MARIE CURIE ACTIONS

12th International LAB Meeting - Summer Session 2008
14th International Summer School

European Ph.D. on
Social Representations and Communication
At the Multimedia LAB & Research Center, Rome-Italy

Social Representations in Action and Construction
in Media and Society

"Social Representations, Collective Memory and Socially
Shared Emotions: narrative and experimental approaches"

From 26th July to 3rd August 2008
http://www.europhd.eu/html/_onda02/07/14.00.00.00.shtml

Participants Presentations

European Ph.D
on Social Representations and Communication

International Lab Meeting Series 2005-2008

EUROPhD

"Global Social-Research Labs Without Walls"

European PhD Doctoral Candidate Project Presentation
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Opening…

Abstract:

This project will examine the current state of internet usage among Information Technology experts initializing case study methodology of monitoring scientific and social internet communities.

The theory is that the Internet is an integral part of future research performance; the goal is to examine network to network dimensions of social psychology and communication best practices research within virtual laboratory.

This project will use direct observation to determine research ability level in performing basic Internet tasks including social and scientific environments; network platforms; online systems internet web-based systems. The results of these observations will show trends and changes. These trends will be used to draw conclusions as to the methods and sources Internet usage to include: socio-demographic variables such as age, sex, country, nationality, internet usage, frequency, internet experience and technological savvy.

This study will show the need for more formalized Internet instruction, recommendations and indicating future research performance and its effectiveness of new instructional methods. Finally this project will provide statics, results and recommendations applicable for Internet users and researcher.

The Virtual Community

According to Luc K. Audebrand he describes how the social representation of
a social object of 'fair trade' has particular meaning in the specific community
of 'students'.
http://atlas-conferences.com/c/a/m/k/93.htm

The virtual community is a tool of empowerment, speed and convenience.
By using social participatory 'network to network' research this project
monitors the relationship of mutual exchange and sharing in the
'knowledge of mobilization' and promoting social values:

- Building Leaders
- Building community and resources
- Collaborative opportunities
- Universal vision-mindful of global community issues
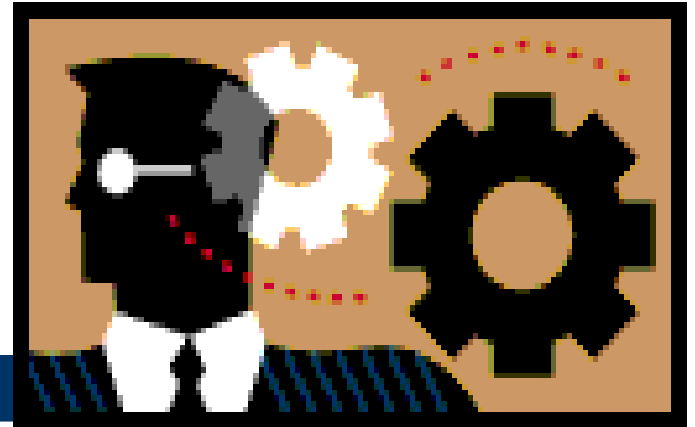- Develop the spirit of volunteerism

Digital Universe

Multi-media world – communication of the 2 worlds that seek

1st interacting

2nd the interacted between men, women, culture and their individual culture

- Communication and Media
- Emotion Stimuli
- Cognitive patterns
- Learning and behavior

Research Topics

Digital between male and females
Social Media
Mobile Music
Most Popular Reports
Mobil Internet
US Mobile Marketing Forecasting
Most Popular Data
Time Spent with Media, by age
Online Users by age
Activities Mapping – Intensity vs. Empowerment
Most Popular Searches
Online Video
Video
Dating online

The Aim of the Project

With a fresh untapped sector to conduct social network research using a credible sampling pool of resources and diversity of culture for effectiveness in network research—more specifically University Community Partnership and Social Action Research Network (UCP-SARnet).
The projects aim to link from the following resources:

- online communities of researchers
- instructors
- students
- community leaders
- professionals

Giving Social Meaning to Web Globalization

Web Globalization commits by using IT virtuality a reality within a multimedia format to take sites and brands global, providing them with the tools to succeed as they expand their offerings abroad. Web Globalization helps businesses, clients and individuals acclimate and understand the key elements of successful globalization and localization, from language translation to content localization and international search optimization. Drawing on consumer and IT executive surveys, case studies and forecasts, it assists companies in determining how to utilize software easy use for globalization international markets.

No longer are IT geeks, engineers and high tech individuals exploring and covering the leading vendors of translation and localization services, as well as the agencies creating leading global marketing campaigns, this service helps companies understand how they can best globalize their online offerings and which online strategies have proven most effective in global markets by using messages to messages. Now is the time for social psychologists and social sciences to embrace the way of the future. *Charles Leadbeater (1999) called "Living of thin air".*

The Hypothesis of the Project

Objective: This discourse will connect empirical research to include theory, design, evaluation and project implementation.

Hypothesis: The hypothesis is that on-line social research is hindered and/or unequipped to sustain global trust because individuals avoid change and innovation. Based on Moscovici's two universal theories: the *reified* universe of science, which operates according to scientific rules and procedures and gives rise to
scientific knowledge, and the *consensual*
universe of social representation, in which
the lay public elaborates and circulates forms
of knowledge which come to constitute the
content of common sense.
Moscovici, S. (1961). La psychanalyse, son image et son public. Paris: Presses Universitaires de France.

Principal Questions to Address

Although virtual communities are not "physically built":

1. Does the Global Research Community (GRC) share reciprocal exchange in relationship, cultural diversity and comprehend grassroots needs of community, collaboration, leadership and teambuilding enough to produce social change?

2. How is GRC research protected?

3. Is polarization of GRC viewed as less prestigious than traditional in-house research projects?
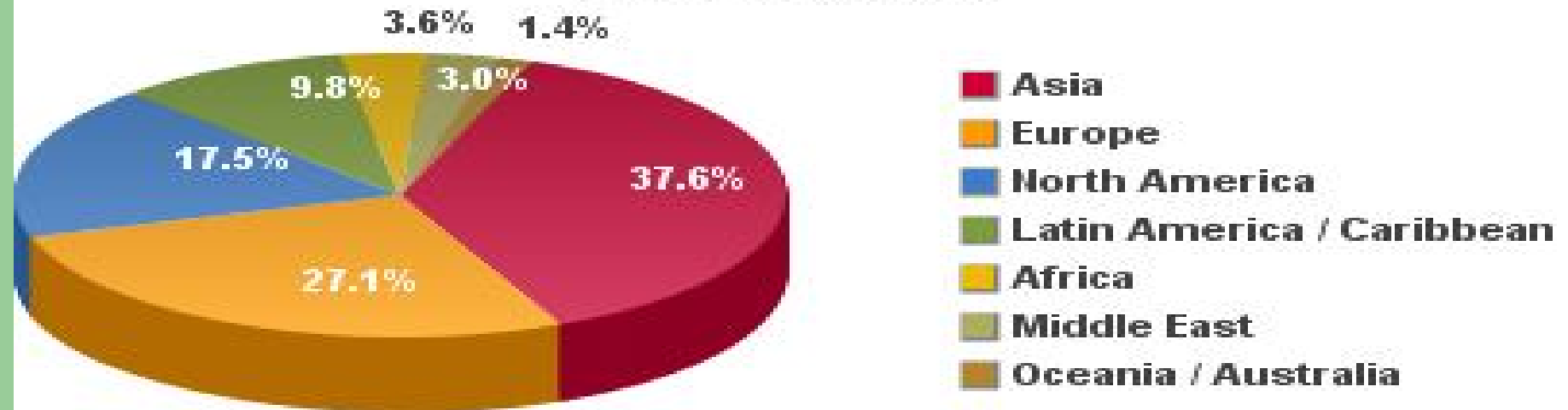
Research Topics

- Budgeting for Online Globalization
- Customer Service
- Global Internet Penetration
- Global User-Generated Content
- Global Web 2.0
- Globalization Staffing Models
- Globalizing Online Brand Campaigns
- International Search Strategies
- Language Translation
- Local Content Partnerships
- Multiplatform Strategies
- Site Localization

According to http://www.jupiterresearch.com

Who is using the internet?

World Internet Users
March 2008

- 37.6% Asia
- 27.1% Europe
- 17.5% North America
- 9.8% Latin America / Caribbean
- 3.6% Africa
- 3.0% Middle East
- 1.4% Oceania / Australia

Legend:
- Asia
- Europe
- North America
- Latin America / Caribbean
- Africa
- Middle East
- Oceania / Australia

WORLD INTERNET USAGE AND POPULATION STATISTICS

World Regions	Population (2008 Est.)
Africa	955,206,348
Asia	3,776,181,949
Europe	800,401,065
Middle East	197,090,443
North America	337,167,248
Latin America/Caribbean	576,091,673
Oceania / Australia	33,981,562
WORLD TOTAL	6,676,120,288

Internet Users in the World
March 2008

Region	Millions of Users
Asia	530
Europe	382
North America	246
Latin America / Caribbean	137
Africa	51
Middle East	42
Oceania / Australia	19

Millions of Users

Note: World Internet Users estimate is 1,407,724,920 for Q1 2008

World Internet Penetration Rates
March 2008

Region	Penetration Rate
North America	73.1%
Oceania / Australia	57.0%
Europe	47.7%
Latin America / Caribbean	23.8%
Middle East	21.3%
World, Average	21.1%
Asia	14.0%
Africa	5.3%

Penetration Rate

Note: Penetration Rates are based on a world population of 6,676,120,288 for mid-year 2008
Copyright © 2008, Miniwatts Marketing Group - www.internetworldstats.com

Internet Users Growth in the World
Between 2000 and 2008

Region	Growth
Middle East	1176.8%
Africa	1030.2%
Latin America / Caribbean	659.9%
Asia	363.4%
World Growth Avg.	290.0%
Europe	263.5%
Oceania / Australia	154.0%
North America	127.9%

0   100% 200% 300% 400% 500% 600% 700% 800% 900% 1000% 1100% 1200% 1300% 1400%

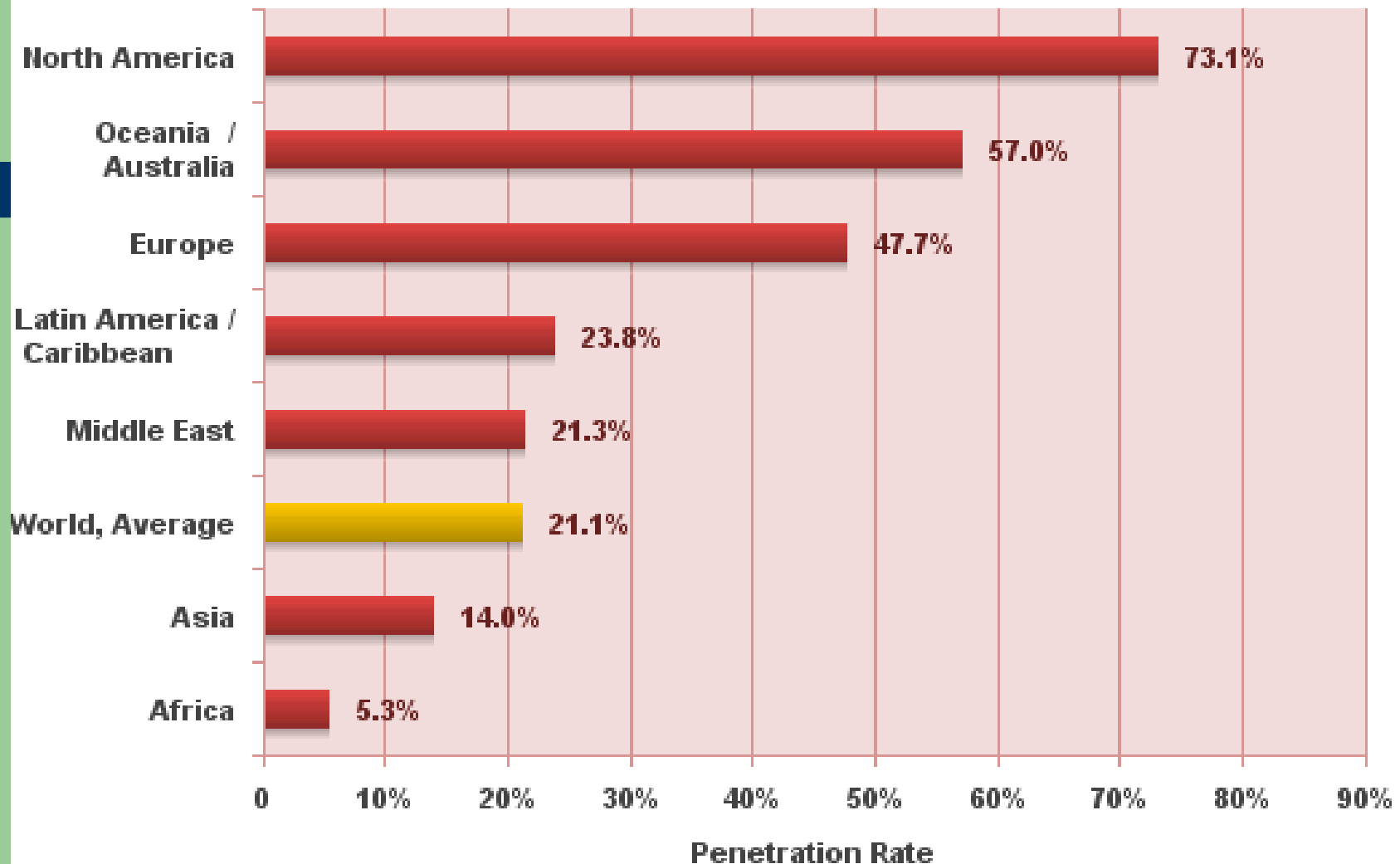**Growth in Percentage (2000 - 2008)**
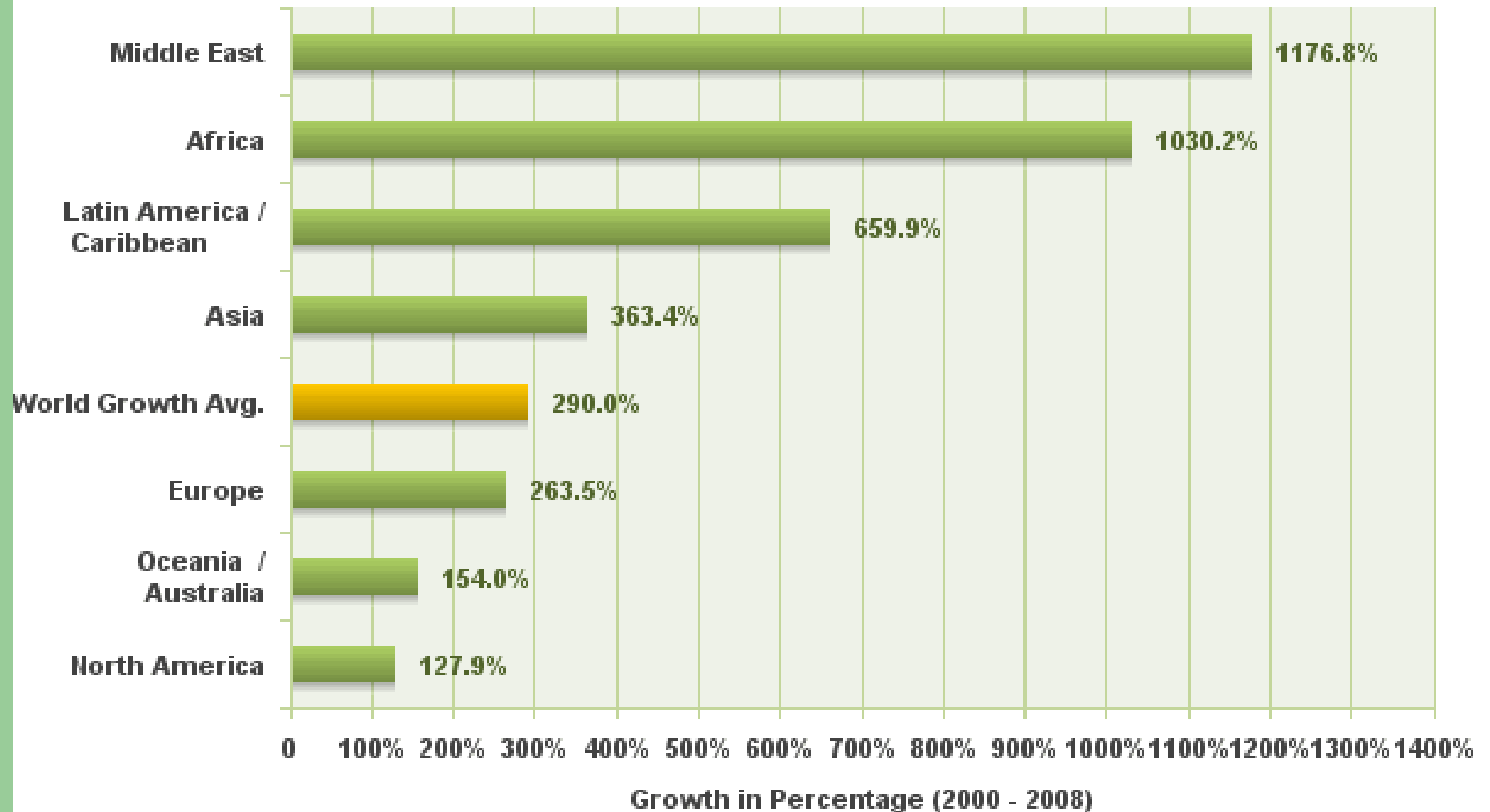
Note: World Internet Users estimate is 1,407,724,920 for Q1 2008.
Copyright © 2008, Miniwatts Marketing Group - www.internetworldstats.com

World Population by Regions
March 2008

Region	Population in Millions
Asia	3776
Africa	955
Europe	800
Latin Am / Caribbean	576
North America	337
Middle East	197
Oceania / Australia	34

Population in Millions
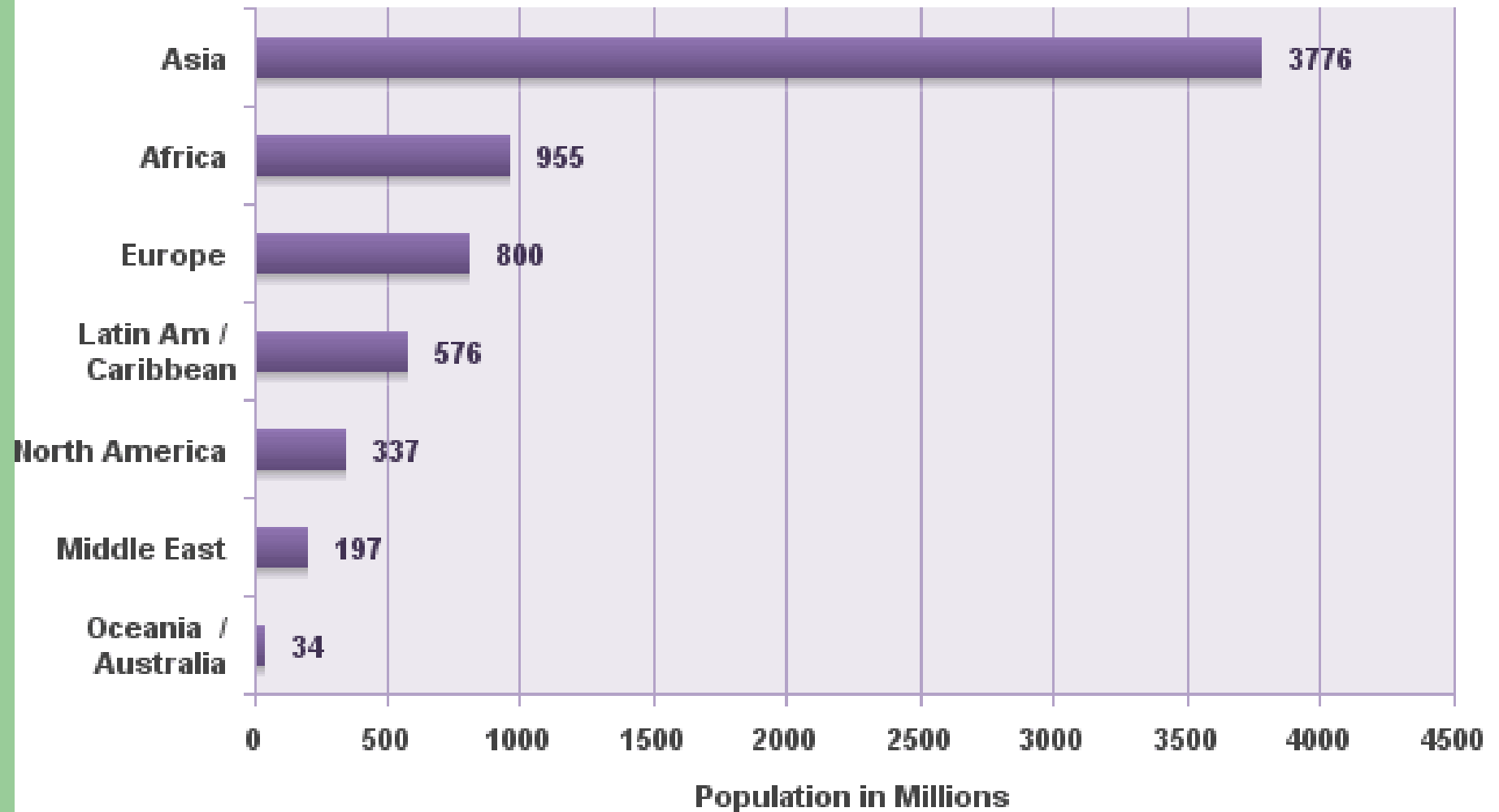
Note: Total World Population estimate is 6,676,120,288 for min-year 2008.
Copyright © 2008, Miniwatts Marketing Group - www.internetworldstats.com

What is Media?

In general, "media" refers to various means of communication. For example, television, radio, and the newspaper are different types of media. The term can also be used as a collective noun for the press or news reporting agencies. In the computer world, "media" is also used as a collective noun, but refers to different types of data storage options.

Historical milestones in media
Local newspaper
Radio
Film
Television
VCR's
Internet

Media - Plural of *medium*.

(1) Objects on which data can be stored. These include hard disks, floppy disks, CD-ROMs, and tapes.

(2) In computer networks, *media* refers to the cables linking workstations together. There are many different types of transmission media, the most popular being twisted-pair wire (normal electrical wire), coaxial cable (the type of cable used for cable television), and fiber optic cable (cables made out of glass).

(3) The form and technology used to communicate information. Multimedia presentations, for example, combine sound, pictures, and videos, all of which are different types of media. http://www.webopedia.com/TERM/M/media.html

Social Network

A **social network** is a social structure made of nodes (which are generally individuals or organizations) that are tied by one or more specific types of interdependency, such as values, visions, ideas, financial exchange,friendship, kinship, dislike, conflict or trade. The resulting structures are often very complex.

Social network analysis views social relationships in terms of *nodes* and *ties*. Nodes are the individual actors within the networks, and ties are the relationships between the actors.

There can be many kinds of ties between the nodes. Research in a number of academic fields has shown that social networks operate on many levels, from families up to the level of nations, and play a critical role in determining the way problems are solved, organizations are run, and the degree to which individuals succeed in achieving their goals. In its simplest form, a social network is a map of all of the relevant ties between the nodes being studied. The network can also be used to determine the social capital of individual actors. These concepts are often displayed in a social network diagram, where nodes are the points and ties are the lines.

An example of a social network diagram

Individual
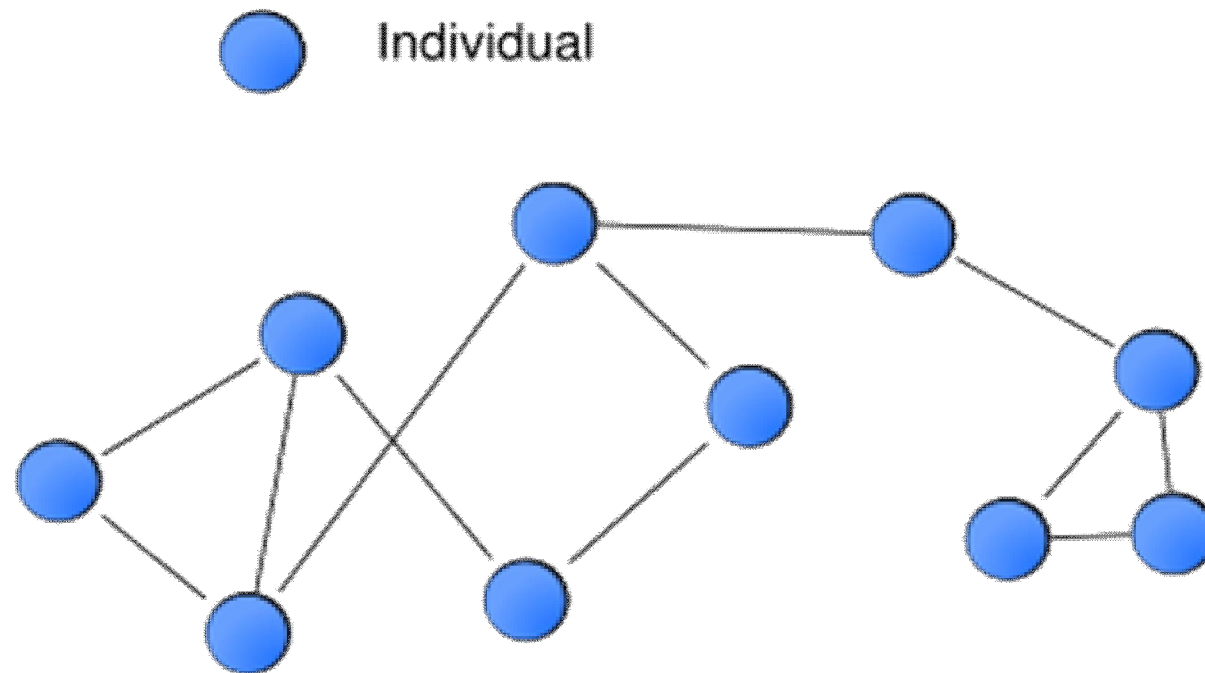
Labs without Walls ...

Labs Without Walls will seek to examine ontology and the relationship between community and media with respect to Social Representation in communication and media:

A virtual community, e-community or online community is a group of people that primarily interact via communication media such as letters, telephone, email or Usenet rather than face to face, for social, professional, educational or other purposes. If the mechanism is a computer network, it is called an *online community*. Virtual and online communities have also become a supplemental form of communication between people who know each other primarily in real life. Many means are used in social software separately or in combination, including text-based chatrooms and forums that use voice, video text or avatars. Significant socio-technical change may have resulted from the proliferation of such Internet-based social networks.

Philosophical Issues

Philosophical frameworks have often been thought of in terms of their epistemology and ontology, but even the definitions of these differ in different fields of science.

The debate over whether virtual communities are part of information science or the social sciences is ongoing, and has a significant impact on the standpoint of the researchers and the definitions of these terms.

In the social sciences, ontology is often considered to be a binary opposition between materialism and idealism, which are concerned with the nature of being and whether it is purely based on what exists materially, as in the former, or whether it exists in the mind, as in the case of the latter .

In the social sciences epistemology usually refers to a binary opposition battle between nominalism and essentialism, which deal with the nature of knowledge, whereas in information science it refers to the *knowing what* and *knowing how*.

Historical Review

In the 17th-century, scholars associated with the Royal Society of London formed a community through the exchange of letters.

"Community without propinquity", coined by urban planner Melvin Webber in 1963 and "community liberated," analyzed by Barry Wellman in 1979 began the modern era of thinking about non-local community.

Benedict Anderson's *Imagined Communities* in 1983, described how different technologies, such as national newspapers, contributed to the development of national and regional consciousness among early nation states.

Rheingold's *Virtual Community* could be compared with Mark Granovetter's ground breaking "strength of weak ties" article published twenty years earlier in the *American Journal of Sociology*.

The possibility of virtual communities being part of information science could be drawn from the focus of some researchers into ontology

Research Questions

- Networking Logic
- Social Dimensions with the internet
- Cooperation and interaction (Sociologist Manuel Castells)
- What are the new patterns of communication forming?
- Will internet user (the producers) control the patterns?

Effectiveness and equal access North America,
Europe and Third World Countries Matthew Zook
(2000)

Cyberspace and the Trust Factor

- Identifying factors of reluctance in internet research and will social scientist rely on the internet as much as the human face to face element?
- Virtual reality users are still reluctant to trust the internet 100%
- What are the emerging cultural attributes?
- What are the outcomes of social power having to do with production, experience, power and culture?

Internet:
The New Media in Research

Key factors to consider:

- Validity of lay people using internet service vs. being use in hard science distance research
- Teaching
- Training
- Classes on-line
- Communication
- Body language
- Direct or indirect personal contact
- Face to face interviewing of subject
- Questionnaires
- Surveys
- Determining true attitudes
- Speed and efficiency

New Media:
Concerns of Research Methodology

The goal in this fast changing new media is to get accurate information
and finding before it goes out of date.

In defining 'good research' within new media of network to network consideration, "will researchers require new methods? Therefore researchers must work again time of new technology advance to stay current in their research.

- According to Lievrouw and Livingstone (2002) "Media research rests on the same, well-established methods as any other area of social science or humanities."
- Surveys
- Interviews
- Case studies
- Observations
- Textual analysis

Challenges

According to Hine (2000) "Traditional methods must be changed both conceptually and procedurally":

- Virtual environments
- Authority and power
- Production and consumption
- Community and identity

According to Lyman and Wakeford (1999) "
- Research must frame and operationalized its questions and answers in different ways.

For example:
- Research ethics the nature of naturalistic/unobtrusive
- Participant's observation
- Criteria for survey sampling
- Evaluating responses rate must be reformulated (Mann and Stewart, 2000).

Additional Considerations

Research information will be complied from pre-existing scientific community networks, platforms, on-line academic institutions, technological communities and forums, government resources and lay individuals with a concentration of the relationship on the units (nodes) within the network.

- Density and strength with and between networks
- Degree of heterogeneity
- Impact and connection (relationships)
- e-Competence
- comparative analysis of real vs. virtual communities
- Seek to determine potential problems, risk and misconception such as:
- Identify that internet network is not simply a genre of technology
- Avoid failing to disseminate thorough investigation, explanation and exploitation of this superior new technology and new media
- Identify the desire for user participation is crucial
- Seek clear understanding of what determines the 'reality of the network relationship'.
- Seek patterns of involvement.

Assumption: Lack of experience

...Grassroots social change organizations and researchers have limited experience to balance organizational skills of:

1. business of research
2. Social issues
3. concerns in managing effectively

...Therefore, buy-in of effective on-line research is hindered and/or unequipped to sustain or prove their initial theory.

Methodology & Measures

1. The objective of this research project will use essential aspects and tools to include:
   - survey samples
   - questionnaires
   - focus groups
   - on-line chats rooms

2. The objective is to validate, report and give conclusion and the methods used to attain findings. The following outlines the form and relevance of the methodology to be employed in the research by using the following:
   - demographic mapping
   - indications of an ethnographic nature
   - archived data
   - Polling techniques and procedures using:
     -in person interviews
     -telephone interviews
     -on-line surveys

Methodology & Measures

Argument:

This argument will describe vital characteristics relevant to the contention on which the research evolves around to include:

- scope and dimensions
- historical development
- organizational charts
- network fields of activity
- internal structure
- colleges, universities, community organizational
- global location

Methodology & Measures

Tools:
Characteristics and tools to be employed to collect the data and measurement of the variables:

•map of behavior generative criteria
•assignment of number/code
•content of the items formed of the responses
•and/or previous validations

Observation:
•interviewer-interviewee observation
•observation grids
•observed events and any web casting/audio/
audio-visual technology

Methodology & Measures

Procedure:

The objective will be to orchestrate sequence measurement phases as follows:

- compile the empirical data

- time line: what, when, where and how of progress of the project

- administration of the questionnaire

- protocol of contacting groups, individually, auto-administration

Methodology & Measures

Codification and theoretical criteria :

The objective will be to categorization and arrange subjects into a organized system or code used to attribute the score to the data originating from the codification of the open questions or observations.

Empirical data will be defined and constructed by codification as follows:

- age
- gender
- marital status
- computer knowledge
- computer usage
- occupation
- interview data system

Methodology & Measures

Variables: The objective used to describe necessary and significance types of variables used the research based of hypothetical relationship global trust on-line: http://www.culturewars.org.uk/2004-01/castells.htm

- trends in network society
- political influences/involvement
- lack of trust in the politics and government
- registered to vote
- media influence
- morality
- globalization
- decentralization

- social economical background
- cultural background
- education background
- profession background
- languages spoken
- Individualization
- social mobility
- social activities
- regionalization

Current Status

- **UCP-SARnet at Arizona State University, a network of University-Partners worldwide.**
- **adult and Family Development Project research-staff**
- **interviewed 300(+) research subjects**
- **proficient with compliance regulations**
- **International Review Board (IRB) certified**
- **grant writing**
- **skills in leadership and social ecology**

1ˢᵗ Benefit of Research

Manuel Castells: Politics and Power in the Network Society, LSE Miliband Public Lecture, London, 18 March 2004

"This is the situation we find ourselves in today, according to Castells. The Network Society, where we are heading, is where everything is organized by electronic networks. This has made society more binary, as is the nature of digital information; you are either in or you are out of a network, with very little scope for ambiguity. The nature of power is then redefined. The question becomes, who decides who is excluded? Is it easier or less easy to exclude people? Does this changing nature of communication and networking widen the potential numbers of an elite, or close it off to society more than before?

Castells left many of these questions unanswered in his lecture (it is work in progress), but already he provides a basic analysis leading to some interesting questions. Digital networks have the key asset of increasing the autonomy of communication. Hence the nature of power changes because the power of the network is important to politics.

There are two sources of power in the Network Society. The first is the ability to change the aims of the network. The question I think he was posing is, for instance, whether the Network Society is more efficient and achieving its goals, and so the power at the centre of the network is augmented (alternatively, due to easier networking does decision making become less centralized?). Broadly, he is asking how the digitalized society changes the powers of influencing decisions, and hence politics.

The kind of questions he was asking refers also to culture wars. Does the easier communication allowed by the internet change the influence it is possible to exert on politicians or other decisions makers? For instance, is it increased because more individuals are being able to contribute to a debate, or is the force of any argument put forward is devalued by the plurality of sources of arguments? openDemocracy.net, for instance, allows a greater pool of experts to contribute, giving some fascinating viewpoints, but also there are so many articles- to what extent do we need a filter (as of old imposed by technological constraints leading to oligopoly?).

2nd Benefit of Research

http://www.culturewars.org.uk/2004-01/castells.htm

The second source of power is the switchers, the links between the networks of people. Isolated networks are fragile whereas being connected is a form of power. Again, I have tried to interpret the significance of this. Belonging to more than one network has clearly always been useful, but in the Network Society, due to the binary nature of exclusion, and the fact that it is easier to exclude, does inclusion gives more power than it did? Yet with electronic communication isn't it easier to join a network (group emails etc), so inclusion is in fact devalued?

I'm a member of almost all the political groups at university, without necessarily going to all of the meetings, and this is possible through electronic means. So do people have more opportunities to be switchers? Is that how we should interpret the power shift? So power lies with switchers, there is more scope for switchers, and hence power is less exclusive than before? Is this an example of the Network Society re-grassing rooting politics?

Castells certainly argues the digital revolution is grass rooting politics again. His clearest example was the protests after the Madrid bombings. Despite it being a 'day of reflection' (and so protests were banned), young people in particular used text messages and the internet to organize a demonstration numbering in the tens of thousands. SMS traffic was up some 20-40% over the protest and bombing period, and youth participation in the election was at record levels. This surely is an example of the Network Society making inclusion much easier, and showing that networks can be much wider.

Communication can only be a good thing, right? My concern is that so far, the network society has not seemed to solve many of the problems outlined above. Electronic communication seems to make politicians seem more remote- there is still no connection between politics where power is brokered, and the Network Society itself. We can be optimistic however, that perhaps the Network Society has the capacity to achieve this. Castells raises many interesting questions, some of which I have tried to highlight here, though I feel this is an idea that has many more features to be worked out. "

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Schedule Time-scale

- Research schedule

| year 1 | | |
| year 2 | |
| year 3 |

Jan   Feb   Mar   Apr   May   Jun   July   Sep   Oct   Nov   Dec
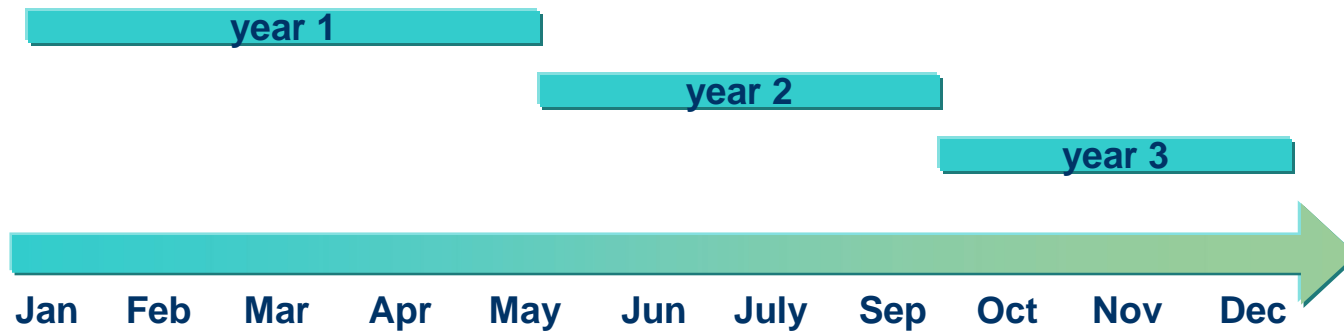
Conclusion

"Global Social-Research Labs without Walls" will apply the Social Representation Theory (SRT) within on-line social network effectiveness in research.

1- monitor systems of values, ideas and practices to determine levels of trust on the internet, that will enable individuals to become orientate and more familiar with "social world".

2- obtain authentic communication from and between members of a community by providing social network users with a code for social exchange. (Moscovici, 1973)

3- study network to network social on-line research effectiveness in relationship of mutual exchange: group polarization, issues of trust, effective development and patterns within the social networking research community in a non face-to-face community.

4- Methodology to include: case study, survey samples, questionnaires, focus groups and on-line chats rooms.

5- compare and give contrast and discuss data obtained various Global Research Communities (GRC) share reciprocal exchange in relationship, cultural diversity and comprehend grassroots needs of community, collaboration and social change.