Netizen, eCitizens, Cyber ID . . .
being human in the digital age

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The past: Netizens (1995) & Vision

"In conducting research four years ago online to determine people's uses for the global computer communications network, I became aware that there was a new social institution, an electronic commons, developing. It was exciting to explore this new social institution. Others online shared this excitement. I discovered from those who wrote me that the people I was writing about were citizens of the Net, or Netizens." (1995)
Michael and Ronda Hauben's - "Netizens: On the History and Impact of Usenet and the Internet."

Computers have been around for about half a century and their social effects have been described under many headings.

During one of his talks, Weiser (*) outlined a set of principles describing ubiquitous computing:
- The purpose of a computer is to help you do something else;
- The best computer is a quiet, invisible servant;
- The more you can do by intuition the smarter you are; the computer should extend your *unconscious*;
- Technology should create calm.

Calm technology = "that which informs but doesn't demand our focus or attention."

Technology is evolving . . . PCs . . . ubiquitous access to services.

(*) Mark D. Weiser (July 23, 1952 – April 27, 1999) was a chief scientist at Xerox PARC

ICT stimulating the change

We are experiencing a period of relevant changes due both to technological enhancements and modification of user requirements/expectations

- ICT is stimulating changes in the way most people earn their incomes;
- altering the balance between our roles as consumer and producers;
- changing the way we educate succeeding generation and train ourselves;
- changing the fruition of world's cultural heritage;
- transforming the delivery of health care;
- altering the way we govern ourselves;
- changing the way we identify "agora" and form communities;
- altering the way we obtain and communicate information;
- contributing to bridge some cultural or physical gaps;
- modifying pattern of activity among the elderly;
- . . . .

This is not a complete list of changes, but highlights some of the most prominent and important effects of ICT on our society.

The present: some trends

Technology is evolving . . . PCs . . . ubiquitous access to services (*)
- From "e" to "m" (e.g. eGovernment -> mGovernment);
- From "programmes" to Apps
- Local Storage and Processing to Cloud Computing (SaaS, PaaS, IaaS, Haas)
- …
- And as it happens in the maturity phase of many sectors "performances and good by definition…. The choice is about appeal"

Users are evolving . . . . new way to use / "consume" media, information & news
- From professional users / Computer Scientists to former digitally divided;
- From content consumer to content prosumer:
- From information provision to service provision;
- From Information Society to knowledge society and more over consciousness society:
- . . . .

Market is evolving
- From plastic box on the shelf to on line shops
- From few expensive software solutions to many cheap Apps
- . . . .
- From software companies to single or small groups up to social & crowd sourcing …

Software Market

Even the consumer software market is changing, now is getting closer to the music market.

Developers side:
- Online distribution and payment based on e-shops enabled the access to the mass market to single developers;
- Standardization of systems and guidelines helped
- . . .

Customers side:
- People is looking for the Top 10 Apps;
- The consume of Apps is continuous;
- The market model is based on low costs /big numbers;
- The IPR management is evolving . . .
- Digital media are evolving . . .
- . . .

Users behaviour

- As it already happened in the field of music, from few long playing to thousands of MP3 files, citizens are mass consuming content & services.

- Pupils behaviour: I do not memorize it . . . .I simply "Google" it if needed!

- New opportunities offered by emerging technologies generates new behaviours and new services;

Let us take into account as an example the **News** market:
- from daily newspapers to radio news, television breaking news, push messages on smart phones and tablets . . . . this means reshaping of the "News" services and different market models.

The first generation of on line newspaper was very close to the printed version, same content, same look and feel. Shortly an ad hoc version was created choosing a different format, different timing, adding some links, than more media were added . . . . photos turned into video clips . . . interviews ...

Readers started to appreciate not only the opportunity to access the "fresh" issue of their local newspaper from abroad, not only the service provided some time for free but even the new intrinsic added value of an online newspaper.

Social Media: opportunities and threats

Blogs ('90),

Wikis ('95),

Semantic Web ('97),

Wikipedia ('01),

Picasa ('02),

My Space ('03),

Facebook ('04),

YouTube ('05),

Twitter ('06),

. . . .

Social newspaper (Youreporter) . . . . self made journalists . . .

Ethics . . .

Sources / responsibilities / Cyber ID . . .

Misuse / misinformation . . . .

As IBM told yesterday: "Do not trust in any information coming from unknown source"

Security, Privacy and Trust

- We have to deal with a number of different cyber identities . . .
- disseminating some private information . . . .
- trust relationship . . .

- All these considerations enforce the relevance of a secure cyber identity both on the side of access and use and even more on the side of content and service provision in order to avoid misuse and misinformation

- A famous cartoon printed in the New Yorker magazine in 1993 show a dog at a computer. He says to another dog, "On the Internet, no one knows you're a dog." It will be the same in the future ?

"On the Internet, nobody knows you're a dog."

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SOCIAL NEWORKING: IDENTITY IN THE EWORLD

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