Microsoft survey on enterprise social use and perceptions

Microsoft

The ways in which people connect and the speed with which they communicate is faster than ever before. Social communication is nothing new on the personal level, with the sharing of news, images and status updates. It's how people keep up with each other's lives.

On the enterprise level, businesses have to be agile to keep up with the competition. And since communicating and sharing information with people is fundamental to the success of any business, many enterprises are taking measures to employ tools that can provide that extra edge.

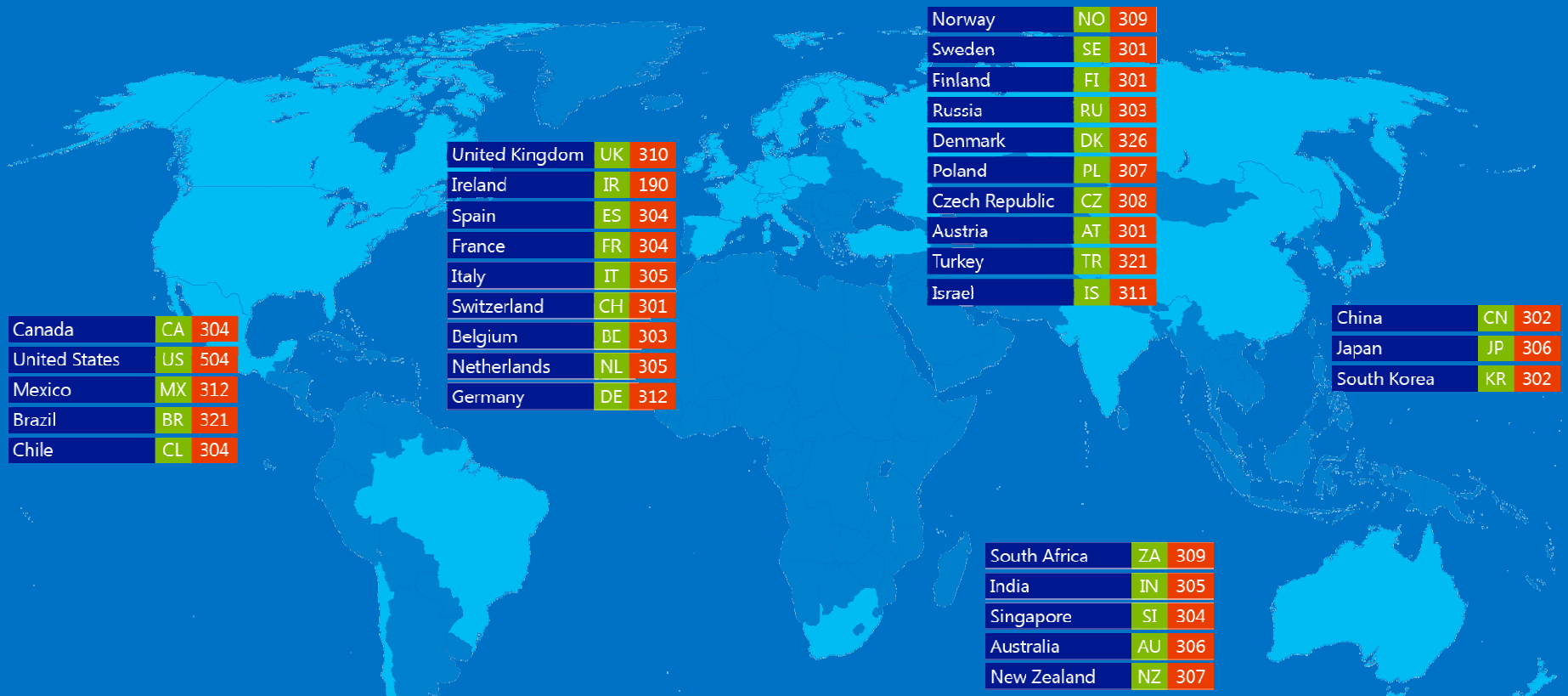
Microsoft wanted to find out more about the uses — or lack of use — of social tools in business. What social tools were most common, what tools were restricted and how far would people go to get their hands on those tools?

These are just a few of the questions Microsoft asked in a major global survey — and the results from nearly 10,000 respondents may surprise you.

Microsoft survey: by the numbers

The following are findings of a global survey of information workers, defined as employed adults working at a company with at least 100 employees who use a personal computer, laptop, tablet or smartphone for at least 75 percent of their job function. The survey was conducted online March 25, 2013 through April 24, 2013. A total of 9,908 individuals were surveyed across 32 countries.

The following table lists the countries surveyed, the number of respondents in each and the country abbreviations used in these results.



To learn more about Microsoft's many social tools for the workplace, visit https://www.yammer.com/solutions

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Professional uses for social tools: by country

Respondents in Mexico, Turkey and China are most likely to use social tools to share and review documents, while those in Japan, Switzerland, Austria and Germany are least likely to use them for this purpose.

MOST LIKELY
LEAST LIKELY

	Total	AT	AU	BE	BR	CA	CH	CL	CN	CZ	DE	DK	ES	FI	FR	IN	IR	IS	IT	JP	KR	MX	NL	NO	NZ	PL	RU	SE	SI	TR	UK	US	ZA
Communicating with colleagues	68%	71%	64%	63%	75%	67%	56%	62%	84%	78%	63%	75%	51%	69%	60%	64%	71%	72%	65%	57%	74%	80%	68%	72%	74%	64%	77%	73%	71%	79%	61%	59%	75%
Sharing / reviewing documents	50%	35%	44%	52%	48%	48%	35%	47%	70%	50%	36%	52%	62%	51%	56%	52%	54%	43%	45%	28%	59%	77%	40%	48%	55%	42%	61%	51%	54%	75%	45%	41%	63%
Communicating with customers/ clients	47%	48%	40%	39%	56%	38%	39%	49%	74%	56%	43%	53%	41%	48%	31%	47%	52%	51%	34%	32%	33%	70%	39%	46%	58%	51%	56%	51%	50%	59%	38%	35%	67%
Growing my professional network	36%	26%	34%	29%	47%	29%	25%	40%	43%	31%	18%	56%	30%	39%	19%	60%	36%	41%	25%	18%	16%	43%	29%	35%	39%	45%	50%	40%	41%	50%	26%	29%	51%
Promoting a work-related initiative	31%	18%	32%	20%	41%	26%	20%	42%	61%	26%	19%	25%	28%	24%	17%	47%	35%	37%	25%	23%	34%	52%	18%	20%	41%	28%	32%	23%	43%	48%	23%	24%	50%
Communicating with vendors	31%	25%	22%	22%	41%	20%	25%	36%	51%	39%	24%	32%	25%	26%	21%	46%	24%	35%	23%	14%	28%	57%	22%	30%	26%	34%	41%	35%	43%	45%	17%	20%	43%
Finding an expert / info within my company	29%	28%	25%	19%	31%	25%	18%	35%	50%	31%	25%	32%	23%	34%	18%	36%	33%	30%	17%	14%	36%	35%	20%	24%	39%	25%	30%	37%	31%	43%	27%	20%	41%
Researching customers'/ clients' industry	24%	28%	19%	16%	30%	19%	19%	29%	39%	23%	22%	21%	13%	21%	16%	39%	27%	10%	13%	14%	15%	39%	13%	16%	27%	23%	34%	17%	32%	41%	19%	16%	47%
Researching my own company	21%	20%	16%	14%	31%	17%	13%	33%	38%	22%	22%	25%	12%	20%	14%	39%	23%	11%	30%	11%	23%	28%	5%	16%	20%	25%	27%	25%	24%	25%	16%	13%	29%
Researching job candidates / new employees	20%	17%	15%	14%	27%	13%	14%	30%	33%	22%	15%	20%	12%	13%	10%	43%	17%	13%	9%	3%	13%	36%	18%	12%	21%	22%	32%	15%	27%	40%	13%	16%	34%
Researching my company's competitors	19%	18%	15%	9%	26%	13%	14%	23%	35%	18%	18%	15%	16%	16%	11%	39%	24%	14%	7%	6%	16%	34%	5%	9%	19%	27%	22%	18%	29%	41%	16%	13%	35%
None	12%	14%	16%	22%	6%	19%	20%	8%	1%	8%	20%	9%	15%	14%	20%	3%	8%	12%	20%	19%	5%	1%	18%	13%	10%	15%	5%	12%	7%	2%	21%	23%	6%

A5. For which of the following work related purposes do you use social tools? Please select all that apply.
Base: All respondents

Microsoft

Professional uses for social tools: demographics

Women tend to use social tools to communicate with colleagues and clients as well as to share and review documents, while men tend to use social tools to grow their networks and research competitors.

		GENDER		AGE			
	Total	Male	Female	18-24	25-34	35-44	45+
Communicating with colleagues	68%	66%	71%	69%	69%	67%	69%
Sharing / reviewing documents	50%	48%	53%	51%	53%	49%	49%
Communicating with customers / clients	47%	46%	49%	50%	48%	48%	46%
Growing my professional network	36%	38%	34%	41%	39%	35%	33%
Promoting a work-related initiative	31%	30%	33%	36%	35%	31%	27%
Communicating with vendors	31%	32%	30%	32%	34%	32%	28%
Finding an expert / info within my company	29%	27%	31%	32%	31%	28%	27%
Researching customers'/ clients' industries	24%	24%	23%	29%	26%	23%	21%
Researching my own company	21%	21%	22%	31%	26%	19%	17%
Researching job candidates / new employees	20%	20%	20%	29%	24%	19%	16%
Researching my company's competitors	19%	21%	17%	24%	24%	19%	14%
None	12%	12%	13%	7%	9%	13%	16%

A5. For which of the following work related purposes do you use social tools? Please select all that apply.
Base: All respondents

Reasons for restrictions: by country

Productivity loss was seen as the No. 1 reason given by workers in nine countries for restrictions placed against them in the office, including Belgium, Brazil, Chile, the Czech Republic, Italy, Mexico, Poland, South Africa and Spain. Security concerns were cited by the remaining 23 countries as their top reason for restricting social tools.

	Total	AT	AU	BE	BR	CA	CH	CL	CN	CZ	DE	DK	ES	FI	FR	IN	IR	IS	IT	JP	KR	MX	NL	NO	NZ	PL	RU	SE	SI	TR	UK	US	ZA
Security concerns	68%	70%	66%	61%	65%	81%	70%	59%	67%	63%	74%	61%	50%	71%	64%	71%	74%	74%	46%	81%	76%	63%	74%	64%	73%	68%	74%	70%	81%	68%	67%	76%	61%
Productivity loss	58%	60%	61%	72%	77%	65%	54%	60%	46%	69%	48%	47%	73%	51%	64%	60%	63%	36%	68%	15%	41%	76%	43%	29%	64%	78%	65%	34%	49%	66%	55%	62%	76%
HR concerns	28%	25%	39%	19%	29%	34%	26%	34%	28%	17%	26%	34%	25%	18%	30%	44%	52%	16%	20%	17%	12%	35%	8%	35%	32%	21%	13%	23%	36%	33%	32%	39%	31%
Concerns about co. image	25%	19%	31%	20%	34%	36%	23%	25%	31%	20%	21%	20%	22%	25%	26%	30%	45%	13%	10%	20%	5%	21%	25%	23%	36%	24%	20%	15%	40%	20%	38%	30%	31%
Data loss	24%	24%	22%	10%	22%	21%	19%	26%	47%	32%	23%	15%	20%	16%	13%	44%	30%	21%	11%	46%	27%	30%	14%	10%	20%	57%	31%	8%	45%	23%	25%	21%	24%
Bandwidth	19%	11%	19%	18%	17%	27%	17%	19%	33%	26%	9%	10%	13%	10%	16%	36%	13%	16%	6%	4%	5%	26%	16%	18%	20%	34%	19%	15%	27%	17%	21%	24%	36%
None of these	1%	1%	2%	3%	1%	0%	1%	1%	1%	0%	0%	0%	1%	1%	1%	0%	2%	4%	3%	1%	2%	1%	1%	1%	2%	1%	1%	3%	0%	1%	1%	2%	1%
I'm not sure	6%	7%	11%	2%	4%	4%	4%	6%	3%	3%	10%	15%	5%	6%	8%	2%	2%	8%	7%	3%	2%	2%	8%	12%	8%	3%	3%	7%	5%	3%	12%	6%	6%

A3B. To the best of your knowledge, for which of the following reasons are social tools restricted at your organization? Please select all that apply.
Base: All respondents who indicated that at least one tool is restricted at their organization

Microsoft

Reasons for restrictions: demographics

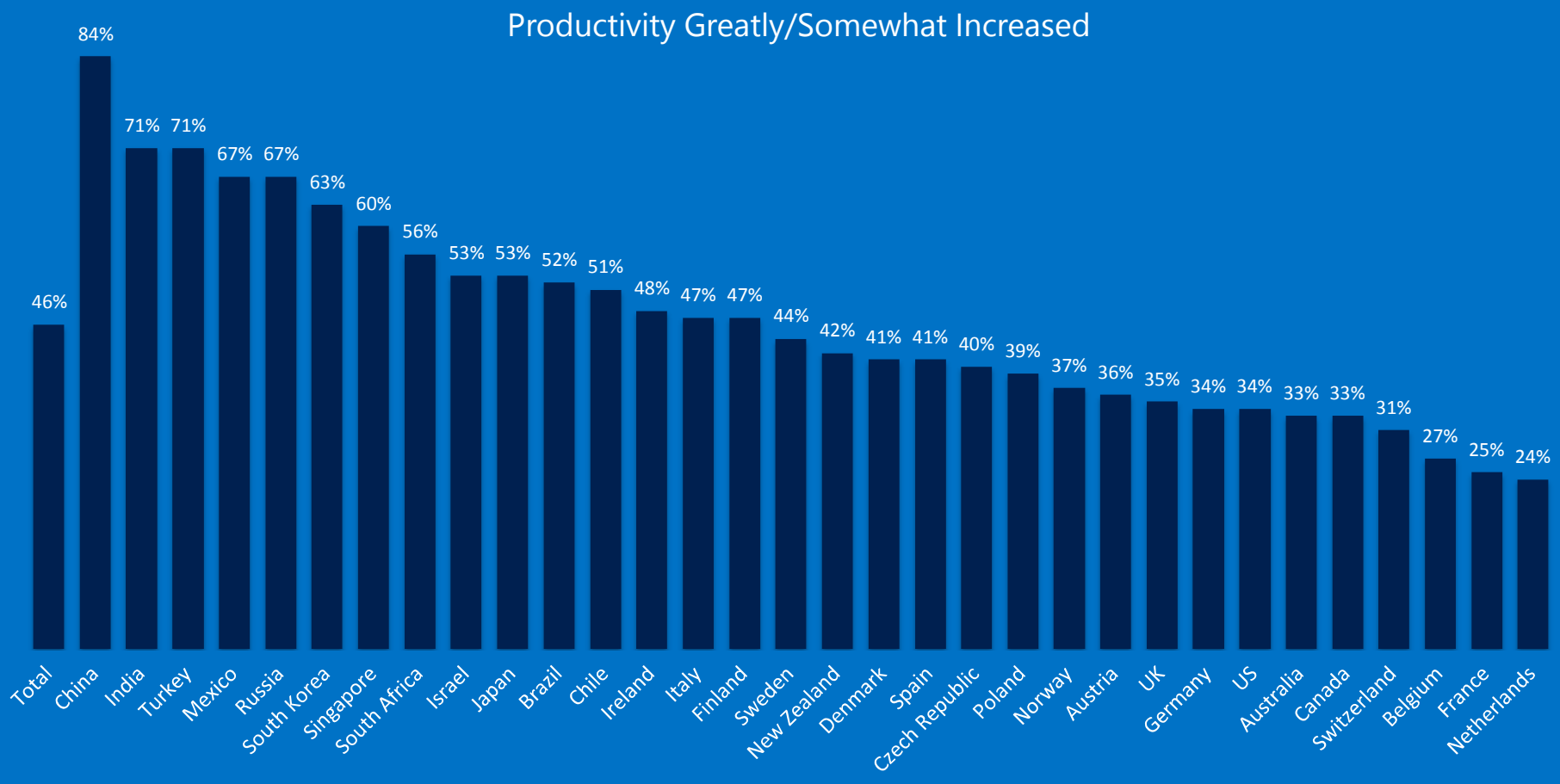
Men more than women tend to blame security concerns, bandwidth and data loss for these restrictions, while women more than men tend to blame productivity loss for the company restrictions.

		GENDER		AGE			
	Total	Male	Female	18-24	25-34	35-44	45+
Security concerns	68%	71%	65%	51%	62%	69%	75%
Productivity loss	58%	56%	61%	62%	61%	59%	55%
Human resources concerns	28%	28%	28%	29%	28%	27%	29%
Concerns about co. image	25%	26%	25%	27%	23%	26%	27%
Data loss	24%	27%	22%	29%	27%	25%	22%
Bandwidth	19%	22%	16%	19%	20%	21%	17%
None of these	1%	1%	1%	0%	1%	1%	2%
I'm not sure	6%	4%	7%	4%	6%	6%	6%

A3B. To the best of your knowledge, for which of the following reasons are social tools restricted at your organization? Please select all that apply.
Base: All respondents who indicated that at least one tool is restricted at their organization

Impact on productivity: by country

Increased productivity by usage of social tools is most prevalent in China, followed by India, Turkey, Mexico and Russia. These are also the countries where use of these tools is most common.

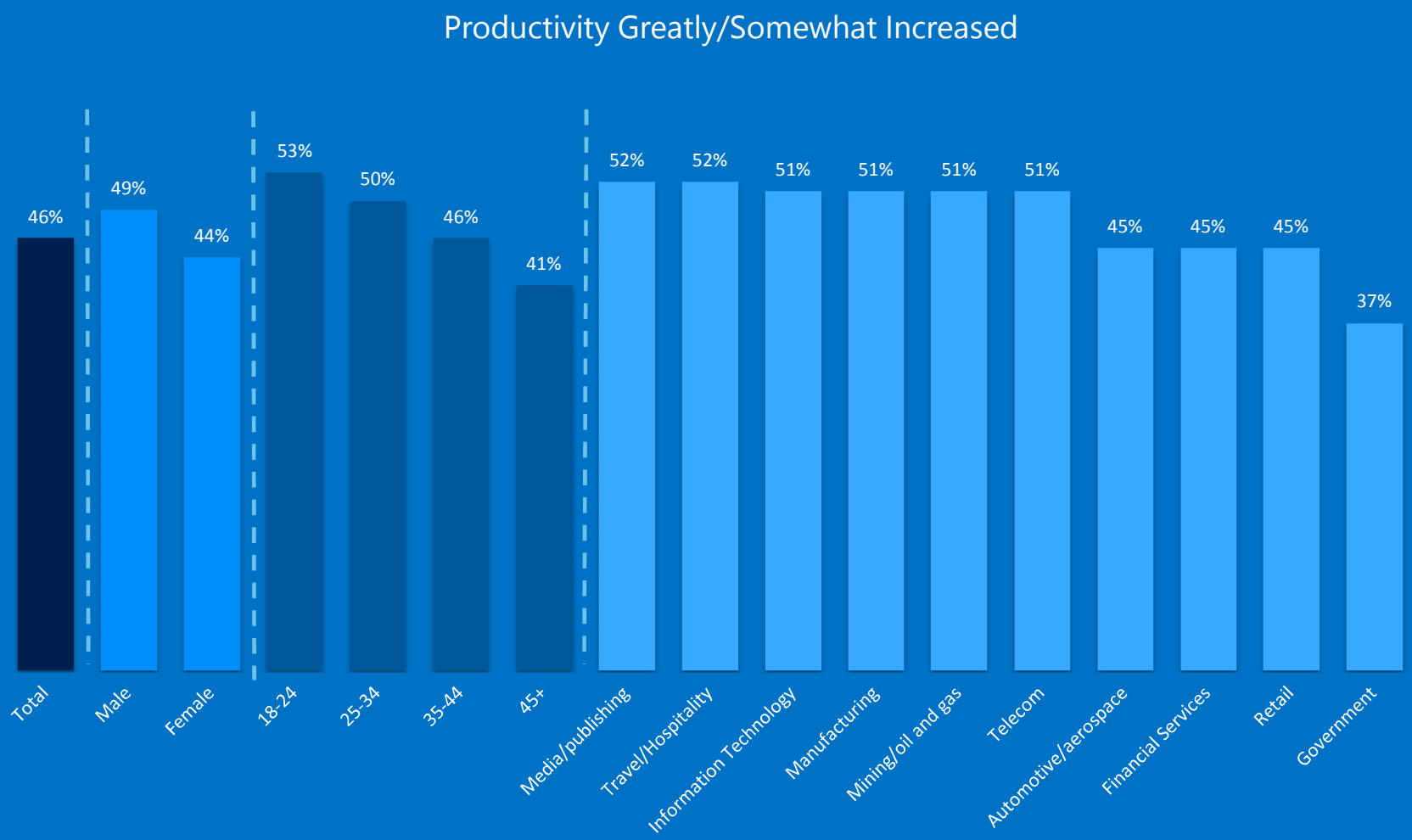


A6. How much do you feel that your productivity at work has increased or decreased because of your use of social tools? Please select one..
Base: All respondents

Microsoft

Impact on productivity: demographics

Across sectors, those in travel and hospitality; media and publishing; IT; mining, oil and gas; telecom; and manufacturing are most likely to say they are more productive thanks to social tools. Those in government are the least likely.

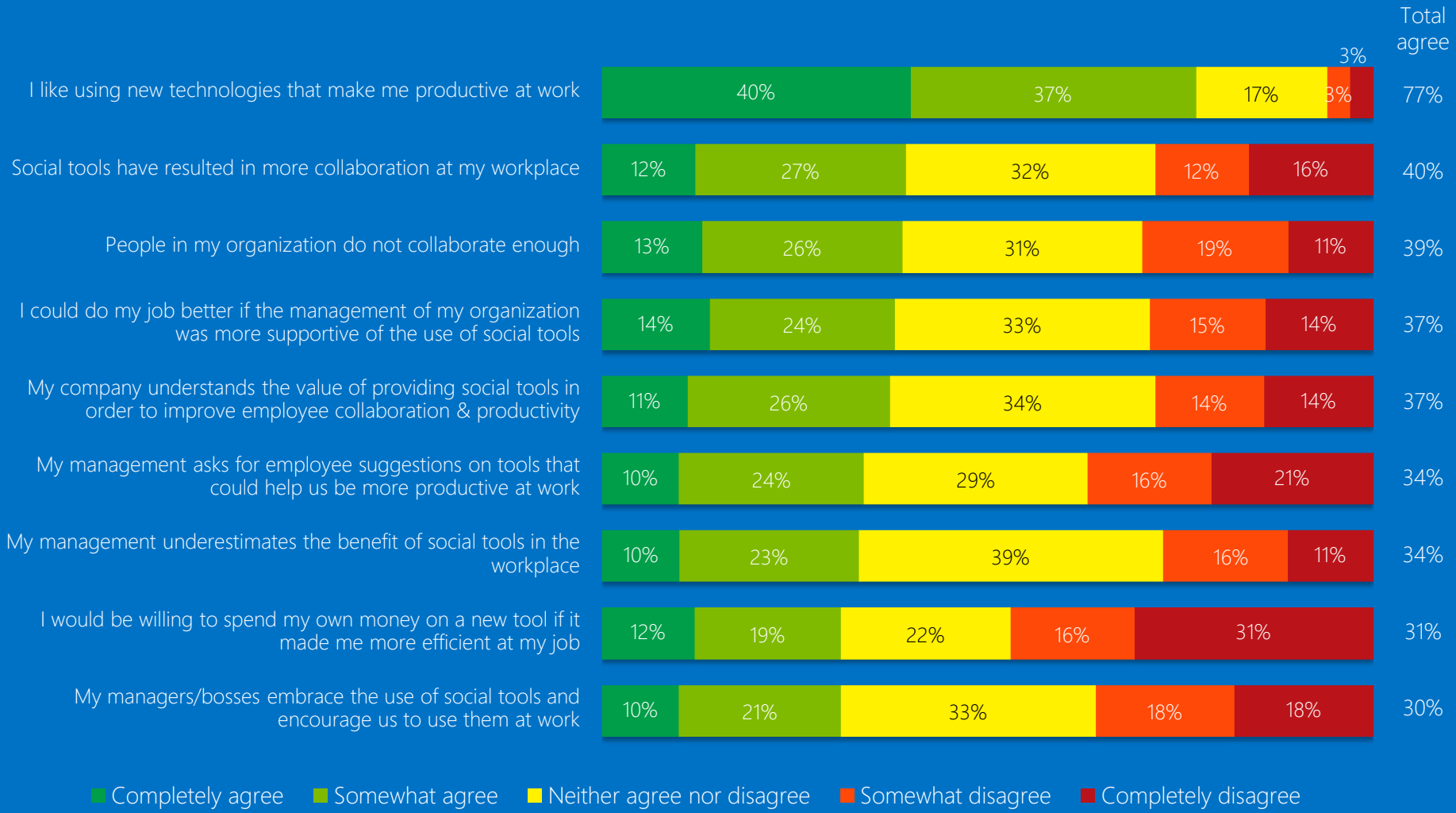


A6. How much do you feel that your productivity at work has increased or decreased because of your use of social tools? Please select one..
Base: All respondents

Microsoft

Recognizing the value of social tools

About three in 10 respondents said they would spend their own money on social tools in the workplace if it made them more productive. Yet many employers do not seem to recognize the value of social tools; just 30 percent of respondents feel their managers embrace social tools, and more than one-third feel their company underestimates the benefits of these tools.



A7/A8. Please indicate how much you agree or disagree with each of the following statements.
Base: All respondents

Recognizing the value of social tools: demographics

Although there are not many notable differences across gender, men are more likely than women to say that they would be willing to spend their own money on a social tool that would make them more efficient at their job.

		GENDER		AGE			
	Total	Male	Female	18-24	25-34	35-44	45+
I like using new technologies that make me productive at work.	77%	76%	78%	78%	79%	78%	74%
Social tools have resulted in more collaboration at my workplace.	40%	41%	39%	49%	48%	40%	31%
People in my organization do not collaborate enough.	39%	39%	39%	38%	42%	40%	36%
I could do my job better if the mgmt of my organization was more supportive of the use of social tools.	37%	39%	36%	46%	45%	39%	28%
My co. understands the value of providing social tools in order to improve employee collaboration & productivity.	37%	38%	37%	50%	41%	36%	33%
My mgmt asks for employee suggestions on tools that could help us be more productive at work.	34%	36%	32%	46%	40%	33%	28%
My mgmt underestimates the benefit of social tools in the workplace.	34%	35%	32%	40%	40%	34%	26%
I would be willing to spend my own money on a new tool if it made me more efficient at my job.	31%	35%	26%	42%	38%	31%	22%
My managers/bosses embrace the use of social tools and encourage us to use them at work.	30%	32%	29%	41%	35%	30%	25%

A7/A8. Please indicate how much you agree or disagree with each of the following statements.
Base: All respondents

Microsoft

Concerns about social tools: by country

Interestingly, in Japan, where social tools are not as widely embraced, workers are less likely to say that their companies have hesitations about using these tools. In addition, in India and Chile, where the use of social tools is more likely to be encouraged by employers, more than four in 10 say that they have gotten into trouble for using these tools at work.

MOST LIKELY LEAST LIKELY

	Total	AT	AU	BE	BR	CA	CH	CL	CN	CZ	DE	DK	ES	FI	FR	IN	IR	IS	IT	JP	KR	MX	NL	NO	NZ	PL	RU	SE	SI	TR	UK	US	ZA
My management is concerned employees will disclose sensitive info about our company through social tools.	47%	42%	49%	39%	52%	52%	42%	58%	55%	37%	38%	33%	55%	30%	46%	63%	55%	49%	41%	42%	43%	62%	41%	44%	47%	36%	58%	33%	64%	53%	50%	49%	52%
Social tools are a distraction in the workplace.	44%	41%	56%	39%	49%	56%	51%	48%	42%	44%	45%	39%	44%	13%	37%	56%	45%	53%	45%	18%	23%	51%	46%	40%	48%	26%	49%	43%	41%	46%	53%	55%	41%
My company worries more about loss of productivity through social tools than it does about increasing our efficiency.	41%	49%	39%	41%	60%	43%	42%	61%	38%	43%	36%	24%	55%	24%	44%	59%	46%	39%	44%	21%	36%	62%	20%	20%	36%	48%	45%	22%	55%	50%	36%	39%	54%
I am afraid using social tools at work is frowned upon.	41%	44%	38%	36%	46%	40%	44%	55%	49%	43%	46%	24%	53%	23%	37%	48%	33%	45%	48%	24%	42%	57%	27%	30%	34%	52%	51%	27%	42%	50%	40%	42%	38%
I would use social tools more at work but I am afraid others will see and think I am not working.	35%	28%	28%	26%	50%	27%	27%	54%	65%	37%	25%	15%	34%	23%	20%	61%	36%	36%	36%	24%	42%	59%	18%	22%	34%	38%	48%	22%	59%	51%	25%	27%	42%
I know co-workers who have gotten into trouble for using social tools while at work.	32%	30%	40%	25%	56%	27%	27%	58%	33%	33%	22%	16%	40%	11%	21%	52%	36%	24%	30%	19%	32%	50%	18%	13%	33%	32%	44%	22%	35%	49%	31%	30%	45%
I've gotten into trouble for using social tools while at work.	16%	11%	13%	8%	26%	7%	12%	44%	23%	18%	9%	5%	27%	4%	4%	42%	12%	14%	14%	17%	26%	25%	4%	4%	13%	17%	24%	9%	20%	35%	9%	12%	15%

A7/A8. Please indicate how much you agree or disagree with each of the following statements.
Base: All respondents

Microsoft

Concerns about social tools: demographics

Across all age groups, similar proportions agree that social tools are a distraction in the workplace, despite more widespread usage among younger adults.

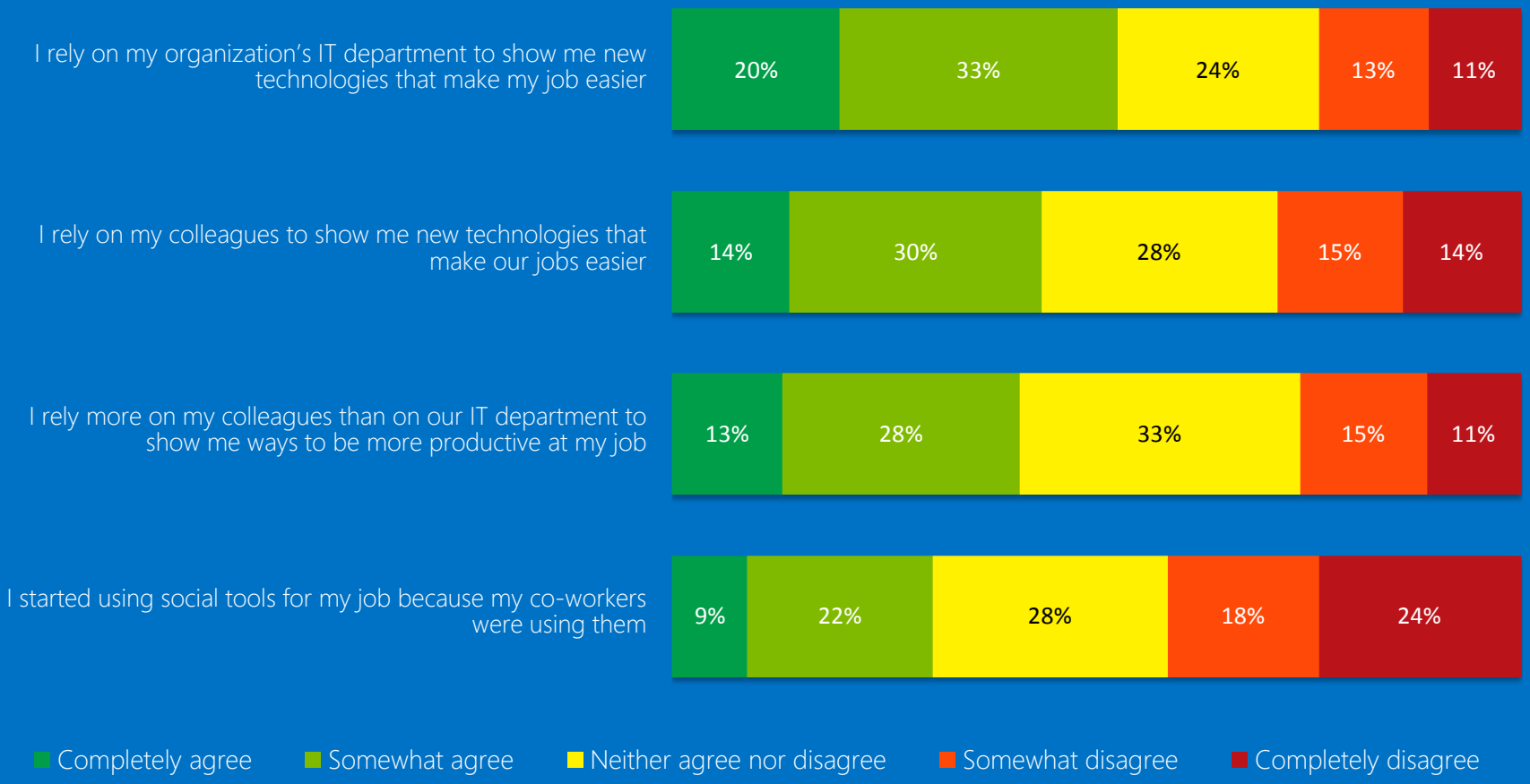
		GENDER		AGE			
	Total	Male	Female	18-24	25-34	35-44	45+
My management is concerned that employees will disclose sensitive information about our company through social tools.	47%	50%	44%	43%	50%	48%	45%
Social tools are a distraction in the workplace.	44%	44%	43%	44%	44%	45%	42%
My company worries more about loss of productivity through social tools than it does about increasing our efficiency.	41%	42%	41%	45%	48%	42%	35%
I am afraid using social tools at work is frowned upon.	41%	40%	42%	45%	46%	41%	36%
I would use social tools more at work but I am afraid others will see and think I am not working.	35%	34%	37%	52%	44%	36%	25%
I know co-workers who have gotten into trouble for using social tools while at work.	32%	32%	33%	40%	38%	31%	27%
I've gotten into trouble for using social tools while at work.	16%	18%	15%	27%	22%	15%	10%

A7/A8. Please indicate how much you agree or disagree with each of the following statements.
Base: All respondents

Microsoft

Learning about and adopting social tools

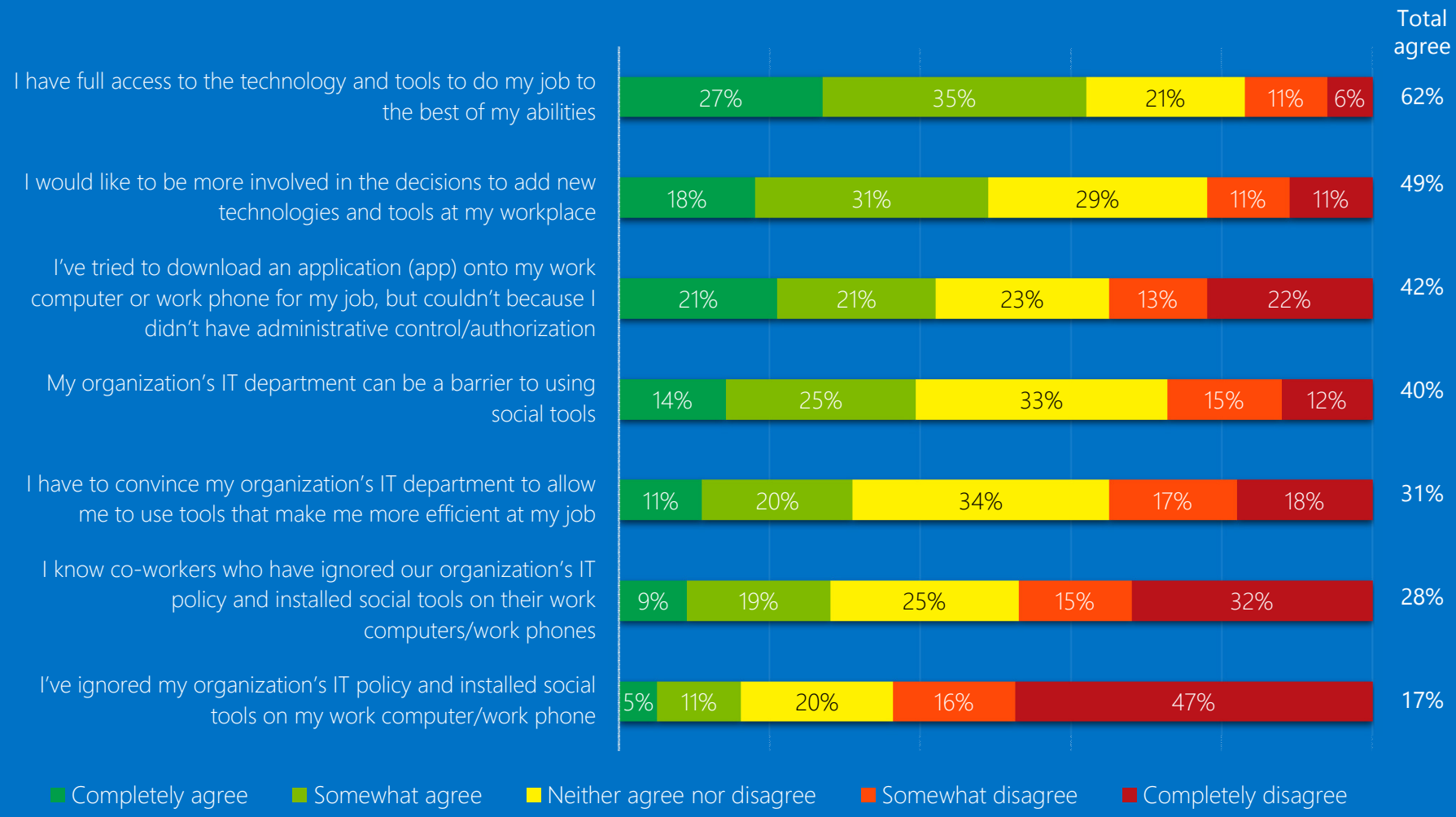
While a majority of respondents rely on their IT departments to show them new technologies that would make their job easier, nearly as many say they count on their colleagues to do so.



A7/A8. Please indicate how much you agree or disagree with each of the following statements.
Base: All respondents

Access to social tools

Though about six out of 10 respondents say that they have full access to the technology and tools they need to do the best job they can, 40 percent indicate that their IT departments can be a barrier to their access.



A7/A8. Please indicate how much you agree or disagree with each of the following statements.
Base: All respondents