

Scopus did not retrieve as many search hits as Google Scholar; however, search strategies in Scopus can be executed quickly, especially a search strategy for identifying conference papers. Also, since the fields can be searched by predefined limits rather than only free-text search terms, it is easier to evaluate the exact result set of a search. Unlike Google Scholar, search results are static and do not fluctuate depending on which display options that a user selects. As a result, it is easy to design a set search criteria and write up a detailed search methodology.

Google Scholar and Scopus are not ideal information sources for identifying recent conference papers or other gray literature publications; however, Google Scholar could be a notable free search engine for locating conference papers and government-issued health guidelines if more relevant content was included. Unfortunately, the test search examples in the review do not provide much evidence that Google Scholar is a dependable search tool for locating current gray literature, at least not recent conference papers or newly updated governmental guidelines.

Sarah Bonato, MIS, sarahreccabonato@gmail.com, Centre for Addiction and Mental Health (CAMH), Toronto, ON, Canada

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Bloomfire. Bloomfire, 1717 West Sixth Street, #100, Austin, TX 78703; info@bloomfire.com; <https://bloomfire.com>; \$12 per user a month or \$17 for an enterprise version, free for organizations with nonprofit status (universities should check with the company to see if they qualify).

Yammer. Yammer, 410 Townsend Street, San Francisco, CA; <https://www.yammer.com>; Yammer stand-alone cost approximately \$3 per user.

SharePoint. Microsoft, 320 Westlake Avenue North, Seattle, WA; <https://www.microsoft.com>; contact vendor for pricing.

COMPARATIVE REVIEW OF ENTERPRISE SOCIAL NETWORKING PLATFORMS

In the last few years, social media has rewired the way we connect to people and information. We no longer simply rely on social media to communicate with others in our personal lives; it is now frequently integrated into work life through company or organization accounts. The next direction in social media is workplace integration of social collaboration, communication, and knowledge exchange. These platforms are known as enterprise social networks (ESNs).

This review discusses the features of several ESNs used to increase collaboration, organize knowledge, manage projects, and share expertise. As a member of the Informatics and Technology Team for the National Center for Child Traumatic Stress, I took part in evaluating some of these platforms. Our task was to connect a network of approximately 5,000 faculty experts, mental health professionals, and child welfare professionals across the United States

to increase engagement and collaboration across geographic locations and expertise. In addition to Bloomfire, Yammer, and SharePoint, I also reviewed Podio, Socialcast, and NewsGator. I selected Bloomfire, Yammer, and SharePoint for this review as they made the most sense to compare in terms of similar features and are each other's closest competitors.

Bloomfire

Bloomfire is a cloud-based application whose purpose is knowledge exchange between those who have questions within an organization and those who have answers. In many respects, Bloomfire focuses on the need to distribute news and information quickly across a network to the correct people. For this reason, the platform is based on a question-and-answer format, in a public or semipublic environment, with the purpose of allowing other users to gain and share knowledge.

The platform is largely made up of content entries created by users with tags that facilitate keyword searching across the site. To create the content for the site, users have access to built-in tools that facilitate knowledge exchange, including tools for creating webcam videos, screencasts, and documents, coupled with intelligent search for files, discussions, and people. Through the use of gamification features (such as badges and points) and social media features (such as content feeds, follow and like buttons, personal profiles, and multimedia sharing), Bloomfire offers a modern approach to knowledge management in an organization and provides a platform that allows users to gain and share knowledge in a fun and interesting way. Additionally, the platform has a simple,

well-organized user interface that does not require much training for the non-savvy user. As a third-party, cloud-based platform, Bloomfire has minimal technical requirements, and their technical support team facilitates implementation. The platform is supported on all major web browsers and operating systems and is mobile and tablet accessible.

One of the greatest disadvantages of Bloomfire is the cost. It is hard to say if a library or information center would get the value for the cost of this platform. Organizations that need to share rich internal content in engaging ways and want to facilitate innovative collaboration among teams may find the cost justifiable. However, one must consider the users as well. If they are enthusiastic about social networking platforms and are ready to jump into the next big thing, then this tool may be a great way to motivate employees. However, not all employees are interested in social sharing. The cost benefits need to be balanced, not just the monetary cost, but also buy-in by staff.

Yammer

In terms of purpose, Yammer and Bloomfire are very similar. They both provide a private social networking site for organizational communication. While Bloomfire is focused on exchanging knowledge across a network, Yammer is more dedicated to creating or increasing the voice of all staff in order to keep them more engaged. Yammer is often referred to as "Facebook for companies" for its purpose, look and feel, and micro-blogging qualities.

Both tools include many social media features, including home pages or dashboards, "praise badges" that you can send to

other users, and personal profiles that show conversations with other users. Yammer also includes polls, real-time chat, notifications, private messages, tagging, and groups. Yammer allows users to share Microsoft Office files, rather than restrict them to an internal text editor as Bloomfire does. Unlike Facebook, Yammer provides users with the ability to create forums and wikis, edit documents, conduct online meetings, and incorporate click-to-call capabilities into staff directories. While Yammer provides significantly more social features than Bloomfire, critics of Yammer argue that in comparison to Bloomfire, its level of knowledge exchange is far less advanced, limited to micro-blogging and status updates rather than information and knowledge sharing. Its intended audience is similar to Bloomfire, but its look and feel is closer to Facebook; thus, it could be more appealing for organizations whose employees are more at ease with that kind of social networking site.

In terms of technical and support requirements, Yammer is the same as Bloomfire: the platform is hosted by a third-party and is cloud-based, so the major technical requirements are Internet connectivity and a recent version of a modern browser.

SharePoint

SharePoint is a web application platform from Microsoft. It is available in two versions: locally installed (often referred to as on-premises) and cloud-based through Office 365. The on-premises version requires more setup and maintenance than the cloud-based version but offers more features.

SharePoint encompasses many functions that typically are separate applications, including intranet, extranet, content management, document management, personal cloud, enterprise social networking, enterprise search, business intelligence, workflow management, and web content management. SharePoint as a stand-alone product provides some enterprise social networking features after incorporating them into its 2013 version. These features include newsfeeds, blogging, discussion boards, tagging, mentions, hashtags, and the ability to follow and like. SharePoint can be a great starting point for organizations that are looking to introduce social functionality into their portal environments. However, in many ways it falls flat in terms of its level of engagement, including its lack of built-in content-development tools, which requires users to upload all files and media; lack of cross community site discussion; and lack of real-time functionality such as chat. The look and feel of SharePoint and the difficulty in using its social features are some of its main downfalls. While the visual appearance of SharePoint has improved in later versions, the platform is not intuitive to the non-tech-savvy: its look and feel is not as simple and intuitive as its social enterprise platform competitors. Additionally, the social features are buggy and difficult to use, and many need to be activated by a SharePoint administrator. Additionally, because Share-

Point has been traditionally used as a file repository, I have found that users are reluctant to explore the new social features or struggle to take these up while the purpose of the platform attempts to broaden.

Looking to close the gap between providing a robust content management system and social networking features, Microsoft purchased Yammer in 2012. The platform is now available as part of the Microsoft portfolio through Office 365, can be integrated into an on-premises SharePoint installation, and can be purchased as a stand-alone product. If a library or information center already uses SharePoint, jumping on the Yammer bandwagon would hold few monetary risks and would provide far more social options than SharePoint would on its own. SharePoint, however, can be expensive if a library's parent organization does not already have it installed (although many universities and hospitals do). It is worthwhile for librarians interested in these social features to ask their information technology (IT) departments if SharePoint is available to them and if the social features have been enabled.

Conclusion

If your organization is looking for a platform that will allow users to add, share, and create information for knowledge exchange, then Bloomfire is a clear winner. The platform offers employees the

means to communicate and collaborate in a way that would meet many users' needs. Organizations with Yammer integrated into SharePoint have the best of both worlds: a robust content management system integrated into a social collaboration platform. The downfall of either Bloomfire or Yammer alone is that they are exclusively for social learning and knowledge exchange. Neither is designed to manage large quantities of files for a network of employees, whereas SharePoint does this well. If an organization is already on SharePoint, then it can integrate enterprise social networking with relative ease and possibly low cost.

Finally, when considering which of these systems to implement—or whether to implement one at all—it is important to consider the risks and benefits for your organization. The organization and its staff need to be open to changing the way that they communicate and collaborate. Stakeholder buy-in is critical for such a platform to take off. The success of the platform depends on whether users are interested and motivated to use it.

Nathalie Reid, MLIS, MA, AHIP, nreid@mednet.ucla.edu, National Center for Child Traumatic Stress, University of California Los Angeles (UCLA), Los Angeles, CA

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