

IRIS ‘Major Findings’ Workshop on:
Socio-economic implications of Digital Identity and Social Computing
JRC–IPTS, Information Society Unit
Brussels, 12-13th November 2009

Understanding Social Computing: Challenges and Opportunities for Europe

Yves Punie

D. Broster, C. Centeno, W. Lusoli,

G. Misuraca & C. Pascu

Joint Research Centre (JRC)

Institute for Prospective Technological Studies

The European Commission’s Research-Based Policy Support Organisation



The views expressed by the authors are not necessarily those of the EC.

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**.

Twitter Blogs
YouTube
Myspace
Wikipedia Flickr
SecondLife
Facebook



A word cloud of various social computing websites. The most prominent text is 'epractice.eu' in large blue letters, 'videolectures.net' in large yellow letters, and 'patientslikeme.com' in large green letters. Other visible websites include 'livemocha.com', 'connexions.org', 'mybikelane.com', 'tudiabetis.com', 'eTwinning.net', 'wikileaks.org', 'sicamp.org', 'patientopinion.org.uk', 'academicearth.org', 'theyworkforyou.com', 'peertopatent.org', 'welkerswikinomics.com', 'ganfyd.org', 'farmsubsidy.org', 'teachertube.com', 'doctors.net.uk', and 'farmsubsidy.org'.

Images created via world.net

- IPTS started monitoring uptake and use of SC since 2005 and exploring its socio-economics impacts since 2007
- Studies of SC:
 - In the areas of learning, health, inclusion, government/governance, mobile, identity, industry
 - and on specific themes such as collaborative content, online social networks and the creation and use of SC.
- **> 10 published IPTS reports:** <http://ipts.jrc.ec.europa.eu/publications/index.cfm> and similar amount of scientific publications
- Synthesis publication hot off the press:

The Impact of Social Computing on the EU Information Society and Economy

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

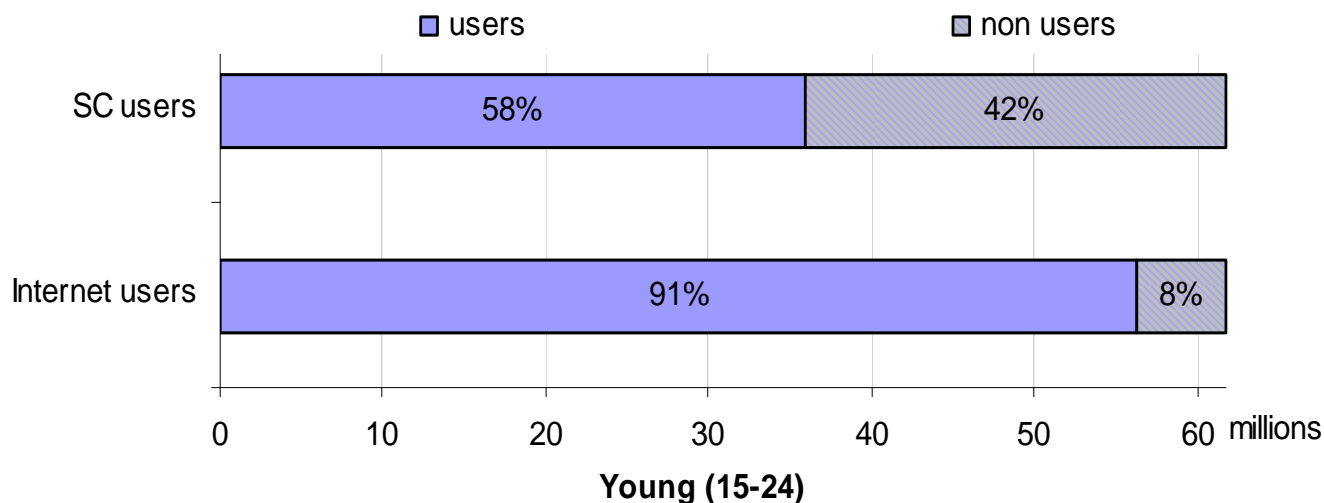
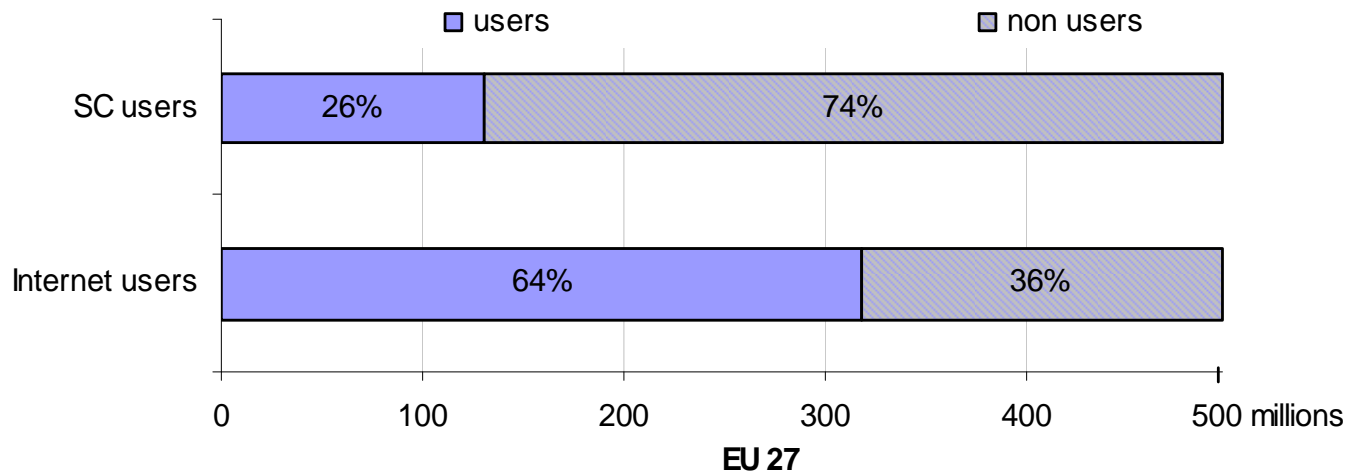
- > 300 million Facebook users worldwide; 100 million in Europe; ~ 50% daily users (2009, Facebook)
- > 56 million Netlog users in Europe, in 20 languages, > 150 million visitors per month (2009, Netlog)
- > 70% of active internet users worldwide visit a friend's page (March 2009, Social Media Tracker)

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)

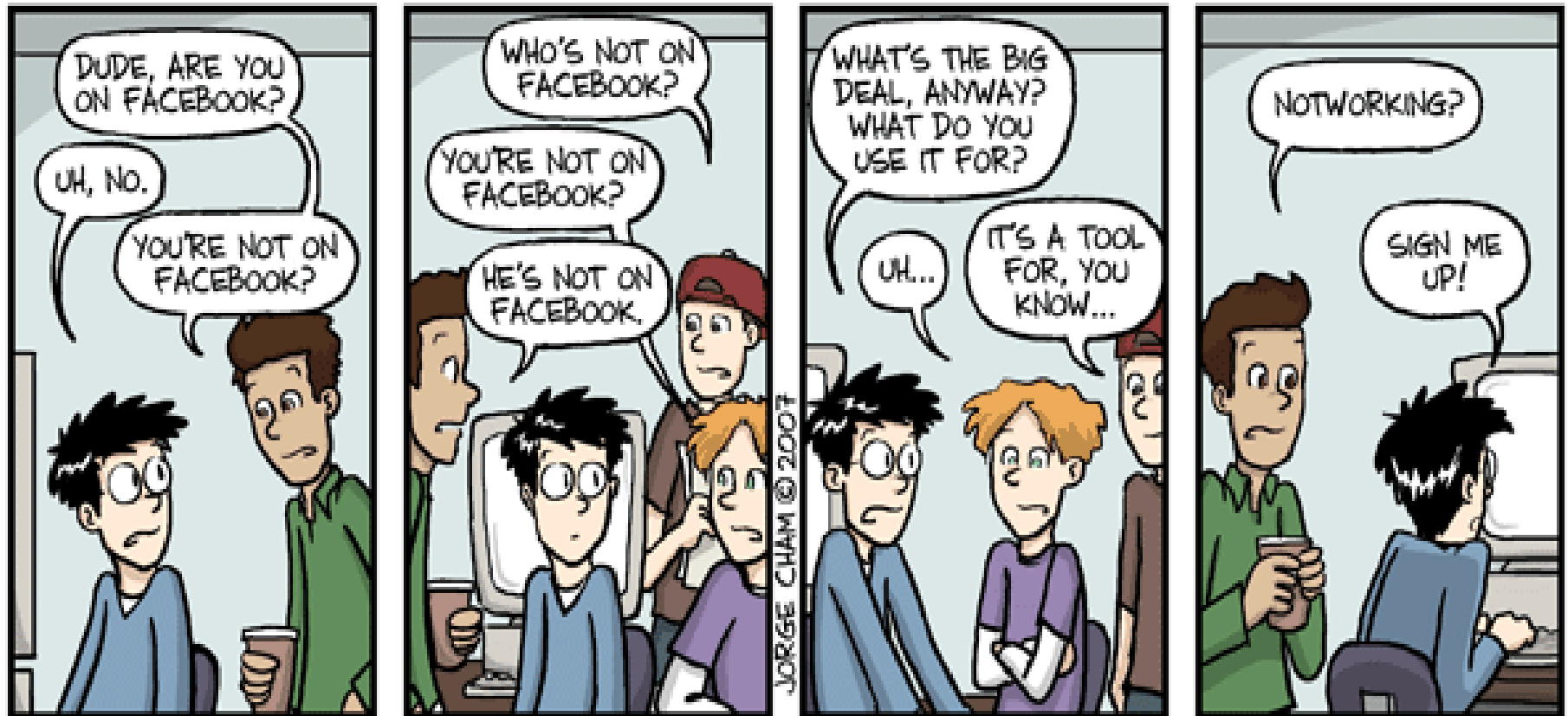
Other

- > 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)



- **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



- 1. Empowering users, taking up new roles in the digital society and economy**
- 2. Peer-produced resources and harnessing collective knowledge**

© Original Artist
Reproduction rights obtainable from
www.CartoonStock.com



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



The screenshot shows the homepage of ePractice.eu, a platform for eGovernment professionals. The top navigation bar includes links for 'page', 'discussion', 'view source', and 'history'. Below this is a search bar and buttons for 'Login' and 'Register'. The main header features the 'epractice.eu' logo and a secondary navigation menu with options like 'Home', 'Cases', 'News', 'Events', 'Library', 'Factsheets', 'People', 'Workshops', 'TV', 'Blog', and 'Communities'. A central banner titled 'On ePractice.eu, you will be able to:' highlights three core functions: 'Meet' (creating a public profile), 'Share' (sharing personal case experience), and 'Learn' (gaining insight from real-life cases). To the right, there are promotional banners for the '4th European eGovernment Awards PUBLIC PRIZE ONLINE VOTING', a workshop titled 'Assisted Workshop', and the 'European Journal of ePractice' featuring 'eParticipation'. On the left side, a sidebar contains a 'navigation' menu with links such as 'Main Page', 'Help', 'Community', and 'Recent changes', along with a 'search' box and a 'toolbox' section.



twitter

Login Join Twitter!

hannover burg ankara delhi sydney nairobi lima islamabad 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

[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.

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

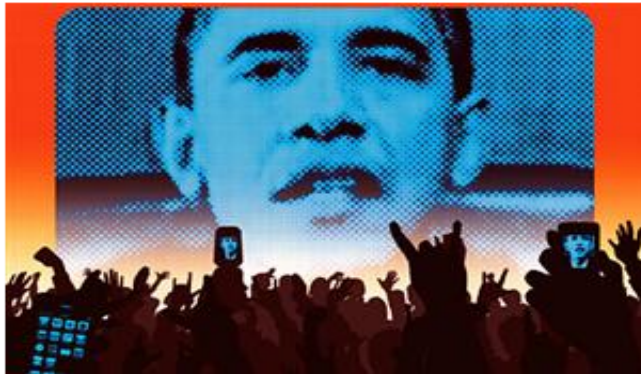


LOGIN · REGISTER · SUBSCRIBE NOW | BLOGS: THE GAGGLE · WEALTH OF NATIONS · DECLASSIFIED · HUMAN CONDITION · NURTURING

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.

WIKIPEDIA

English
The Free Encyclopedia
3 079 000+ articles

日本語
フリー百科事典
627 000+ 記事

Deutsch
Die freie Enzyklopädie
973 000+ Artikel

Español
La enciclopedia libre
523 000+ artículos

Français
L'encyclopédie libre
867 000+ articles

Polski
Wolna encyklopedia
646 000+ haseł

Italiano
L'enciclopedia libera
619 000+ voci

Русский
Свободная энциклопедия
446 000+ статей



Português
A enciclopédia livre
516 000+ artigos


Nederlands
De vrije encyclopedie
567 000+ artikelen

search • suchen • rechercher • szukaj • 検索 • ricerca • zoeken • buscar • busca • поиск • sök • 搜索
• søk • haku • cerca • пошук • keresés • hledání • ara • căutare • serçu • suk • 찾기 • søg • cari •
hl'adat • بحث • tìm kiếm

English

▼

→



search

Go Search

navigation

- Main Page
- Browse
- Recent changes
- Guided tours
- Random
- Help
- Donate

community

- Portal
- Colloquium
- News
- Projects
- Sandbox
- Help desk

toolbox

- What links here
- Related changes
- Special pages
- Printable version
- Permanent link

in other languages

- Česky
- Deutsch

[project page](#)
[discussion](#)
[view source](#)
[history](#)

[View the project page \[alt-a\]](#)


Wikiversity:Main Page

[Why create a Wikiversity account?](#)

Welcome to Wikiversity

Set learning free

with 11,591 learning resources and growing.




"Freedom of expression is the matrix, the indispensable of nearly every other form of freedom." -Benjamin N.

Welcome

Wikiversity is a Wikimedia Foundation project devoted to [learning resources](#), [learning projects](#), and [research](#) for use in all levels, types, and styles of education from pre-school university, including professional training and informal learning. We invite teachers, students, and researchers to join us in creating [open educational resources](#) and collaborating learning communities. To learn more, try a [guided tour](#) or [start editing now](#).

Today's Featured Project

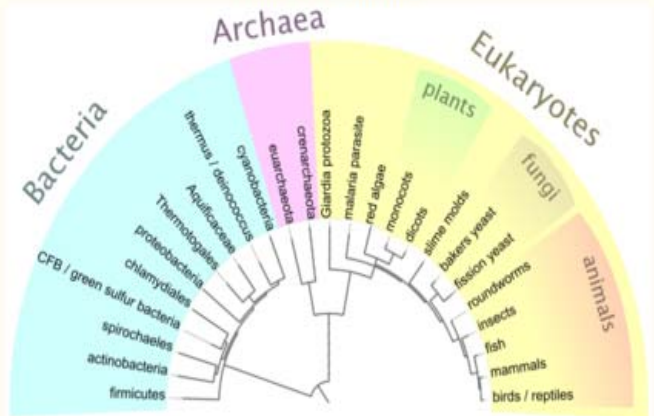
Assistant Teacher Course



In this project, assistant teaching is understood as involving and training pupils to assist with the teaching process at

Educational Picture of the Day

The Tree of Life



Explore Wikiversity

[Catalogue](#) | [Guided tours](#)

[–] Resources by level

- [Portal:Pre-school Education](#)
- [Portal:Primary Education](#)
- [Portal:Secondary Education](#)
- [Portal:Tertiary Education](#)
- [Portal:Non-formal Education](#)

[+] School subjects

[+] University faculties

[+] Resources by type

[+] Paths by user type

[+] Resources by completion

Wikipedia for Spies: The CIA Discovers Web 2.0

By MASSIMO CALABRESI Wednesday, Apr. 08, 2009



CIA Director Leon Panetta
Right: Saurabh Das / AP



FARMSUBSIDY.ORG

Discover who gets what from the Common Agricultural Policy



FollowTheMoney.eu
Monitoring the EU Budget

[About](#) [Contact](#) [farmsubsidy.org](#) [fishsubsidy.org](#)

Search this site...

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.](#)

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 government: *Opening-up, more transparency and efficiency*

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

- => SC enables new ways of doing things, also at the European level, affecting European policies and institutions.
- => Realizing its potential requires organizational change, risk-taking, experimentation and openness.
- => Are these requirements available in Europe?

Published Reports on SC (2008-2009):

- 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
- 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
- Public Services 2.0: The Future of Public Services (in press)
- **The Impact of SC on the EU Information Society and Economy**

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

Thank you

Contact:

yves.punie@ec.europa.eu

clara.centeno@ec.europa.eu