JRC
EUROPEAN COMMISSION

ipts
Institute for Prospective Technological Studies

The impact of Social Computing: Challenges and Opportunities for Europe

11th Bled Forum on Europe. Foresight Conference
The Future of Information Society and Challenges for Good Governance
11-12 March 2010

Yves Punie & Gianluca Misuraca

Joint Research Centre (JRC)
Institute for Prospective Technological Studies
The European Commission's Research-Based Policy Support Organization

Introducing Social Computing (SC)

Social Computing: a set of on-line and/or mobile tools that facilitate user interactions and collaborations that enable users to share experiences, to become content co-creators and to provide value.

Images created via world.net

Some numbers

Video and Photo

1 billion Hits a day on YouTube (9 Oct 2009, BBC Online)

> 2 billion photos & >14 million videos uploaded to Facebook monthly (2009, Facebook)

> 80% of active internet users worldwide watch video clips online (March 2009, Social Media Tracker)

Social Networking

> 300 million Facebook users worldwide; 100 million in Europe; ~ 50% daily users (2009, Facebook)

> 56 million Netlog users in Europe, in 20 languages, > 150 million visitors per month (2009, Netlog)

> 70% of active internet users worldwide visit a friend's page (March 2009, Social Media Tracke

Blogs

of blogs 2X every 5-7 months (2005-2007); > 110 million blogs (May 2008, Technorati)

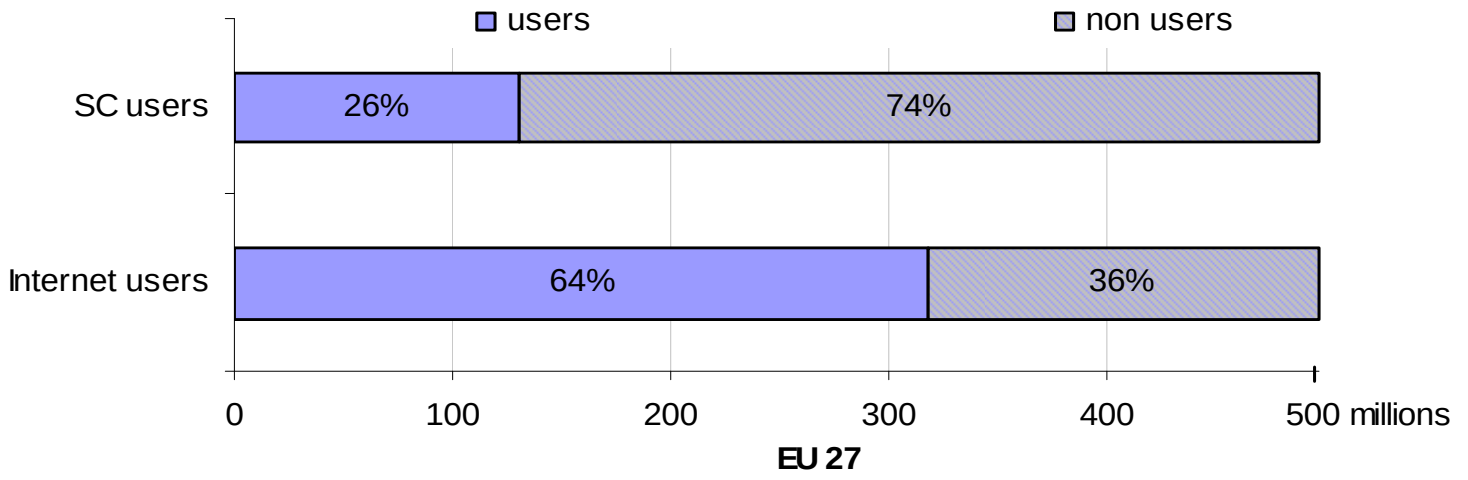
> 70% of active internet users worldwide read blogs, 46% left a comment and 35% started own blog (March 2009, Social Media Tracker)

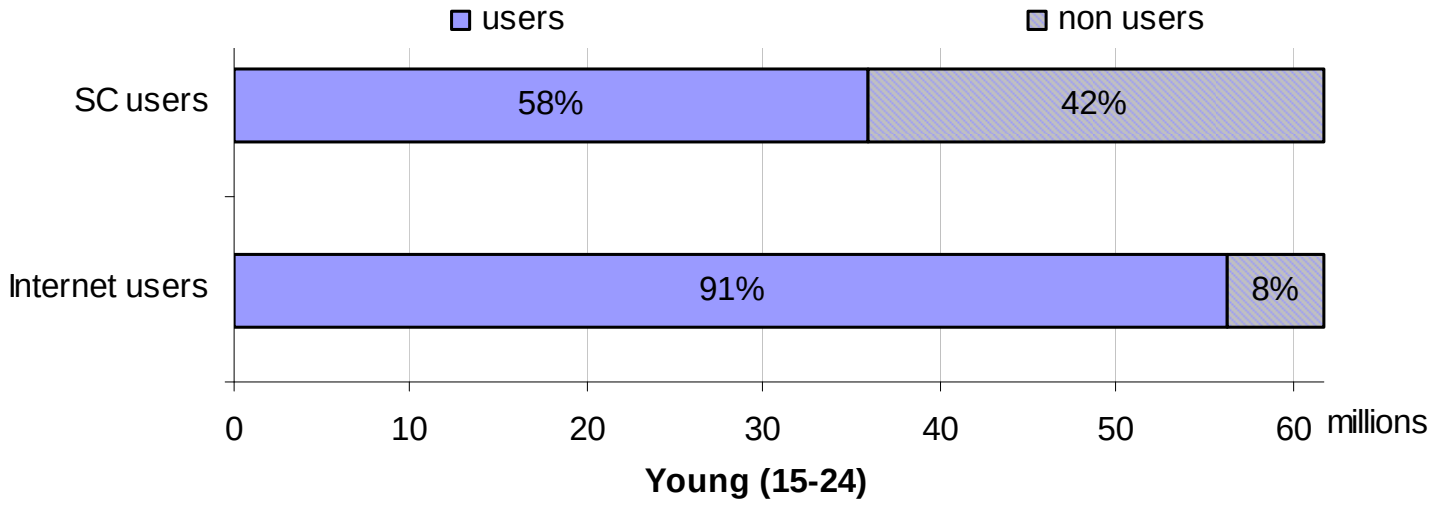
Other

> 5 billion tweets on Twitter (Nov 2009, Popacular.com)

> 14 million articles on Wikipedia, > 3 million in English, ~269 language versions, 1 million contributions, 85.000 people contributed 5 times or more in Sept09 (Wikipedia)

Social Computing uptake in EU27 (2008)





Source: IPTS estimation based on EUROSTAT 2008 & Flash EB N.241

Recent Social Computing trends

Not only for younger people

Not only for leisure

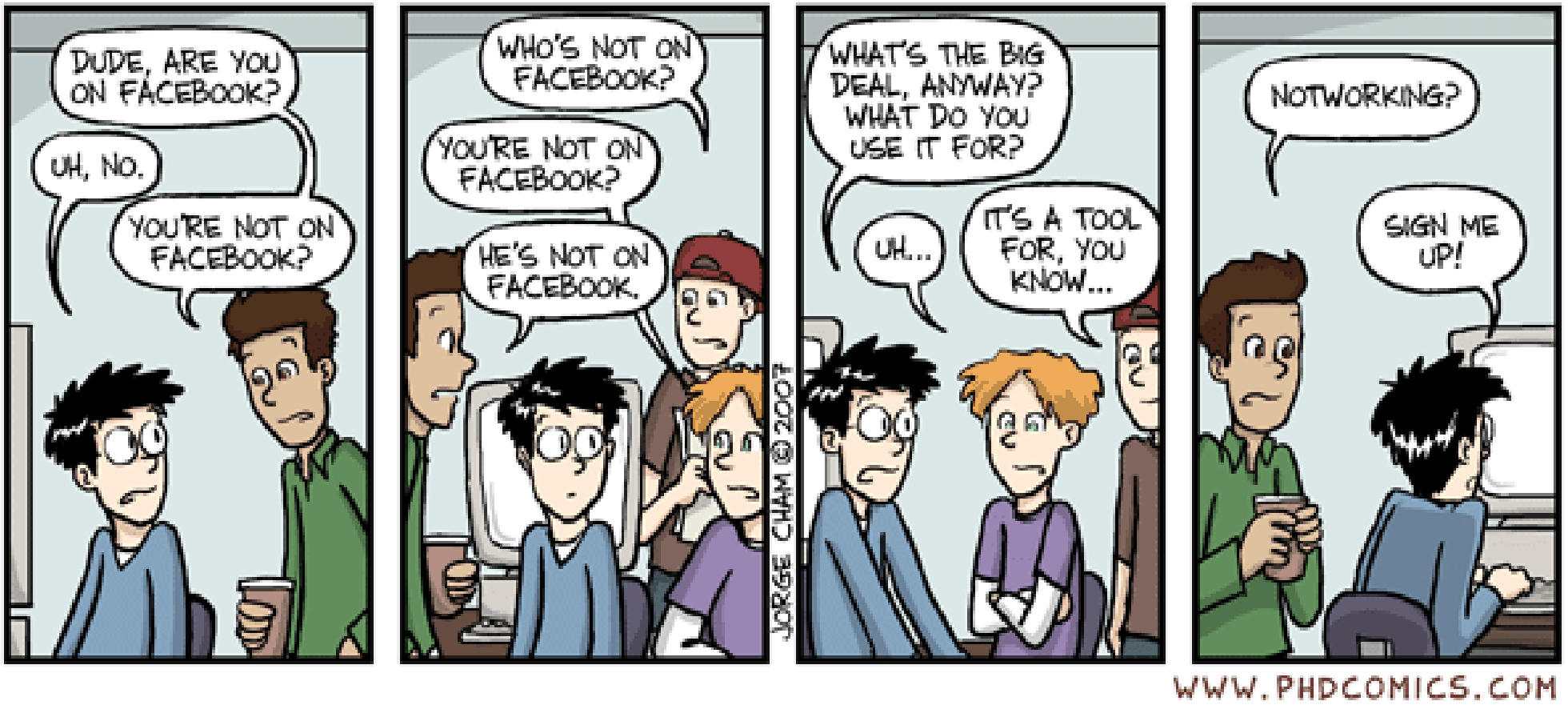
Not all users participate in the same way

Exponential growth has slowed down

But supply and use patterns are changing continuously

=> SC is becoming part of mainstream internet use

Does it matter?

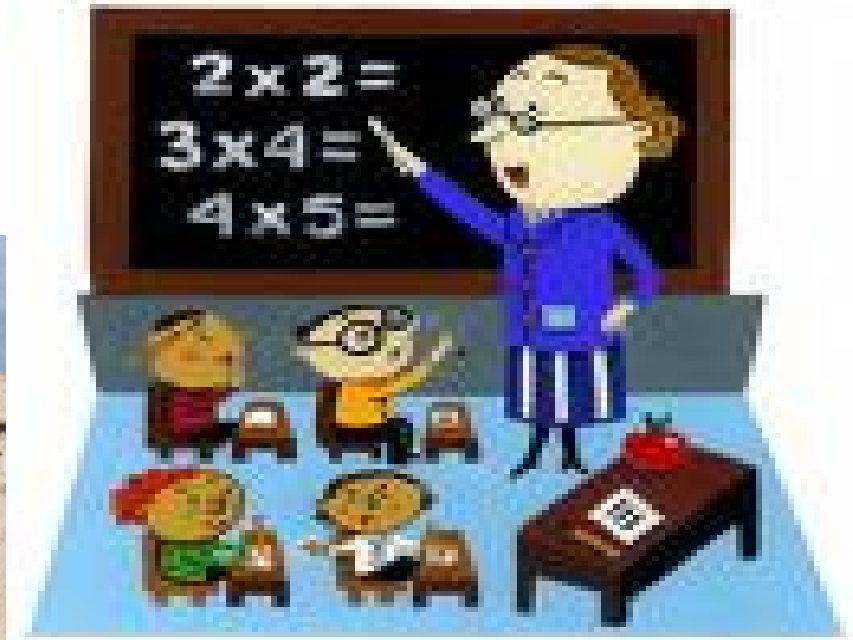


Yes it does...

1. Empowering users, taking up new roles in the digital society and economy

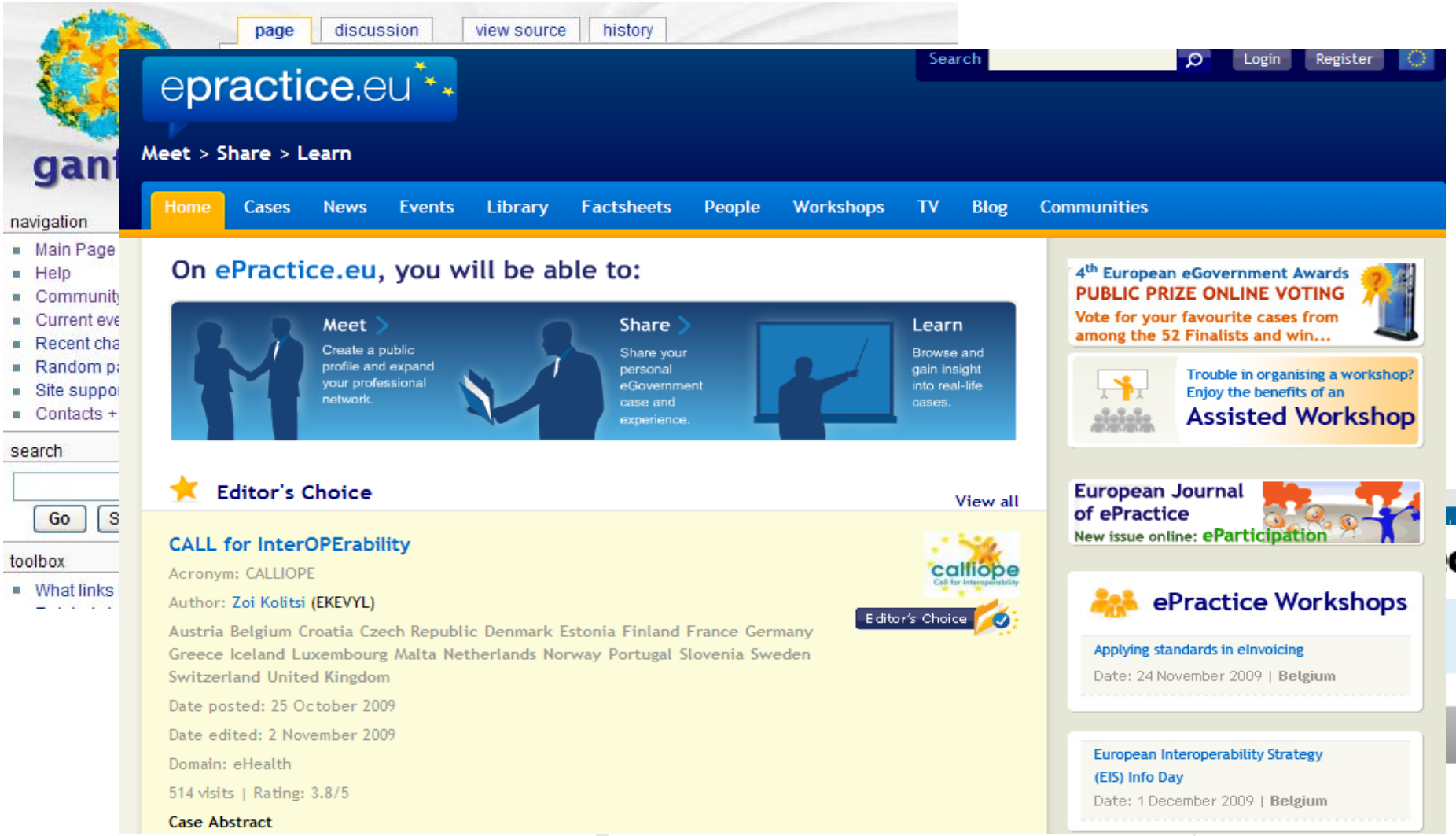
2. Peer-produced resources and harnessing collective knowledge

Cross-cutting impacts of SC on...

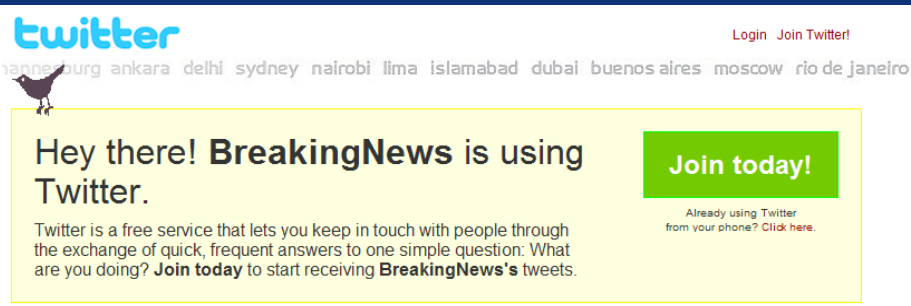


students.ou.edu/K/Blair.K.Kelley-1/

SC impacting work



SC impacting media and public opinion



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

SC impacting media and public opinion

guardian.co.uk

News | Sport | Comment | Culture | Business | Money | Life & style

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.

SC impacting politics and society

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

Newsweek

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

Search

LOGIN · REGISTER · SUBSCRIBE NOW | BLOGS: THE GAGGLE · WEALTH OF NATIONS · DECLASSIFIED · HUMAN CONDITION · NURTURI

BUSINESS/TECH THE ENGINEERING OF CAPITAL TECHNOLOGY · PERSONAL FINANCE -- RETIREMENT · SMALL

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

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.

CONTENT:

New resources for learning

Google reader

Add a subscription

delicious

CREATION: New learning activities and skills

Blogger™

YouTube
Broadcast Yourself ™

TeacherTube
Teach the World

CONNECTING

MyLanguageExchange.com

eTwinning

COLLABORATING

Wikipedia for Spies: The CIA Discovers Web 2.0

By MASSIMO CALABRESI Wednesday, Apr. 08, 2009

CIA Director Leon Panetta
Right: Saurabh Das / AP

SC impacting public administrations

FARMSUBSIDY.ORG

Discover who gets what from the Common Agricultural Policy

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.IN.P.O. SOC. COOP. A.R.L.
- ASSOCIAZIONE INTERPROVINCIALE PRODUTTORI ORTOFRUTTICOLI
- AS.I.P.O. - SO
- ASIPO - SOC. COOP. A.R.L.
- APO CONERPO SOC. COOP. A R.L.
- F.IN.A.F. SOC. CONSORTILE A.R.L.

The communication novelty in contemporary society is mass self-communication by "the creative audience" (Castells, 2009)

Is there room for real counter-power and autonomy or is it rather about the total commodification of human creativity? (Fuchs, 2009)

Meaningful 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)

Castells, M. (2009) Communication Power, Oxford University Press.
Fuchs, C. (2009) Some reflections on Manual Castells' book "Communicative Power", TripleC 7(1): 94-108.

Policy challenges and opportunities

Security, safety and privacy risks: ***Systems are weak while users are unaware***

- Protect all but especially younger users: awareness raising and LLL for all
- Encourage involvement of SC providers
- Enforce existing regulations, guidelines and confidence building

New skills for new jobs and risk for new digital divides: ***Going beyond learning basic ICT skills***

- Ensure learning of digital literacy and digital competences (lifelong and as early as possible)
- Continue with available and affordable broadband and mobile internet
- Raise awareness on new skills for new jobs (e.g. on user-generated content, sharing, etc.)
- Trust and confidence: 54% of US firms with >100 employees forbid use SNS at work (Robert Half Technology, 2009)

Opportunities for good governance: ***Opening-up, more transparency and efficiency***

- Improve and innovate public services, their quality, user-centricity and inclusiveness
- Increase democratic governance (while preventing misuse)
- Europe 2020: Social innovation addressing EU challenges
- Develop comparable, systematic, longer-term official data and stats on SC

=> New ways of doing things, also at European level, affecting European policies and institutions.

=> Realizing potential requires organizational change, risk-taking, experimentation and openness.

IPTS started monitoring SC trend since 2005 and conducted Exploratory Research Projects focused on understanding policy impacts of Social Computing (2007-2009)

12 Published Reports on SC (2008-2010):

- The Impact of SC on the EU Information Society and Economy
- Public Services 2.0: The Future of Public Services
- Learning 2.0: The impact of Web2.0 Innovations on Education and Training in Europe
- Learning in Online Networks and Communities
- Web 2.0 in Government: Why and How?
- Web 2.0: Where does Europe stand?
- Good Practices for Learning 2.0: Promoting Innovation
- Good Practices for Learning 2.0: Promoting Inclusion
- The Socio-economic Impact of Social Computing: Proceedings of a validation and policy options workshop
- Social Computing: Study on the Use and Impacts of Collaborative Content
- Social Computing: Study on the Use and Impact of Online Social Networking
- An Empirical Analysis of the Creation, Use and Adoption of Social Computing Applications

http://is.jrc.ec.europa.eu/pages/EAP/SC.html

http://ipts.jrc.ec.europa.eu/publications/index.cfm

Thank you

yves.punie@ec.europa.eu

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