

Joint Research Centre (JRC)

Social Media and User Empowerment: A trend or a vision?

Yves Punie

2010 Paradiso Workshop

Session 1: Visions of the future of our societies, 23 November 2010, Brussels

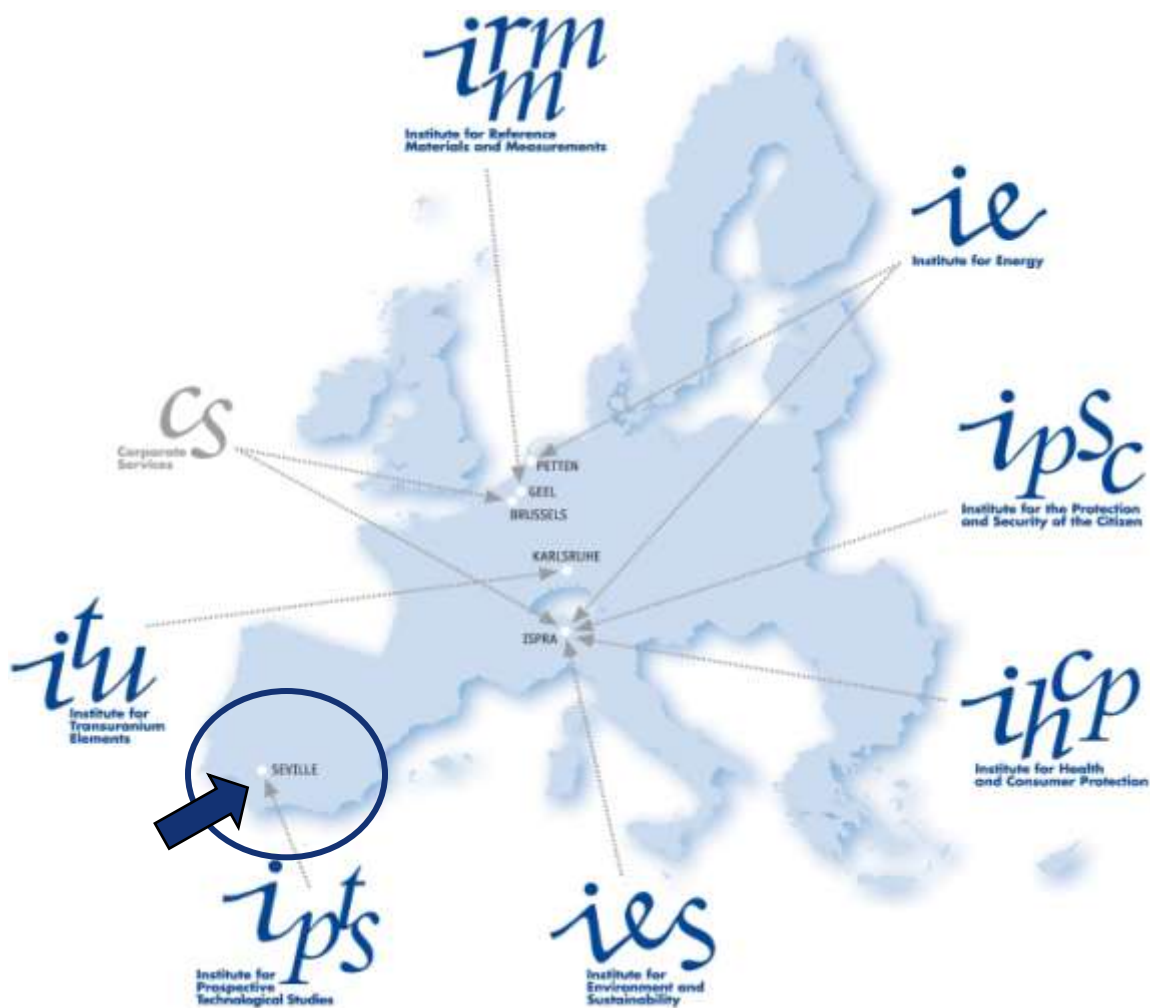
IPTS - Institute for Prospective Technological Studies

Seville - Spain

<http://ipts.jrc.ec.europa.eu/>

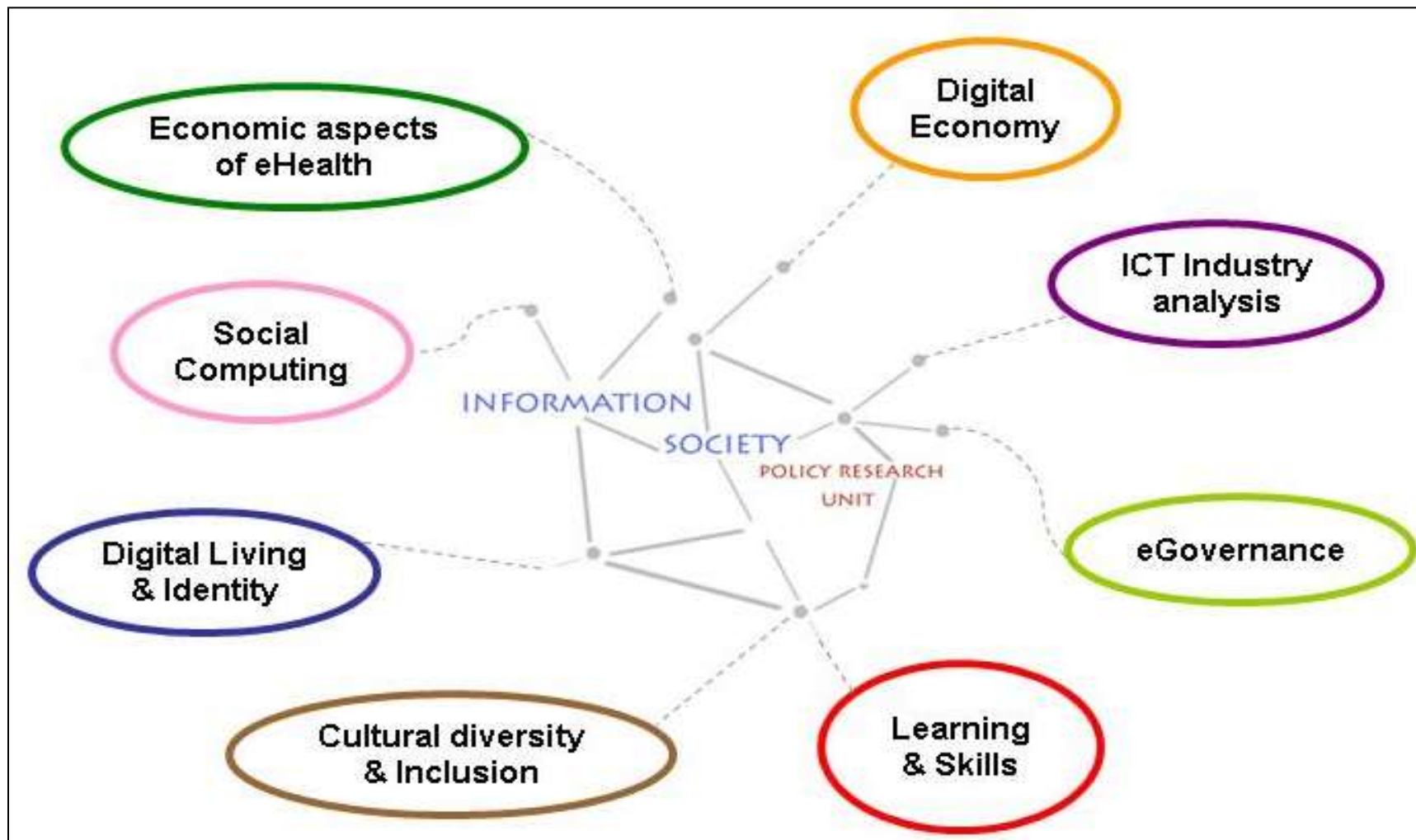
<http://www.jrc.ec.europa.eu/>





Part of Joint Research
Centre of the EC

IPTS: Research Institute
supporting EU policy-making
on socio-economic, scientific
and/or technological issues



Social Media: a set of open, web-based and user-friendly applications that enable users to **network**, **share**, **collaborate** and **co-produce** content.

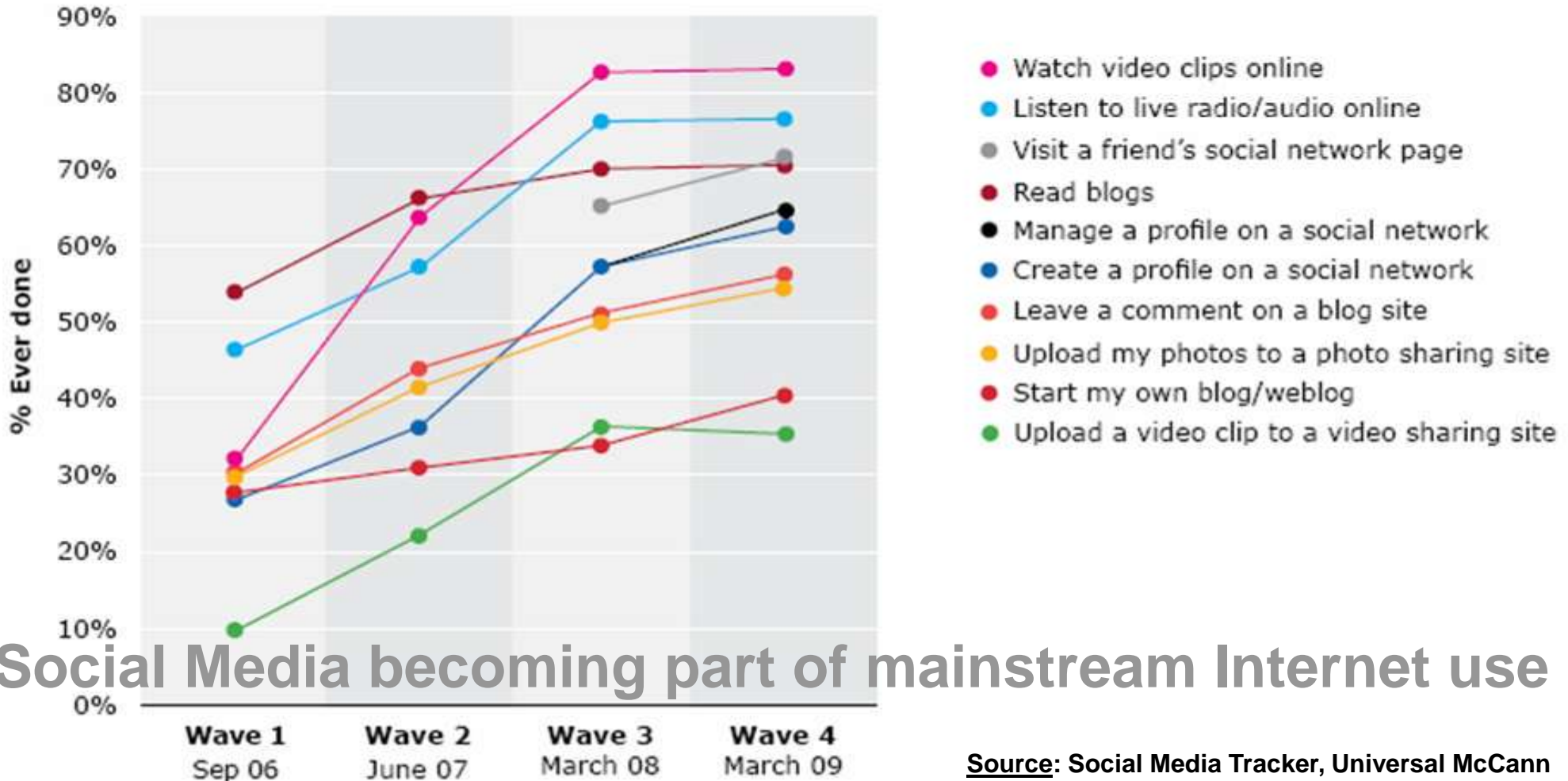
Twitter Blogs
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Wikipedia Flickr
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Facebook



Images created via world.net

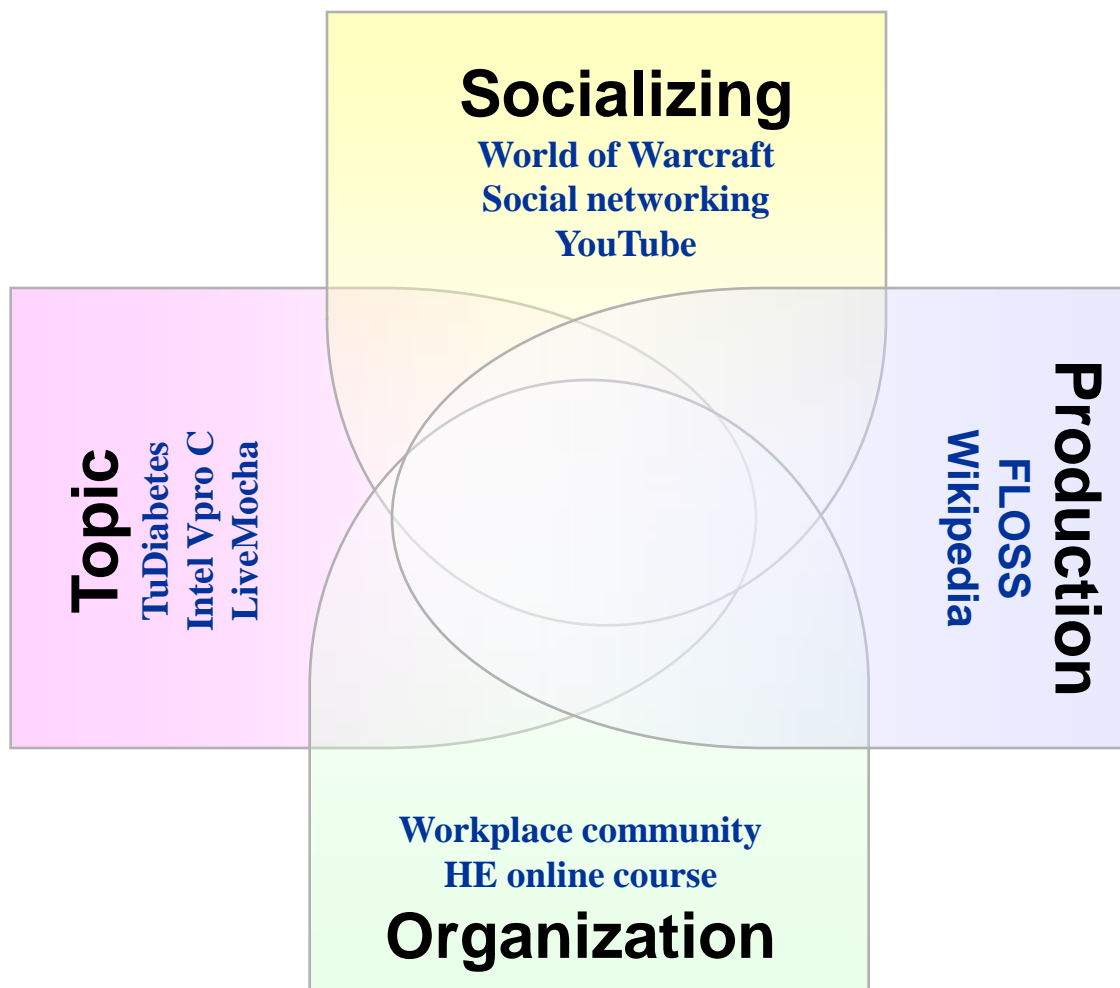
Reach over time

Active internet users: "Thinking about using the internet, which of the following have you ever done?"



Social Media becoming part of mainstream Internet use

Source: Social Media Tracker, Universal McCann



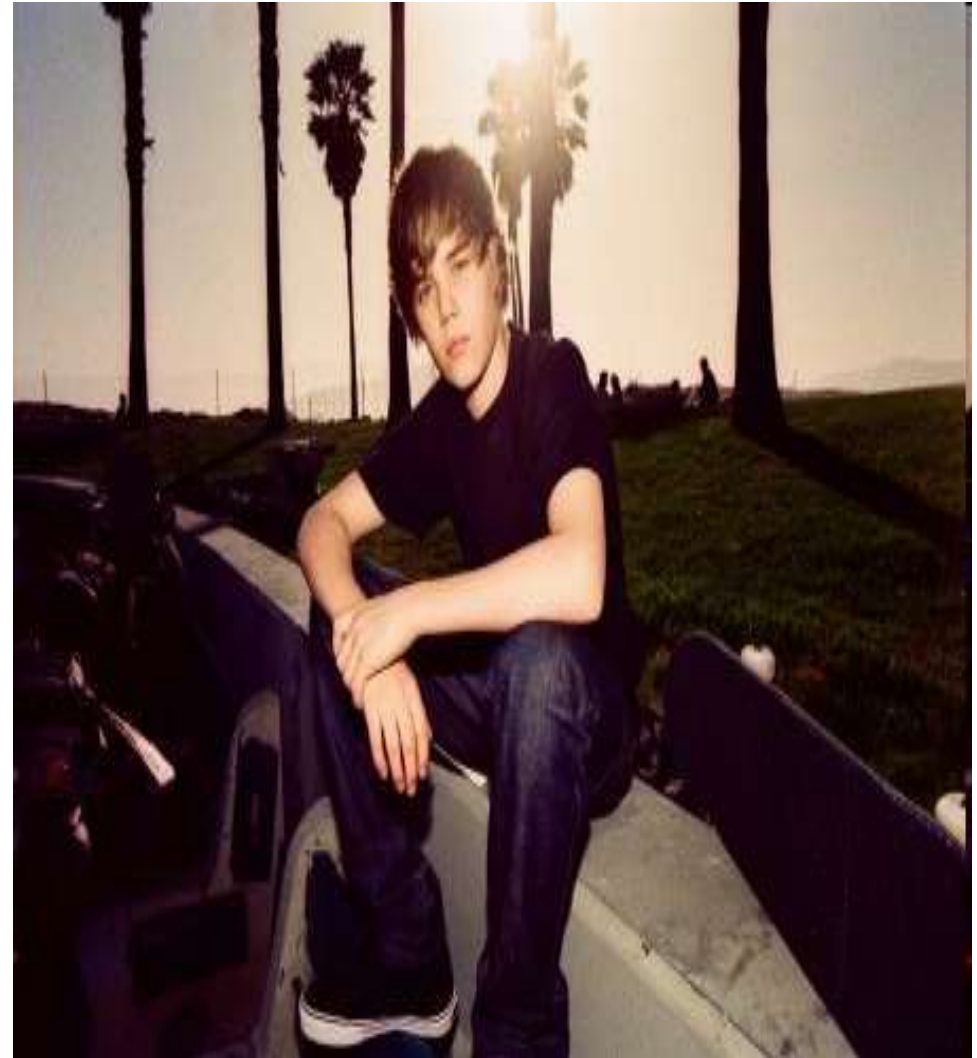
Online networks and communities often accommodate several participation motivations with different activities

The Joy of Tech™

by Nitrozac & Snaggy



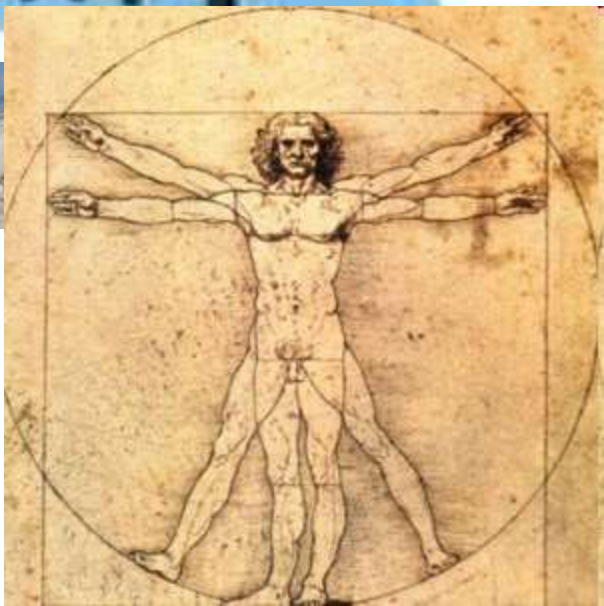
Signs of the social networking times.



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www.CartoonStock.com



"I don't
Smythe



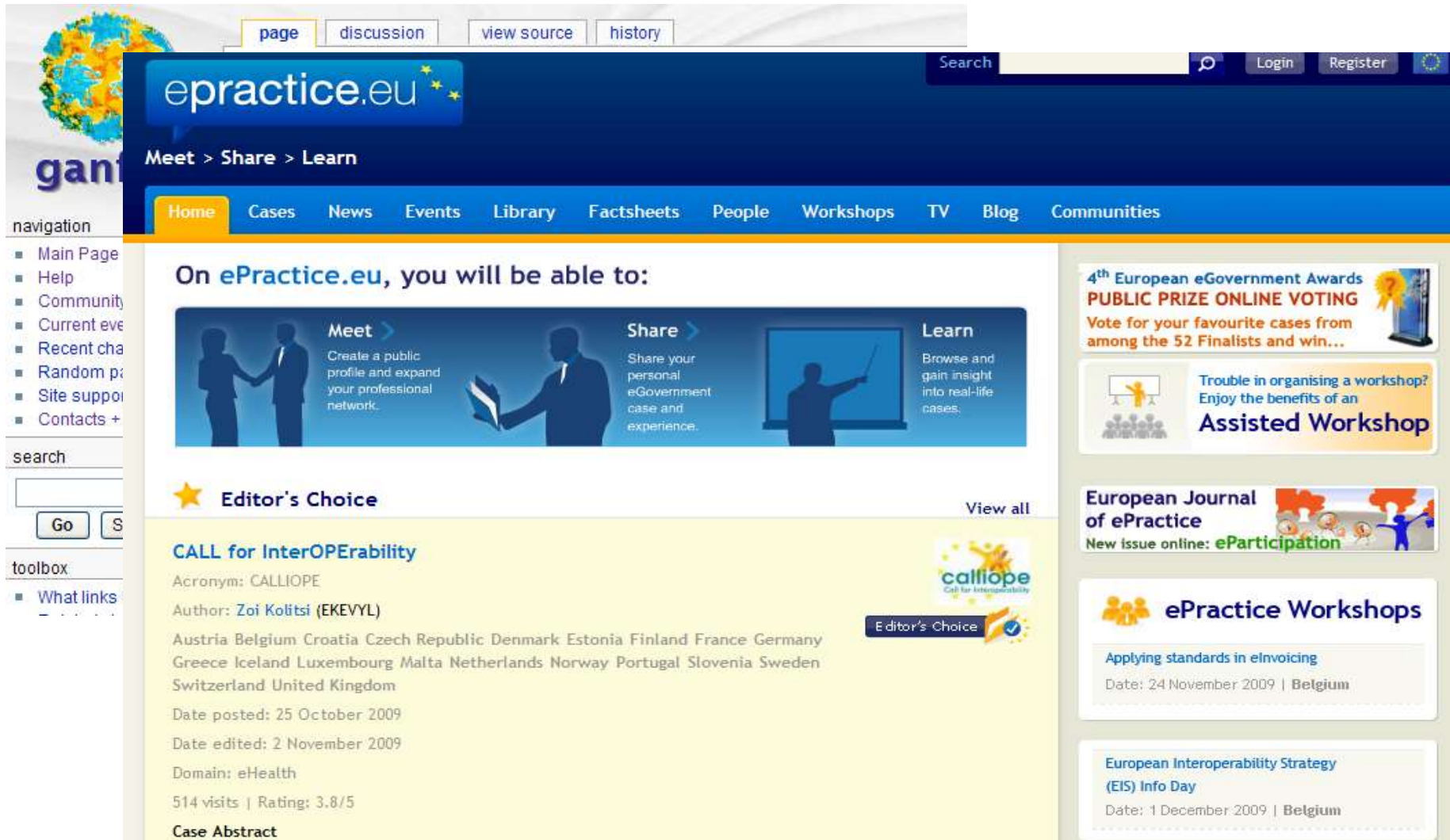
1. Empowering users, taking up new roles in the Information Society and economy

2. Peer-produced resources and collective knowledge

Empowerment refers to increasing spiritual, political, social, or economic **strength** of individuals and communities. It often involves developing **confidence** in their own capacities and taking **control** over one's life.

Sociological empowerment often addresses members of groups that social discrimination processes have **excluded** from **decision-making** processes through - for example - discrimination based on disability, race, ethnicity, religion, or gender.

Source: Wikipedia, 23/11/10



The screenshot shows the epractice.eu website interface. At the top, there are navigation tabs for 'page', 'discussion', 'view source', and 'history'. The main header features the 'epractice.eu' logo and a search bar with 'Login' and 'Register' buttons. Below the header is a secondary navigation bar with links for 'Home', 'Cases', 'News', 'Events', 'Library', 'Factsheets', 'People', 'Workshops', 'TV', 'Blog', and 'Communities'. The main content area is divided into several sections:

- On ePractice.eu, you will be able to:** This section highlights three key activities:
 - Meet:** Create a public profile and expand your professional network.
 - Share:** Share your personal eGovernment case and experience.
 - Learn:** Browse and gain insight into real-life cases.
- Editor's Choice:** A star icon indicates a featured article titled 'CALL for InterOPERability' by Zoi Kolitsi (EKEVYL). The article is categorized under 'eHealth' and has 514 visits and a rating of 3.8/5. It lists various European countries as participants.
- 4th European eGovernment Awards:** A banner for 'PUBLIC PRIZE ONLINE VOTING' encouraging users to vote for their favorite cases among 52 finalists.
- Assisted Workshop:** A section titled 'Trouble in organising a workshop? Enjoy the benefits of an Assisted Workshop'.
- European Journal of ePractice:** A banner for the 'New issue online: eParticipation'.
- ePractice Workshops:** A section listing workshops such as 'Applying standards in eInvoicing' (dated 24 November 2009) and 'European Interoperability Strategy (EIS) Info Day' (dated 1 December 2009).

- navigation
- Main Page
 - Help
 - Community
 - Current eve
 - Recent cha
 - Random p
 - Site suppor
 - Contacts +

search

- toolbox
- What links

[Join Group](#) [Share](#) [Report as...](#)

Type: Professional Group
Access: This group is open to everyone
Members: 40,776





There's a plane in the Hudson. I'm on the ferry going to pick up the people. Crazy.

twitter

Login Join Twitter!

lisbon burg ankara delhi sydney nairobi lima istanbul dubai buenos aires moscow rio de janeiro

Hey there! **BreakingNews** is using Twitter.

Join today!

Twitter is a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question: What are you doing? **Join today** to start receiving **BreakingNews's** tweets.

Already using Twitter from your phone? Click here.

16/01/2009 Twitter:

- First tweets 4 min's after crash
- 15 min's before mainstream media
- First picture on TwitPic
- FlightStats: “en route” – 26 min's delay
- Wikipedia page on flight 1549 1hr later

guardian.co.uk

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[News](#) > [World news](#) > [United States](#)

Bloggers catch what Washington Post missed

[Oliver Burkeman](#) in New York

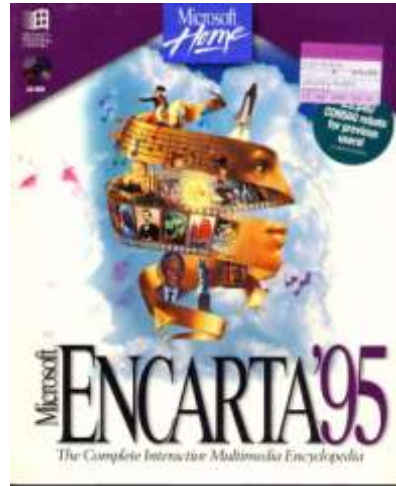
The Guardian, Saturday 21 December 2002 00.37 GMT

[Article history](#)

The momentum that ended in Trent Lott's resignation yesterday as the Senate majority leader did not, primarily, come from the traditional behemoths of the US media - the New York Times, the Washington Post and the main TV news networks.

Instead, the controversy has proved a defining moment for the vibrant online culture of weblogs - nimble, constantly updated, opinion-driven internet journals, freed from many of the constraints of the established media.

Mr Lott's incendiary comments on December 5 went unmentioned in the Washington Post's account of Senator Strom Thurmond's 100th birthday party. They were not picked up by the New York Times, which defines the news in the US, until December 10.



Traditional industry
€ 1 billion industry
Price: > € 1000

Digitalisation
1993:
Encarta released for < \$ 100

User generated content
Wikipedia launched 2001
Price = 0

- 2009: Brockhaus close down its printed business
- 2009: Encarta stops service
- 2009: Britannica's - accepting edits and additions from the public

Newsweek

NATION · POLITICS · WORLD · BUSINESS/TECH · CULTURE · LIFE/HEALTH

“I did it with a lot of pain.” Abdullah, on quitting the Afghan runoff **NYT**

Search

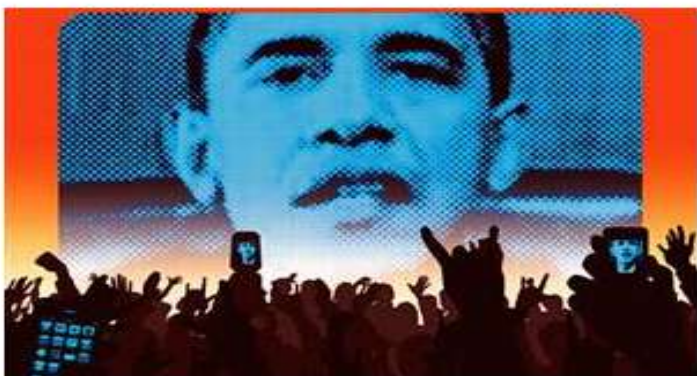


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BUSINESS/TECH

THE ENGINEERING
OF CAPITAL

TECHNOLOGY · PERSONAL FINANCE – RETIREMENT · SMALL BUSINESS



Sean McCabe for Newsweek

TECHNOLOGY

President 2.0

Obama harnessed the grass-roots power of the Web to get elected. How will he use that power now?

By [Daniel Lyons](#) and [Daniel Stone](#) | NEWSWEEK

Published Nov 22, 2008

From the magazine issue dated Dec 1, 2008

[Tweetminster.](#)

[co.uk](#)

> 100 UK MPs are using Twitter to communicate with voters (<-> blogs)

BBC News, March 2010



WikiLeaks

global defense of sources and press freedoms, circa now—

Wednesday 4 November, 2009

Have documents the world needs to see?

We help you safely get the truth out.

Wikipedia for Spies: The CIA Discovers Web 2.0

By MASSIMO CALABRESI Wednesday, Apr. 08, 2009



CIA Director Leon Panetta
Right: Saurabh Das / AP



Discover who gets what from the Common Agricultural Policy



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Browse

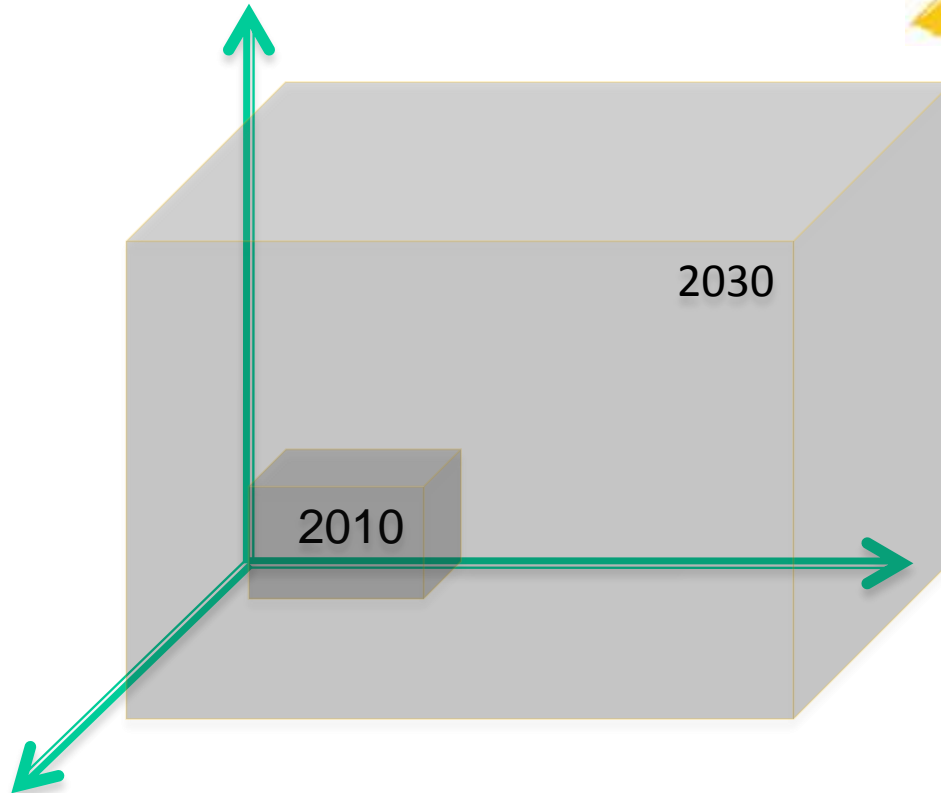
Top Recipients for Europe

- [VARIOS BENEFICIARIOS](#)
- [TATE & LYLE EUROPE](#)
- [Tiense Suikerraff. Raff. Tirlemontoise N](#)
- [BANQUES CREDIT AGRICOLE](#)
 - [Corman SA](#)

Top Recipients for Italy

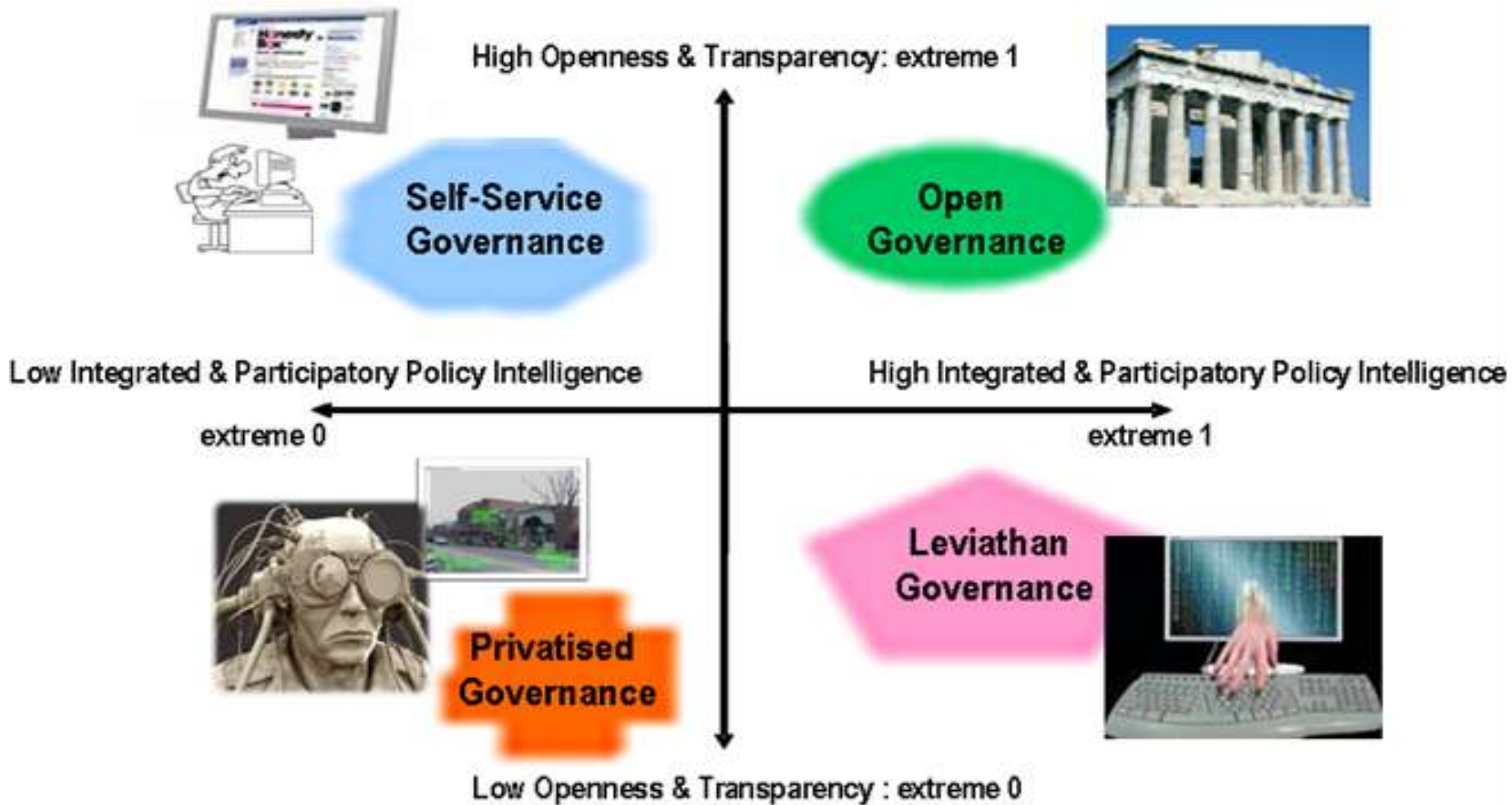
- [A.I.N.P.O. SOC. COOP. A.R.L.](#)
- [ASSOCIAZIONE INTERPROVINCIALE
PRODUTTORI ORTOFRUTTICOLI
A.S.I.P.O. - SO](#)
- [ASIPO - SOC. COOP. A.R.L.](#)
- [APO CONERPO SOC. COOP. A.R.L.](#)
- [F.I.N.A.F. SOC. CONSORTILE A.R.L.](#)

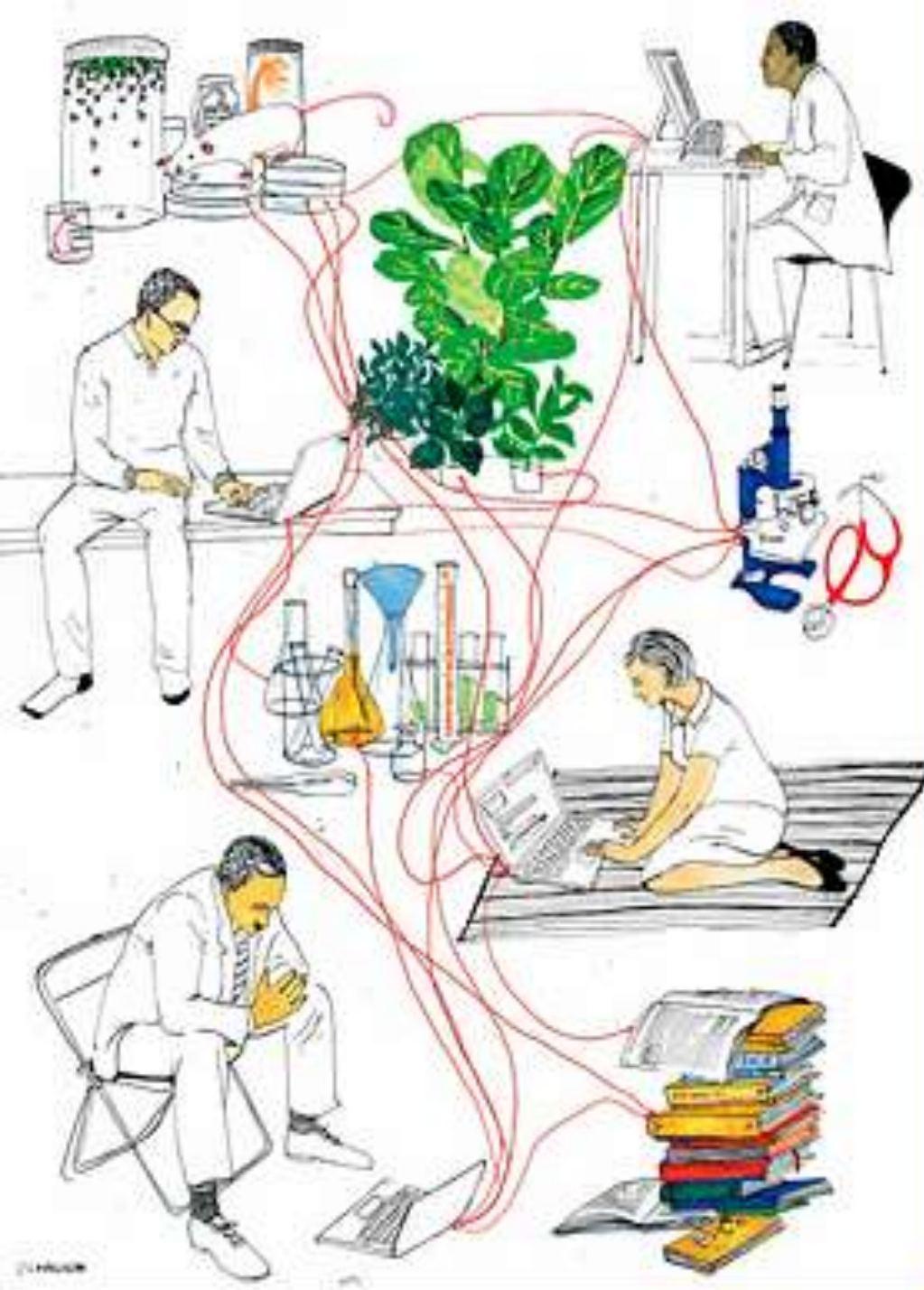
More people involved



More accurate
analytical, modelling
and simulation tools

More data available



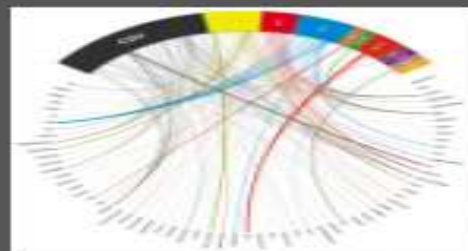


SCIENCE 2.0: YOU SAY YOU WANT A REVOLUTION?

The collaborative online tools people are using in other parts of their lives, such as Facebook, YouTube, and blogs, are roiling the disciplined world of scientific communication.

latest visualizations

most popular



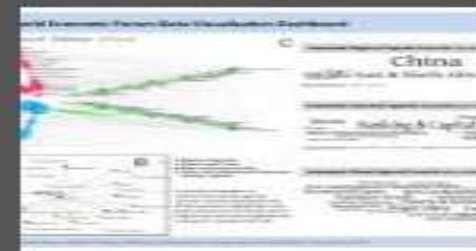
vis4.net
German Party Donations



World Wildlife Fund
Footprint vs. Biodiversity



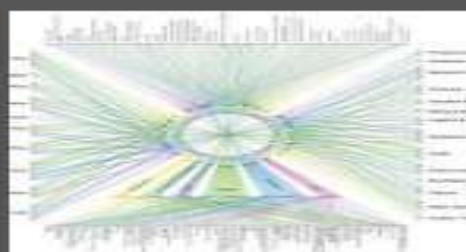
SVA IxD and Co
Catalyzing the Global Dialogue



Ketan
World Economic Forum Data Visualization



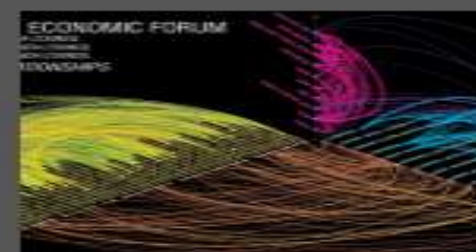
ggervasio
2010 World Economic Forum Interlink...



Reiho
Satellite coordinates plot



ewan.nicolson
Visualising Global Connections



axu
Interrelationships between the 72 W...



danielgm



Laurens van der...



tnf



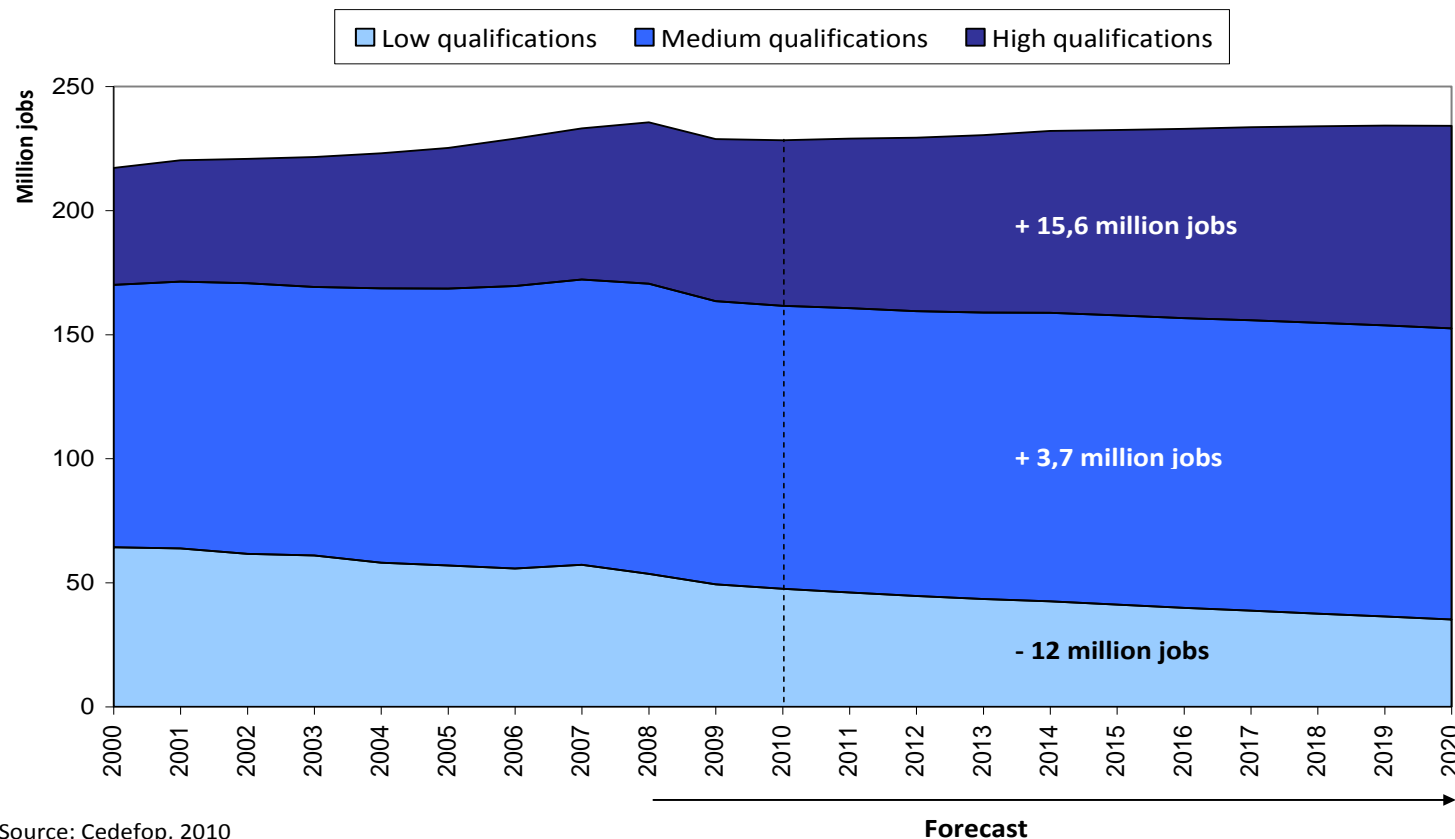
Nathan Yau



**Have you been
paying attention?**

**Have you been
paying attention?**

http://www.youtube.com/watch?v=gT2E2F0DmyE&feature=channel_page



In 2020, of all jobs
 35% high qualifications
 50% medium qualific.
 15% low qualifications

Source: Cedefop, 2010

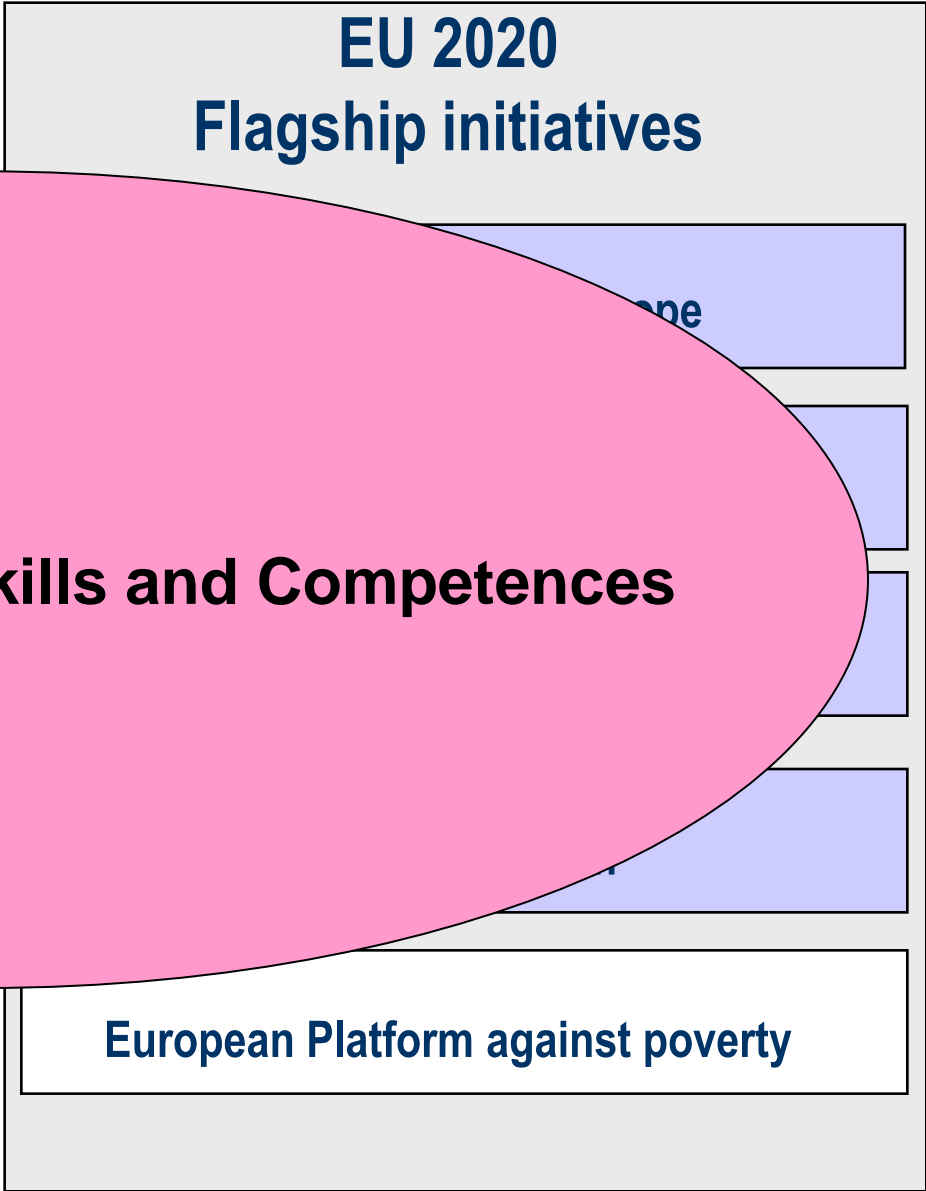
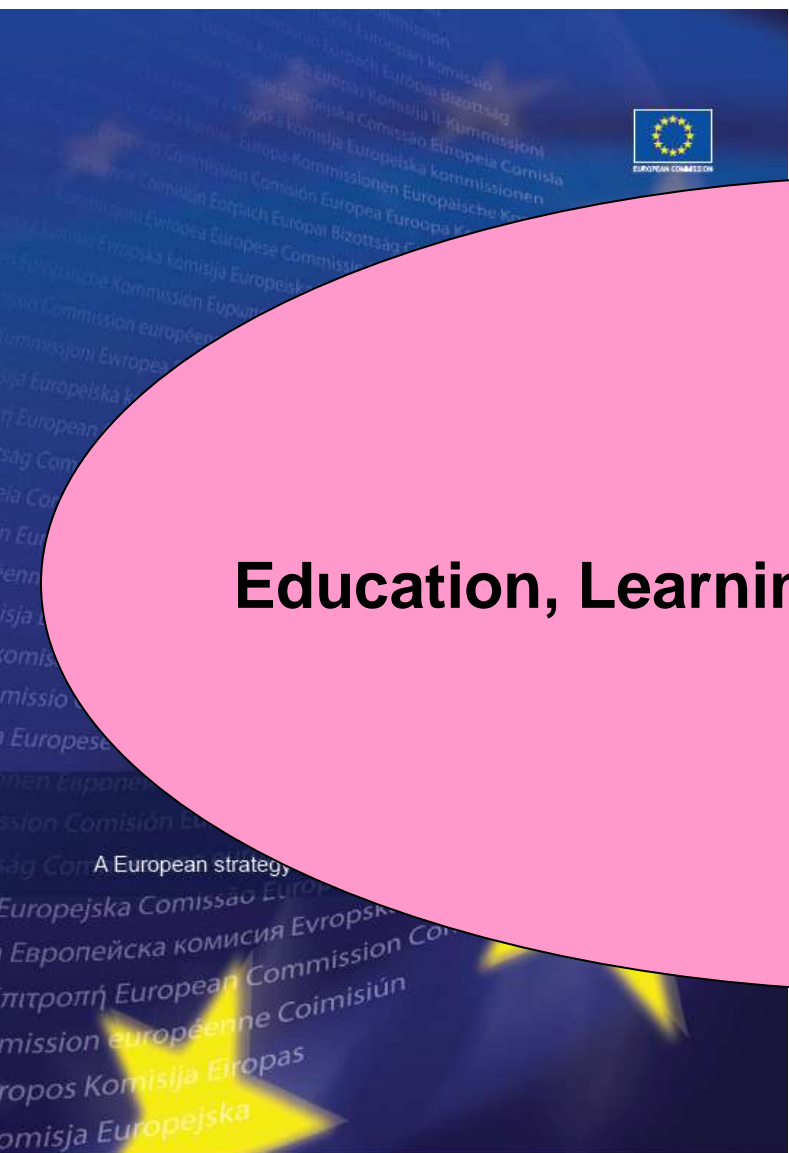
Source: Cedefop, 2010

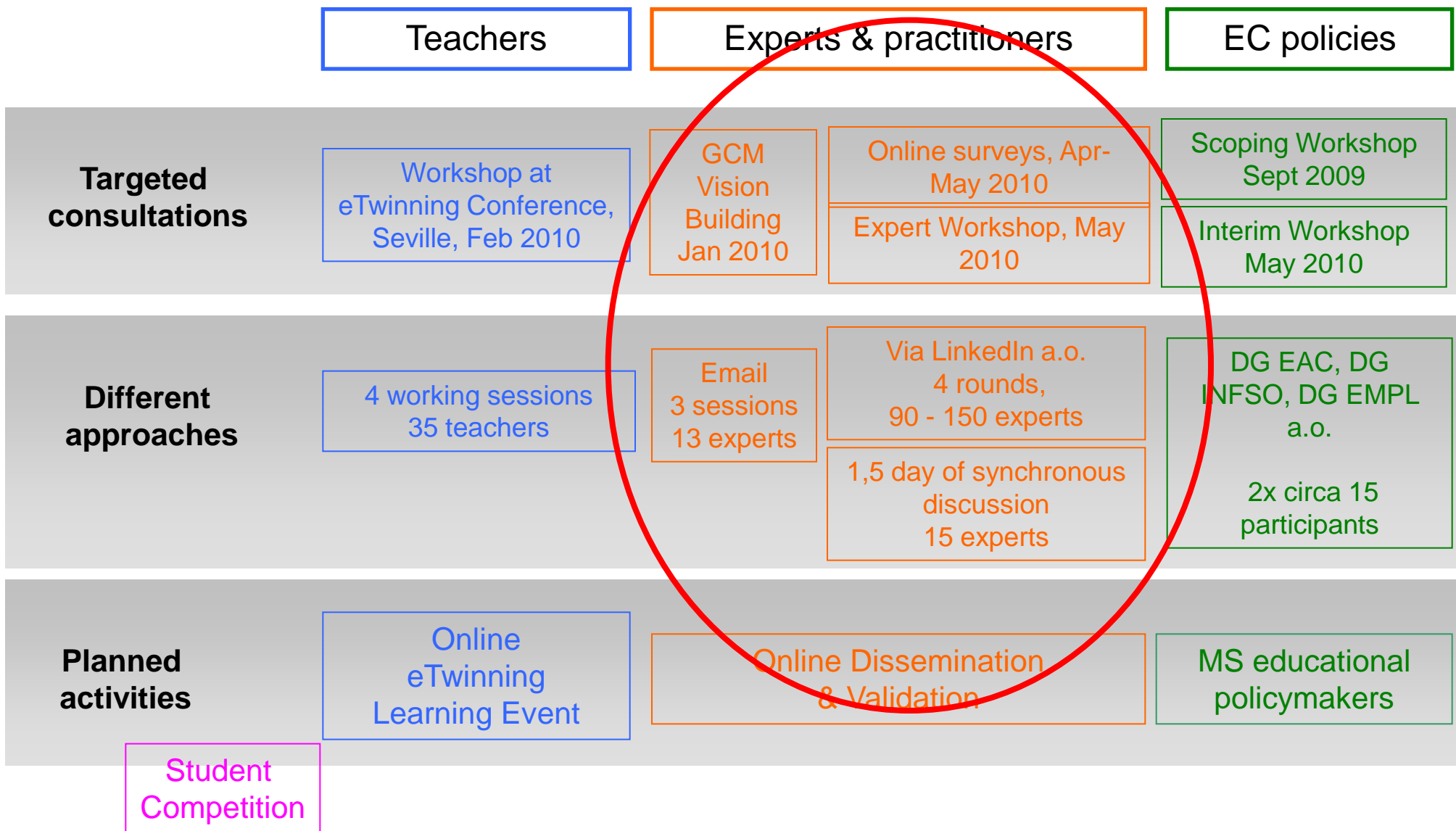
According to European companies, 90% of jobs in 2015 will require some sort of ICT skills (IDC, Nov 2009)

As our societies are changing, we need to rethink E&T and to develop current and future learning opportunities that are more efficient, relevant, inclusive, innovative and meaningful than they ever were in the past.

Aim of our research is to provide evidence, guidelines and visions to meeting the Grand Challenge:

Educational Transformation in a Digital World





One important change of Education in 20 years will be...

IPTS foresight project **FORLIC** – with
TNO-NL, Open University NL and Attic
Media-UK

Expert consultation Phase 1:

- Group Concept Mapping
- 203 unique statements
generated by 13 experts
- 12 clusters: key changes in
education in 20 years

Individual & social nature of learning

Tailor made & profession driven education

Formal education goes informal

Lifelong Learning

Pedagogical concepts

Tools and services enhancing learning

Assessment, accreditation, qualification

Globalisation of education

Roles of institutions

Roles of teachers

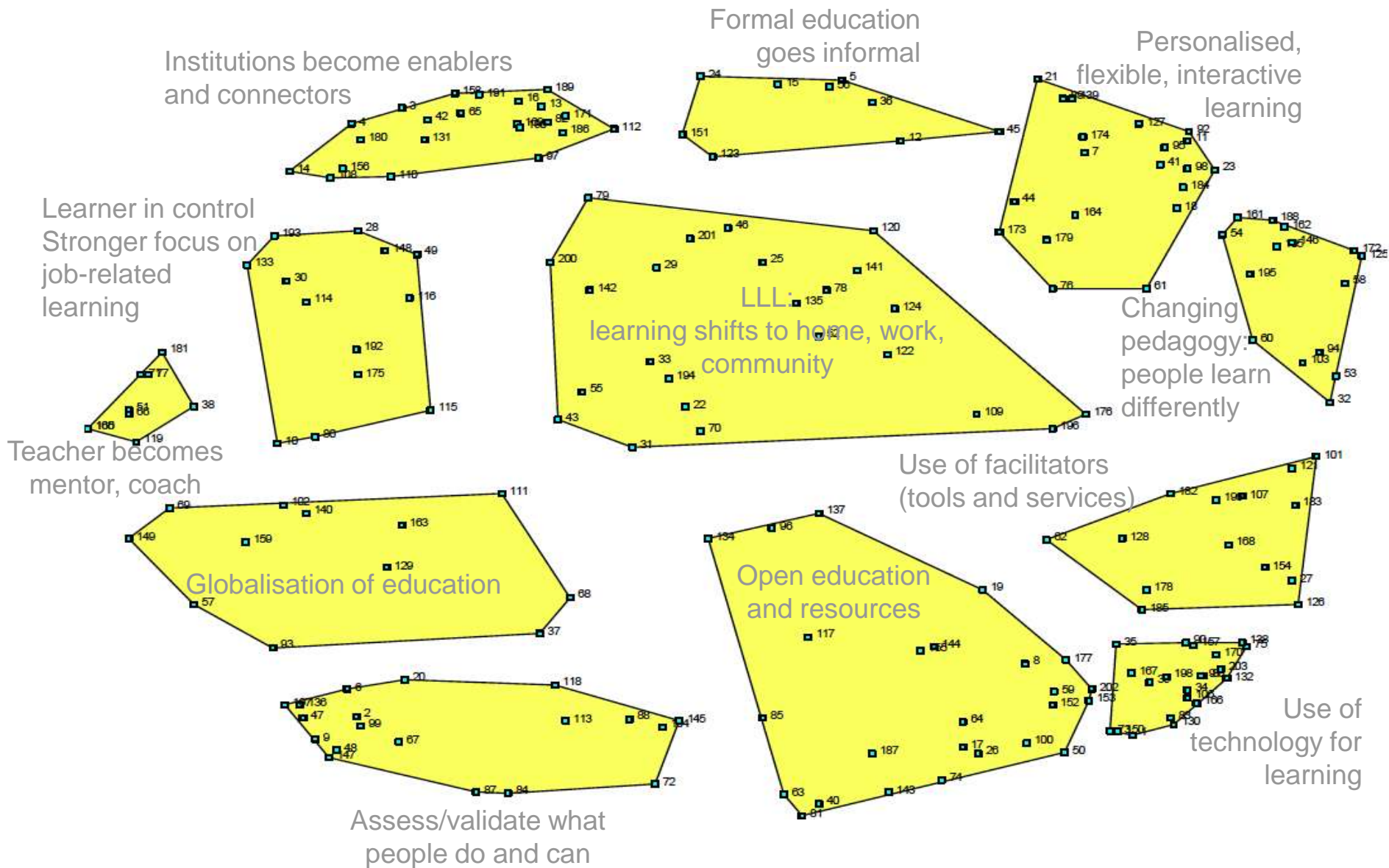
Open education and resources

Technology in education

Importance

4.06

3.21



Changing roles of institutions, teachers and assessment

Institutions as enablers & connectors

Formal education goes informal

Personalised, flexible, interactive learning

More personalised and job-related learning

teachers as mentors

Lerner control: job-related learning

Lifelong Learning: learning shifts to home, work, community

Changing pedagogy: people learn differently

Lifelong Learning

Globalisation of education

Open education and resources

Use of facilitators (tools and services)

Assessment: Recognise what people do and can

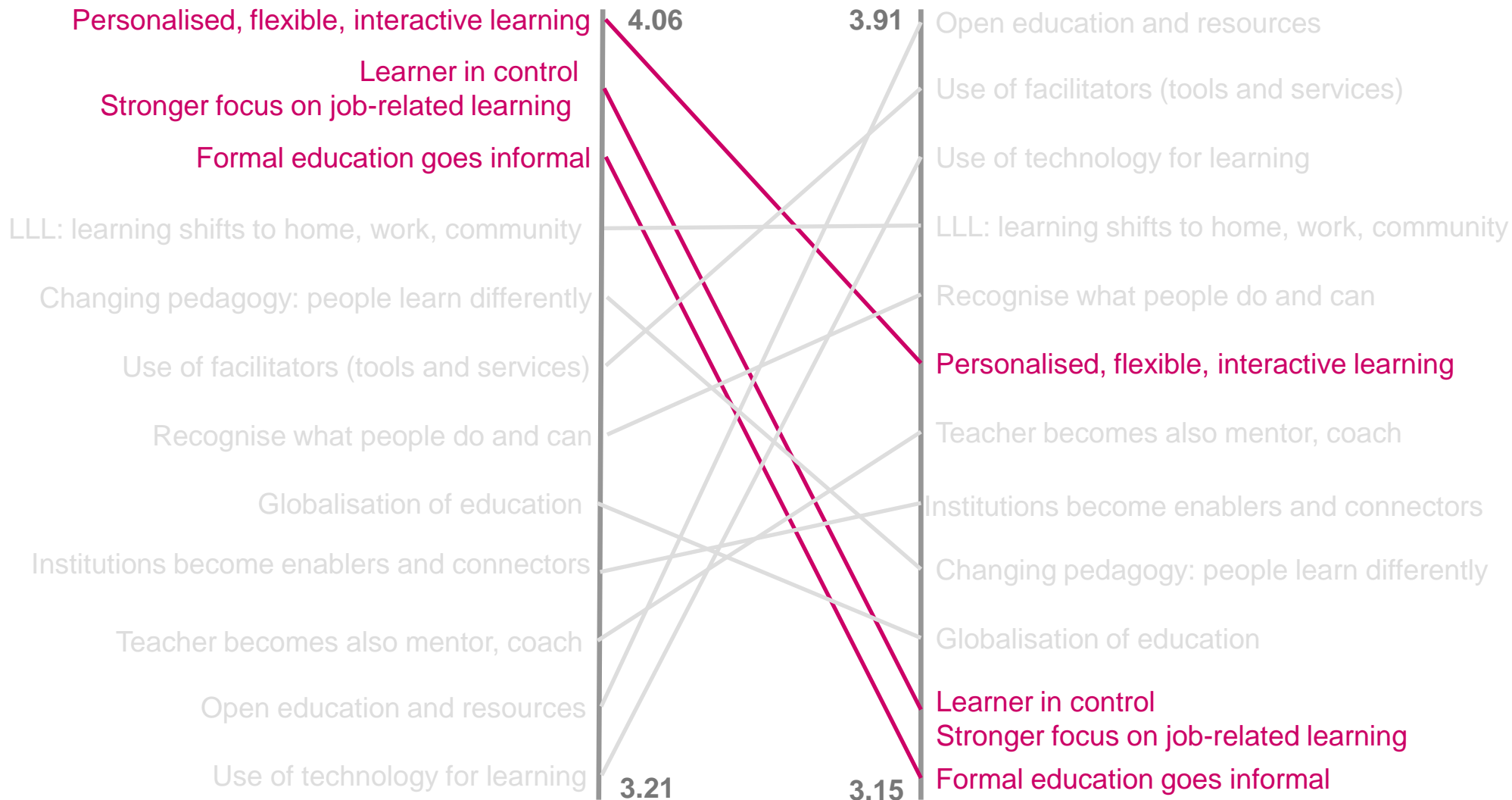
Use of ICT for learning

Technology-enabled learning

Expert ratings on....

Importance

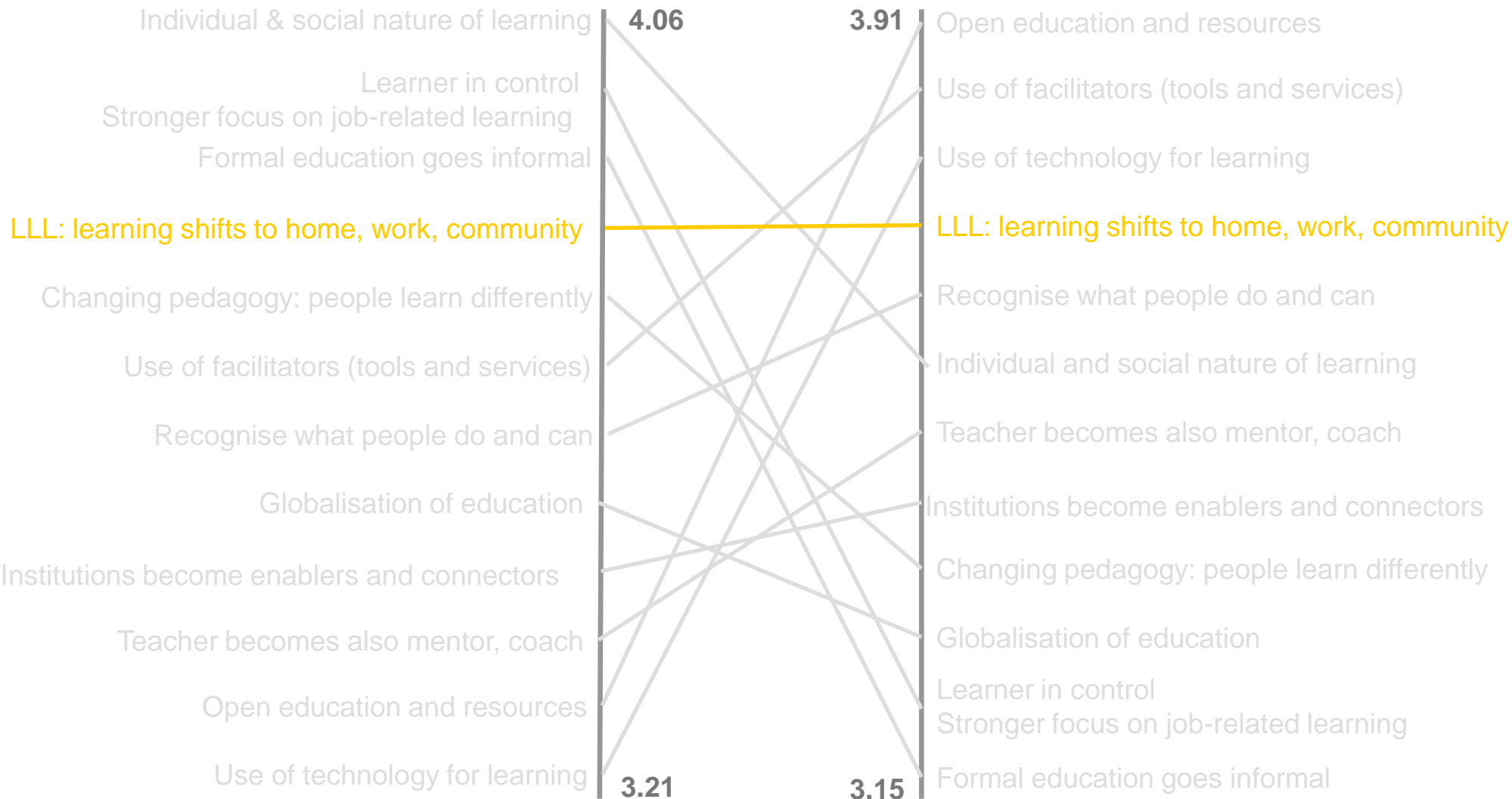
Feasibility



Expert ratings on....

Importance

Feasibility



Expert ratings on....

Importance

Feasibility

Personalised, flexible, interactive learning **4.06**

3.91

Open education and resources

Learner in control

Stronger focus on job-related learning

Use of facilitators (tools and services)

Formal education goes informal

Use of technology for learning

LLL: learning shifts to home, work, community

LLL: learning shifts to home, work, community

Changing pedagogy: people learn differently

Recognise what people do and can

Use of facilitators (tools and services)

Personalised, flexible, interactive learning

Recognise what people do and can

Teacher becomes also mentor, coach

Globalisation of education

Institutions become enablers and connectors

Institutions become enablers and connectors

Changing pedagogy: people learn differently

Teacher becomes also mentor, coach

Globalisation of education

Open education and resources

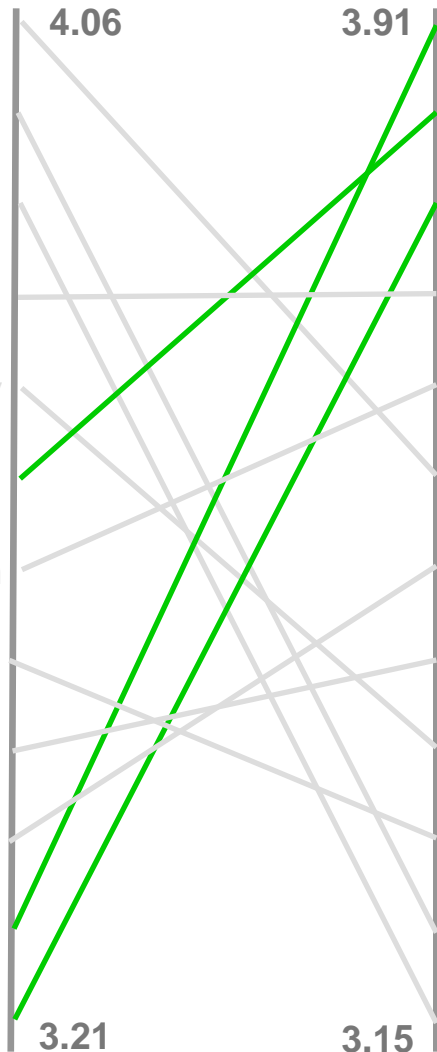
Learner in control

Stronger focus on job-related learning

Use of technology for learning **3.21**

3.15

Formal education goes informal



- **Changes in learning & teaching processes (learner-centred, informal and job-related) are most important but more difficult to realise**
- **“Lifelong Learning” (Lifewide Learning) and personalisation important “and” difficult to realise**
- **Technology-oriented changes are most feasible**



LinkedIn Group on “Future of Learning”

4 online surveys, April-June 2010

90-150 responses from experts in education and technology

IPTS, TNO-NL, Open University NL and Attic Media-UK

Formal Education and Training

- **No radical change for schools and its assessment practices**
- **Shift towards more personalisation, learner-centred learning, self-responsibility and competence based learning**
- **Changing role of teacher, emphasis on pedagogical guide**

Skilling and workplace learning

- **Lifelong learning and on the job training**
- **Flexibility, change and self-responsibility for learning & career paths**
- **Certification/validation of informally acquired skills**

All strongly enabled by various and versatile ICT

The communication novelty in contemporary society is mass self-communication by “the creative audience” (in addition to interpersonal & mass communication) (Castells 2009)

The emergence of a new power struggle or conflict between the global corporate multimedia networks and the creative audience (Castells, 2009)

Web2.0 has given rise to a new techno-deterministic optimism that resembles the internet boom of the 1990s (Fuchs, 2009)

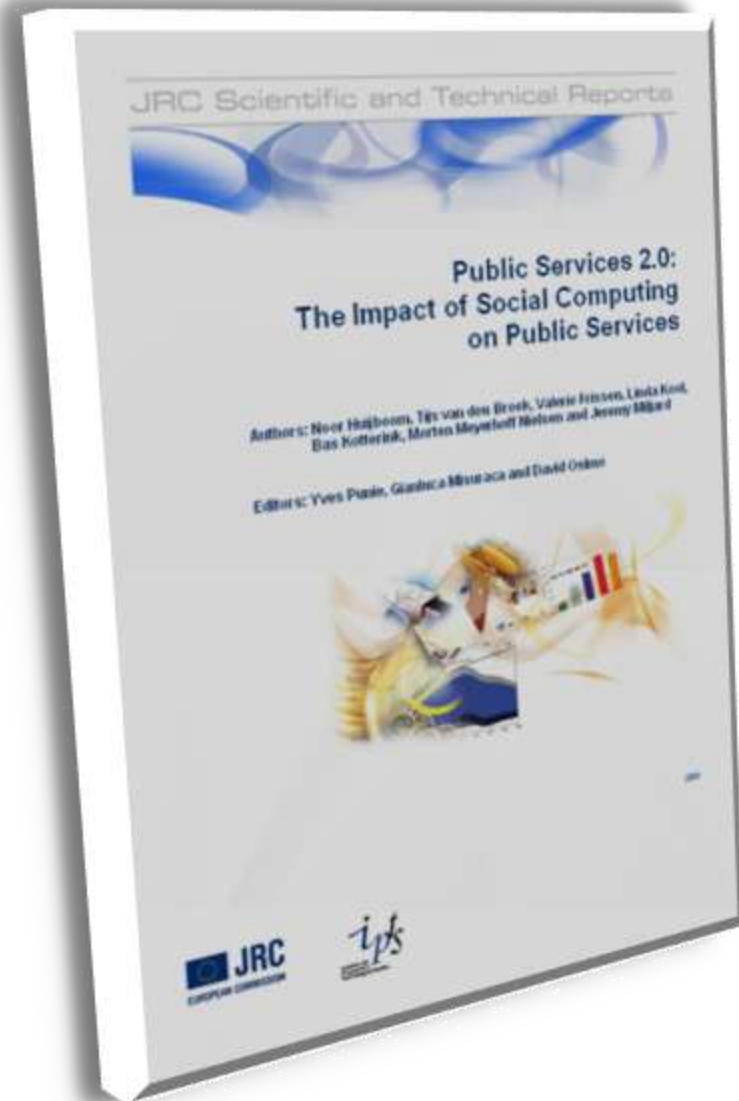
People attribute new meaning to new media activities. Humans do not engage in activities that are meaningless. If you think you see people doing things you find meaningless, look again and try to understand what the activities mean for them.

(Henry Jenkins, MIT Comparative Media)

- **Fun, useful & empowering**
- **Unprecedented scale, breadth & depth (across sectors)**
- **User-driven & self governing**
- **Open, innovative, transformative, disruptive & unbounded**
- **Supports discovery, learning, collective intelligence & tacit knowledge**
- **Enables social & political engagement**
- **New actors and new roles (start-ups, individuals, civil society, civil servants)**
- **Better informed users/consumers demanding innovative products and services**
- **Bottom-up, emergent innovation rather than hierarchically planned/imposed**
- **Perpetual beta: iterative and continuous innovation, low cost of failure**
- **Transparency, efficiency & better informed policy-decision making**

=> New ways of doing things

- **Good governance**
 - Principles such as legitimacy, accountability, transparency, impartiality are not automatically ensured
 - Participation: low, biased, activist, extremist, expert, elite
- **Privacy, security and safety**
 - Growing privacy threats, digital shadows, personal identities become public
 - Destructive behavior, cyber-bullying
- **Reliability**
 - Quality control vs peer-based control mechanism
 - New skills for new jobs
- **Inclusion**
 - Skills, resources (financial, cultural) and socio-economic background critical for participation
 - Digital divides: from access to quality of use
- **Sustainability**
 - Not always sustainable, up-scalable and appropriate for all cases



Thank you

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<http://is.jrc.ec.europa.eu>

