Future of Social Science and Social Networks

Panel Discussion
HUSO/ICCGI/VISUAL
June, 2018
Panelists

• Dennis J. Folds (moderator), Lowell Scientific Enterprises, Carrollton, GA USA

• Leonie Hallo, University of Adelaide, Australia (Creativity Overvalued?)

• Christian Bourret, UPEM - University Paris East Marne-la-Vallée - IFIS / DICEN, France (Digital Identity in Healthcare)

• Arnulfo P. Azcarraga, De La Salle University, Philippines (Perspective given the recent events in the Philippines)

• Artur Serrano, NTNU/Norwegian University of Science and Technology, Norway (Healthcare Information Dissemination through Social Networks)
Some Issues

• Social networks have always been a key part of society. How are they changing given the evolution of technology?

• Is technology for (constantly!) communicating with your preferred social networks harmful?

• Are privacy concerns any different?

• How can social science help address these issues?
Some Conclusions

• Social networks allow communications to occur more rapidly, which may amplify sentiment (whereas slower methods allow some “cooling off”)
• Social networks allow individuals to communication with a much larger audience than older methods
• Privacy concerns have become more important because technology, especially when automated, facilitates more rapid, thorough, and persistent invasion of privacy
Creativity: A holy Grail or a reason to get drunk?

Dr Leonie Hallo, University of Adelaide
Have we overdone creativity?

- Are we fostering creativity for its own sake rather than for its ability to solve problems?
- Our society places a very high value on creativity and innovation
- Innovation seems to be being elevated above other characteristics
Let's have some data

- I searched a number of articles within Google Scholar using the terms "creativity and innovation" over several one-year periods.

- I also searched Business Source Complete and looked at the number of papers about "creativity" and "innovation".

- It is clear that innovation in particular has grown phenomenally and is still growing.
Some evidence

![Chart showing the number of publications in creativity, innovation, and creativity and innovation papers from 1980 to 2018. The x-axis represents the time periods from 1980 to 2018, and the y-axis represents the number of publications. The chart shows a significant increase in publications from 2005 to 2011, with a peak in 2010 to 2011.]}
More data

- I also searched on Seek.com.au, Australia’s top employment website
- I chose the classification Accounting, which offered in total 9507 jobs
- The keyword creativity produced 67 jobs
- The keyword creative produced 233 jobs
- The keyword innovation produced 421 jobs
- The keyword innovative produced 1059 jobs.
- That’s a lot of jobs in which accountants and firms are supposed to be creative or innovative
If we want to foster creativity, at least let's have some fun!

- Jarosz of Mississippi State University gave vodka and cranberry cocktails to 20 male subjects
- 20 matched subjects received placebos
- All subjects did word association problems
- Drunk subjects gave more correct answers more quickly than sober ones.
Alcohol can help creative problem-solving.

- Alcohol unlocks a lesser focus
- It helps people incorporate seemingly irrelevant stuff
- This is the essence of creativity
A clear application of this....

- Brainstorming should occur in the bar
- Drunk people also speak more fluently in a foreign language
- Perhaps we could try this out this evening?
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Digital Identity and Social Networks: Examples of Patients in Healthcare Interface Organizations and Compostela’s Trippers in France

Christian BOURRET

PANEL - Future on Social Science and Social Networks
HUSO - June 27, 2018
Introduction: identity as a key challenge in the Globalization

- We propose to refer to people emotions and feelings around two specific types of situations: in Tourism and Healthcare. We propose to analyze new Digital Identities as highlighted by Social Networks in a perspective of “human traces”.
- **Identity** is an always challenge for the humankind. Now stressed by the globalization and the digital dimension.
- First challenge: fragmented identity.
Introduction (2)

- A few years ago, the example of a young woman to Sultanhamet / Istanbul: veiled, handbag in the last western fashion, smartphones, and going to Mac Do. What is her main identity?
- Also the tension identity / augmented human and Internet of everything.
- Tension: world globalization and strong local identities and not only in the Middle East. A single world culture / refusals?
Importance of Human Traces

- The memory of the human kind: books, buildings, arts … wastage and garbage also …
- And especially now digital traces
- As an essential part of identity
- on Social Networks
- Two examples in Health and Tourism
In Healthcare

- Importance for **traceability**: for example in patient’s observance
- Personalized Patient’s **Follow-up**
- Traces and Memory
- Traces an important part of **Language at work** in an idea of **activity traces** cf. patients **pathways** to avoid the breakdown of cure.
- And specific **tools** as **EHR**: Electronic Health Records and platforms.
- But **ambivalence** of technology (Ellul): Digital **insertion** but also **exclusion** = an other form of inequality and a loss of identity and depreciated identity! Additional suffering for older people and a loss of self-esteem. **Augmented self** (Arruabarena) but also **decreased** self.
- Also an issue of different **temporalities**.
Compostela’s Trippers

- Digital identity became an important part of the identity of Compostela’s trippers.
- Especially through Smartphones (often pictures and some words) = augmented human.
- To know the road: new forms of interactive maps and good addresses to sleep, to visit …
- To share information and to interact with other people and their relatives.
- Only a beginning …
Illustrating Huge Societal Challenges

- The problem of **ultra transparency**: a society of huge control
- **Ambivalence** of Technology (Ellul)
- Simondon: About the mode of existence of the technical objects and the sociology of the translation (Callon)
- From Internet of Thing to **Everything is Internet**
- Human people a **captor** or an object as an other one
- Linked with quantified and augmented self (Arruabarena) but now a form of suffering for old people (digital dependency) or expertise for others (self-esteem) = always ambivalence
- From obligation (duty) of memory to **right to forget** …
Digital Eternity?

- Using traces and regular appointments (birthdays, etc), creating events around people traces and memory.
- An evolution / social networks as a form of another life after the death linked with interactions and memory.
- Also changing human relations with temporalities and with space.
- Eternal dream of the human kind: immortality?