

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

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Portugal, 9th July 2015

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



Image from <http://www.wilkeglobal.com/social-media/social-media-the-path-of-least-resistance/>

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)



T. S. Eliot

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**

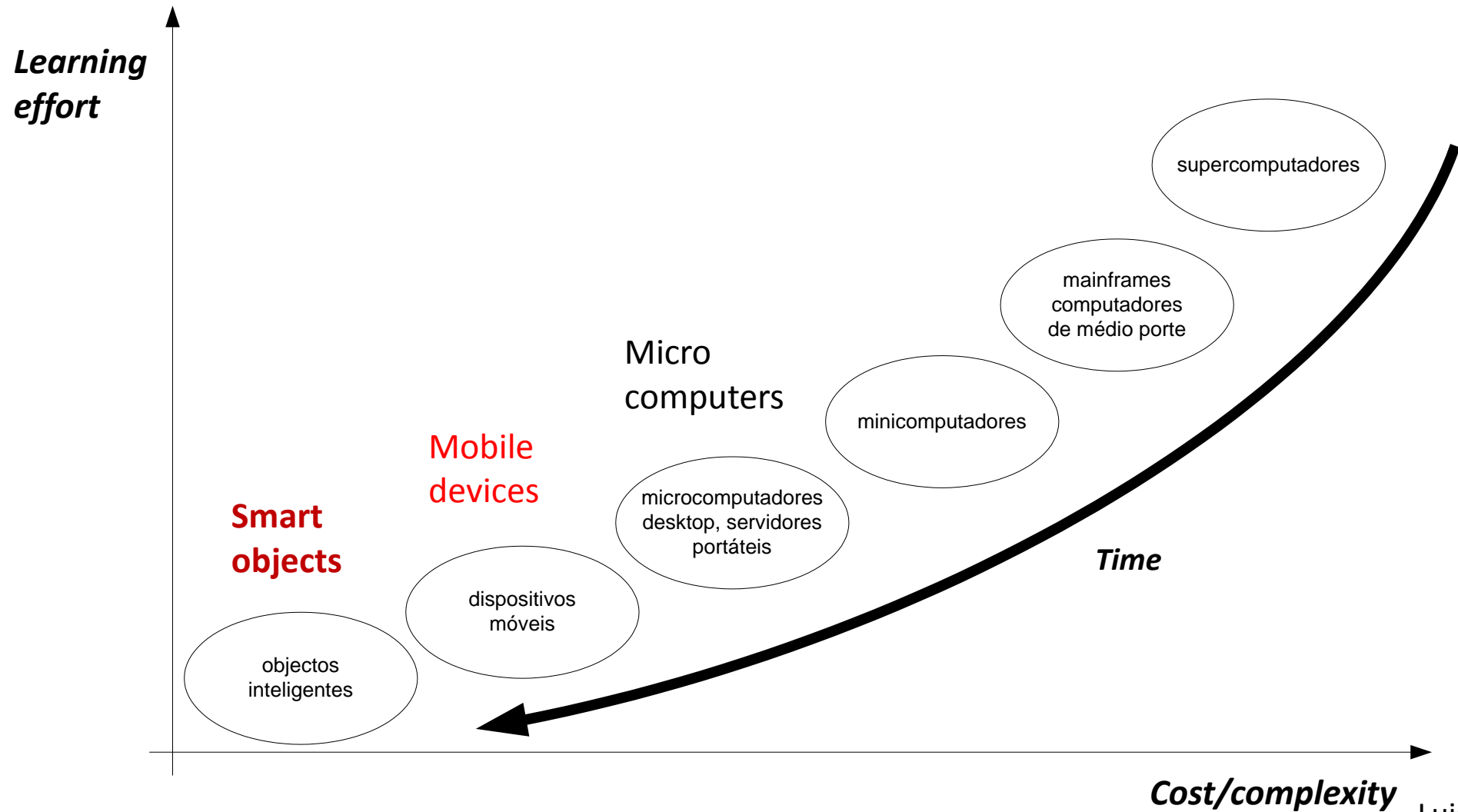
anywhere, anyway

BUT how to be present? (logistic cost & effort)

AFTER ALL: the presence is a memorable experience (a scarce resource)



Where is the computer!



Where is the computer!

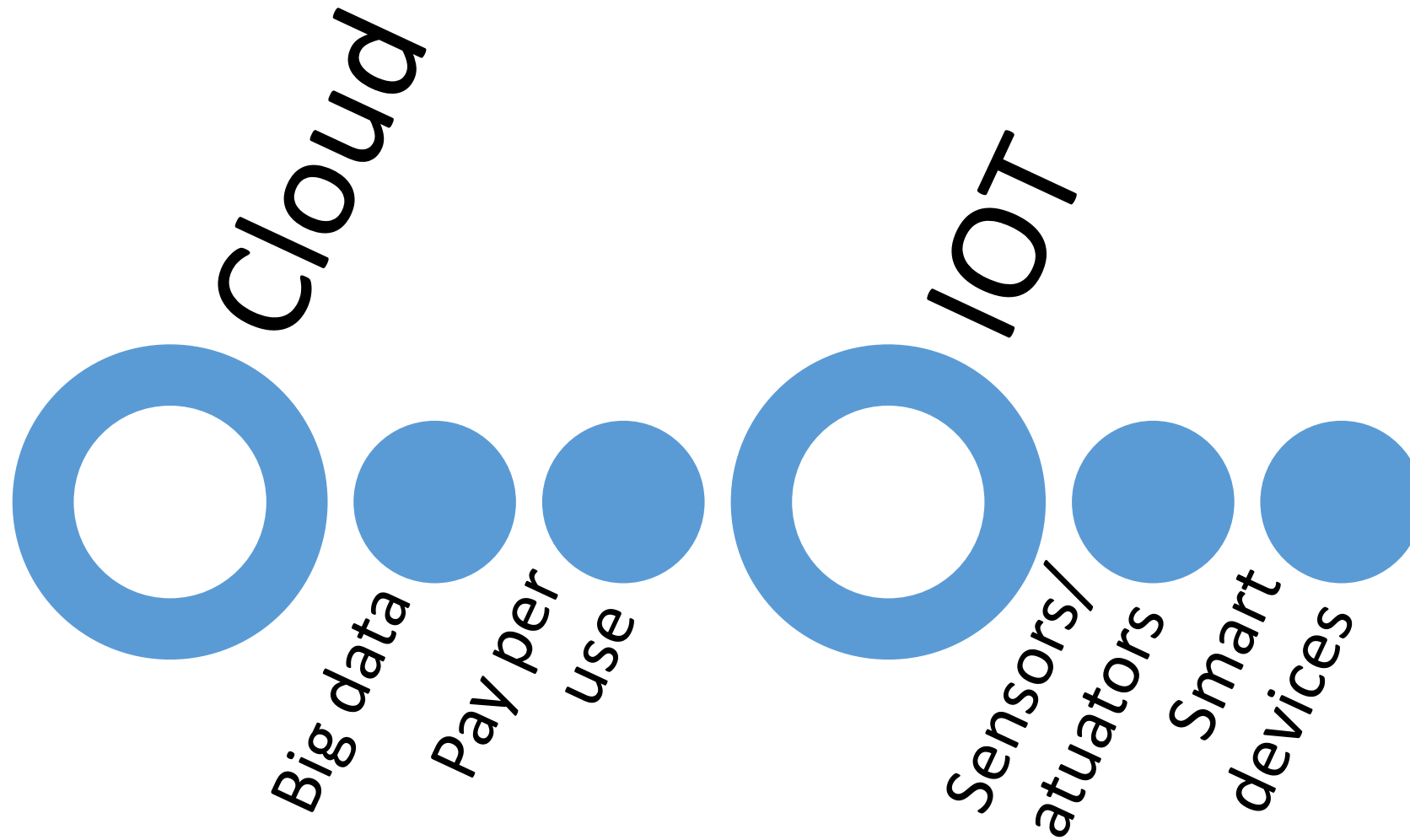
- Networked hidden
and
- Transaction related

“somewhere among us”

*Make us remember some religious
stuff*



Where is the computer!





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, storrtelling and animate**

1

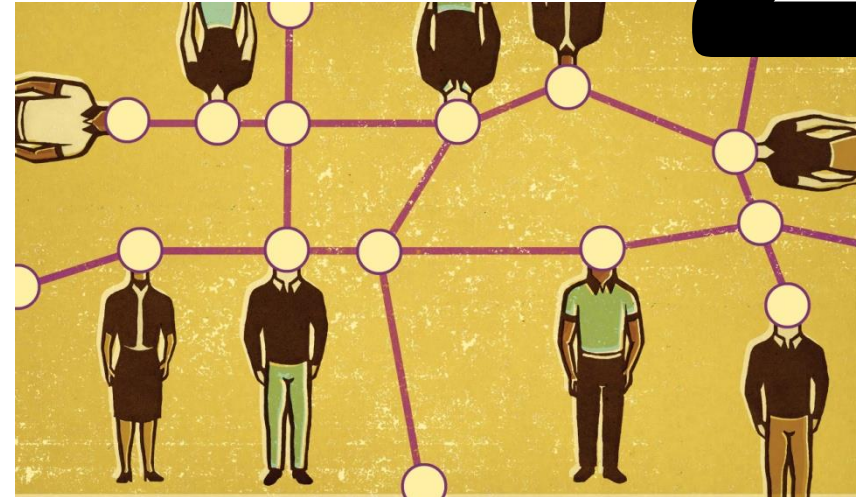
Networks and complex systems

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 adaptive 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 stimulus, 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



2

Information overload

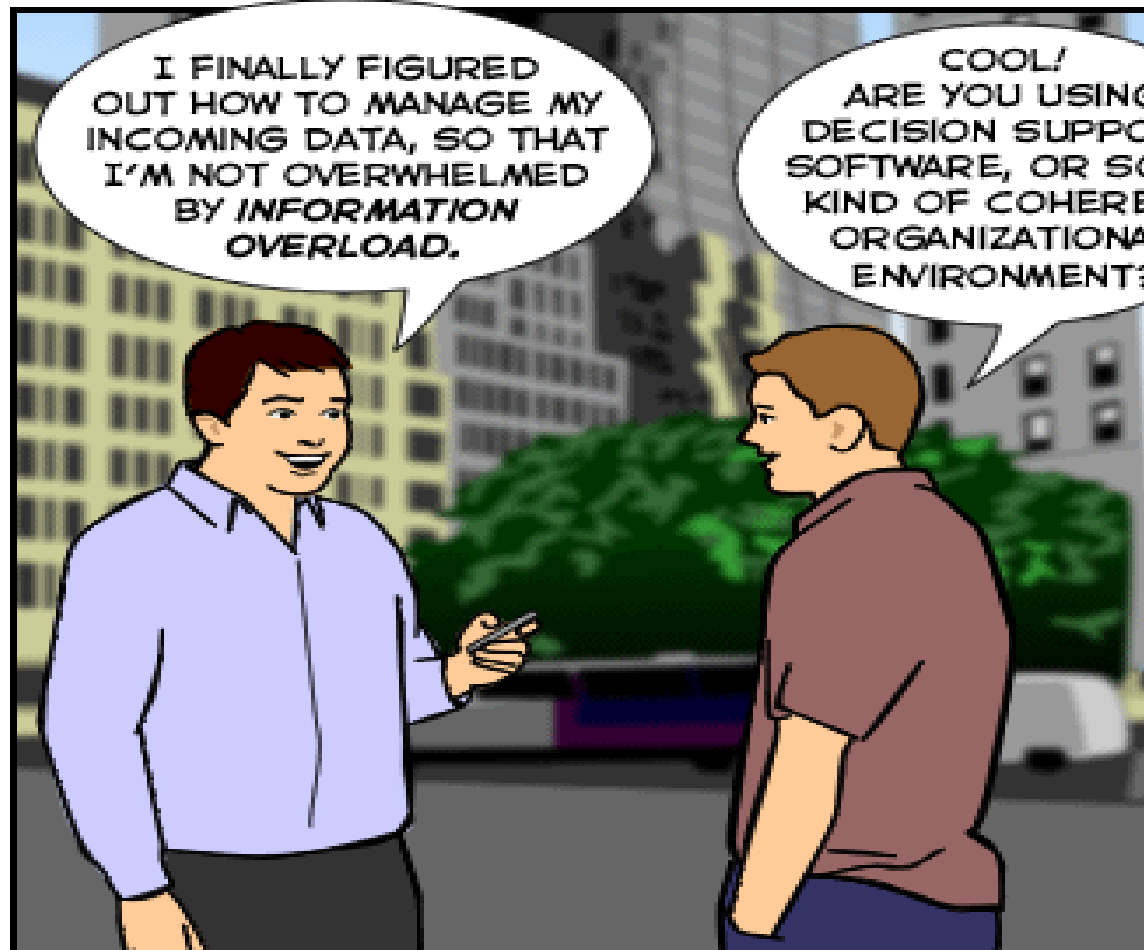
- Deal with information in **quantity**
 - Excess, at a given time or as absolute value (how to get it? When and what are its costs?...)
- Deal with information in **complexity**
 - Structure (how to organize? How to save and recover? How to understand it?...)
- Deal with information in **quality**
 - Context (how to identify? How to relate?...) and information trueness (is information reliable? Complete? Actual?...)

3

Discart or or block...

The Joy of Tech™

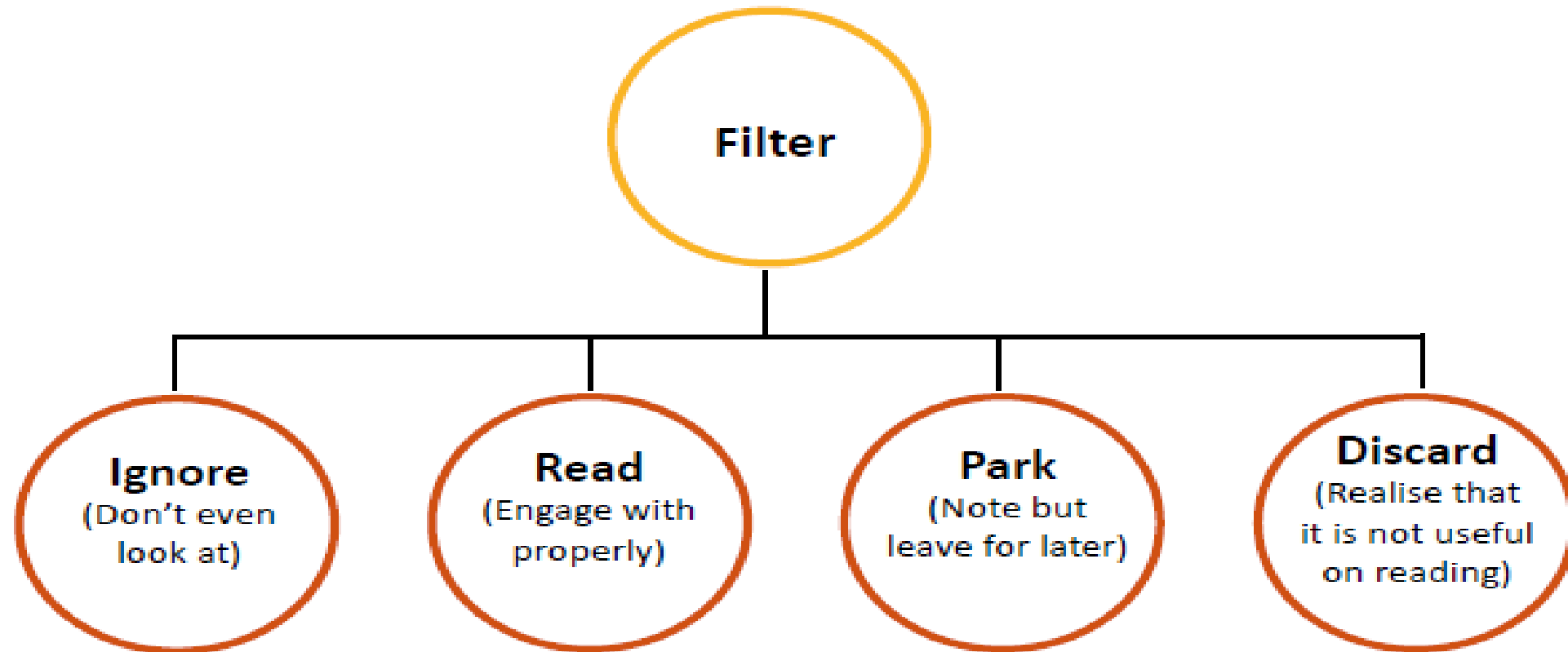
by Nitrozac & Snaggy



©2008 Geek Culture

joyoftech.com

Rethink our relation with information (from collectors to curators)



Social media

Network based tools to engage people

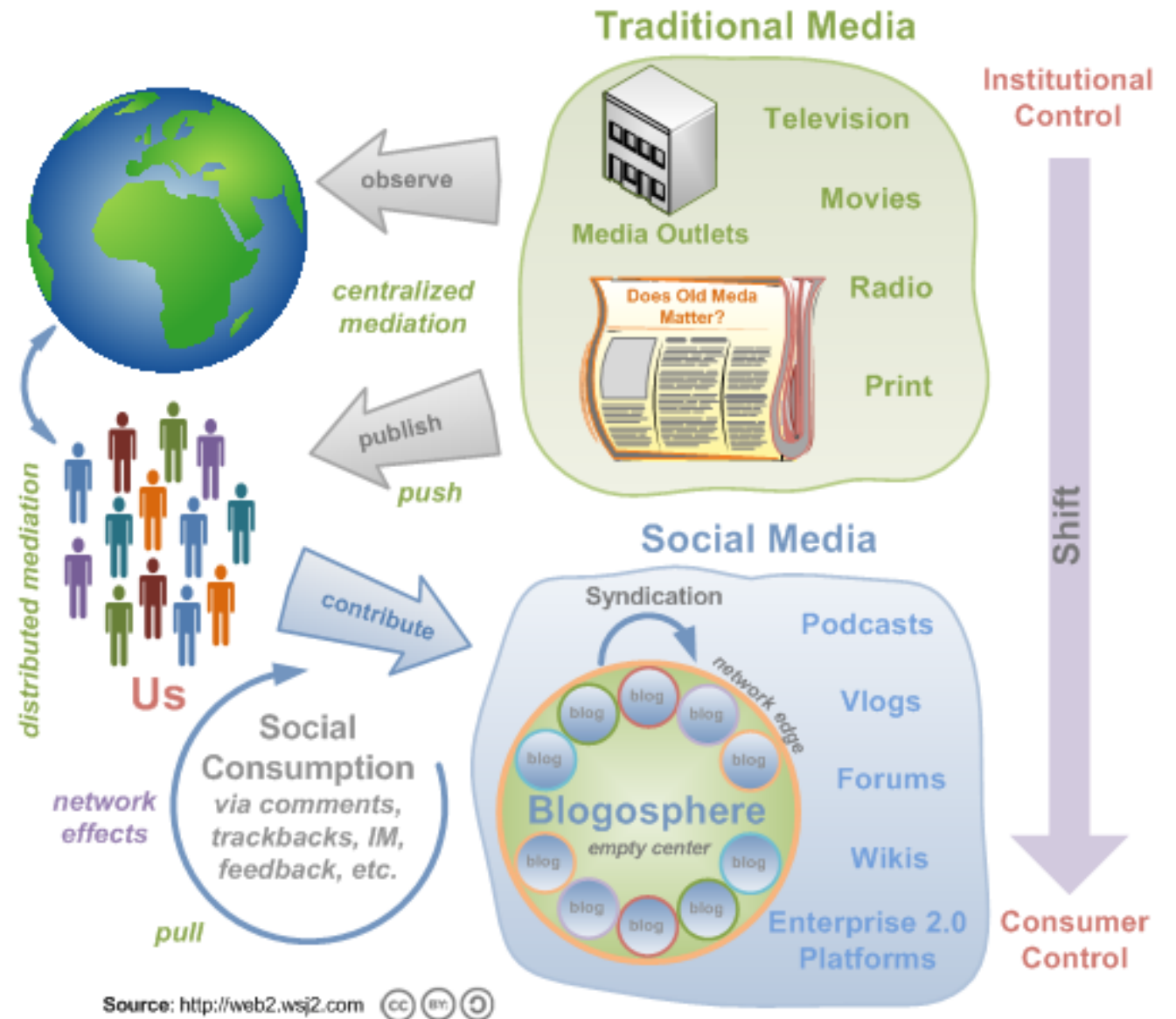
Does sharing and collaboration transform time and space?

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
abroadcast publicity market
to a peer to peer market

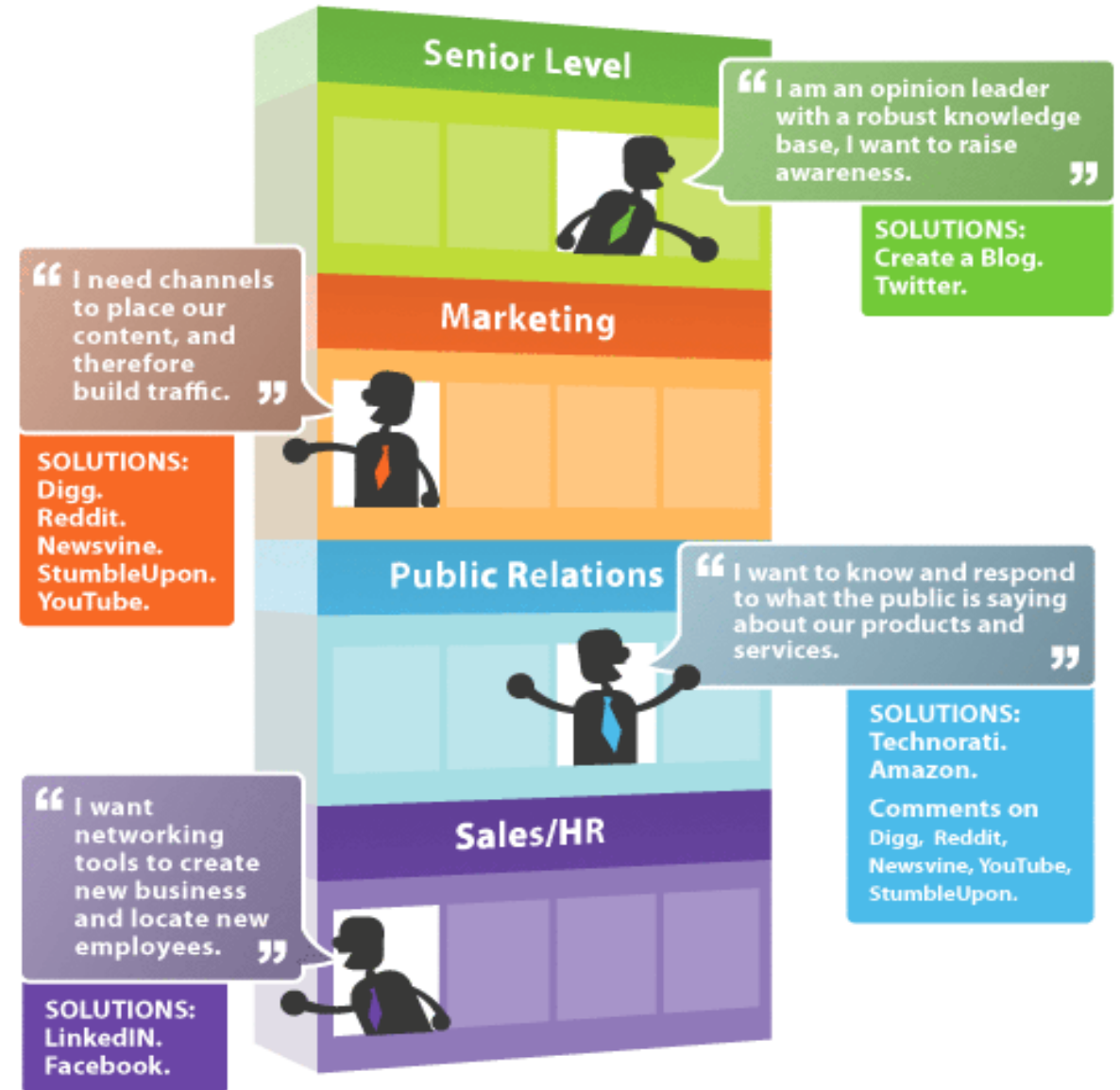
The Emergence and Rise of Mass Social Media



Building a Company with Social Media

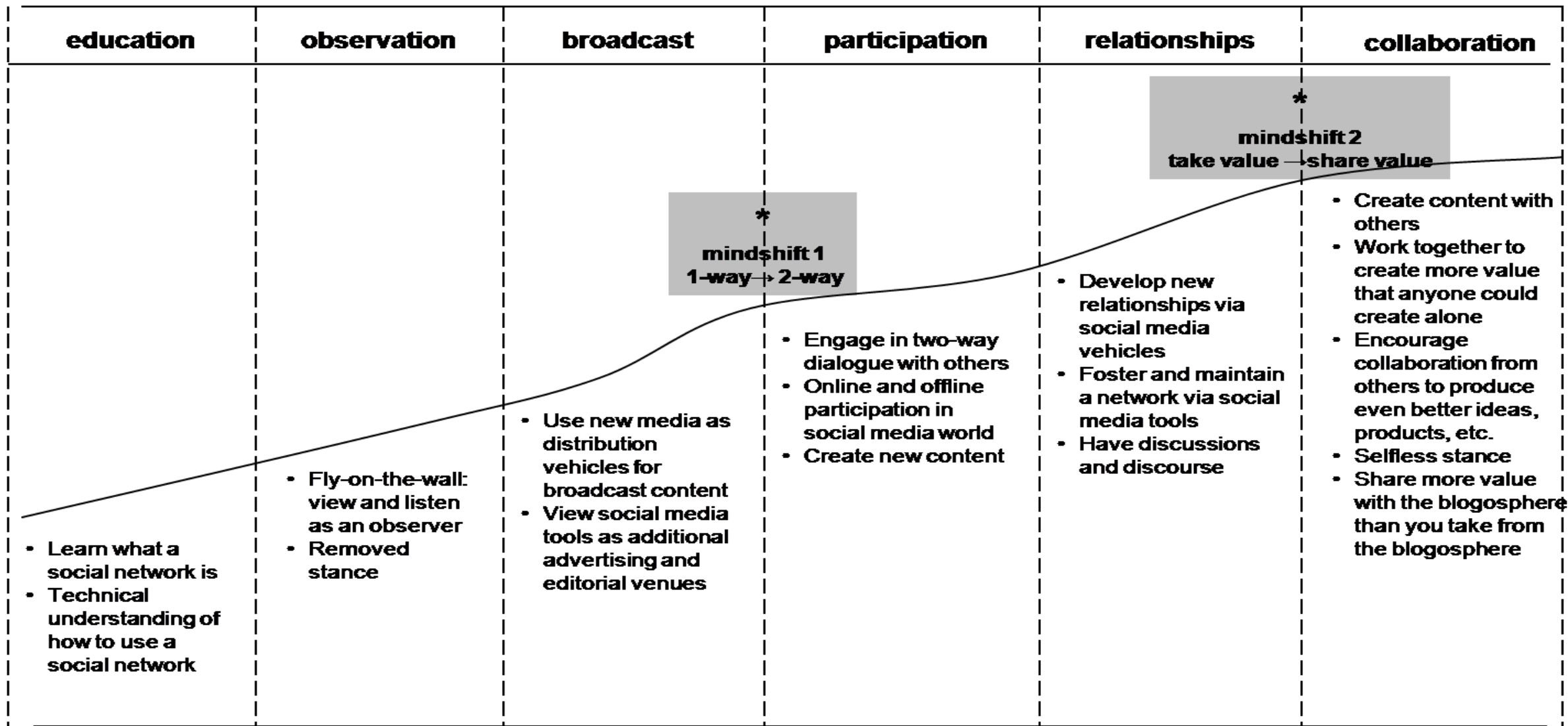
Still a trend (2009)
use it in business

- *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 →



From 2009... six years ago
Still valid, already on wide adoption?

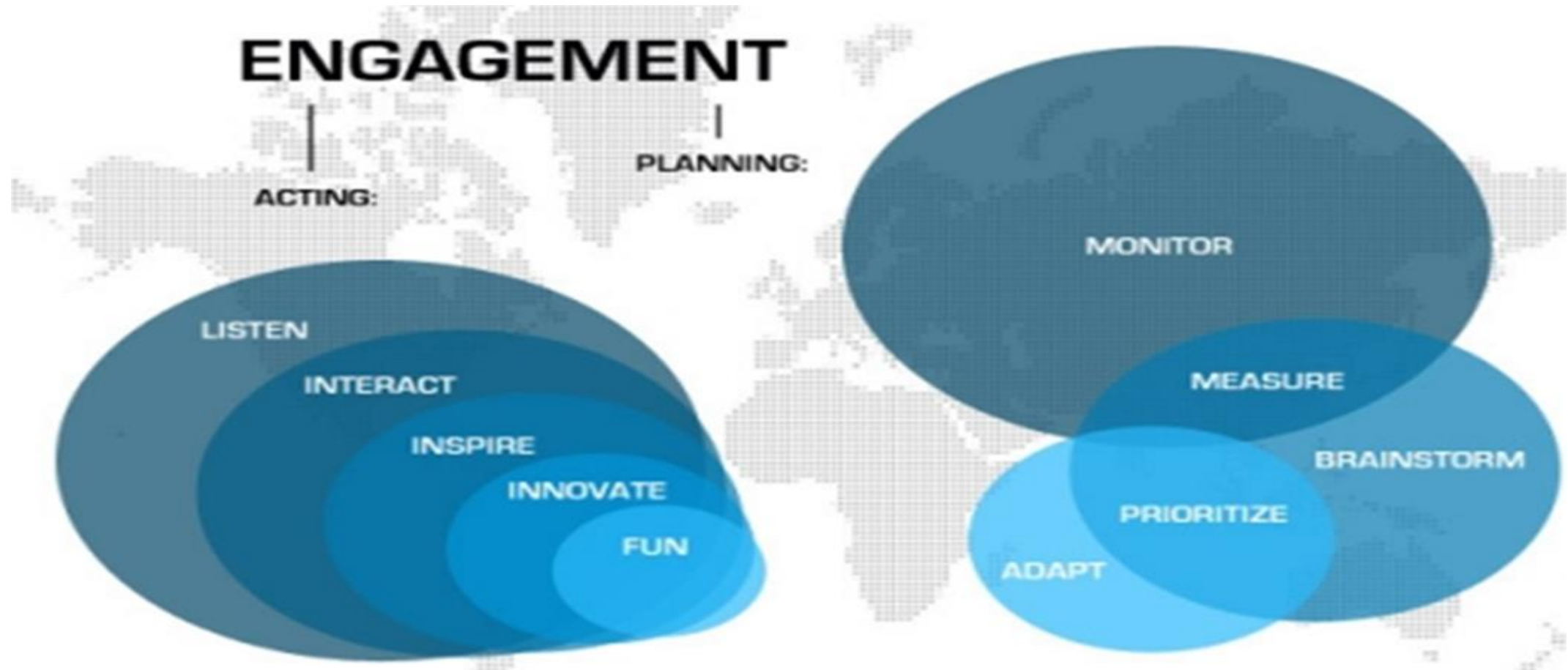
- Think from the client side
- Focus on interaction
- Develop network skills
- Concentrate efforts on the digital
- Provide a clear path to:
 - Share knowledge
 - Consider offering those knowledge who has social value

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 collective assets
 - Time
 - Attention
 - Data

Evolution...

The idea of social media diplomacy



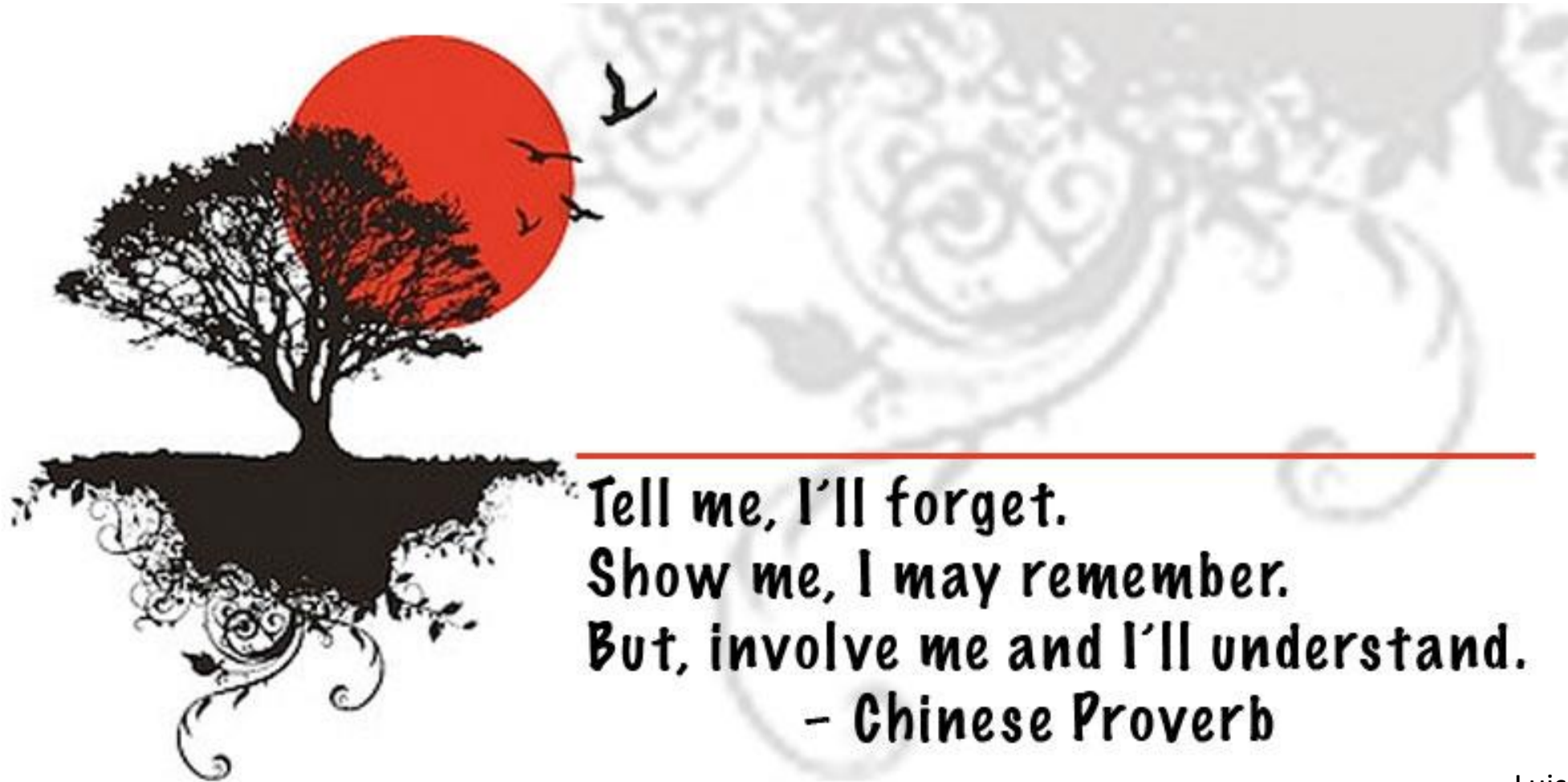
Info from <http://www.diplomacy.edu/blog/social-media-diplomacy-rules-engagement>

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**

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Challenges worth of thinking and implementation

Create context by making sense

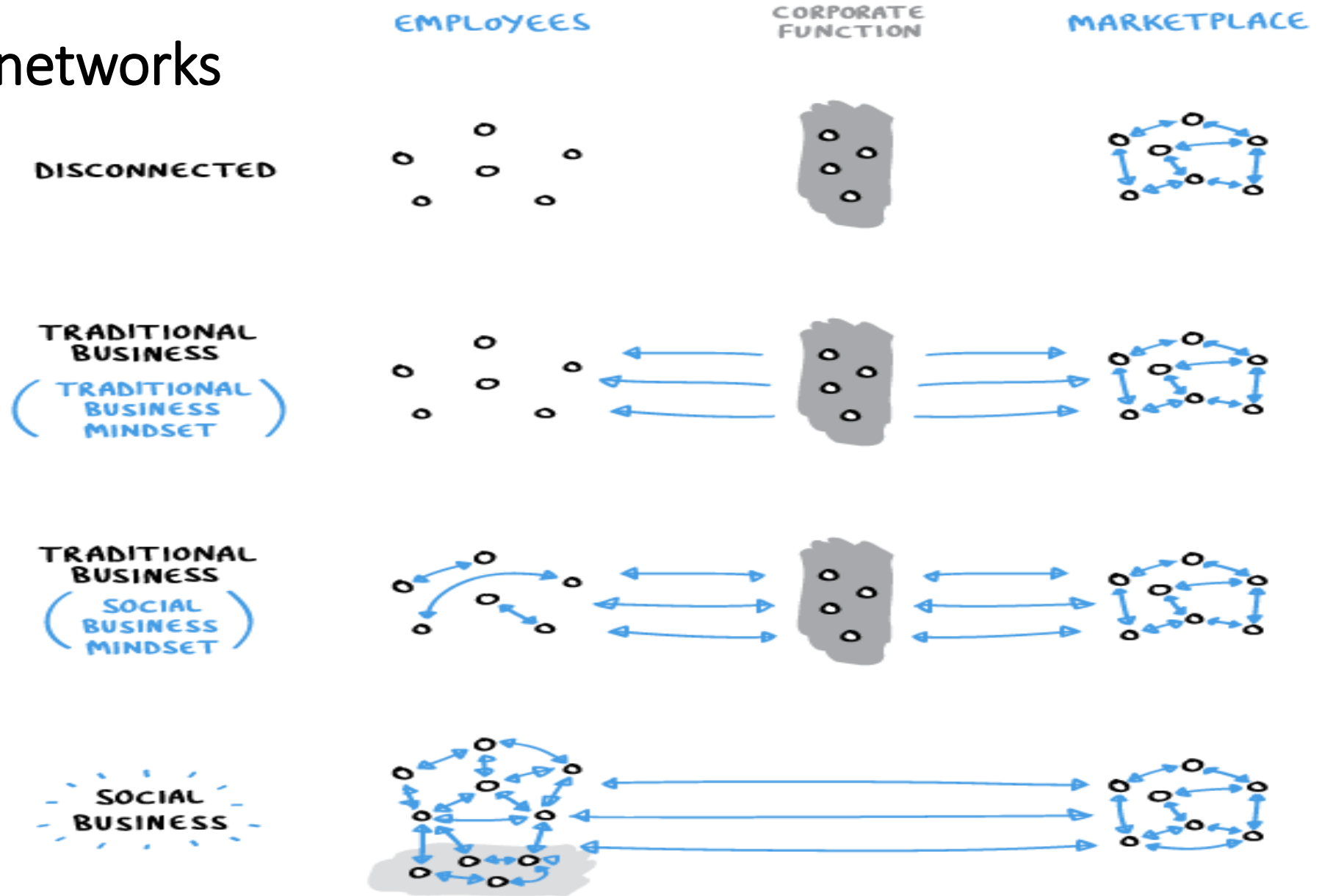
People and happiness, second to none: the idea of humanizing technology and provide smart, life support tech

Content | Experience | Platform context: the value proposal

What is your competitive advantage?



Business networks

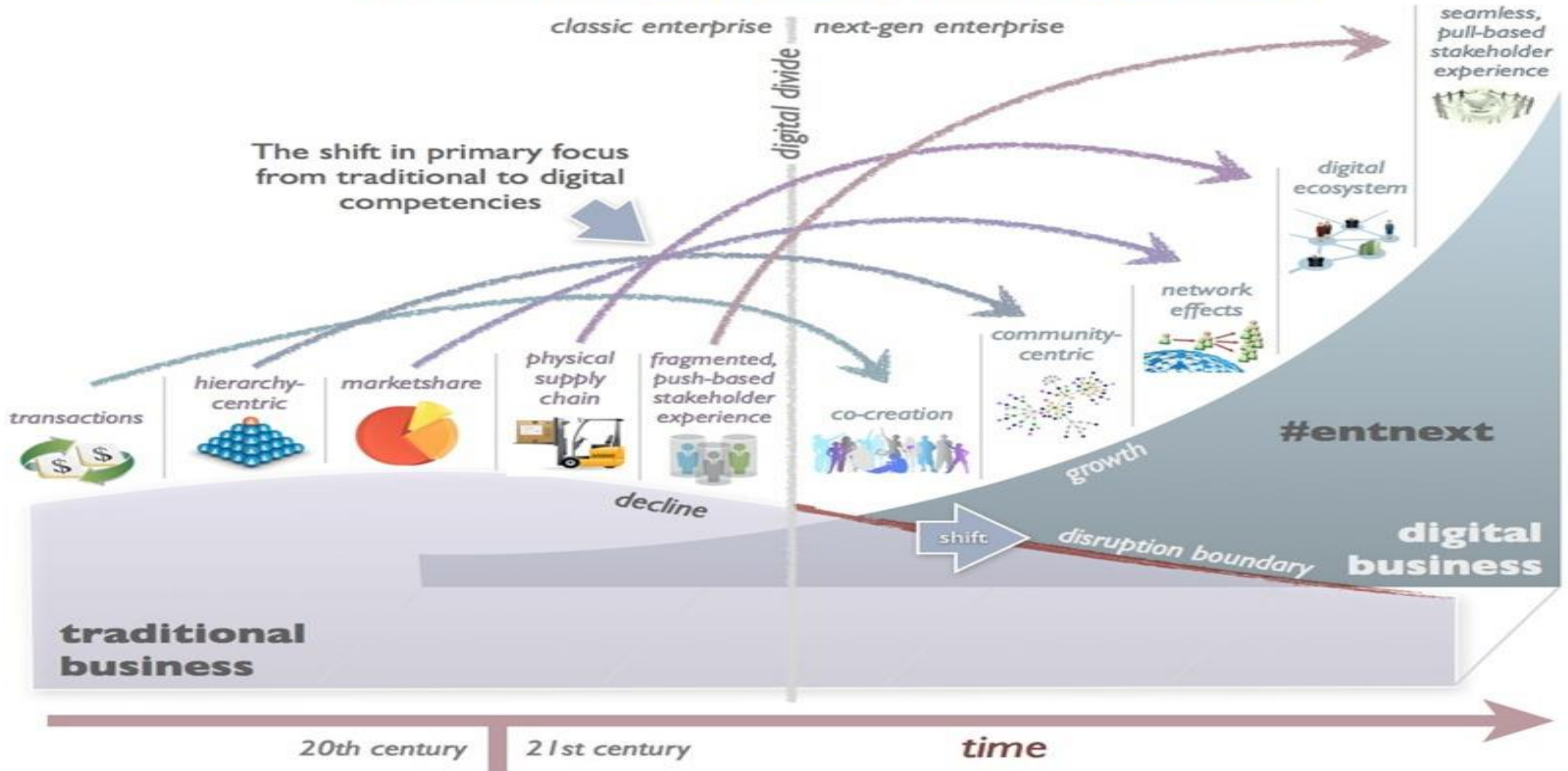


Using social networks to promote change

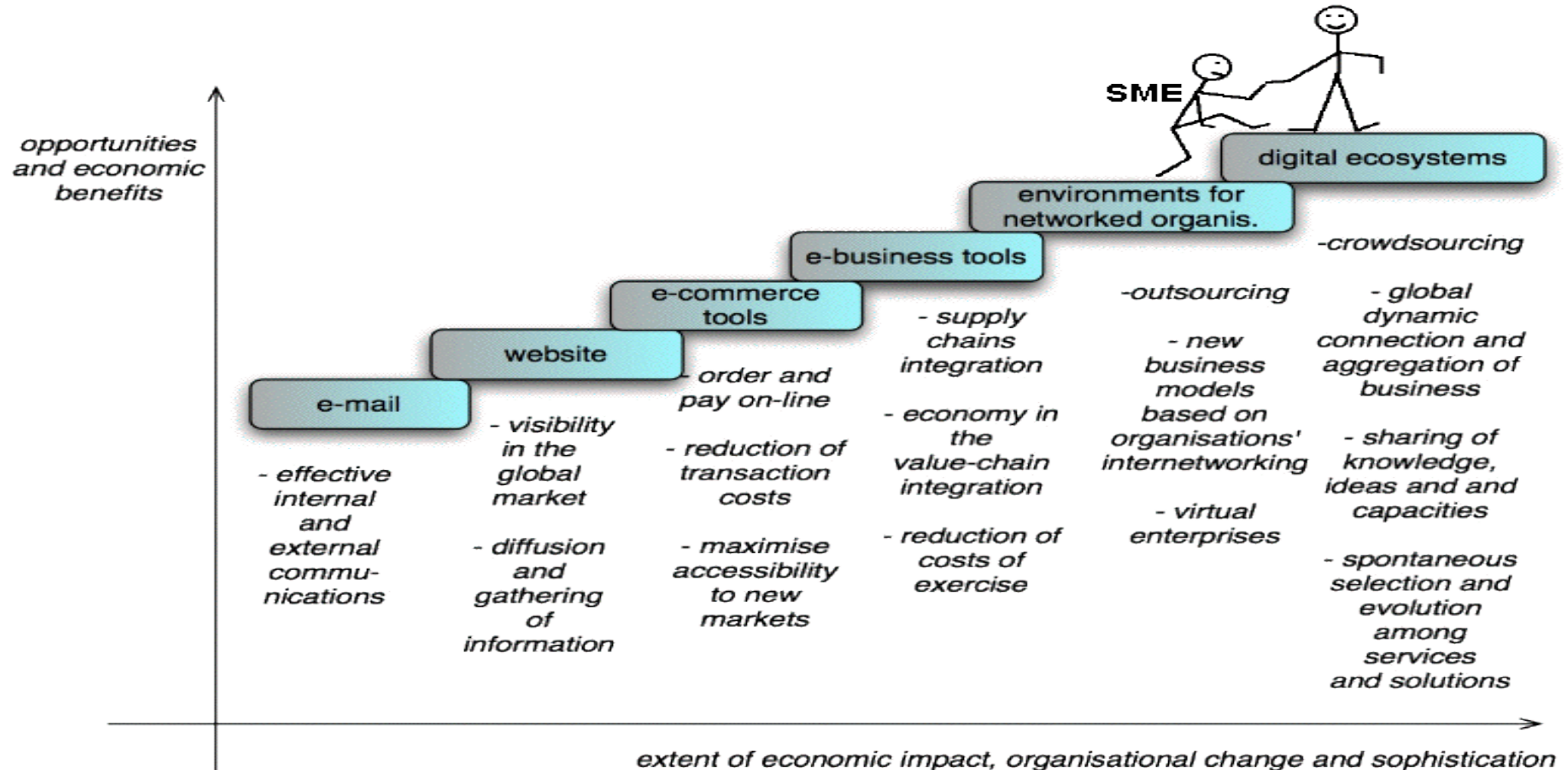
The Emerging Transition To Social Business Models



Organizations moving to new digital models as cornerstones of their business

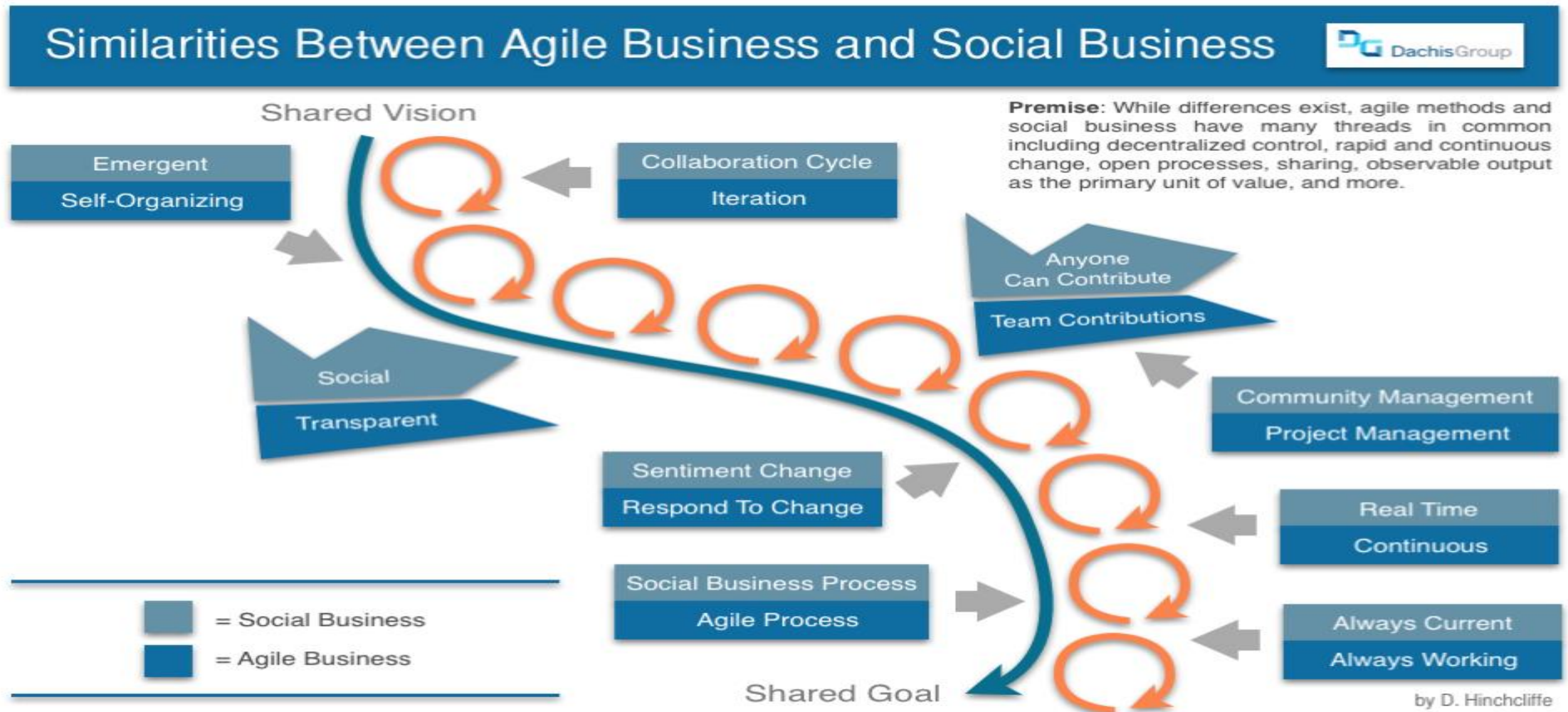


The social media role as an enabler for digital ecosystems



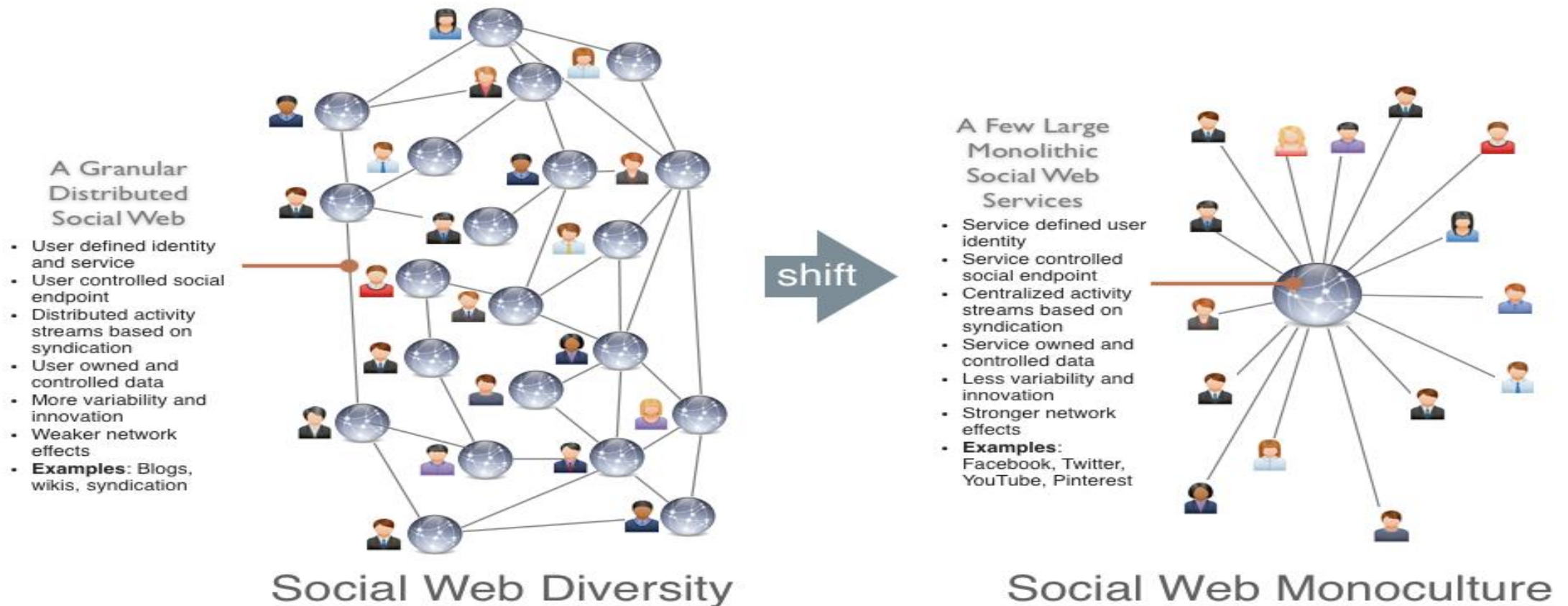
Adapted from Cisco led Information Age Partnership study on e-commerce in small business

Social media can provides ways to make business more agile

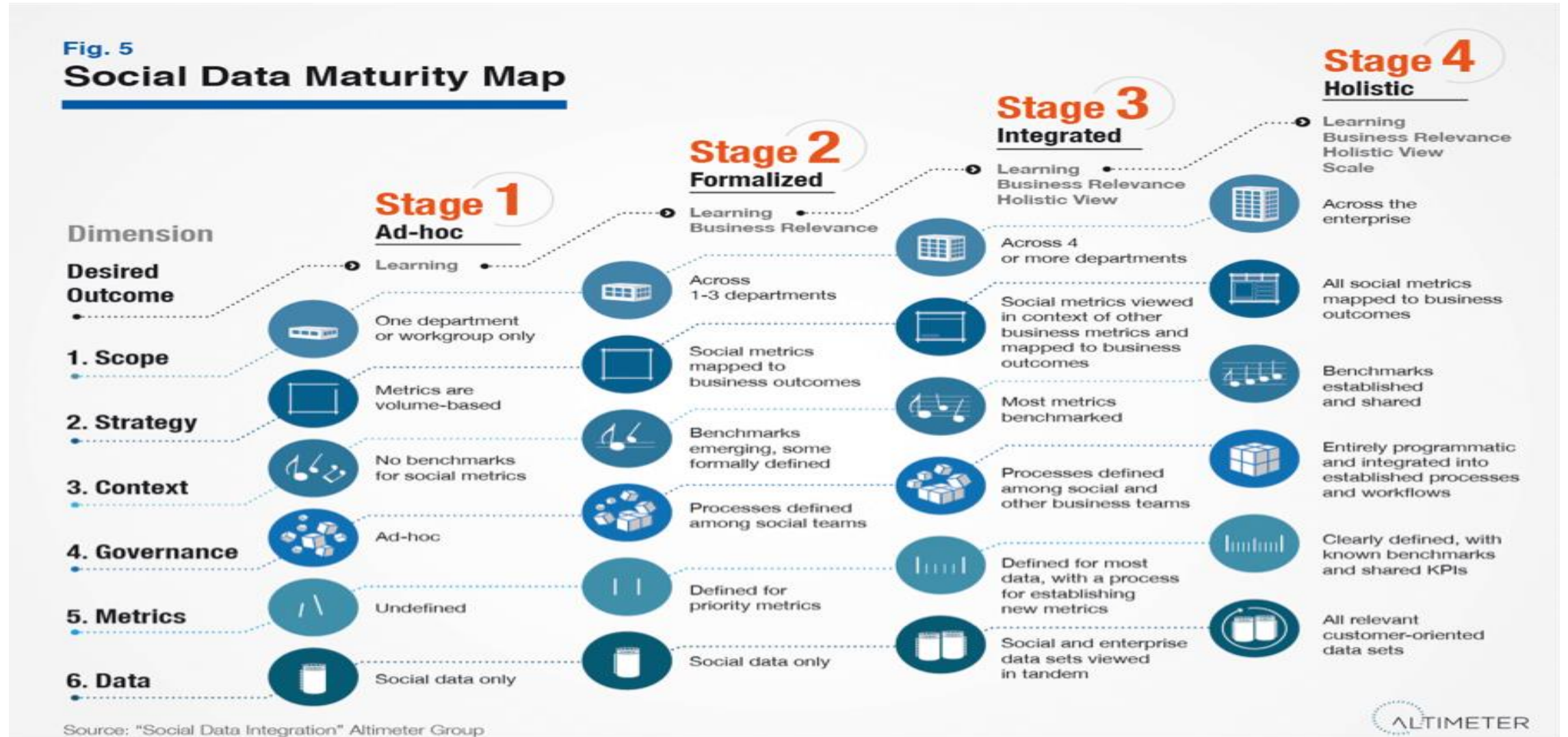


But, there are some issues to consider...

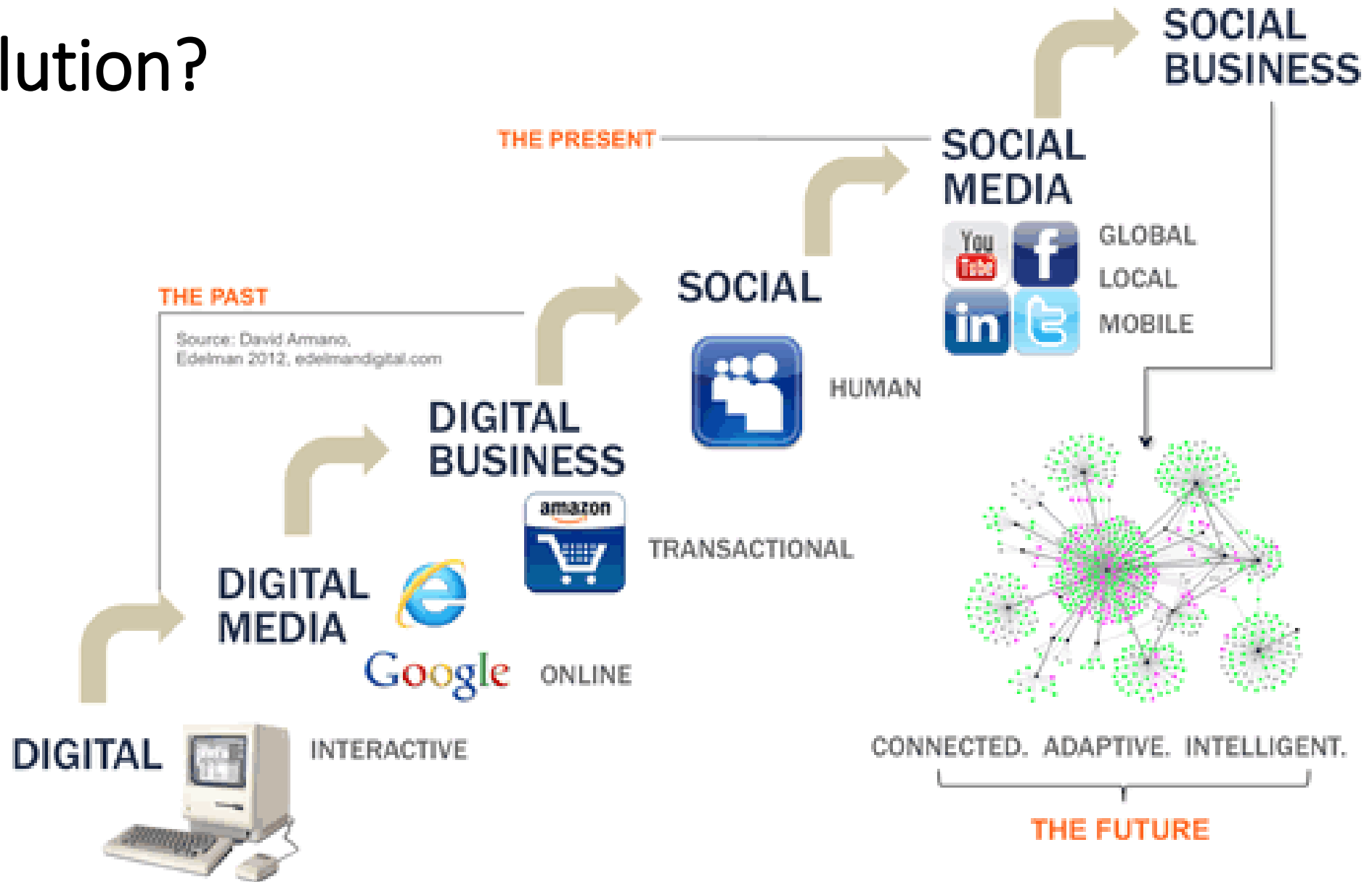
The Evolution of Social Media Services: *How Network Effects Overcame User Control*



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

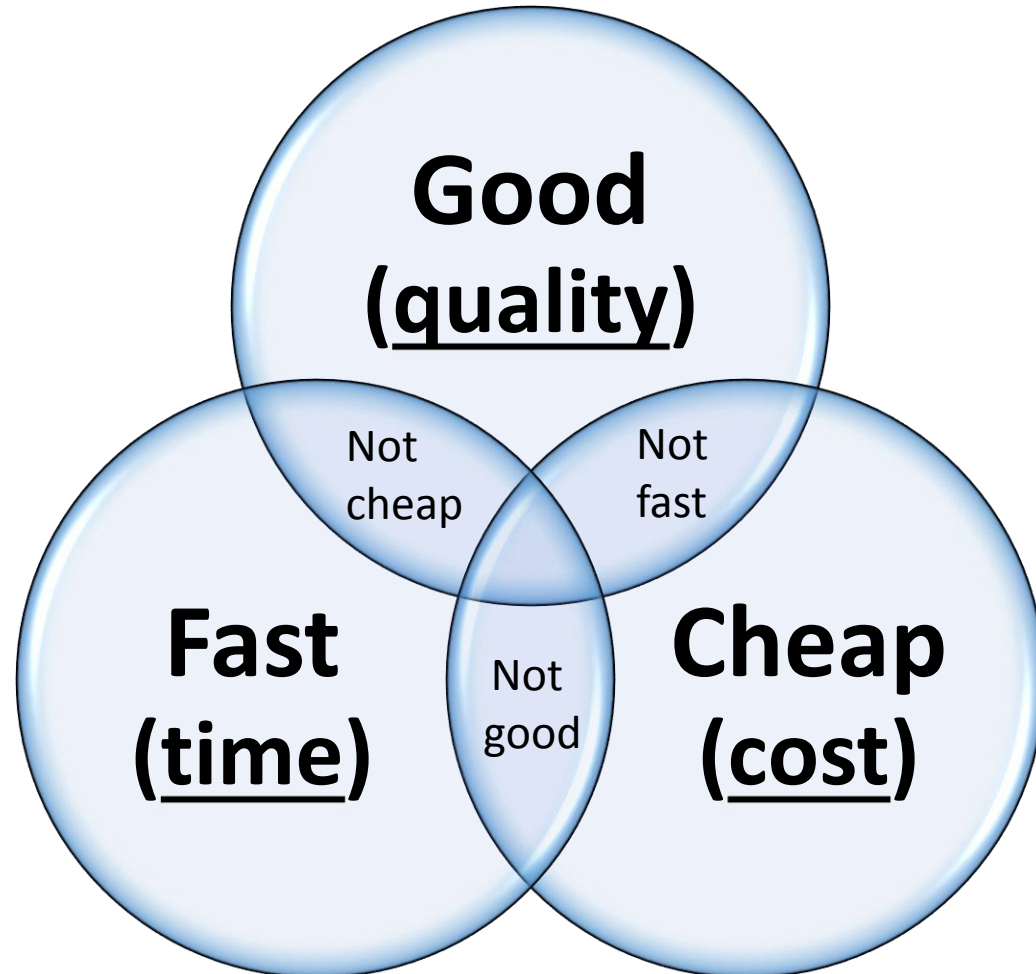
- How to deal with **information overload**?
- What is the **critical information** to choose from?
- Who can help us to **understand** current situation?
- What are the best partners to **collaborate** with?
- When is needed to invest **effort and time**?

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



“See” the SM potential



Image from:

<http://bigstarcreative.com/blog/client-education-or-the-project-management-triangle-as-a-barometer/>

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

Luis Borges Gouveia

Keynote at ECSM, 9th July 2015 – Porto, Portugal

- 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

