

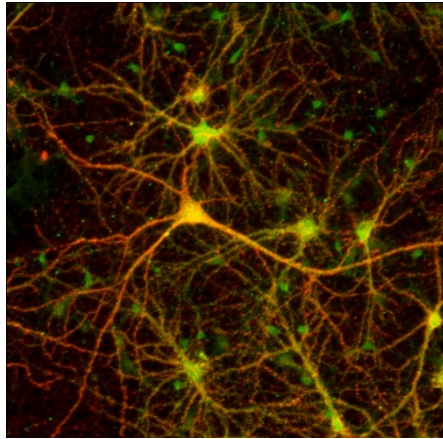


# Internet Science towards Social Innovation

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# Human History: Is all about networks...

Biological Networks



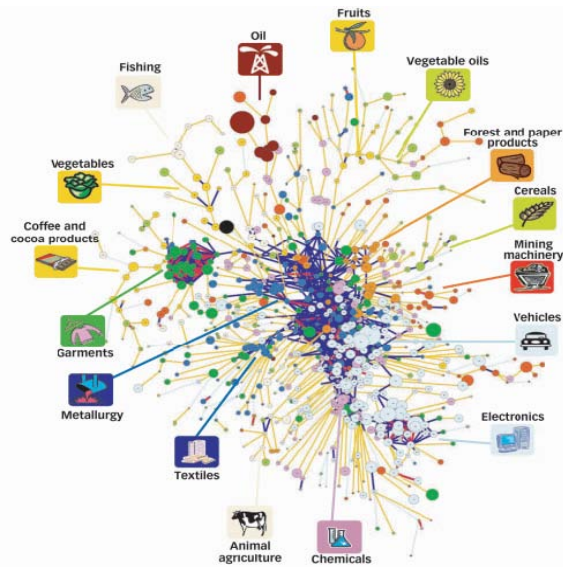
Transportation Networks



Cultural Networks



Economic Networks



Power grid



Social Networks



# Internet: Is just another network?

From a technical artefact



to a central element of our social fabric



Internet becomes closely interwoven with major societal movements and environmental challenges

Internet-Human Interactions:

- Human Activity shapes the network
- Network impacts on human behavior
- *Which are the reciprocal influences linking the Internet and broader socioeconomic systems ?*
- *Which are the prospects and limitations associated with our attempts to extend the current Internet and how we can influence its future development?*

# Internet and the society

- Does Internet have side effects on society?
- Artificialisation or externalisation of human memory (Murata 11)
  - organisational databases and the Web are now considered to substitute a large part of human memory
  - eternal, unambiguous human memory relies outside human brains, continually updated by electronic surveillance systems, relentlessly used for providing personalised services by business organisations and for public security and safety and people's reliable livelihoods by public organisations.
- Is the future of people an extension of the past?
- Is there a bright side of forgetting?
- Why should we loose the right to forget/be forgotten?

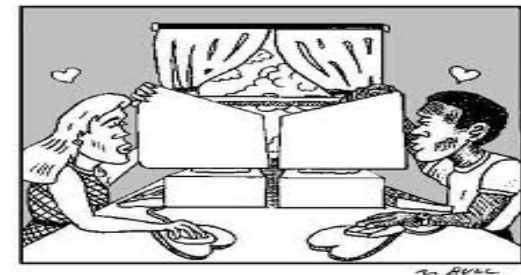


# Opinions...

- *“If we fail to establish the right to appropriate forgetting/being forgotten, it would become difficult for us to construct our own identity and narrative at our discretion”* (Ricoeur 2000)
- *“Our most creative and conceptual thinking often emerged from the complexity of the connections among the memories stored in our mind. Biological memory is the seat of the unique self as well as the foundation of a rich culture. If we outsource our memory to external databases, we begin to destroy that foundation”* (Carr 2010)
- *“Thanks to the Total Recall Revolution we will soon be able to be released from the fate of forgetting and thereby live an affluent and happy life in a humane manner”* (Bell and Gemmel 2009 - the MyLifeBits project (<http://research.microsoft.com/en-us/projects/mylifebits/>) at Microsoft advocate the advantages and benefits of recording one’s entire life digitally)

# Internet and the society

- Has Internet changed the pure nature of interpersonal and group processes?
- **the ease of electronic communication may lead to weaker social ties** (Tyler 2002)
  - people have less reason to leave their homes and actually interact face to face with other people.
  - The Internet allows people to more easily work from their home, to form and sustain friendships and even romantic attachments from their home, to bank from their home, to vote and engage in political and social issue based discussions with others (from home).
- **The psychological quality of Internet social interaction is lower than the psychological quality of traditional face-to-face interaction** (McKenna 2000)
- **Internet Dating, a \$2bn business already breaking cultural, social and geographic barriers**
  - Many cases of online relationships resulted in long-term relationships and marriages



# Internet and the society: internet dating

- Why Internet Dating is such a successful business?
  - The variety of options is almost limitless
  - No taboos and misconceptions for people in the Internet
  - No restrain factors in the meeting process
  - The initiative can be grasped easily
  - Ease of expression due to a certain degree of anonymity
  - Can act as an auxiliary remedy for those who have a tight schedule to cover their social needs
  - There is a filtering process to meet users' preferences
  - Cost-effective and emotionally saved solution

# Internet and the society

- Why all these techno-legal battles?

- Facebook vs Google
- Europe vs Facebook



- Personal data gathered in the Internet is the new marketing gold standard
  - Facebook's recent attack on Google shows just how precious and coveted such social data is
- Facebook has information on over 600 million users, rolling in data wealth.

# Internet and the society

- Europe vs Facebook:
  - Transparency is not only a question of fairness but it is also a principle of European data protection law. It is time that the biggest social network worldwide sticks to these legal principles.
  - Every person in the EU has the right to access all the data that a company is holding about him/her.
  - Users have to deal with vague and contradictory privacy policies and cannot fully estimate the consequences of using facebook.
  - Initiative wants to make facebook more transparent and show every user which data facebook is holding about him/her.



# EINS – Network of Excellence in Internet Science

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