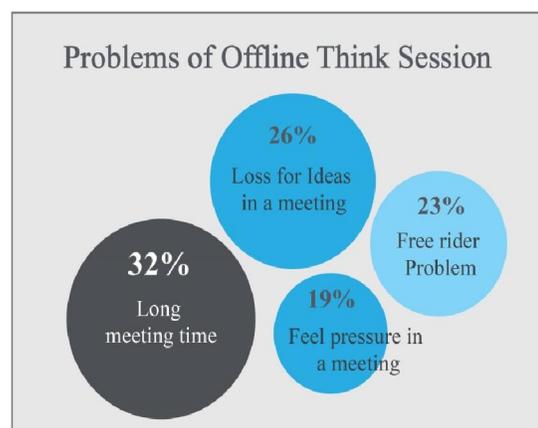


Figure 3. Problems of offline think session(kocca)

Idea-meeting is recorded as 82% for responses which carry out service of social network. There are some problems in idea meeting of offline like exhaustion of idea, long last meeting time by

communication problem, matter of free rider, pressure from the meeting and etc.



Figure 4. Preference of meeting type

### ■ Team project using SNS just as messenger

There are studies of having positive results in online learning outcomes based on "Twitter & Facebook". Applied ones of this study suggest people over 17 ages being suitable at cooperation of team project. By the survey, these are answers as 82%. It takes long time and it doesn't communicate well having team project only using SNS. Among them, these are 55% as cases that SNS is carried out just as messenger. That is to say, the outcome using SNS just as messenger means dropping efficiency. We have to need right using of SNS. That is, we take cases which carry out SNS and offline meeting.

## 3. Analysis

### 3.1 SNS-based Formation of Creative Ideas and Effect and Result of Motivating Teammates

Immediately by sharing idea in daily through SNS, there are results which prevent lose and store of idea. Yet, in case of recording idea of draft, we can set a page which can find oneself in SNS page. And then, we share completed idea with our team. We are able to think flexibly out of formed idea-problem sharing idea in SNS. Team of autonomy presents correlation of plus in case of high change and feel nervous about self-esteem looking co-worker's idea in page of SNS(Cho Yun Kyoung, 2011). And then, autonomy and results of team show correlation of plus. We could get a motivation and synergy through competition by looking at ideas of other teams.

### 3.2 Time Efficiency with Appropriate Use of SNS

In team projects, SNS account for sharing information, messenger about communication, and the way of gathering idea. It shows us 36%, 55%, and 9%. When we use SNS as "Using messengers for daily communication", the performance value of creative result is low. Before a mention, if sharing idea is preceded through SNS, we will take effects

that reduce meeting time even disappear. The other site, when we take team project as Social Network Service in sharing place, we can reduce offline meeting time(32%).

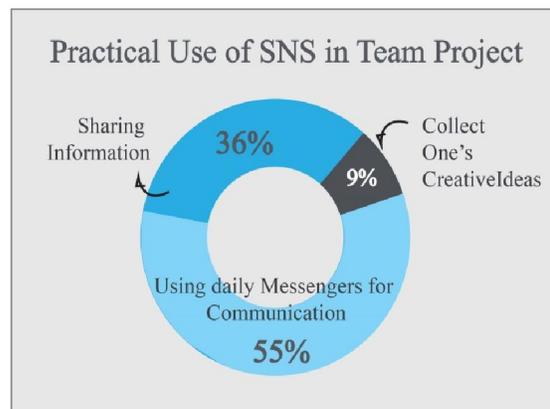


Figure 5. Use of SNS in team project

### ■ Strategy in team project in terms using SNS as a place of sharing ideas

Figure 7 is designed study model for having a creative effect of meeting-result. Meeting by SNS is active and if its number increase, smooth progress of team project is possible. We draw creative effect using SNS as sharing place.

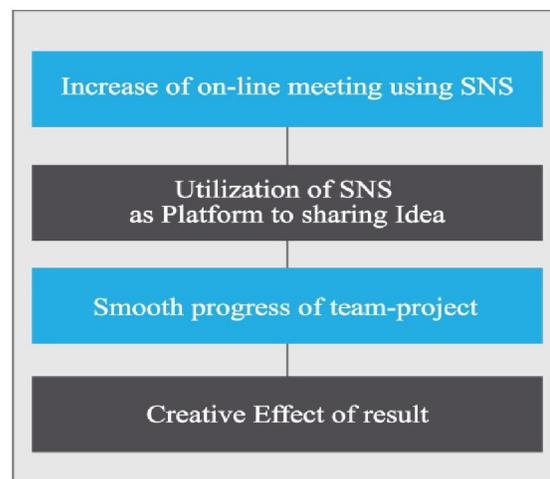


Figure 6. Research model

### ■ Procedure in sharing ideas based on Facebook

This study was progressed through Facebook. First of all, make secret group page to share ideas with colleagues. Second, update creative idea to group page when come out the idea. Third, give and take comments with colleagues in SNS page. Next, take a definite form through feedback. Finally, progress is smoothly off line meeting out of existing problem.

Table 1. Progress sharing idea using SNS

PROCESS OF SHAREING IDEAS	
1	Making secret Group page
2	Upload Creative Idea to Group page
3	Interaction with colleages Using Comment
4	Idea actualization
5	Off-Line Meeting

**4. Results**

**4.1 Progress by FGI (Focus Group Interview)**

The topic of FGI is effective use of SNS in team project. We analyze object divided group 1 and 2, using a messenger and place of sharing in idea. Each group composes 4~5 students in 20's age and measuring factors is outcome, completeness, smoothness of communication changing attitude of free rider and change of teamwork. Through these, we can prove efficiency of team project-strategy using SNS in sharing idea place. We should make procedure for better effect and reducing time of team projects.

Table 2. Performance progress of FGI

FGI PROCESS		
Topic	Practical use of SNS in team project	
Partici- pants	College student in their 4~5 people in 20's age in each team	
	GROUP1	GROUP2
	Using SNS for sharing Information and usual Messengers	Collect one's idea using SNS Discussion through offline meeting
Measur- ing Factors	1	Result quality and complement
	2	Smoothness in communication
	3	Change of Free rider's attitude
	4	Change of Teamwork

**4.2 Research Data Result and Analysis from FGI**

According to use-present condition of team-project based on SNS and survey of use-intention for one hundred and ten university students and officers, it is rarely to prepare ideas when think session(26%). And free riders always exist(23%). Subjects of 19% replied atmosphere as a factor that bothers idea brainstorming. Remained responses are etc. In this point, we can realize the inefficiency of offline think session. In case of using SNS, it is all of case that use substitution restricted by time and place. Just as messenger and the place sharing information is over 50% and hardly use the place sharing ideas.

**4.3 Creativity in SNS-based Idea Conference and its Result Analysis**

Teams who have a meeting in SNS answered that the result of project is more creative than before in FGI interview. Also, the result of task had high records than ever. First, increasing for participation of teams is a factor. It was recorded that "If teams show idea, feedback and communication is active between them." It was proved by interview that sharing and communicating ideas in SNS have effect in thinking idea. Therefore, it is also said that idea meeting based on SNS have effectiveness in thinking ideas and upgrading outcomes of task.

**5. Newly Suggested**

**5.1 Analysis of Effect of Team Project using SNS as Sharing Ideas**

According to the results that both of team progressed projects in same condition and subject, the team sharing ideas by SNS was better output in both of team. Mental pressure was diminished in terms of giving them duty for ideas and using idea elastically. Also, in meeting time of idea, we can prevent free riders and we may get high effect as recording ideas in SNS. And we can grow by coworker's feedback. The frequency of using SNS makes competition between colleagues. It makes synergy. This material shows sharing ideas using SNS activates feedback or communication.



Figure 7. FGI Response and outcome

## 5.2 Newly Suggested Model with Facebook

We use a group page of Facebook as a place for sharing idea in team projects. A group page of Facebook sets the page which only participates with teams for security. What is thought while teams in a group use SNS is uploaded in group page. After the time, feedback with coworkers, cheering and criticism is followed about that. Team-work between them is upgraded. And because of being posted in SNS, measuring the outcomes so, positive competition is constructed. Ideas are more specified and can be combined with other coworker's as immediate and faster feedback in coworkers.



Figure 8. Realization of screen using Facebook

## 6. Conclusion

In the corporation, making idea's quality high is very important. And it affects our society's success at the same situation. This study is performed to improve the achievement of outcomes in team projects in corporations. It was foundation for study popularization of social network services. It is focused on how to be positive effect in outcomes that not substitution of offline meeting with SNS but sharing ideas. When progressed team project, we make up bad points in offline meeting and positive results can be made by raising participation with teams as a competition. Expectation effectiveness is that creative people in companies and universities make time and results to be highly effective so, they could devote themselves to society.

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