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**Enterprise Uses of Social Media**

**Abstract**  
For several years I have studied enterprise attitudes toward and uses of technologies that are primarily used by students and consumers, such as instant messaging, weblogs, wikis, and social networking sites. Email took decades to move from research and student use to full acceptance in enterprises. Today, communication and collaboration tools can make that transition far more quickly, but not instantaneously and not without encountering some of the same hurdles and other new challenges. In this talk I describe some patterns that have emerged and fit them into relevant literature on the social psychology of groups and organizational behavior.

**Biographical Sketch**  
Jonathan Grudin is a Principal Researcher in the Natural User Interface group at Microsoft Research. Prior to joining Microsoft, he was Professor of Information and Computer Science at the University of California, Irvine. He has also worked as a software engineer and in government research. He has been involved in CHI and CSCW conferences since each began. With Ron Baecker, Bill Buxton, and Saul Greenberg, he co-wrote and co-edited the second edition of *Readings in Human-Computer Interaction: Toward the Year 2000* (Morgan Kaufman Publ., 1995). He was Editor of *ACM Transactions on Computer-Human Interaction* from 1997-2003, is ACM *Computing Surveys* Associate Editor for HCI, and writes and edits an ACM *Interactions* column on HCI history. His publications on HCI include a chapter in the *Annual Review of Information Science & Technology* (Information Today, Inc., 2011).