



University of Zagreb



Faculty of Electrical
Engineering and Computing

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Opatija, Croatia

ICT as a Contributor to Sustainability

Social Networking and Social Responsibility

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Networks are everywhere...

**Computer
network**

**Electrical
network**

**Television
network**

**Innovation
network**

**Social
network**

**Networked
economy**

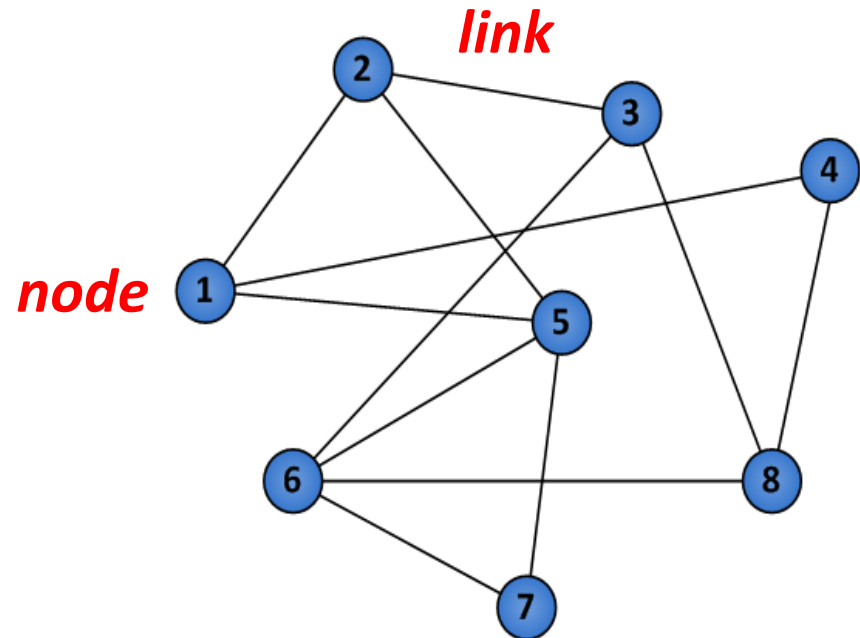
**Universities
network**

**Communication
network**

What is a Network?



- ◆ a set of **nodes** interconnected via **links**
 - the purpose of exchange
 - various topologies



What is a Social Network?

- ◆ a set of **actors** interconnected via **relationships**
 - actors: *people, groups of people, organisations*
 - relationships: *acquaintance, familiar bond, dislike, ...*
- ◆ common interest connects involved actors
- ◆ based on actor profiles
- ◆ creating principle
 - explicit
 - implicit



What is a Social Responsibility?



Social responsibility is an ethical ideology or theory that an entity, be it an organization or individual, has an obligation to act **to benefit society** at large. This responsibility can be passive, by avoiding engaging in socially harmful acts, or **active**, by **performing activities that directly advance social goals**.

Wikipedia

- ◆ social network services
- ◆ why responsible communities need social networking?
- ◆ examples of existing social network services for encouraging and enabling social responsibility
- ◆ (conclusion)

Social Network Services

Social Network Services

Social networking enabled by ICT



- ◆ general social network
 - Facebook, Twitter, ...
- ◆ academic social network
- ◆ corporate social network
 - external
 - LinkedIn
 - internal

Corporate Social Network (CSN)

External CSN – the LinkedIn example



LinkedIn Account Type: Basic ▼ Vedran Podobnik Add Connections

Home Profile Contacts Groups Jobs Inbox **Companies** More

Unconscious archetypes - Creator / Warrior

Share an update
Attach a link

All Updates • Shares • Profiles • More ▼

Vida Grkovic is now connected to Paolo Vezzosi, Lin Herenč
48 minutes ago • Send a message

Marko Delimar is planning a trip to Newark, NJ in April 2011 using My Travel by Triplt.
1 hour ago • Like • Comment • Send a message

John Collins is now connected to James Faghmous
2 hours ago • Send a message

Answers
Learning Center
News **beta**
Skills
Upgrade My Account
My Applications
Reading List by Amazon
Events
Polls
My Travel
Get More Applications...

People You May Know

Hrvoje Prpic, Business Angel
Connect

Sadi El Assadi, Software Engineer at Amphinicy Technologies
Connect

Sandra Mihelcic, CEO and Owner at Business Media Group
Connect

See more »

Ads by LinkedIn Members

Patent Seekers Ltd
The Patent/Design search experts. Supporting Attorneys and R&D worldwide.

SME **Windows Cloud Drive**
Bring the cloud into your desktop and gain access to over 15 storage clouds

Corporate Social Network (CSN)

Internal CSN – a definition



- ◆ Internet vs. **intranet**
 - external CSN vs. **internal CSN**
- ◆ Internal CSN (community/employee network)
 - **„social intranet“**
 - identifying and encouraging “star” employees
 - maintaining the corporate knowledge pool
 - sharing company and employee news and press releases
 - stimulating *ideation* (idea generation)
 - improving communication, transparency, trust and empowerment of employees by flattening company hierarchy
 - ...

Corporate Social Network (CSN)

Internal CSN – examples



- ◆ 24% companies already have internal CSN (*)
 - competitive advantage
 - „it's all about the **people**”

- ◆ Google Moma
- ◆ Yahoo! Backyard
- ◆ IBM Beehive
- ◆ Microsoft Web + Townquare

* 2010 Intranet 2.0 Global Study

Corporate Social Network (CSN)

Part of a comprehensive responsibility strategy



- ◆ effectively **communicating** organization's efforts
- ◆ **maximizing** the return on organization's initiatives
- ◆ **sharing** organization's commitment and results
 - an easy and inexpensive way to
 - effectively target interested audience
 - shape a specific message around the results your company is achieving

<http://apps.facebook.com/godisnjak>



Živjeti zajedno T-Mobile...

The screenshot shows a Facebook application interface for a contest. At the top, three yellow sticky notes are pinned with humorous text in Croatian. Below them, the title 'T-Mobile traži Extra generaciju!' is displayed. The text 'Bili ste najbolji razred na svijetu? Dokažite to i osvojite super nagrade!' is followed by a list of prizes: 1. Večera za cijeli pobjednički razred u njihovom gradu, 2. Ulaznice za T-Mobile Itmusic festival za cijeli razred, and 3. Promotivni paketi T-Mobile-a za cijeli razred. A 'You like this.' notification is visible. At the bottom, there is a link to 'Uspomene povezuju.' and a button labeled 'Udi'.

Powered by STUDIO.

Why responsible communities
need social networking?

Social networking for social responsibility

Just seven years ago, Zuckerberg's Facebook did not even exist



“For **connecting** more than half a billion people and mapping the **social relations** among them, for creating a new system of **exchanging information** and for changing how we live our lives”, **Mark Zuckerberg** was named TIME’s 2010 Person of the Year



Social networking for social responsibility

The importance of social networking in peoples' everyday lives (1)



- ◆ 47% of online adults use social networking sites (*)
- ◆ 73% of teens and young adults are a member of at least one social network (*)
- ◆ breaking the barrier of “borders, languages and cultures”
- ◆ **social networking** as a tool for **fostering social responsibility**

* *Pew Internet Project surveys*

Social networking for social responsibility

The importance of social networking in peoples' everyday lives (2)



- ◆ social networking consumes twice as much of our online time as any other activity

Top 10 Sectors by Share of U.S. Internet Time				
Rank	SubCategory	Share of Time June 2010	Share of Time June 2009	% Change in Share of Time
1	Social Networks	22.7%	15.8%	43%
2	Online Games	10.2%	9.3%	10%
3	E-mail	8.3%	11.5%	-28%
4	Portals	4.4%	5.5%	-19%
5	Instant Messaging	4.0%	4.7%	-15%
6	Videos/Movies	3.9%	3.5%	12%
7	Search	3.5%	3.4%	1%
8	Software Manufacturers	3.3%	3.3%	-0%
9	Multi-category Entertainment	2.8%	3.0%	-7%
10	Classifieds/Auctions	2.7%	2.7%	-2%
	Other	34.3%	37.3%	-8%
Source: The Nielsen Company				

Social networking for social responsibility

Popular social networks in numbers

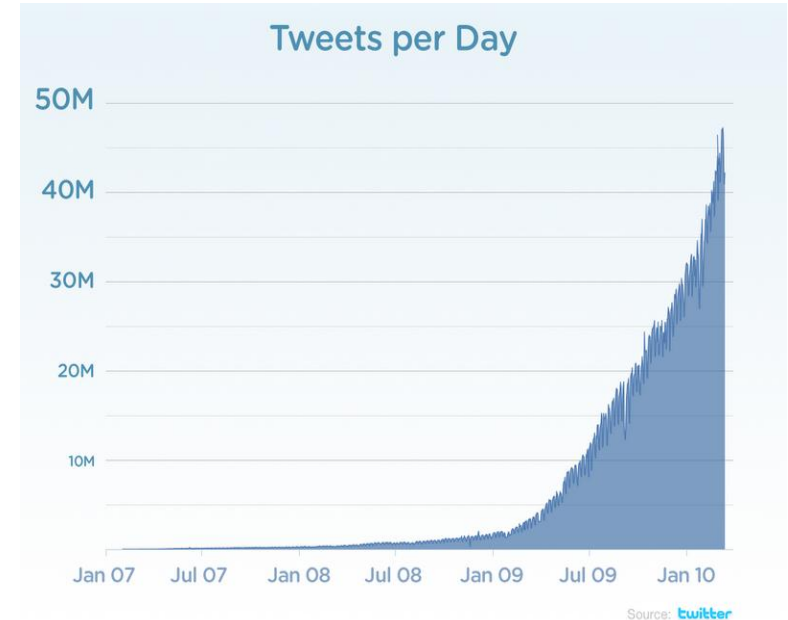


◆ Facebook

- 500+ million active users
 - the average user spends more than 55 minutes per day on Facebook
- over 1.5 million business pages

◆ Twitter

- 200 million registered users
- 150 million tweets (March 2011) sent per day
 - 1750 tweets per second



◆ LinkedIn

- 90+ million professionals, including all Fortune 500 companies

Examples of existing social
network services for encouraging
and enabling social responsibility

Examples (1)

Global Disaster Relief on Facebook



<http://www.facebook.com/DisasterRelief>

- ◆ a collaborative resource for individuals, non-profits, governments and industry **to raise awareness** for those in need around the world
- ◆ relief organizations can highlight their needs during times of crisis
- ◆ join by becoming a fan and by continuing to support relief efforts along with your friends
 - 500+ thousand fans



Japan earthquake and tsunami 2011

How news spread on Facebook via status messages? (1)



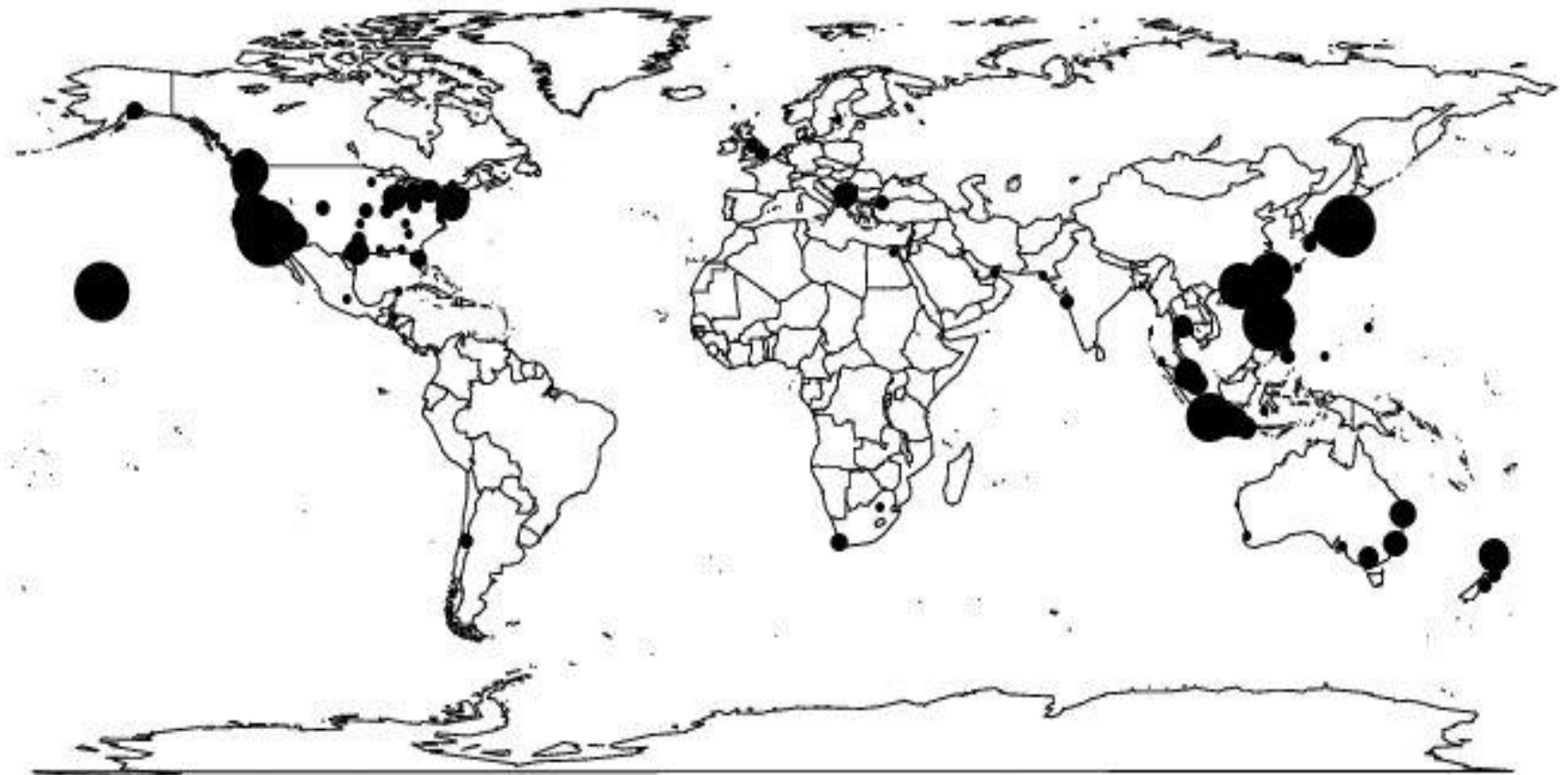
- ◆ 4.5 million status updates from 3.8 million users across the world on March 11 that mentioned
 - “Japan”
 - “earthquake”
 - “tsunami”
- ◆ Most of these status updates shared **news**, **reports** and **prayers**
- ◆ For some, Facebook provided a way to quickly get in touch with loved ones in devastated areas

Japan earthquake and tsunami 2011

How news spread on Facebook via status messages? (2)



2011-03-10 23:37:37

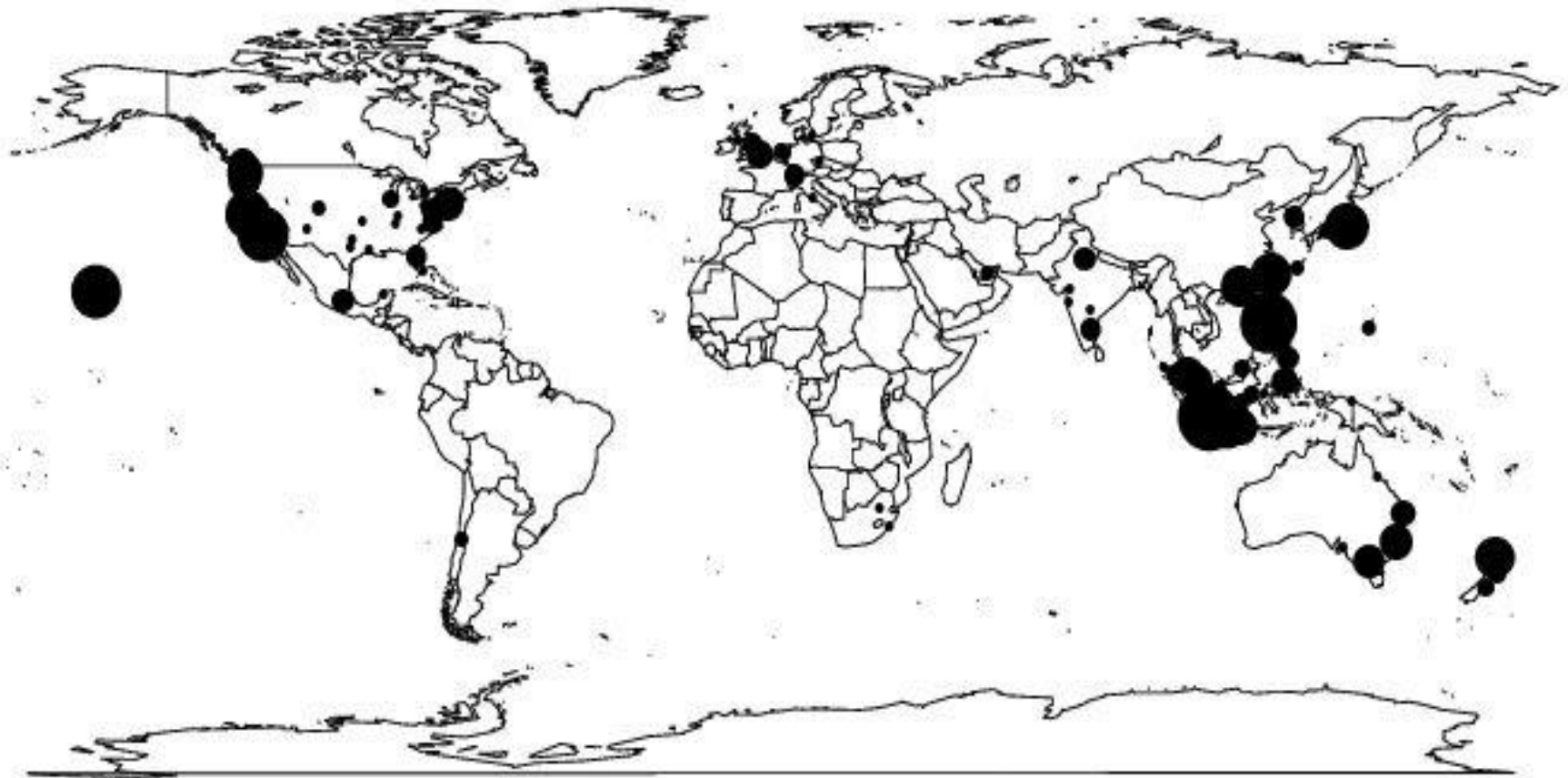


Japan earthquake and tsunami 2011

How news spread on Facebook via status messages? (3)



2011-03-11 00:26:58

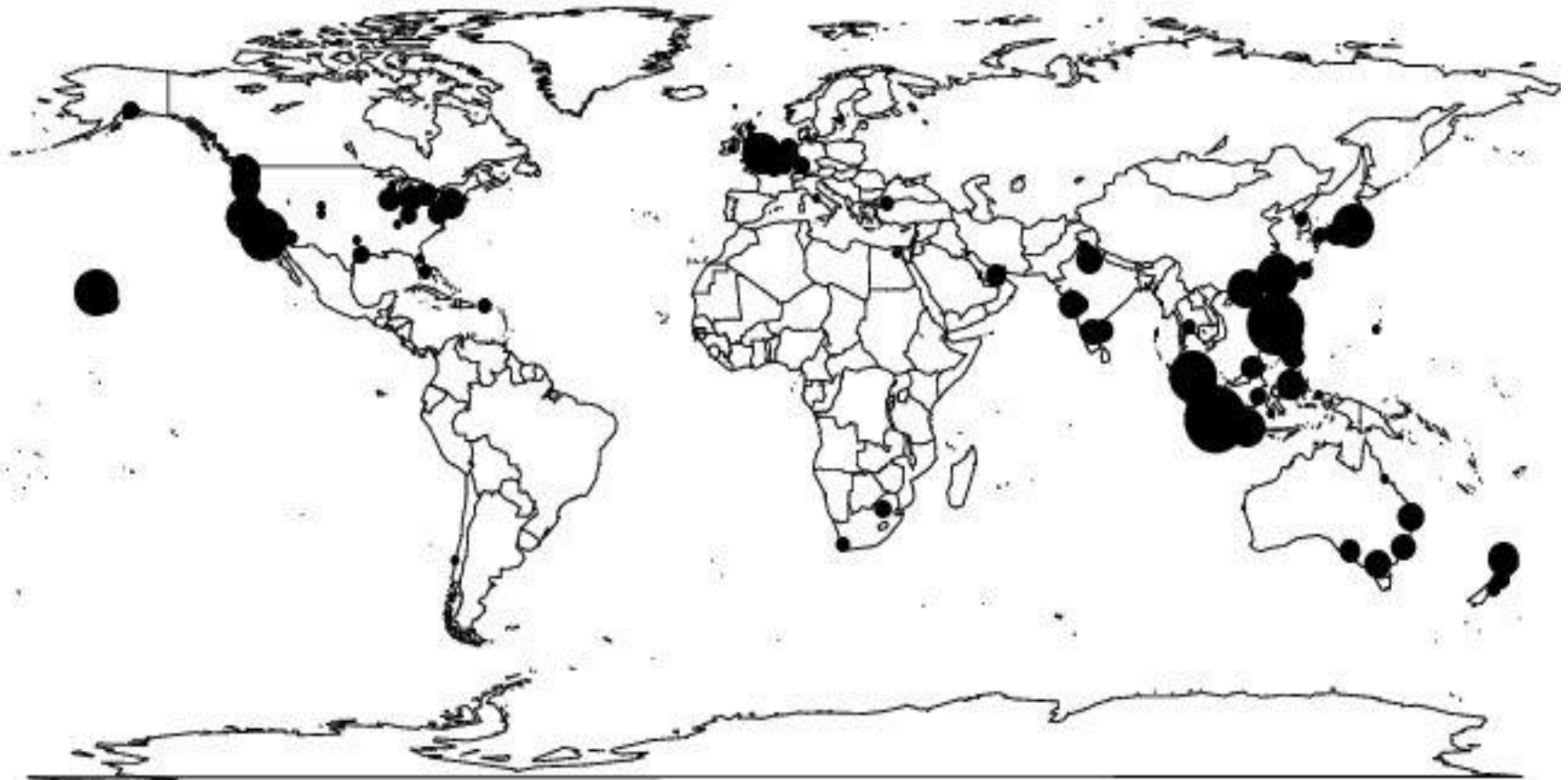


Japan earthquake and tsunami 2011

How news spread on Facebook via status messages? (4)



2011-03-11 01:27:46

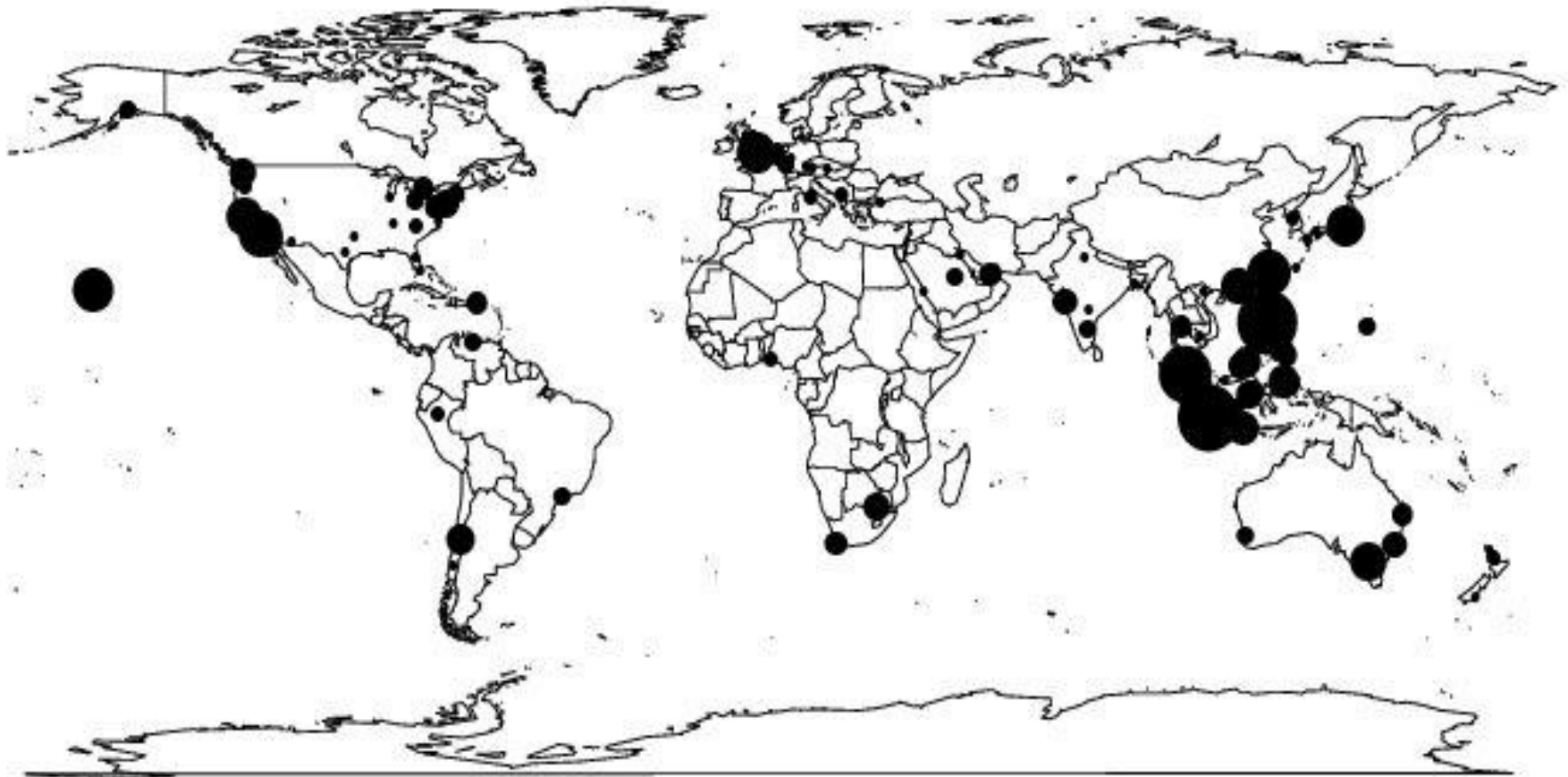


Japan earthquake and tsunami 2011

How news spread on Facebook via status messages? (5)



2011-03-11 02:42:54

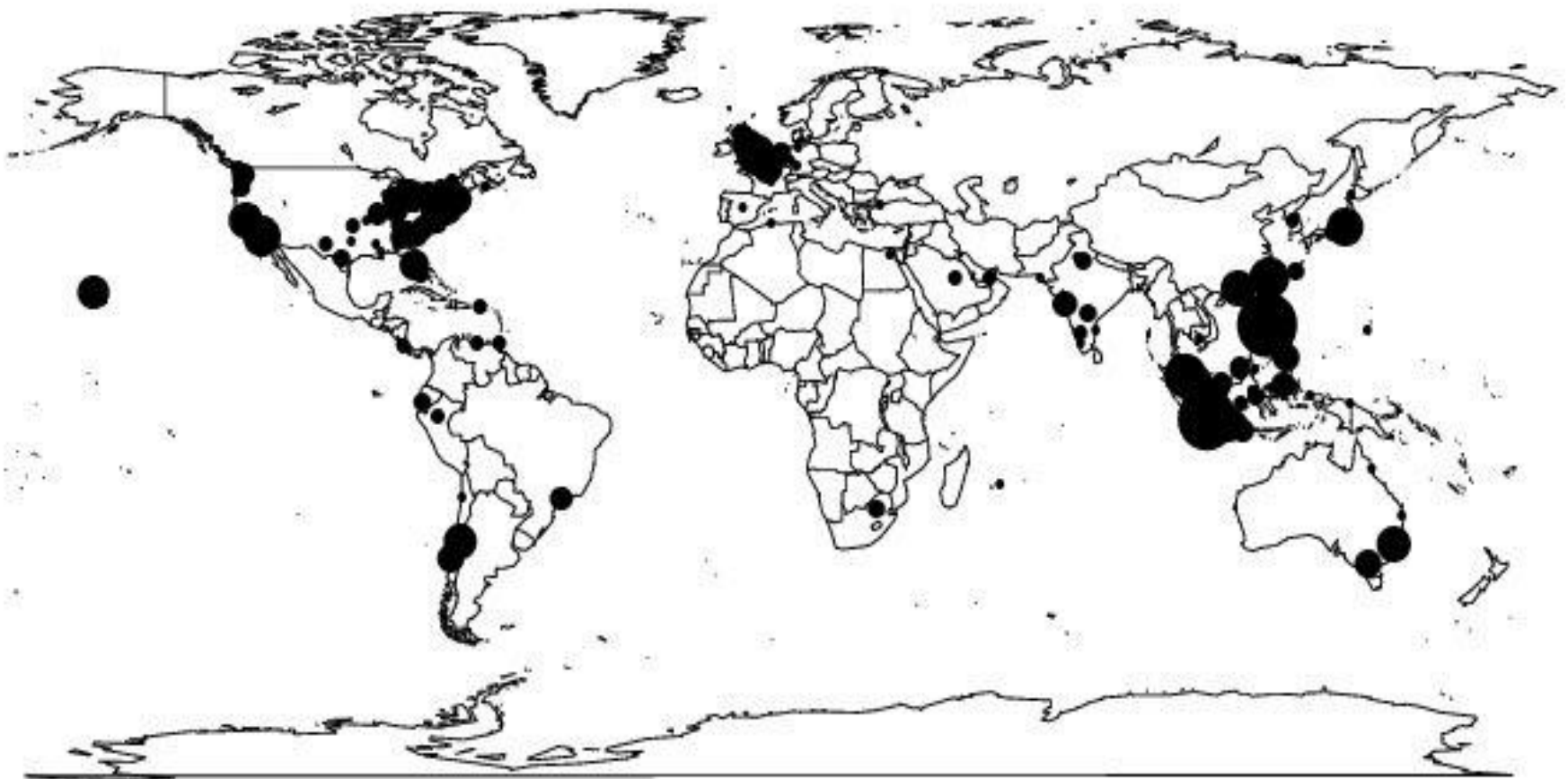


Japan earthquake and tsunami 2011

How news spread on Facebook via status messages? (6)



2011-03-11 04:07:31

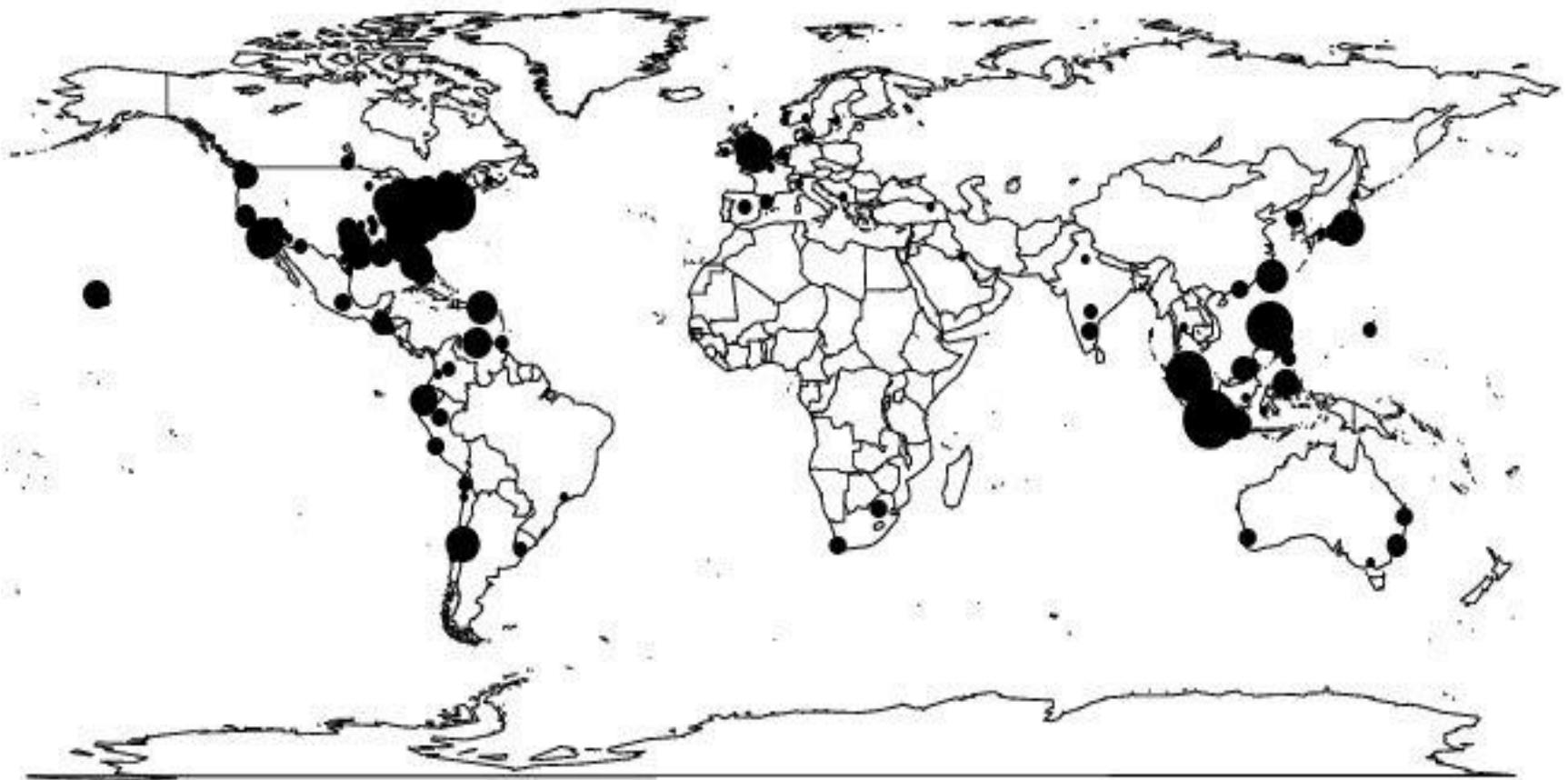


Japan earthquake and tsunami 2011

How news spread on Facebook via status messages? (7)



2011-03-11 05:16:52

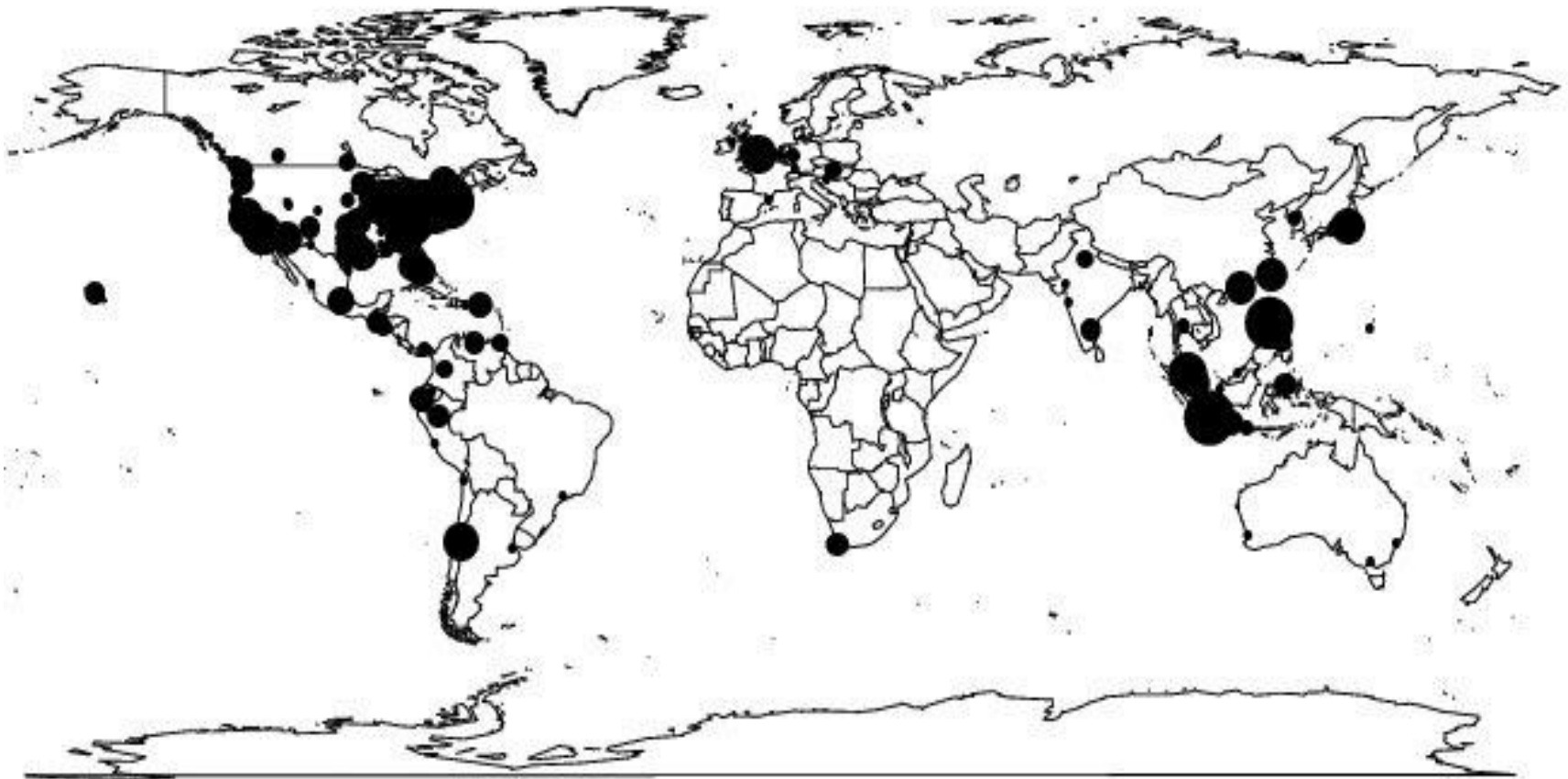


Japan earthquake and tsunami 2011

How news spread on Facebook via status messages? (8)



2011-03-11 06:29:15

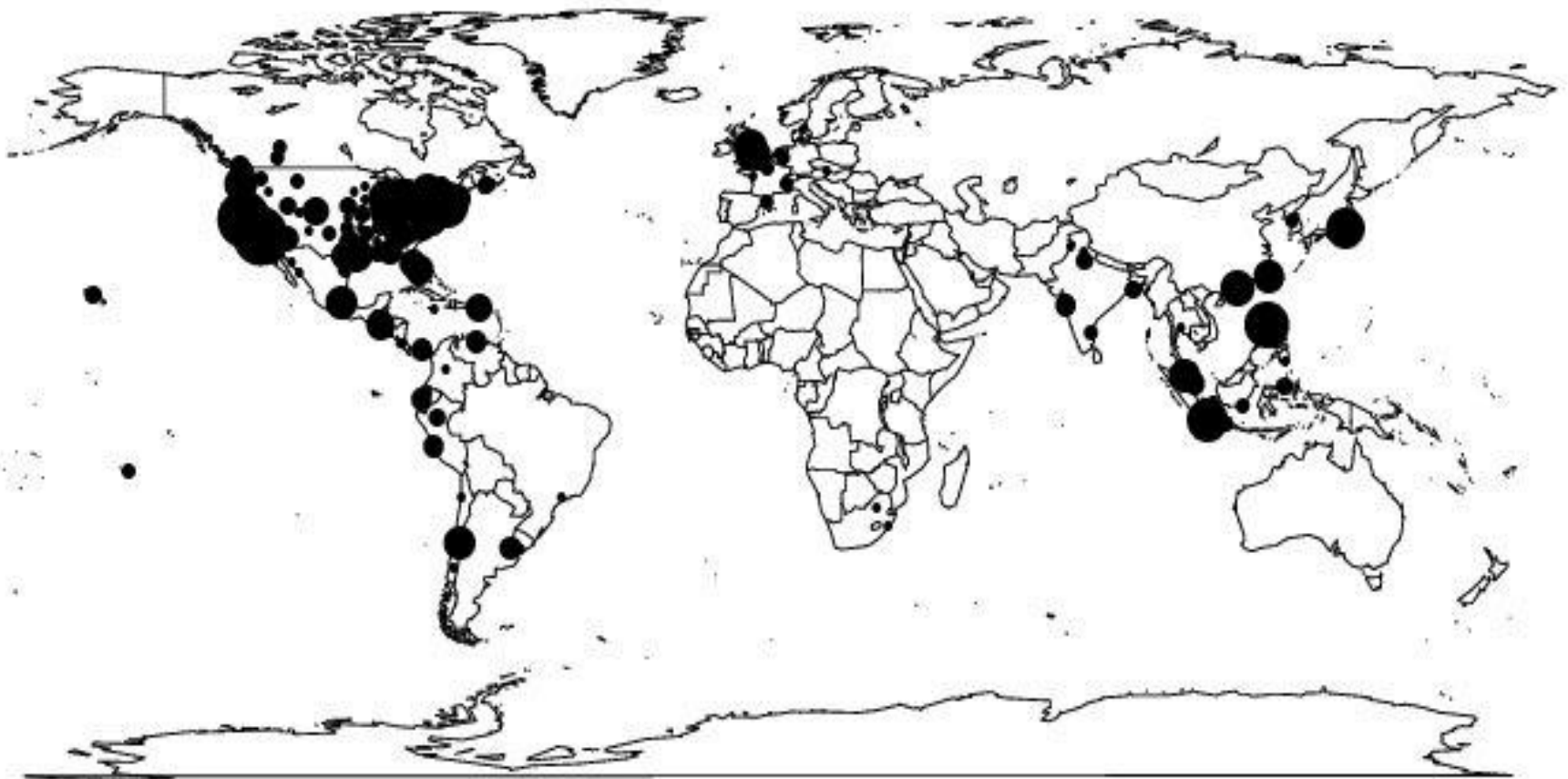


Japan earthquake and tsunami 2011

How news spread on Facebook via status messages? (9)



2011-03-11 07:54:14

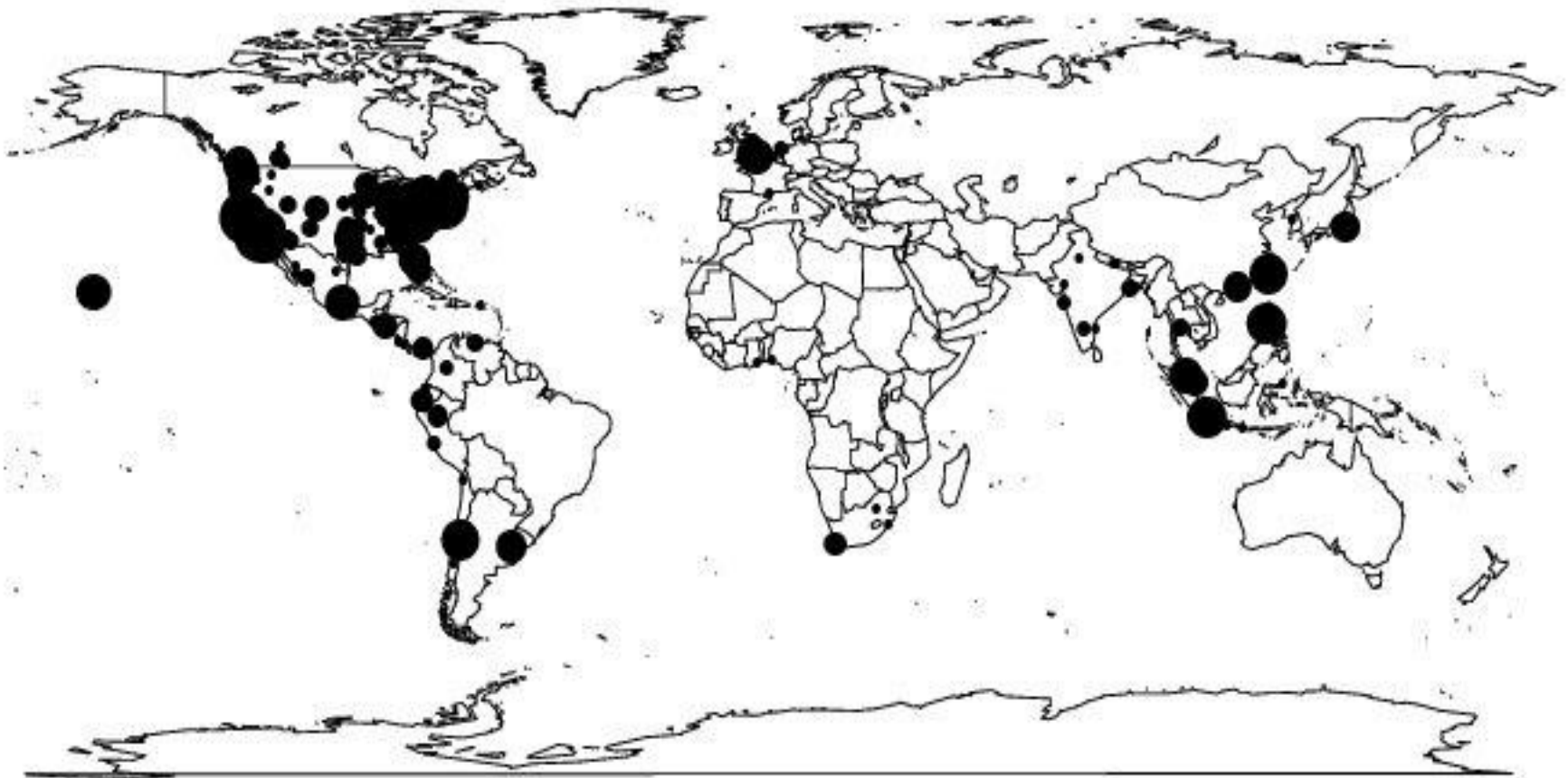


Japan earthquake and tsunami 2011

How news spread on Facebook via status messages? (10)



2011-03-11 09:18:38

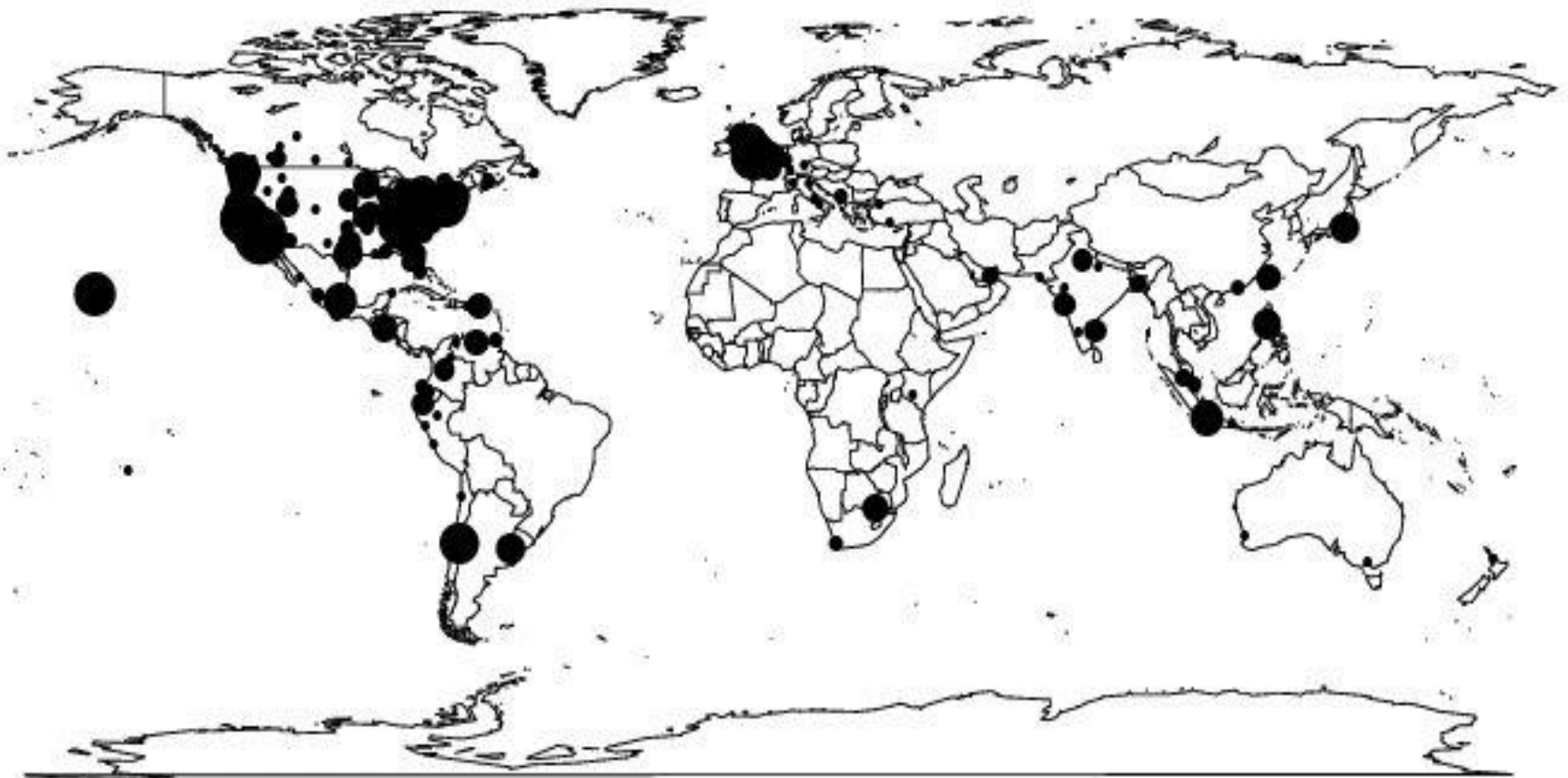


Japan earthquake and tsunami 2011

How news spread on Facebook via status messages? (11)



2011-03-11 12:45:07



Examples (2)

Twitter as a go-to service in emergencies

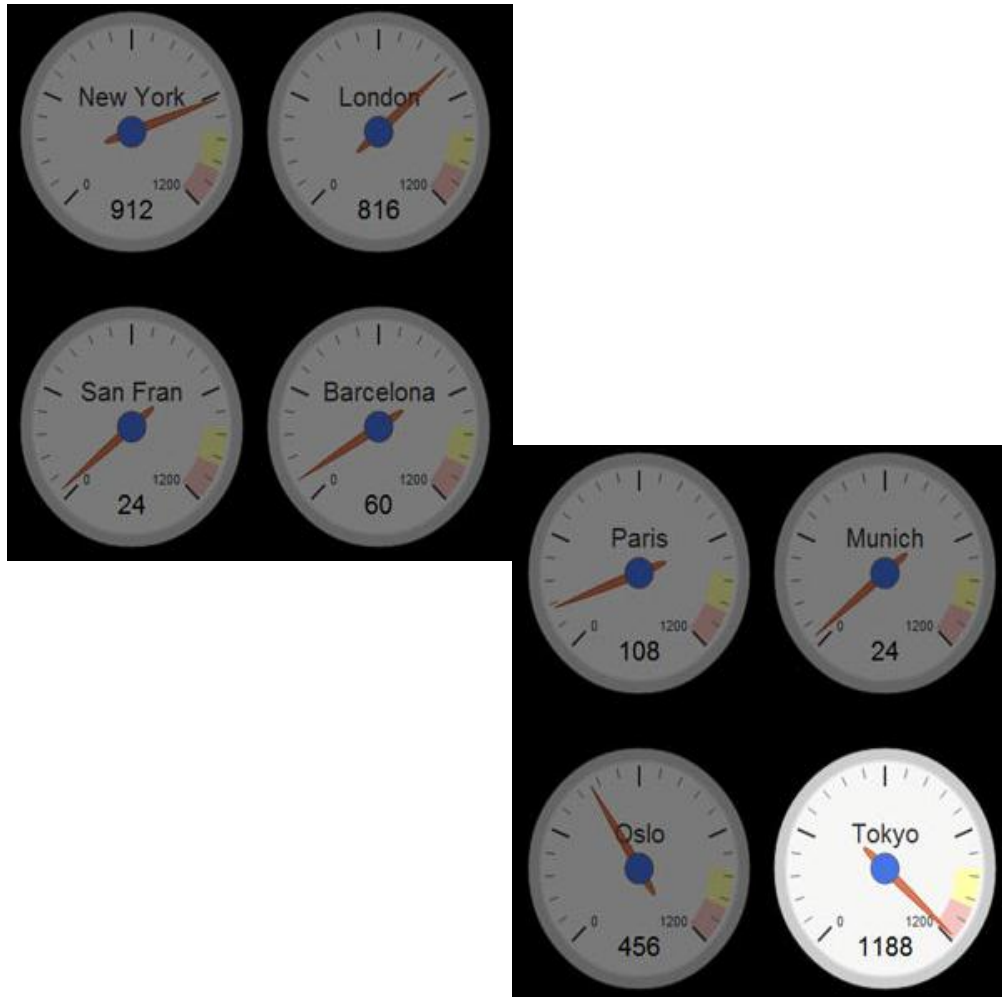


- ◆ a **real-time** information network that connects users to the latest information about what they find interesting
 - **find** the most compelling public streams
 - **follow** the conversations
 - each tweet is 140 characters in length
- ◆ convenient service for **emergency management**
 - enables immediate and intense reaction



Japan earthquake and tsunami 2011

Citizens' reaction on Twitter



- ◆ less than an hour after the **quake**
 - country's phone system knocked out
 - the number of tweets coming from Tokyo were topping 1200 per minute

Japan earthquake and tsunami 2011

Japanese Power Company creates Twitter account for nuclear plant updates



- ◆ Tokyo Electric Power Company (TEPCO) has created a Twitter account for its nuclear power plants
 - keeping Japanese residents, and the rest of the world, informed about the plants that were damaged by the March 11 earthquake and tsunami
 - notifying people of power blackouts and radiation leaks
 - amassed almost 200 thousand followers in less than a day
 - TEPCO has sent seven tweets until March 18

- ◆ Japan's prime minister created a Twitter account after March 11 earthquake and tsunami, as well

Examples (3)

Facebook Causes



<http://www.facebook.com/causes>

- ◆ empowering anyone with a good idea or passion for change **to impact the world**
 - individuals are enabled to
 - **mobilize** their friends for collective action
 - **spread** the word to friends of friends and acquaintances
 - **launch** movements that span local communities or even the globe
 - 20 million monthly active users



Examples (3)

Facebook Causes – success stories



<http://exchange.causes.com/resources/success-stories>

- ◆ the largest cause – „*The Race to End Cancer*”
 - started by Michelle Miles, a 19-year old girl from Arkansas who wanted to help her local children’s hospital
 - over 5.9 million members
 - the community has **donated** over \$60,000
- ◆ „*Love Without Boundaries Foundation*”
- ◆ „*The Alliance for Climate Protection*”
- ◆ „*Save Darfur Coalition*”
- ◆ „*Friends of the World Food Program*”

Activism activists Africa aid animals
birthday wish **causes** change
charity community Cory Booker **disaster**
relief earthquake economics Egypt
equality event facebook **fundraising**
girls giving humanitarian income India
international aid International
Rescue Committee international women's day
Japan March Madness medicine
nonprofit nonprofits nutrition
politics **projects** relief sanitation shelters
trafficking **tsunami** Tunisia twitter uganda
women women's rights

Examples (4)

Facebook saved 4-year-old boy's life

- ◆ Philip Rice posted the photo of his son, Ted, on Facebook after putting him to bed with a rash
- ◆ A family friend, Dr. Sara Barton, recognized it as a symptom of acute lymphocytic leukemia and sent a message saying Ted needed to go to the hospital straight away
- ◆ Ted has now started a three-year course of chemotherapy



Examples (5)

How Facebook and Twitter supported the Egyptian revolution?



- ◆ the **revolution** in Egypt was driven by the use of social networks
- ◆ protests began on January 25
 - a flood of #Jan25 and #Egypt **tweets** was launched
 - creation of **Facebook groups** that gained hundreds of thousands of members and promoted the protests in Cairo
- ◆ the government blocked Facebook and Twitter and eventually shut down Internet access completely
 - Facebook and Twitter users found ways to work around the blackout



**No conclusions now,
workshops are in front of us!**