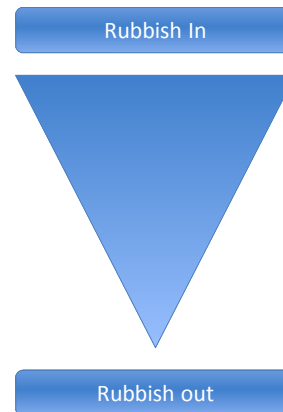


## Social Mechanisms for Better Information Discovery and Interpretation

- ‘Better’
  - What do we mean by better?
    - High quality
    - Balanced - Multi-Stakeholder
    - Interactive – ‘Social’
    - - ‘Better’ does not mean more
  - Difficulty
    - Information filtering
  - Interpretation
    - Personalised interpretation



## The impact of social media networks on customer relations and service for organisations

- Moving towards Social CRM
- “The reality of Social CRM is that many enterprises aren’t finding what they need with existing vendors. So they are quietly building their own CRM systems. It’s all about using technology to support and streamline relationships not control them.” Gartner, 1.2.2012  
(<http://www.forbes.com/sites/louiscolombus/2012/10/02/gartners-magic-quadrant-for-social-crm-and-the-social-enterprise/>)
- Can Social networks provide transformative relationships between citizen and government?
  - Maturity and Fragmentation

## Challenges in the provision of services over social media networks.

- Why engage?
- How do we engage?
  - Singular users or multiple users?
- Who do we engage with?
- How do we control?
- What platforms do we use and can we put the same content on multiple networks?
- What is happening in the space around us?

## SOTICS Panel De-constructed

- Focus in two of the speakers on understanding the brain and information collection
  - Research moving forward in the area of better understanding how our brains are used to store and manipulate data.
- Other two speakers focused on issues arising in social spaces including:
  - Questions arising in relation to how we can create ‘value’ from social networks.
  - The ethics of research within social networks

Social Mechanisms for Better Information  
Discovery and Interpretation  
@ Panel discussion, DataSys2012

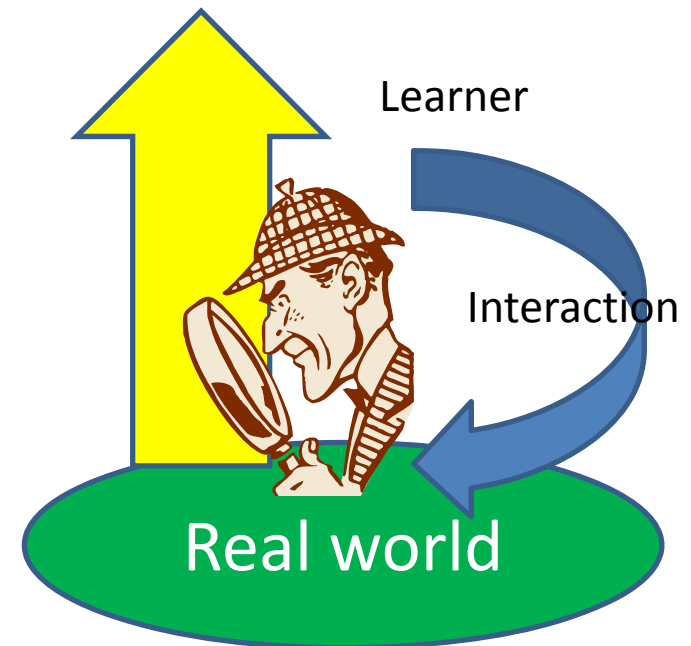
Learning design for  
discovering real-world information  
*- From the viewpoint of real-world oriented research -*

Masaya Okada, Ph.D.  
Shizuoka University  
Japan

# Social opportunity for bottom-up discovery learning

- *Learner as a scientist*
  - Does not just follow educators' scenarios
  - Decide what and how to learn
- A learner should **autonomously** find and obtain real-world knowledge

Bottom-up knowledge acquisition



*Masaya Okada, and Masahiro Tada: "Multimodal Analysis of Spatial Characteristics of a Real-world Learning Field", Proc. WMUTE2012, pp. 25-32, Kagawa, Japan, March, 2012.*

## Learner **body** as interaction media

1. **Sensor** for obtaining information about the world
2. **Actuator** for manipulating the world

- The **final output** of the brain is **behavior**
  - Real-world learners interact with the world
  - Execute an action from a range of possible actions



Knowledge that people can discover  
depends on their behavior.

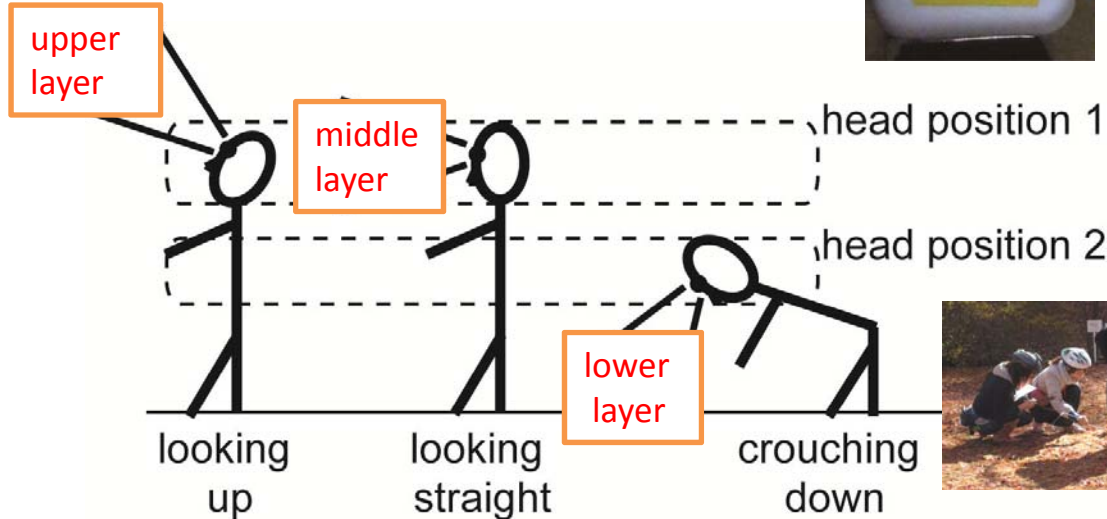
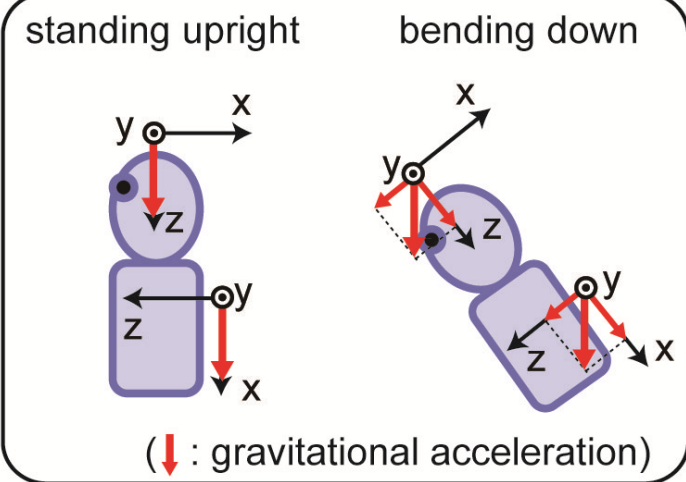
Without making any observations,  
learners cannot obtain any information

*Masaya Okada, and Masahiro Tada: "Sensing Learner Access to the Knowledge Spatially Embedded in the World", Proc. MOBILITY 2012, Venice, Italy, Oct., 2012.*

# Determination of 3D position of the topic of interest

## 3D posture estimation

- 3-axis acceleration (tilt)
- 3-axis angular velocity (rotation)
- air pressure (height)  
(head and body)



Observation target and posture.

## 2D place

GPS location

## stable stay

Body orientation  
Waking pace  
(lower back)

Masaya Okada, and Masahiro Tada: "Sensing Learner Access to the Knowledge Spatially Embedded in the World", Proc. MOBILITY 2012, Venice, Italy, Oct., 2012.

Masaya Okada, Shizuoka University, 2012

# References

- Masaya Okada, and Masahiro Tada: “*Sensing Learner Access to the Knowledge Spatially Embedded in the World*”, Proc. MOBILITY 2012, pp. 27-33, Venice, Italy, October, 2012.
- Masaya Okada, and Masahiro Tada: “*Multimodal Analysis of Spatial Characteristics of a Real-world Learning Field*”, Proc. WMUTE2012, pp. 25-32, Kagawa, Japan, March, 2012.
- Masaya Okada, and Masahiro Tada: “*Method to Analyze Spatial Characteristics of a Real-world Learning Field*”, Proc. ED-MEDIA2011, pp. 1413-1422, Chesapeake, VA: AACE, Lisbon, Portugal, June, 2011.

Information Systems, University of Canberra

CAPPE, Charles Sturt University

# Next Steps for Enhanced Mobility -- Panel Discussion

25 October 2012



undertake a piece of ICT research?

measure the ethical worth of

1. Research Centre
2. People
3. Research

# Some thoughts

Ethics does not get a serious examination

ethical **deliberation** **ought** to be in the forefront of all researchers thoughts.

With some reflection it is possible to put ethical **deliberation** into research.



think (ethically) for Yourself

Richard

# UK Local Authority Challenges in the use of Twitter and Other Social Media

*Dr. Darren Mundy and Qasim Umer, SANM, University of Hull*

## Plan

- Context
- Method
- Local Authority Challenges
- Conclusion

## Context

- Channel Shift
  - Focus in the UK on identifying channels that will work best for particular services
    - Cost:Value; Access; Usability; Customer Satisfaction; Quality etc...
    - Doesn't have to be web enabled – cost driver
  - Front line Council Services
    - Local government
    - Limited political engagement – although not completely bereft
  - Present Context of UK Local Government spaces
    - Presence across multiple social media spaces
    - Inconsistent processes – processes generally driven by area with a consideration of good practice.
  - This research
    - How are councils and citizens interacting in social media spaces?
      - Are they interacting? Is it all about the broadcast
    - Paper builds on previous paper presented at ECEG 2012.

## Social Media and UK Government

- ‘government by network’ (Stephen Goldsmith)
  - Participative relationships
- Two areas of focus
  - Analysis at national government level
    - The Obama campaign, political dialogue, PR, political communication channels, mechanisms for political analysis (e.g. detection of who is going to win an election)
  - Analysis at local government level
    - can enable a transformation in the way in which local government, and citizens communicate leading to transformative relationships developing.
    - these networks can enable “an atmosphere of co-operation” as citizens work with local government in developing better physical communities. (Danis et al)

*“bureaucratic, information security conscious ways in which departments operate, together with the fact that access to this site is restricted, mean that it can only practically be used to broadcast announcements rather than to interact with people”*

(Rooksby and Sommerville, 2011) – reference in paper

## Method

- Ten UK local councils
  - Selected from a list of active council accounts
- Two categories of Tweet
  - Tweets related to the Councils defined space within Twitter
    - 1<sup>st</sup> October 2011 and the 30<sup>th</sup> November 2011
  - Tweets outside of the Councils defined space
    - 1<sup>st</sup> December 2011 and the 20<sup>th</sup> December 2011
  - Metrics based approach + content analysis
  - Limitations (as noted)

## Local Authority Challenges I

- Transforming Broadcast communication
  - Ample evidence that citizens are appreciating the service
  - The most effective form of communication for some
- Frontend to Backend Integration
  - Social CRM
  - Why is everyone else being served, but not me?
- Leveraging Return on Investment
  - Must make clear demonstrable impacts on local citizens
  - Measurable impact
- Engaging the Citizen
  - Utilising the channel effectively
  - Social means Social

## Local Authority Challenges II

- Privacy Challenges
  - Data protection applies in public networks
  - Walking a fine line
- Engaging with the Conventions
  - #FF, Following, Re-Tweeting etc...
- Small Numbers
  - Who is in the network?
- Endorsement or Community Building
  - Substantial questions
- Answering the Difficult Questions
  - Private / Public space issues

## What is the Difference?

- Increased transparency and profile of the service
  - Can choose which company to use but you have to move to change local government service area.
  - Publicly funded services so a requirement to be transparent in how money is being spent.
- Requirement to engage the citizen
  - Not just politically.
  - In designing and delivering services – Social media networks can provide ready access to a small group of 'local' citizens who 'wish' to interact.

## Recommendations

- Recommendation 1: Understand the channel
- Recommendation 2: Engage
- Recommendation 3: Develop a social media policy
- Recommendation 4: Advertise engagement
- Recommendation 5: Consider withdrawal strategy
- Recommendation 6: Integration



# Questions