Using FriendFeed for Research and Information Sharing

Corporate Level

<table>
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<th>Objectives</th>
<th>Employees will be able to contribute information relevant to a given research topic to a feed with 100% accuracy.</th>
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| Materials  | • Computers with internet access  
            • Projector  
            • FriendFeed accounts | |
| Procedure  | 1. Walk employees through FriendFeed’s purpose and capabilities.  
            2. Explain procedure used to upload materials.  
            3. Show employees how to link feeds as friends and how to join a “room.”  
            4. If people have laptops open in front of them, ask them to follow along.  
            5. Discuss merits of brainstorming ideas as a group.  
              “Brainstorming is a useful and popular tool that you can use to develop highly creative solutions to a problem. It is particularly helpful when you need to break out of stale, established patterns of thinking, so that you can develop new ways of looking at things. This can be when you need to develop new opportunities, where you want to improve the service that you offer, or when existing approaches just aren't giving you the results you want.” - http://www.mindtools.com/brainstm.html  
            6. Have above site linked to FriendFeed room for reference.  
            7. Give employees a company-wide issue that needs to be resolved. Ask them to conduct some online research and to post their findings or helpful sites on the feed.  
            8. Prompt workers to generate a team idea and leave constructive comments on each others’ posts. |

1Adapted from: http://www.mindtools.com/brainstm.html