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*
Outline

- 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

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

Share an update

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

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

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

Unconscious archetypes - Creator / Warrior

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
Sadi El Assadi, Software Engineer
Sandra Mihelcic, CEO and Owner

Ads by LinkedIn Members

Patent Seekers Ltd

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 + Townsquare

* 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
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 consumes twice as much of our online time as any other activity
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
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)
Japan earthquake and tsunami 2011

How news spread on Facebook via status messages? (3)
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? (6)

2011-03-11 04:07:31
Japan earthquake and tsunami 2011

How news spread on Facebook via status messages? (8)
Japan earthquake and tsunami 2011
How news spread on Facebook via status messages? (9)
Japan earthquake and tsunami 2011
How news spread on Facebook via status messages? (10)
Japan earthquake and tsunami 2011
How news spread on Facebook via status messages? (11)
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
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
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

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

http://www.facebook.com/causes
Examples (3)

**Facebook Causes – 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”

http://exchange.causes.com/resources/success-stories
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
Conclusions

No conclusions now, workshops are in front of us!