Where is the Wisdom we lost in knowledge: security issues and human relationships in social media

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Share a vision about social media and its potential
Caution & refer that it will be asap on Slideshare:
http://pt.slideshare.net/lmbg

Q: Is it safe to use and explore social media in a business context?
A: YES, no way of not considering doing it! You may risk to loose the business momento…
The path

- TS Eliot (starting point)
- The setting (information society)
- Social media
- Challenges on SM
- Final remarks

TS Eliot

The information age before its time

With all the technological advances and change, Is mankind happier or wiser than he was 100 years ago?
Thomas Stearns (TS) Eliot

• A major English poet
• Nobel Prize in Literature (1948)
• 77 years old (born on 1888, died on 1965)
• Alma matter on Oxford, Harvard and Sorbonne
• Also a social critic a philosopher (with a Harvard PhD)
From "The Rock" by T.S. Eliot

• Where is the Life we have lost in living?
  Where is the wisdom we have lost in knowledge?
  Where is the knowledge we have lost in information?

• (...)

• The world turns and the world changes,
  But one thing does not change.
  In all of my years, one thing does not change,
  However you disguise it, this thing does not change:
  The perpetual struggle of Good and Evil.
One may say...

there is **value** waste by not having **real understanding** of what to be retained from **knowledge** within **activity** and its **meaning**
Yes, but...

We are focused on value creation but current times shown that we are facing high pressure and witness a lot of value destruction.
The setting

From information society to the emerging network society
Where can we find the value from human activity:
- Extracted from data or powered by knowledge?
Information society

*a society where information and communication technology are the primary resource to exchange digital information, and to support interaction between individuals using practices and methods in permanent change*  

(Gouveia and Gaio, 2004)
Information society

Heavy use of ICT (computers and networks)

Growing use of digital

Network organisation
Some ideas of such a world...

- Highly networked
- Fast paced
- Ongoing change
- Mutating workplace (leisure also?...)
- Do it now, everywhere, with available tech, no time waste, and resources efficiency
- Action
  - Collaboration oriented
  - Life long learning
  - Self learning
- Be prepared for (are we?)
  - share, cocreate, be creative, reuse, and stay with high mobility
A world image

Nowadays...

We are already in a Information Society

• Computer and networks intensive use
  (from knowing how to use, to know how to potentiate...)

• The information that matters is digital
  (information is not anymore power and its value is a lot less than “old days”...)

• The organization type that makes the different is the network
  (hierarchies are just a starting point, not the business support...)

What this means?
Two main aspects

• **Sustainability**

  *How can I grant my freedom or how the generated value can cover the wasted value*
  *(value can be of economic, social, politic, satisfaction or any other type)*

• **Sovereignty**

  *How I can guarantee my identity or how I can be recognised as myself or be what I want/can be*
  ***(brand: person, enterprise, nation or whatever)***
Time and space

• Time
  24/7 always connected, always present
  BUT smart availability and good management
  AFTER ALL: human time is limited (a scarce resource)

• Space
  anywhere, anyway
  BUT how to be present? (logistic cost & effort)
  AFTER ALL: the presence is a memorable experience (a scarce resource)
Where is the computer!

- Smart objects
  - objectos inteligentes
- Mobile devices
  - dispositivos móveis
- Micro computers
  - microcomputadores desktop, servidores portáteis
  - minicomputadores
  - mainframes computadores de médio porte
  - supercomputadores
Where is the computer!

- Networked hidden
- Transaction related

“somewhere among us”

Make us remember some religious stuff

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Where is the computer!

Cloud
Big data
Pay per use

IoT
Sensors/actuators
Smart devices

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TIME FOR CHANGE

http://karengately.wordpress.com/2013/04/17/a-time-for-change/
Just to mention three main drives

1. Transition to a **digital** transformation of our analogue world

2. **Networks** everywhere turn complex each point (of view)

3. Information **overload** force us to change our approach to information
From the analogue to the digital world

• **Learn**
  - analogue: memorize to learn
  - digital: forget to learn

• **Work**
  - analogue: take time to work
  - digital: work without taking time

• **Teach**
  - analogue: organize, structure and transmit
  - digital: curate, storytelling and animate
Networks and complex systems

Change in the way organizations communicate and process information

• More than a possible path between multiple entities (node) that provides alternative ways to connect (links)
  • Network formation as the emerging pattern for organizations and human activity

• These networks possess characteristics that support complex systems
  • Simple rules that provide high flexibility to nodes and links
  • Provide easy ways to scale and flexibility which allow the creation of adaptative systems
  • Provide a distributed, self-regulated management with no central entity that controls all the system (a game changer)

• This means a new type of organization that allow the fast change on the organization topology even based on external estimulus, not previous known (complex systems)
Mechanical turk

• Cheap labour, based on micro tasks (with low added value)
  • ICT mediation to human work
  • Process of division of complex activities in simple, low added value tasks
• The network provide na high potential to extend such practices to creative and intelectual work

Information overload

• Deal with information in **quantity**
  • Excess, at a given time or as absolute value (how to get it? When and what are its costs?...)

• Deal with information in **complexity**
  • Structure (how to organize? How to save and recover? How to understand it?...)

• Deal with information in **quality**
  • Context (how to identify? How to relate?...) and information trueness (is information reliable? Complete? Actual?...)

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Discart or or block...

The Joy of Tech™

I finally figured out how to manage my incoming data, so that I'm not overwhelmed by information overload.

Cool! Are you using decision support software, or some kind of coherent organizational environment?

Nope. There's a little "off" button here.
Rethink our relation with information (from collectors to curators)

Social media

Network based tools to engage people
Does sharing and collaboration transform time and space?
Does the enterprise still provide the most suitable organization to support human activity
Still a trend? (from 2009)

• The digital version of the “client side”

• Issues:
  • Who control it?
  • Where to organize it?
  • How to measure it?

• Still:
  • We are now on move from broadcast publicity market to a peer to peer market
Still a trend (2009) use it in business

- **SM media win the day here**
- **There is now a number of activities that implies the use of social media to promote any type of event, service and product**
- **The same for platforms, applications and services, SM oriented**
## Social Media Adoption Curve

### Phases of Social Media Adoption

<table>
<thead>
<tr>
<th>Education</th>
<th>Observation</th>
<th>Broadcast</th>
<th>Participation</th>
<th>Relationships</th>
<th>Collaboration</th>
</tr>
</thead>
</table>
| - Learn what a social network is  
- Technical understanding of how to use a social network | - Fly-on-the-wall view and listen as an observer  
- Removed stance | - Use new media as distribution vehicles for broadcast content  
- View social media tools as additional advertising and editorial venues | - Engage in two-way dialogue with others  
- Online and offline participation in social media world  
- Create new content | - Develop new relationships via social media vehicles  
- Foster and maintain a network via social media tools  
- Have discussions and discourse | - Create content with others  
- Work together to create more value that anyone could create alone  
- Encourage collaboration from others to produce even better ideas, products, etc.  
- Selfless stance  
- Share more value with the blogosphere than you take from the blogosphere |

### Mindshifts
- **Mindshift 1:**
  - 1-way → 2-way
  - Broadcast becomes participation
- **Mindshift 2:**
  - Take value → Share value
  - Participation becomes collaboration

**Created by Maxine Toller, 11/6/2008**
From 2009... six years ago
Still valid, already on wide adoption?

• Think from the client side
• Focus on interaction
• Develop network skills
• Concentrate efforts on the digital
• Provide a clear path to:
  • Share knowledge
  • Consider offering those knowledge who has social value

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Still a challenge

• How to engage people
• How to get not just the numbers BUT value
• Need to share value to get people main potential colective assets
  • Time
  • Attention
  • Data
Evolution...
The idea of social media diplomacy

Info from http://www.diplomacy.edu/blog/social-media-diplomacy-rules-engagement
We will witness the emergence of millennials in companies (from mass media to social media)

content – context – experience
(emotion and the quest to preserve human activity still as human)

Tell me, I’ll forget.
Show me, I may remember.
But, involve me and I’ll understand.
- Chinese Proverb

Imagem from http://asdtransition.missouri.edu/youth%20involvement.html

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Challenges worth of thinking and implementation

Create context by making sense

People and happiness, second to none: the idea of humanizing technology and provide smart, life support tech
Content | Experience | Platform
context: the value proposal

What is your competitive advantage?

Customer Value Proposition
Brand, trust, relationship

Content
What is consumed?

Product information, price, and use details, etc.

Digital products, e.g., ebook, e-saver account, movie, software

Experience
How is it packaged?

Experience including customer facing digitized business processes, community and customer input, expertise for informed decision making, recommendations, tools, my history, interface

Platform
How is it delivered?

Other business processes, customer data, technology

Proprietary hardware, public networks, partners

Business networks

http://www.sprinklr.com/social-scale-blog/the-evolution-of-business/
Using social networks to promote change

The Emerging Transition To Social Business Models

- Non-Social Interaction
- Value in Transactions
- Business Stability
- Well-Defined Industries
- One-Way Markets
- Limited Information
- Resource Abundance

20th Century

- Pervasive Social Interaction
- Value in Relationships
- Business Flux
- Industry Transformation
- Two-Way Markets
- Information Abundance
- Resource Constraints

21st Century

Institutions

- Ambient Communication
- Global Information Flows
- Social Computing
- Market Discontinuity

Forces

Deep Shift

Communities

Global Marketplace

Image Credit: Dion Hinchcliffe, 2010
Organizations moving to new digital models as cornerstones of their business

The shift in primary focus from traditional to digital competencies

The social media role as an enabler for digital ecosystems

http://www.digital-ecosystems.org/

Adapted from Cisco ted Information Age Partnership study on e-commerce in small business
Social media can provide ways to make business more agile.
But, there are some issues to consider...

The Evolution of Social Media Services: How Network Effects Overcame User Control

A Granular Distributed Social Web
- User defined identity and service
- User controlled social endpoint
- Distributed activity streams based on syndication
- User owned and controlled data
- More variability and innovation
- Weaker network effects
- Examples: Blogs, wikis, syndication

A Few Large Monolithic Social Web Services
- Service defined user identity
- Service controlled social endpoint
- Centralized activity streams based on syndication
- Service owned and controlled data
- Less variability and innovation
- Stronger network effects
- Examples: Facebook, Twitter, YouTube, Pinterest

Social Web Diversity

Social Web Monoculture
Remember the data as the new capital...

Evolution?

Final remarks

Opportunities and the treasure questions

Rethink time, place and context and the role that social media can have in supporting change
Some remarks (in favor of social media)

• With digital support
  • Space is extended
  • Time becomes a scarce resource
  • i.e. more reach, less time

• People in organizations
  • Less government
  • More governance
  • i.e. Distance can be less a problem than time
    (time to know, time to be, time to do, time to react,...)
  • i.e. Networks, instead of leadership (?)
Additional notes

• “perform” digital it is not just related with computers and networks
• We still be analogue, but our interaction are more digital than ever
Some issues...
The meme is not organized

• One can expected to get data, information and knowledge from diverse, non traditional sources
• Less is more
• Get it on real time, fresh, clean and pret-a-porter
• Rely on others
• Stay free, with lot of available time and able to go on visit
Being smart
A number of skills to be developed

• How to deal with information overload?
• What is the critical information to choose from?
• Who can help us to understand current situation?
• What are the best partners to collaborate with?
• When is needed to invest effort and time?
Social media opportunities and risks

• Stay connected
• Be there
  • Anywhere / any place
  • Anytime / everywhere
  • Anyway / any device
  • Anything: any content / anyone
• But (with information management and context creation)
  • Special
  • Unique
  • With value
  • Be a brand
Project management triangle
Time, Quality and Cost

Good (quality)

Fast (time)
Not cheap
Not fast
Not good

Cheap (cost)

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“See” the SM potential

Image from:
http://bigstarcreative.com/blog/client-education-or-the-project-management-triangle-as-a-barometer/
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• The title encloses some of the words from T. S. Eliot’ The Rock poem, where he states that there are value waste by not having real understanding of what to be retained from knowledge within activity and its meaning.

• Those challenges become more complex as we are now in a networked society. As a result of an increasing digital and highly networked context, any individual action is lasting in memory and thus can evolve into being known to some other, non-controlled, unknown context. Are we prepared for such complex, uncontrolled set for human activity? What can be the implications of such, for security issues and human relationship within an organization context? This will set the discussion to support smart use of social media for organizations that avoids Eliot’ words of wasting meaning.
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• Associate Professor
  Science and Technology Faculty
  University Fernando Pessoa

• Research interests are within the impact of digital information
  and information society issues in our day-to-day life.

• Publishes 15 books and was involved in several projects concerning the use of
  information in e-learning and e-government settings

• Since 1996 uses Internet to share, collaborate and publish its own work

• Aggregation in Engineering and Industrial Management, UA-pt, 2010
• Phd in Computer Science, ULancs-uk, 2002
• MSc in Electronic and Computers Engineering, FEUP-pt, 1995
• Dip in Informatics / Applied Mathematics, UPT-pt, 1989