

**Gregg, Melissa**, University of Sydney, Australia

### **Know Your Product: The Participation Imperative**

This paper presents findings from a three-year study of information professionals and cultural workers coping with the adoption of social media platforms in the workplace. As companies extended their online presence to larger numbers of potential customers and clients in recent years, and web work became a growing focus for organizations world-wide, new job opportunities emerged for those (particularly young) workers comfortable with online platforms. But others faced greater challenges, as previously back-room roles were forced to become outwardly-directed to please superiors and captivate the public. This paper shows the labour involved in Web 2.0's participation imperative.