**Article title:** Knowledge sharing through Social Media: investigating trends and technologies

**Significance of work:** The purpose of this research was to investigate Social Media technology trends within Nielsen – a global information and measurement company – and to establish how these technologies can assist the company in creating a knowledge sharing culture.

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**Authors’ contributions:**

Ms Dina Adamovic - Student conducting the original research, discussed in this article, in the Research Methodology module of BA Honours (Information Management)  
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