Yammer Initial Research

Research information will go here (bullets, lists, however you want to present it). I just wanted to get up an example of how we can enter information as we find it. Remember you will need 3 different posts of research information from a unique source. You can use the same source as someone else but need to add to what they've researched. The main categories are listed, but feel free to make a new category if you find information for it. It is VERY IMPORTANT that you do not plagiarize when posting your research and remember to site the source. Also remember to post your name so you can get credit for it!

source: madeupwebsite.mom

-Brooke

Overview/ History and Development:

Yammer works much like Present.ly, another twitter like program for businesses. https://purdue.presentlyapp.com/home

-Rebecca Wills


Yammer was founded by David Sacks and launched in September 2008 at TechCrunch50 where it had been nominated for both the Best Enterprise Startup and Best New Startup Categories in the Crunchies Awards. David Sacks background is that he has been involved in other high profile companies including working with Paypal from 1999, taking over as Chief Operating Officer with the company from 2002. He was also the founder of a family social network aimed to support the development of family trees, this genealogy site was called www.Geni.com. Working with David on Yammer are employees from the ranks of PayPal, eBay and other software industry leaders. - Mandy Breese


- Six weeks after the launch of the service, a total of 10,000 companies with 60,000 had signed up. Users ranged from small startup companies to Fortune 500 companies including HP and Xerox.
- Yammer was first created and used internally at David Sacks previously created site, Geni.com, which is a social network for family use. The use of Yammer was seen by executives from PayPal, eBay, and eGroups, who aided David Sacks in the formation of Yammer, making it available to companies across the world.
- Yammer was developed using Adobe Flash Platform and other Adobe solutions that made possible the features of Yammer, such as dynamically built layouts and scrolling applications.

--Brooke Jones

Purpose of the Application:

Researching Yammer took me to this page stating the Yammer Company Profile: http://www.crunchbase.com/company/yammer

Essentially, Yammer is a private network for employees to organize and collaborate on various projects. It allows for privacy because only those people with a valid company e-mail can access the company’s information and talk to fellow colleagues. All information posted on Yammer is in one central place, making it convenient to recall past conversations or comments. The fact that Yammer is extremely simple is something I’m sure we’ve all noticed. We’re used to complex and massive sites like Facebook and MySpace. Initially, I wanted to complain that it was so simple, but with some exploring around, the simplicity of the site is appealing, especially if you put yourself in a company based mindset. Having everything in a small area with a small amount of options keeps things simple and easy to use.

-Derek Konyshak

Purpose: allow companies and organizations to exchange quickly exchange information that answers the simple question “what are you working on.” When one employee provides an answer to that question, a feed is created in a central location allowing workers from that company to easily discuss ideas, ask questions, post news, and share links or other information. Users can choose to follow other members and messages.

info adapted from https://www.yammer.com/company (Yammer overview page) --Brooke

Although Yammer offers a free basic level service it is possible for companies to be in more control of their section of the website. There is a Silver level of membership which means that companies can obtain administration rights, which can allow them to limit I.P. addresses, add passwords, remove ex-employees so that they cannot gain access to company chatter and additionally allow the removal of messages which the company feel are inappropriate. This level of membership incurs a $1 per month charge to the company for each of their employees that is signed up to Yammer. In addition there is a third level of membership which offers a few extra benefits such as multi-domain networks. The gold level membership costs $5 per month per user. Companies are however able to see if they would find Yammer to be a valuable resrouce by obtaining a free 3 month trial before committing to ongoing subscriptions for the service. For full details of membership benefits please see www.yammer.com/admin.

Once a company claims their network by and administration fee, they earn the following administration rights:

- Ability to remove any member from their network or delete a message.
- Ability to set password policies, such as minimum number of characters and complexity for passwords.
- Ability to set settings for the user's session such as requiring e-mail confirmation network members log-in from a new browser.
- Ability to assign an IP range for the network in order to restrict access to the network.
- Ability to upload a company logo with custom colors to appear at the top of every page.
- Ability to assign additional administrative privileges to another user within the network.

info from http://www.tradevibes.com/company/profile/yammer

--Brooke Jones

How does it work? (directions, how to use/begin to use)

A slide show was created by Lee Aase and can be viewed on http://www.slideshare.net/LeeAase/yammer-101-presentation. It explains the basics of Yammer.

-Rebecca Wills

Yammer is able to be utilised by anyone with a business email address.

- Firstly you need to set up an individual log in using your company email address.
- Next an email is sent to you, and in which there is a link to activate your account.
- Once activated you are then able to set up a personal profile which can include a picture of yourself if you wish.
- Once your account is activated you can also begin to invite other co-workers to join Yammer.
- Other co-workers are able to set up their own log in and profile as described above.
- As a signed-up member you can then send emails and add posts/topics to the website about the work you are involved in.
- Emails can be sent in the same way as normal email and the content is then searchable by other co-workers.
- As other co-workers sign up to Yammer they are able to send email, add posts and can also reply to posts and search topics within the section of your company
- You are able to reply to posts by using the reply link at the bottom right of any message
- You are able to search topics if you need a particular answer to a question/problem about an area of work.
- You can subscribe to get other co-workers updates and this can include receiving updates via your Blackberry or IPhone.
- You are able to also set up both private and public groups, allowing you control over who can access your posts etc.

For further information on how to use Yammer you can access a Video or the How to guide at: http://www.yammer.com/guide/network


Examples of how Yammer can be used:

Info from: http://www.panorama.com/blog/?p=157

In many larger organizations (and even in smaller ones) there are often comments about how detached the Middle and Senior Management are from what is actually happening on the ground and that perhaps they sit in their ‘Ivory Towers’ a little too much. Panorama who are a worldwide software company are a great example of how ‘Micro Blogging’ through Yammer can have huge benefits to productivity. Panorama have found that by engaging over 90% of their employees in Yammer the organisation is no longer so hierarchical and has become much more of a ‘flat’ organisation where everyone has an understanding in ‘real time’ of what other employees are doing (even the CEO). It has also allowed the company to become much more reactive to customer and staff needs as posts about problems can be placed on Yammer and can then be responded to immediately, in some situations these issues/problems can be solved in minutes whereas they might have taken days previously. Yammer has no geographical or time limits, it can be accessed anywhere and anytime by anyone within the company network regardless of their working patterns.

-Mandy

Info from: http://www.nytimes.com/2008/10/21/technology/start-ups/21twitter.html?_r=1

According to this New York Times article, Yammer is the Web 2.0 application that takes current programs such as Twitter and asks the question, "What are you working on?". According to David Sacks the chief executive of Yammer, the goal of the application “is to make offices more productive”. Sacks previously worked as operations chief for the online company PayPal and quickly realized that making money was an issue when creating Yammer, therefore winning the the TechCrunch50 prize for start-ups was a big deal for the launching of the company. The basic gist and use of Yammer entails first signing the business up. Yammer is free to anyone with a business e-mail address. Companies have an option of how much control they can have over their Yammer account depending on which type of account they choose to set up. Companies can choose to stay with the free model and have the default control settings available to them, an option that 10,000 companies with 60,000 employees chose in the first six weeks of the company according to New York Times. However, the article further states that a mere 200 companies with 4,000 users are paying for the service. The paid service is the second type of option and gives the company more control over
security and how their employees are able to use the service. The charge for this service is $1 per employee per month of use. This is clearly a very reasonable option, but from what the numbers have shown us, is not something that companies feel they need to take advantage of mainly due to the efficiency already put in place by the company. There seems to be very few limitations to the companies control and usage of Yammer. My favorite feature that the article mentions is the reduced amount of spam e-mail from co-workers. That seems like a really valuable tool, except so far within my usage of the program e-mails have been sent to me updating me with Yammer posts. However, I am fairly certain I can change that option in my settings.

-Jack Ulrich

How is it related to other applications (how can it be used w/ other apps)

One thing that I keep coming across over and over again when reading articles, websites, and interviews about Yammer is that they often focus on the differences between Yammer and Twitter. Of those differences, the one they focus on the most, besides Yammer being for companies and organizations, is that Yammer allows for companies to use an unlimited amount of characters when responding to or creating a message; Twitter has a limit of 140 characters. I just thought it would be something important to mention because of the fact that the purpose of Yammer is to allow companies to exchange information and have discussions which I am pretty sure would exceed 140 characters. http://www.instantmessagingplanet.com/enterprise/article.php/3804651 and http://www.socialnetworkingwatch.com/2009/02/david-.html

-- Majken Chontos

Yammer can be used alongside with Twitter, considering that Yammer is basically Twitter except that it is more business orientated they can be both used in the same way. If you have both a Twitter account and a Yammer account, you can actually post on Yammer through your Twitter account with using the tag in Twitter. For example, on your Twitter account if you wanted to update your status about what you are doing simply type #yam and then your message, both your Yammer account and your Twitter account will both be updated with the same update. https://www.yammer.com/account

-Brian Halliwell

You can download a Yammer application for an iPhone using iTunes and the iPhone App Store. It is a free application that allows you to stay connected everywhere you go. (https://www.yammer.com/company/iphone)

Yammer can be used with over 30 other applications through the use of Ping.fm. This application is available on Yammer and provides a service that simultaneously updates multiple social networks with a text, e-mail, or variety of other applications. (http://ping.fm) (https://www.yammer.com/company/applications_third_party)

--Brooke

The following has just been copied straight from the following website: http://www.adobe.com/cfusion/showcase/index.cfm?event=casestudydetail&casestudyid=598331&loc=en_us

I thought it could be useful here or as a separate section: however as I am not really that much of an IT boffin and don't really understand the applications it talks about, I thought someone else might and would be able to understand the info and translate it so that we could use it here without plagiarising from the site.

The breakthrough service was developed using the Adobe Flash Platform, including Flex Builder 3, AIR, and Flash CS4 Professional software. It includes a web client, a desktop client powered by Adobe AIR, and iPhone and BlackBerry applications.

According to Senior ActionScript Engineer Brad Bouse, the Adobe solutions were chosen because they were more flexible and approachable for Yammer developers than other options, and the powerful scripting in Flex Builder 3 made development of the application, including many scrolling applications and dynamically built layouts, faster and easier. There were other important advantages to selecting the Adobe Flash Platform, including an improved customer experience and faster time to market.

"We built Yammer using Flex Builder 3 because of its tight integration with Adobe AIR, which allows users to fluidly consume content without a browser and review the application in online or offline environments," explains Bouse. "Adobe Flex Builder 3 also accelerated development by enabling us to reuse core utilities and code from the Geni application. We had a prototype in no time." The Geni application was also built using the Adobe Flash Platform.

-Mandy

Yammer allows you to take advantage of their new address book importer. Instead of "entering in all of your co-workers' addresses manually, you can now quickly invite them by importing your existing address book." You can import your address book if you use any of the following: Gmail, Outlook, Yahoo Mail, AOL Mail, and Hotmail. This is a great feature especially for people who belong to a big company and have a lot of co-workers. http://blog.yammer.com/blog/whats-new/

--Majken Chontos

Unique ways of using Application
Exploring around Yammer, I found that you can text Yammer from your phone. Following the SMS link under Settings, at this url https://www.yammer.com/account/mobile, you can set up your mobile phone to text information to your main page.

-Derek Konyshak

We may want to use some of the information on this website http://blog.yammer.com/blog/2008/10/7-ways-to-send-and-receive-yammer-updates.html which has pictures of the variety of ways to use the application. - Mandy

I think one of the most beneficial applications in the desktop application, which allows you to receive updates on your computer from your Yammer page without being logged-in. You can receive the updates even if the desktop is minimized or in the background. I have this application on my own computer, so while I'm working on homework I am able to keep up to date on what is happening on Yammer. People who are at work or school may not get sevice on their phones or can't have their phone with them so the desktop option can let a person know when someone has posted information on Yammer. Someone could be waiting for a reply on Yammer or for someone to post information that is beneficial for what they are currently working on, so the desktop application can immediately notify someone about a new post that may help them with their work. http://instantmessagingplanet.com/enterprise/article.php/3804651

-Lianne Beliveau

Along with all of the other applications you can use Yammer along side with a IM account, here are the instructions for how to set this up. http://help.yammer.com/index.php?_m=knowledgebase&_a=viewarticle&kbarticleid=171

“There are a number of ways to communicate with your Yammer Network, allowing you to adapt Yammer into your particular workflow. In addition to the yammer.com website, you can interact with your network via a Desktop Client, iPhone, Blackberry, IM, SMS, and even email. Add your IM screennames in your account settings to send and receive messages with your IM client.

Here are some commands you can use from your IM client:
* IM 'yammer' this... To do this...
  * Post a messageON Turn IM notifications on
  * OFF Turn IM notifications off
  * RE: Reply to user's last message"

-Brian Halliwell

There is also a way to form or create your own Yammer applications as a verified administrator. The Yammer API enables these third-party developers to create their own apps, and it provides a link to show one how to do so. The Yammer API is the same one they used to create their applications (iPhone, Blackberry, and Desktop). http://www.yammer.com/company/api

--Majken Chontos

I did some research regarding the unique options related to the optional administrator tools purchase for Yammer. As I said earlier the option costs $1 per month per employee for the company, however it does give some beneficial uses to the company and the control and direction within Yammer. It gives the company the option of editing its members and their content, so a company can choose to delete members on their Yammer or even messages that have been posted on Yammer. The administrator tools can make the security of the site greater by setting password requirements such as the length of the password, if it should contain letters and numbers, or how related or unrelated it is to the member. This can obviously be useful if there is case-sensitive material being posted about a company on Yammer that the company doesn't want getting leaked out to the public or other companies. It can ask members to give e-mail confirmation on sessions being held in new browsers. Probably one of the coolest options available is restricting the usage of Yammer to the office VPN using an IP range. Basically, members aren't allowed to use the website outside of company walls. This makes the security of the site maximized and is a great feature for case-sensitive materials. Finally, you can brand your network with a company logo and also choose who to give administrative tools too. Info adapted from: http://pistachioconsulting.com/yammer-wins-techcrunch-50-with-twitter-like-enterprise-service/

-Jack Ulrich

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**How could this be used w/ educational/learning situations? (Lesson plans for elementary, middle school, high school, and Business)**

As you are researching, be thinking of ways this could be used at the different levels, and maybe specific lessons. This is going to take a lot of creativity!

Yammer seems to have been developed with a business mindset so, thinking as a business person, features like the Org Chart could be very useful in an educational type setting. As a business person, one can be sent through a training program that uses Yammer. Parts of the training could be keeping track of everyone in your group, whom they report to, and who reports to them. This can teach several different lessons to business people. It would allow for people to know exactly who to go to in order to answer what questions and would instill these values in the workers.
Yammer seems to be a more business-like approach to social networking, like Facebook and Twitter. After reading about Yammer I think that there are plenty of ways to use this in a classroom. First off, users need to have email addresses in the same domain to gain access to a Yammer group. Teachers and students can use their school email addresses to connect with each other outside of the classroom. Teachers can set up their own Yammer groups to keep students updated on homework assignments, upcoming events, and future tests. Students in the group can also ask the teacher questions and engage in discussions with other students. Teachers can also create groups for students working in group projects or for multiple classes they teach, such as a math teacher who teaches in algebra and geometry class. I found informations about Yammer from http://www.networkworld.com/newsletters/web/2008/121508web2.html. There are plenty of uses for Yammer in learning situations!

Lianne Beliveau

Just a couple of thoughts: perhaps this could be embedded as an exercise in a Business/ Business Administration type course, a lesson plan could be developed to include the student signing up to Yammer (similarly to us) and it could be linked to the subject area of corporate communications. - Mandy

Yammer has the potential to increase class discussions outside of class, for example, in most discussion based classes there may be one or two students who dominate the conversation which will exclude some of the quieter students. Yammer allows anyone to post at anytime without the worry of interrupting someone. Also Yammer will allow students time to articulate their thoughts so that they can post something truly worth wild, while in class you could be scrambling for words. http://schools.becta.org.uk/index.php?section=tl&catcode=ss_tl dig_02&rid=15903

-Brian Halliiwell

Yammer seems like it would be an excellent way to coordinate group projects outside of class. The features of Yammer have the potential for teachers to create a class group within the school's Yammer site and within the class site/group, the teacher or students could create subgroups to focus their project. This would be very efficient and a safe way to run a group project, or at the very least get it started because the teacher could easily oversee the students' progress. This would also make the project highly efficient for students because in this day and age, students have seemingly limitless technology at their fingertips and could very easily check their Yammer and the postings on it easily. The students could essentially have the project with them at all times and post as soon as a brainstorming idea comes to them. Info adapted from: http://www.networkworld.com/newsletters/web/2008/121508web2.html

Jack Ulrich

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### Examples of it being used to illustrate educational value or potential

The use of Web 2.0 technologies has had a positive effect on learners in the UK. Since most students are familiar with using Web 2.0 technologies outside of school, it orients them and also adds a sense of pride in their work when this type of technology is incorporated into the classroom. The complete list of the research is on the page. This is from


-Rebecca Wills

I found a blog by a Director of Technology at Canadian Academy in Kobe Japan named Rhanda Carrier. She said that they used it for conferences where someone was recording what was being discussed and then people from china or other parts of Japan could ask for clarification or ask questions and be active in discussion. She said she liked how the site allowed them to separate into private groups like teaching and math. "We also use it for daily communication at school, maintaining on-going conversations on specific topics."(from blog). She also noted how the comments were not limited like twitter. This was found at http://flatworldschools.blogspot.com/2008/12/microblogging-using-yammer.html

-Brandon Lewin

Another thing I found on the Yammer site itself is a discussion about discounts to educational institutional. They talked about how if a school wanted to gain the same access to security and other benefits of running their network would they have to pay the same amount as the enterprises. I thought the response was interesting. "Our product as it stands right now is not geared toward educational institution, and our business model is obviously not suitable for them as well." So maybe in the future if there is enough interest they would change their policy. Info found here: http://forum.yammer.com/topic.php?id=551

-Brandon Lewin

One more thing I found was an interesting blog on web 2.0 technology and how they are going to change our environment including education. It talked about how there is many ways that this can be used but that these technologies are not going away. It also talked about how interactive the read and write web will be. It spoke on how the students and public will be able to discuss the education process and discuss what is being taught or discovered. Yammer is a great example of this because students from the same school will be able to talk about what they are learning and what can be changed. The biggest thing is ideas can be exchanged. This was found at http://www.stevehargadon.com/2008/03/web-20-is-future-of-education.html

-Brandon Lewin
How it’s used in other countries and unique features of the application that are more relevant to those outside of the US

**(IP's can help with this one!!)**

Since Yammer allows people with the same email domain to join and be part of a group, people working in a company that has expanded worldwide can work with people in the other companies. Having an international business can be difficult to manage because you may not have direct contact to employees, but using Yammer can allow someone to post a message to inform all workers of a new idea or answer their questions. This allows a company to work together as one, even while being overseas. Employees can learn and gain new insight from their international coworkers since Yammer "can spread virally through a company like a consumer social network." as quoted from http://newsbreak.infotoday.com/wndReader.asp?ArticleId=50716 Working together with their international coworkers can allow the company to grow and help everyone have a common goal to meet.

-Lianne Beliveau

In Australia there are many rural/remote communities that are hundreds of Kilometres away from the next town. Yammer could be used as a way of connecting these communities and particularly in relation to education where some schools may only have a handful of students. Students may be given a group email so that they can set up their profile and then be able to get in contact with other students and teachers in other geographical areas. As access would be through a group email it would mean that security could be maintained rather than the open chat which could be provided to students via other social networking sites. Yammer could also be used by teachers to post information or to prompt discussion about particular areas of the curriculum. Support and guidance could also be provided to students around specific subject areas even though a teacher may not be present at a particular school with that specialist knowledge. In rural/remote schools teachers tend to have broader rather than subject specific knowledge, and therefore will know a little about a lot of subjects rather than necessarily a lot about one specific area. Yammer could allow both students and teachers to more specific knowledge as and when required.

Additionally due to the same constraints of rural/remote this could be very applicable to Industry in that smaller local companies could be linked through an Industry body email group, and then be able to access support, guidance and networking with larger companies within the major conurbations. This would mean that although rural/remote areas may not be able to attract highly qualified/specialised staff they could still benefit with contact with them through Yammer.

Mandy (no referencing- just my own thoughts!!)