

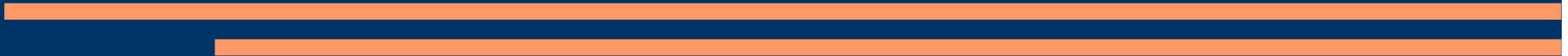


## ***THE ECLIPSE PROJECT***

### ***SOCIAL MEDIA AGAINST SOCIAL EXCLUSION***

#### ***The Creativity of Technology***

***Dr. Despina Prinia***



# *The Eclipse Project*

## *Social Networking against Social Exclusion*

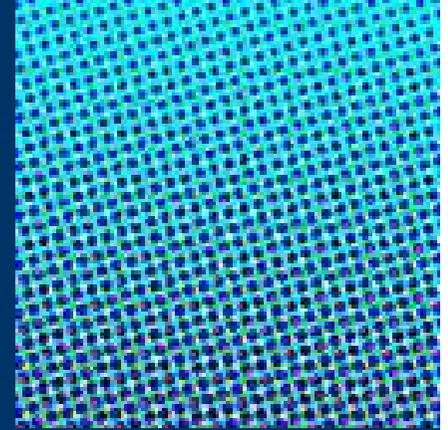
[http://www.youtube.com/watch?v=BpF0LxsFqjk  
&feature=player\\_embedded](http://www.youtube.com/watch?v=BpF0LxsFqjk&feature=player_embedded)



# *Eclipse. The Reasons Why*



# *The Global Dialogue between Societies*



- In the first decade of the 21<sup>st</sup> century, social responsibility is back with a vengeance. And no one is more responsible, than Paul David Hewson, also known as Bono, and a lead singer of the Irish rock band U2.
- **Bono, became an iconic symbol of social responsibility**, as he met with the world leaders & spoke before world bodies, to convince governments & institutions to help the world poor. His efforts were rewarded in countries around the world: many governments & institutions responded, by reducing the debt owed to them by third world nations. The lesson?



# *Serving the Community*

- **In the 21<sup>st</sup> century, serving one's community makes good business sense as well & has in fact become a front-burner business mandate.**



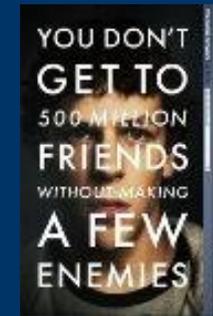
## *Community Relations*



- In light of the increasing diversity of society, organizations must become more diverse & learn how to deal and communicate with **those who differ in: work background, education, age, genre, race, physical abilities, religious beliefs, sexual orientation, and other perceived “differences”**.



# *New Age Social Marketing. Listening to the global dialogue*



- In the 21<sup>st</sup> century business notion that, **a company must be a citizen of the community in every respect**, and accept its role, as an agent for social change in the community.
- Thus, with the help of New Age technology and social media the global dialogue comes to the next level



# *New Age Communication & Learning Environment*

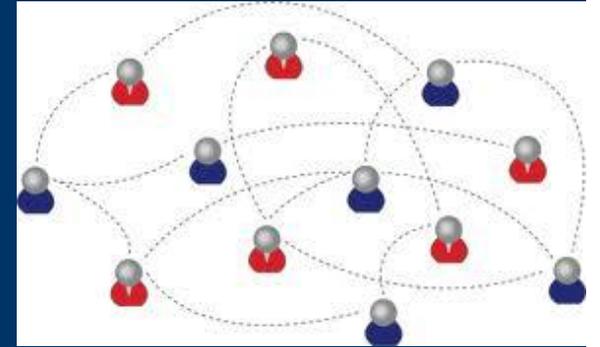
New Media technologies have turned the world into a global village;

Netscape's visionary and disruptive initiatives were just one indication of the radical implications of new technology for social networks & communication at large.





# *New Thought & Learning Patterns*



After years of interfacing with computers and exposure to thought patterns that branch out, the very way in which digital kids' brain work will be different

They think less in a traditional, linear, narrative way, and more in a treelike fashion.

Their ideas are linked but not strictly linear.

This generation's thought processes are different, not just in degree but in nature. Therefore, they consist a moving discontinuity in communication terms.

# *Lack of Interactivity=Digital death*

- <http://www.youtube.com/watch?v=y1mmkQWd22s>



# *Information Management*



- In fact, we are no longer talking about Communication or Learning Methodologies.
- We now draw concentric circles where we enter and exit at will
- In the age of Information and Interactivity the way we manage information makes all the difference in terms of Public opinion Management



# *The Interactivity Effect*



To keep the public's emotion aroused and therefore encourage participation in the shared vision, we will have to constantly pique their curiosity.

This means **exploiting the participatory aspect** of new technology & social networking to its fullest. The role of multimedia will in that case be to **deepen relationships on a personal level.**

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# *Building Credibility*



- In this century we no longer need students followers, we need believers....
  - It's not enough to use new technologies to come out ahead.
  - We need to re-invent a quality dialogue with the public
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# *New Age Communication vehicles*

- This calls for **more creativity**. From now on, only apt, intelligent, appealing, or even funny images that speak to them and say something new are worthy in their eyes.
- In other words, we need to find Creative ways to differentiate and become noticed within the clutter



# *Building Community Spirit*



Users need to get together, to have a sense of camaraderie, of community, of clan spirit. By encouraging their participation, 'real time' in this grand initiation on-line, what used to be a shared philosophy becomes a shared interest. At the heart of this, almost virtual treasure, is the quest for acceptance in the clan. Those who have solved the puzzle and gotten through the traps of the media actually become elected members of the clan.

Welcome to the brave new world of social networking!  
**A powerful tool in triggering a sense of community,  
promoting ideas, getting the message through.**

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# *The Internet factor in Communication*



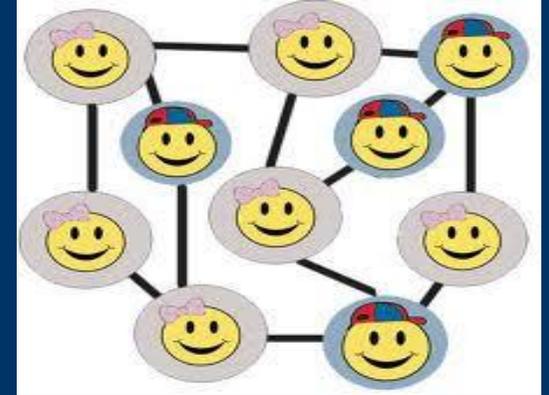
The Internet has changed communications forever, with its immediacy and pervasiveness, was more explosive than the traditional media ever had.

But it hasn't replaced human relationships as the essence of societal communications.

The Internet, along with computer generated media and web events are but another tool in the communications & e-learning arsenal.



## Social Marketing



- Development of online communities has afforded us an opportunity to observe people interact with one another, express their own opinions, form relationships, and break relationships
- To address Virtual Communities as strategic audiences who have an impact on the organization's image it depends on the **kind of dialogue will bring the organization and the audience closer together**. The idea is to manage the relationship, so that, ultimately, the organization's objectives are not inconsistent with those of the strategic audience. Traditionally, audiences come in all types of configurations: people of common interests, journalists, activists...
- Activist groups can present a special challenge, particularly if they are not members of an organized group..

# Online Reputation

- In politics and in business life, candidates don't always fight fairly.
- They sometimes tend to smear one another's reputation, their families, their party, their associates or even their supporters
  - Nowadays, this tactic has moved online.
    - Smears are intentionally false accusations designed to discredit a candidate or an organization
    - Gossip and smears are relatively easy to spread
      - A smear started on a site can be seen by thousands of active individuals in a single day and then be quickly spread by them to other websites.
      - The background reputation comes from what people learn about persons from other sources. In the real world, this is what one person says about a person to others.



# *The Power of Digital Reputation*



Consumer Generated media (CGM), encompasses the millions of consumer generated comments, opinions & personal opinions, posted in publicly available online sources. CGM, also referred as “on line consumer word of mouth”, originated from a variety of sources, The fashion designer Tommy Hilfiger still represents the classic example, of what can happen when online rumors go unchecked.

The story was triggered when somebody posted a message to several newsgroups, criticizing Tommy Hilfiger. The message claimed that the designer had appeared on the Oprah Winfrey show, where he used racially charged language, while noting that had he known members of those racial groups would like his clothing so much, he would not have made them so nice...

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# *How Preferences spread through social networks*



- People can be influenced by observing their acquaintances' social/business/political behaviour or discussion with them.
    - “The neighbourhood effect” refers to the tendency of a person to vote in a certain direction based upon the relational effects of the people living in the neighbourhood
      - If we accept that people tend to imitate one another, then we should see a correlation in behaviour between two people who are socially connected.
      - On average, one decision to vote would motivate about three other people to go to the polls
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# *Digital Reputation Management*



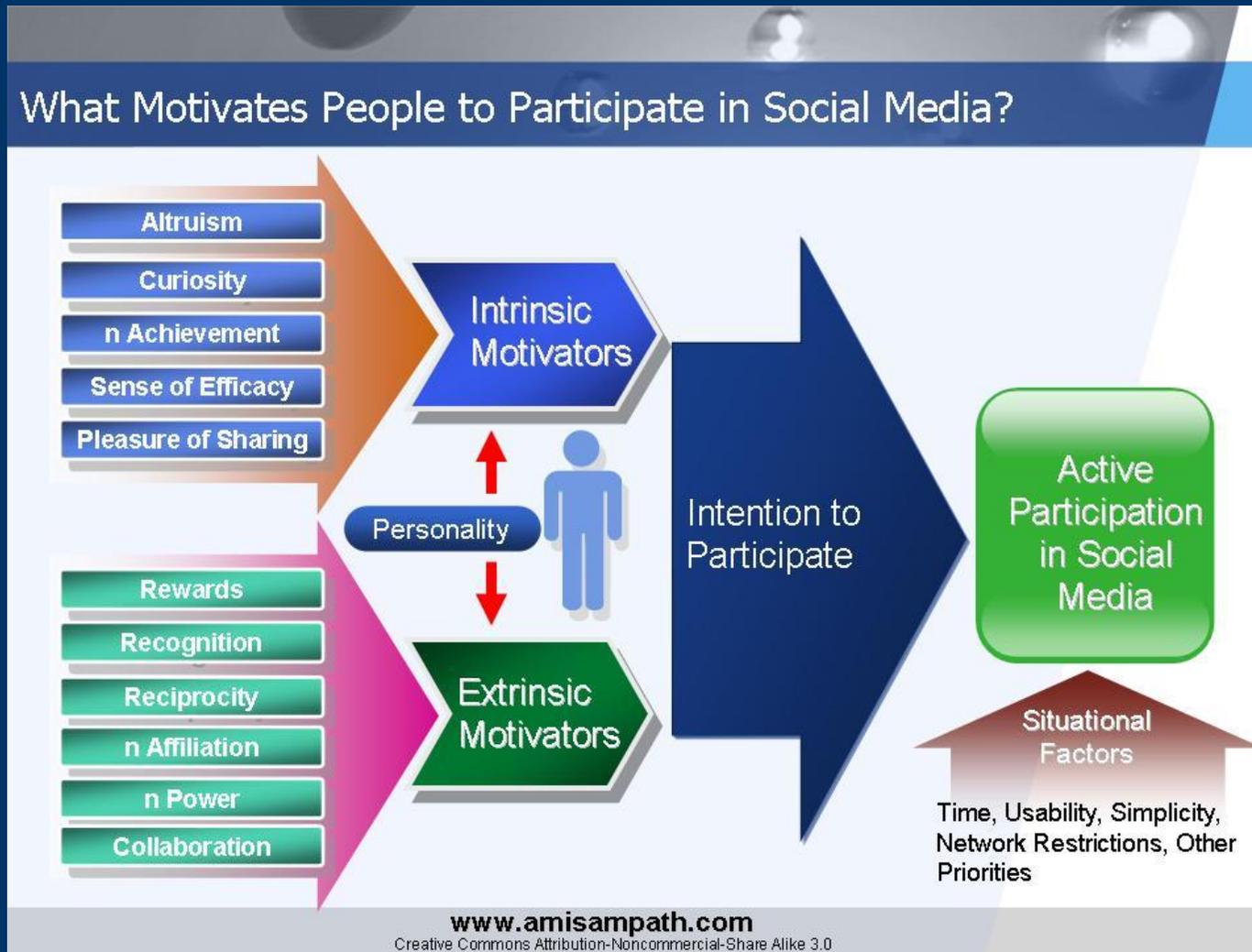
- The winners in digital communication have not been those with the best technology or the best IT consultants but those who understood that the Web represents a unique opportunity to make a human connection.
  - An intact reputation:
    - Strengthens customer trust
    - Facilitates the recruitment and loyalty of capable employees
    - Improves access to the capital market
    - Reduces the costs of procuring capital
    - Ensures low purchasing prices
    - Reduces the pressures by the authorities to exercise control and regulation
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# *Social Media and Politics*



- A case study referring to the successful campaign and election of Barack Obama as President of the US, in 2008, shows that nowadays people are politically connected.
  - Many noticed Obama's unique ability to connect with voters and more precisely to connect voters to each other so as to reach success.
- The 2008 U.S. Presidential election was characterized by a dramatic increase in the use of internet by all candidates
  - But Obama's team in particular took advantage of the power of online social networks and social (person-to-person) media

# The Participation Factor



## *I Connect therefore I exist*

What motivates people to participate in Social Media?

- All factors forcing people to participate in Social Media are in relation with society and how the person sees himself or herself in it.
- Their personal characteristics and attributes in combination with their societal status and role in the community makes them use more and more social media.



# *Web 2.0 and collaborative technologies*



- Web 2.0 enables people to meet, connect or collaborate through computer-mediated communication and to form online communities.
  - It shifts from simple electronic publishing and static web pages to a more interactive and collaborative environment.
  - We may often see the term Enterprise 2.0 used in relationship with Web 2.0 because actually Enterprise 2.0 is the application of these tools to companies.



# Web 2.0 technologies

- Provide:
  - Rich user experience
  - Data driven architecture
  - User driven business applications
  - User participation
  - Collective intelligence
  - Low cost deployment and management
- There are a number of collaboration technologies that are changing the landscape of how business is being conducted:
  - Blogs
  - Internal Messaging
  - Podcasting
  - Virtual Worlds
  - Wikis



# *The Network Society*



- The world has never been more free and has never been more inter-dependent.
- From now on we can only humbly quote William Kiney, Dr. of Astrophysics at Columbia University:
  - *“ Even if the whole Universe commits suicide, a single act of communication between lives is enough, to put the Universe back together.”*

***THANK YOU!***

