Cittadini Sensori
La dialettica tra partecipazione passiva e collaborazione proattiva

TECHNLOGYforALL 2014
Elena Rapisardi - NatRisk-UNITO | Sabina Di Franco CNR-IIA
Web 2.0 Change

The wealth of networks: how social production transforms markets and freedom.

Yochai Benkler

The post-Gutenberg revolution is «The end of institutionalised mediation models».

Richard Stacy
Web 2.0 beyond Technology

collaboration
communicate
share
open
free
social inclusion
cooperate

Tag Icons by Dmitry Baranovskiy, Yerko Pezzopane, Michael Rowe, Cris Dobbins, Lemon Liu Pei, Ying Tang from The Noun Project
100% Controlled by stakeholders/customers

100% controlled by you/institution/organization

POST-GUTEMBERG WORLD ASSETS

COMMUNITY

CONVERSATION

CONTENT (Consumption)
61,2 M
POPOLAZIONE
ITALIANA

35,8 M
UTENTI INTERNET

23,2 M
UTENTI FACEBOOK

FONTE: INTERNET WORLD STAT 2013
POPOLAZIONE ITALIANA 11-74 ANNI
47,1 M

UTENTI INTERNET 11-74 ANNI
37,8 M

UTENTI FACEBOOK
23,2 M

FONTE: AUDIWEB FEB. 2013
"Ci sono" vs "Partecipo"

FONTE: WE ARE SOCIAL
Mapping Citizens “Labels”*

VTC/VGI
Citizen Science
Crowdmapping
Citizens Sensors
Crowdsourcing
Citizens “Social”
User Generated Content

* Elena Rapisardi & Sabina Di Franco
Romantic vs Cynical

Profit

Altruism

CITIZEN AS PRODUCER GENERATING PROFIT FOR COMPANIES

CITIZEN AS CO-CREATOR GENERATING BENEFIT FOR THE COMMUNITY
Citizens As Key Players

INFORMATION USER

Search

Disseminate

PROSUMER

INFORMATION CO-PRODUCER

Report

Collaboration

BLOGGING & SOCIAL
Unmediated User Generated Content | Unknown formal qualification* | Retrieval and validity-reliability issues, Emotional

CROWD SOURCING
Unmediated User Generated Content | Unknown formal qualification* | geolocation | validity and reliability issues

Communities VTC/VGI
Volunteers skilled communities | needs: coordination, agile communication and interoperable platforms**

* Danison 2011
** cf Hamilton (2014)
* Goodchild 2007
** Porto de Albuquerque, Bakillah 2013

Icon Zoom in by Garrett Knoll from The Noun Project
Citizens Participation

e.g. Citizens Participation Typology and Disaster Resilience Domain

° Rowe and Frewer (2000)

Communication
Citizen as Info-User
passive recipients and passive dissemination of information and/or opinions
«Social» Witnesses
social media stream and mining, e.g. US RED CROSS, ESA-AWTM*

Consultation
Citizens Sensors
e.g. The “Did you feel it” Model - INGV, GIS Corp

Participation
VTC/VGI Communities
e.g. GIS, farmers, associations, businesses, local communities, ....
Deliberative Democracy

* Cameron, Power, Robinson, Yin, Emergency Situation Awareness from twitter for Crisis Management, SWDM’ 2012 Workshop,
**Charles Tilly, Trust and Rule (Cambridge Studies in Comparative Politics) [2005];
**Patrick Meier, Why Bounded Crowdsourcing is Important for Crisis Mapping and Beyond http://goo.gl/o5pyW

Icon: People by richard pasqua from The Noun Project
Issue about Competences

Have the Opportunity*

Understand the Issue*

Fair (Equal)**

Competent**

* Weber and Christopherson, 2002
** Habermas 1987

Icon: People by richard pasqua from The Noun Project, Login by Mark Bult from The Noun Project
"Non e' tanto affidare ai colti, ma a coloro che sanno abbastanza per non dire stupidaggini. Non ha senso che a scegliere su staminali, organismi geneticamente modificati o definizioni di morte siano persone che non sanno nulla di quello di cui stanno parlando. E' questo non-sapere ad essere una minaccia per la democrazia. E sfortunatamente noi siamo in una drammatica situazione di questo tipo".

Giovanni Boniolo
NH Information Search

* Survey by Rapisardi-Di Franco, promoted on National Geographics Italian Web Site and Le Scienze web site; respondent 1349

- 78.3% web search
- 52.3% I know the source
- 8.7% word of mouth/friends
- 6.9% Other
- 5.7% Facebook Link
- 1.1% Twitter Link

* Survey by Rapisardi-Di Franco, promoted on National Geographics Italian Web Site and Le Scienze web site; respondent 1349
SURVEY: Do you know NH?*

Associating Hazard Processes and Phenomena

- liquefaction
- crown
- underwater landslde
- active river bed
- epidemic disease
- epicentre
- flow
- sea storm
- eutrophication
- flood
- heat island
- sequence
- tsunami
- pyroclastic flow

* Survey by Rapisardi-Di Franco, published on National Geographics Italian Web Site and Le Scienze web site; respondent 1349
EDUCATE & ENGAGE COMMUNITY
Issue about Data

Scientists

DATA

quality

validation

analysis

integration

VTC/VGI

Institutions

Citizens

Media
Media Bubbles?

Icons: People by richard pasqua, Institution designed by Thibault Geffroy, Education by Thibault Geffroy from The Noun Project
from the development of knowledge integration products to the development of problem-focused knowledge integration processes [Raymond, et al. 2009]
ARE WE REALLY MEETING WEB INNOVATION CHALLENGES?

THE BURNING QUESTION Resilient or Resistant?