



Project Incubation Workshop Background Notes

Annamaria Carusi

Oxford e-Research Centre

Advertisement

IT'S SUNDAY, SEP 28 **11:01**



[1] 2 3 4 5 6 Next »

September/October 2008

How Obama *Really* Did It

The social-networking strategy that took an obscure senator to the doors of the White House.

By [David Talbot](#)

Audio » Share » Favorite Print E-mail



Joe Trippi, Howard Dean's 2004 presidential campaign manager and Internet impresario, describes Super Tuesday II--the March 4 primaries in Texas, Ohio, Vermont, and Rhode Island--as the moment Barack Obama used social technology to decisive effect. The day's largest hoard of delegates would be contested in Texas, where a strong showing would require exceptional discipline and voter-education efforts. In Texas, Democrats vote first at the polls and then, if they choose,

Social Networking Systems and User Generated Content



2004: 1 million users

"A year ago [2004] a lot of our users were pretty unclear about what they could do," says Konstantin Guericke, co-founder and vice president of marketing at LinkedIn, a social network focusing on business connections. "They knew they were getting invitations to join the network, and they knew how to accept invitations, and sometimes they sent their own invitations -- but they weren't sure what else to do with that."

2005: 4.2 million users, 5 million searches per month, several revenue-building features

Difference?

"Rather than simply passing requests for introductions back and forth through their networks -- which was about all they could do a year ago -- LinkedIn members are using their networks for practical purposes, like finding job candidates, locating business and legal services, and coordinating group activities."

Shift from being an introduction system to being a publishing platform (Roush 2005)



Social networking technologies are not cyber-mirror of ‘real-life’ social networks.

The distinction between virtual life and real life is no longer useful.

Different models and frameworks for inter-connections between different activities, technologies, media



‘The key, he says, is tightly integrating online activity with tasks people can perform in the real world. "Yes, there are blogs and Listservs," Franklin-Hodge says. "But the point of the campaign is to get someone to donate money, make calls, write letters, organize a house party. The core of the software is having those links to taking action--to doing something.’ (Talbot, How Obama Really Did It’, *Technology Review*, 2008)



Social networking technologies are fluid and change constantly

rapid turnover

rapid shifts: eg from facebook to sms

Successful social networking systems are permeated with user involvement

co-production at all levels, software development and design, content

interdependence of users and producers; interchangeability of roles; spirals of creativity



Questions:

What are people using and producing in these different roles?

in which media and forms: textual, audio, visual, software, tagging, messaging, emailing, broadcasting, etc,

what activities: advice, feedback (on products and services), modifications or novel uses of a pre-existing resource, new applications?

Which modes of use and production are linked or interchangeable?



More questions:

What are the shifting relationships between people in these roles?

author and reader; creator and audience;

professional and layperson; expert and amateur

What is the technological side of these shifts and interconnections? For example, how do different devices, technologies and media get connected and integrated? How to develop appropriate search algorithms?



Motivations

Commercial motivations

... and other motivations

they are often driven by interest rather than by commercial purposes;

intellectual property is often less important to them than interest in the product/ content for its own sake;

the online community around the product / content plays a major role;

user communities often create ‘toolkits’ to enable other users to innovate (NESTA, *The New Inventors*, 2008)



Questions

What motivations?

Under what conditions is IPR waived?

Is IPR being changed or transformed, and what are the legal frameworks for this?

What are the consequences of waiving IPR, or 'tampering' with existing IPR structures?



More questions

Free exchange creates questions about quality of content, products and services

What motivates people to accept content, products and services apparently without quality control?

What guarantees the trustworthiness of the software or advice, or the authenticity and provenance of the content?

Is this different mode of accessing services and content changing what we consider to be trustworthy, or the perceived needs of trust, trustworthiness, authoritativeness?



Forms of value

What different forms of value are being created or do social networking systems have the potential to create?

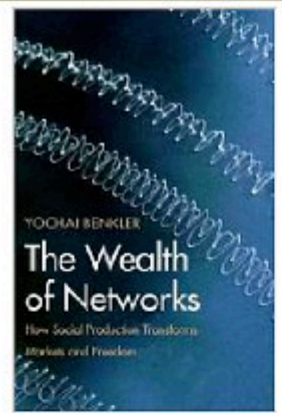
What kind of economics is this?

Find "benkler wealth of networks" on Amazon.co.uk

Add \$100 of eligible textbooks to your cart and get Free Two-Day Shipping for three months with a free trial of Amazon Prime. Sign up at checkout

The Wealth of Networks and over 170,000 other books are available for Amazon Kindle - Amazon's new wireless reading device. Learn more

Click to Look Inside!



The Wealth of Networks: How Social Production Transforms Markets and Freedom (Hardcover)

by Yochai Benkler (Author)
Key Phrases: networked information economy, p2p networks, nonproprietary production, United States, European Union, New York (more...)
★★★★★ (12 customer reviews)

List Price: ~~\$45.00~~
Price: **\$35.39** & this item ships for **FREE with Super Saver Shipping**. Details
You Save: **\$9.61 (21%)**
Special Offers Available

In Stock.
Ships from and sold by Amazon.com. Gift-wrap available.

Want it delivered **Wednesday, September 24?** Order it in the next 4 hours and 43 minutes, and choose **One-Day Shipping** at checkout. See details

> **40 used & new** available from \$10.94

Quantity: 1
Add to Shopping Cart
OR
Sign in to turn on 1-Click ordering.

More Buying Choices
40 used & new from \$10.94
Have one to sell? **Sell yours here**

- Add to Wish List
- Add to Shopping List
- Add to Wedding Registry
- Add to Baby Registry
- Share with Friends



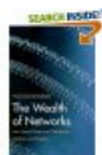
See all 7 customer images
Share your own customer images
Search inside this book

Start reading The Wealth of Networks

- Save \$5 when you spend \$25 and pay with Bill Me Later®. Offer valid Sept 1, 2008 - Sept 30, 2008. Offer limited to items sold by Amazon.com. Subject to credit approval. One per customer. Enter code BMLSAVES at checkout. [Here's how](#) (restrictions apply)

Frequently Bought Together

Customers buy this book with [Wikinomics: How Mass Collaboration Changes Everything](#) by Taps Don



+



Price For Both: **\$53.84**

Add both to Cart

Customers Who Bought This Item Also Bought

Page 1 of 20



[Infotopia: How Many Minds Produce Knowledge](#) by Cass R. Sunstein

★★★★☆ (8) \$10.85



[Convergence Culture: Where Old and New Media Collide](#) by Henry Jenkins

★★★★☆ (12) \$19.77



[Here Comes Everybody: The Power of Organizing Without Org...](#) by Clay Shirky

★★★★☆ (26) \$17.13



[Everything Is Miscellaneous: The Power of the New Digital...](#) by David Weinberger

★★★★☆ (23) \$10.20



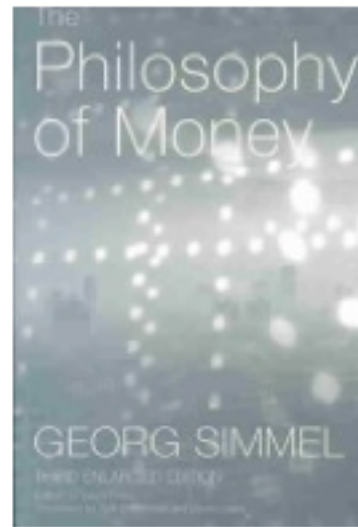
[The Long Tail: Why the Future of Business is Selling Less...](#) by Chris Anderson

★★★★☆ (179) \$16.47

Editorial Reviews

From Publishers Weekly

In this thick academic book, Yale law professor Benkler offers a comprehensive catalog of flashpoints in the conflict between old and new information creators. In Benkler's view, the new "networked information economy" allows individuals and groups to be more productive than





- In medical studies of breast cancer¹ and HIV patients, participants in online communities understand their condition better and generally show a greater ability to cope. In the case of HIV, there are also lower treatment costs.²
- Studies of ‘wired’ local communities demonstrate that there are more neighbours who know the names of other people on their street.³
- Sharing restaurants’ food safety information in Los Angeles led to a drop in foodborne illness of 13.3% (compared to a 3.2% increase in the wider state in the same time frame). The proportion of restaurants receiving ‘good’ scores more than doubled, with sales rising by 5.7%.⁴
- By providing clear information when dispensing medication, pharmacists can improve patient adherence/persistence with medication advice by 16Just –33%. (Mayo & Steinberg 2007)



New uses for existing resources

‘mtraffic,35 a minimalist yet highly useful site for accessing the BBC’s traffic reports on a mobile phone, which registers over 10,000 visits a month. It was built as a volunteer project by programmer Tom Dyson, one of the 1,300 members of the BBC’s Backstage project. Backstage uses non-commercial data licences to encourage a community of data mashers who exist outside the commercial market’ (Mayo & Steinberg, 2007).

- Accounts
- Tips
- Goals
- Groups

- Home
- Sign Up
- About
 - What is Wesabe?
 - News & Reviews
 - Executive Team
 - Advisors
 - Talk to Marc
 - Contact Us
- Security & Privacy
 - Data Bill of Rights
 - Privacy Policy
 - Terms of Use
- How-to Videos
 - Wesabe Tour
 - Editing & Tagging
 - Using Tag Splits
 - Firefox Uploader
- Tips FAQ
- Help
 - Make Wesabe Better
 - Frequently Asked

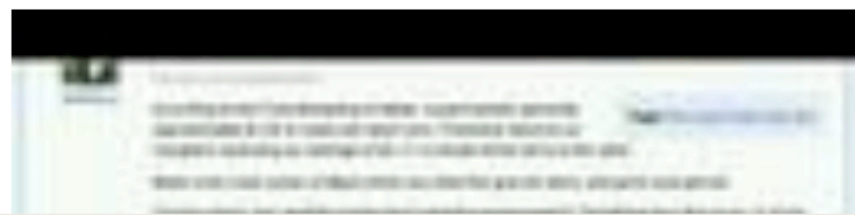
Tour of Wesabe

What is Wesabe?

Wesabe is an innovative new way to manage your money and make good financial decisions.

Wesabe is unique because it combines easy-to-use budgeting tools with a thriving community of smart, supportive people, anonymously sharing ideas and advice with each other to help everyone get more value for their money. And, your information stays private and completely secure, so you can take advantage of Wesabe's many benefits without worry.

Take our 3 minute video tour.

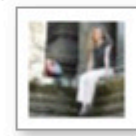


Join Now. It's Free.

[Read More](#), in our FAQ.
Already a member? [Sign In](#).

What People Are Saying About Wesabe

"I've just signed up for your service and am in love. It's precisely the application I've been looking for to take better control of my finances."
—Wesabe Member





- Questions

 - Identity

 - Space (museums, architecture, dance, local and global), time

 - Interconnections between health and creativity; health and transport; transport and creativity.

 - Actions, expressivity, communication, exchanging

 - Interconnections, multi-modal, multi-media

 - Use and re-use of data and information (eg public sector information)

- *Kinds of questions:*

 - Sociological understanding (and all relevant sub-disciplines)

 - Arts and Humanities understanding and domains of creativity (philosophy, history, history of art, literary studies, music, etc)

 - Design

 - Technological capability and development

 - Ethical and Legal questions

 - Political questions (power and control, democracy, empowerment) in health, transport and creativity.

- *Technological challenges:*

 - creating resources for atomisable, re-identifiable content; service-oriented architectures; integrating multi-modal content; managing digital rights; tracking provenance and past use of content; searching

- Mobile data storage; ‘trusted’ data stores;

 - connections between different kinds of devices

 - visualization techniques for the public (eg transport, health)

- *Methodology*

 - Multi-disciplinary; post-disciplinary

 - Academic / industry

 - The wheels of academia turn too slowly



Creative Industries: Sample Issues

- New economic models
- Intellectual property issues: Digital rights management, copyright ownership...
- Reconsider concepts of trust, reputation and identity
- Blurring of boundaries between designer – creator/producer – consumer
- Resources for atomisable content, service oriented architectures
- Cultural history of production
- Funding Models: reactive, short-term

Health: Sample Issues



- Effective integration and assessment: How to achieve the demonstrably effective integration of information across proliferating mechanisms and devices providing an end-to-end perspective on health care delivery
- Control (rights and access): What new issues over access to information exchange are raised by STS and can we identify newly emerging models? Applicability to data stores and new service spaces, and issues of jurisdiction and policy.
- Supporting individuals and communities of practice: What mechanisms support individuals and communities of practice to achieve integration, flexibility and embedding knowledge to support wellbeing?
- Gearing Research: How to co-ordinating different paces of research and practice so we can be responsible, take risks and fail faster whilst allowing for reflection and analysis?
- Trust / knowledge / privacy: How do people share and access health information in STS communities? How do they constitute trust, privacy and knowledge systems and how can we inform this process?
- Changing culture: A culture changed to be of informed, well and well-behaved citizens. Informed about medical and health processes and about technology. Able to participate confidently in the 'safing' of information and the management of socio-political consequences.
- How to prevent all of this becoming a Health Prison?



References

Mayo & Steinberg, *The Power of Information*, 2007.

NESTA, *The New Inventors: How users are changing the rules of innovation*, 2008.

Roush, W. Social Networking 3.0: The third generation of social-networking technology has hit the Web, and it's about content as much as contacts. *Technology Review*, Friday, November 18, 2005



Health Examples

<http://www.nhsdirect.nhs.uk/>

<http://www.bbc.co.uk/health/> (apparently under review)

<http://organizedwisdom.com/Home>



- http://www.thehealthcareblog.com/the_health_care_blog/
- http://www.thehealthcareblog.com/the_health_care_blog/2008/03/a-second-life-1.html
- <http://www.patientslikeme.com/>
- <http://brain.hastypastry.net/forums/>
- <http://www.netmums.com/h/f/HOME/home/>

