

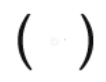
Volunteering from home, the office or the train: online volunteering, social networking sites and smartphones

Ismael Peña-López
Málaga, 14 July 2011
Acción ciudadana y voluntariado en la nueva sociedad global.
Voluntariado y Universidad

Copyright © 2011 by Ismael Peña-López. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or by any information storage or retrieval system, without the prior written permission of the author.

Programa de Voluntariado y Universidad del ICSUR. Edición de Ismael Peña-López. 2011. 100 páginas. ISBN: 978-84-937-0000-0.

El uso de esta obra en Internet está autorizado por el editor. Se permite la impresión y la redistribución de esta obra en Internet.



How is the question like?



Online volunteering!

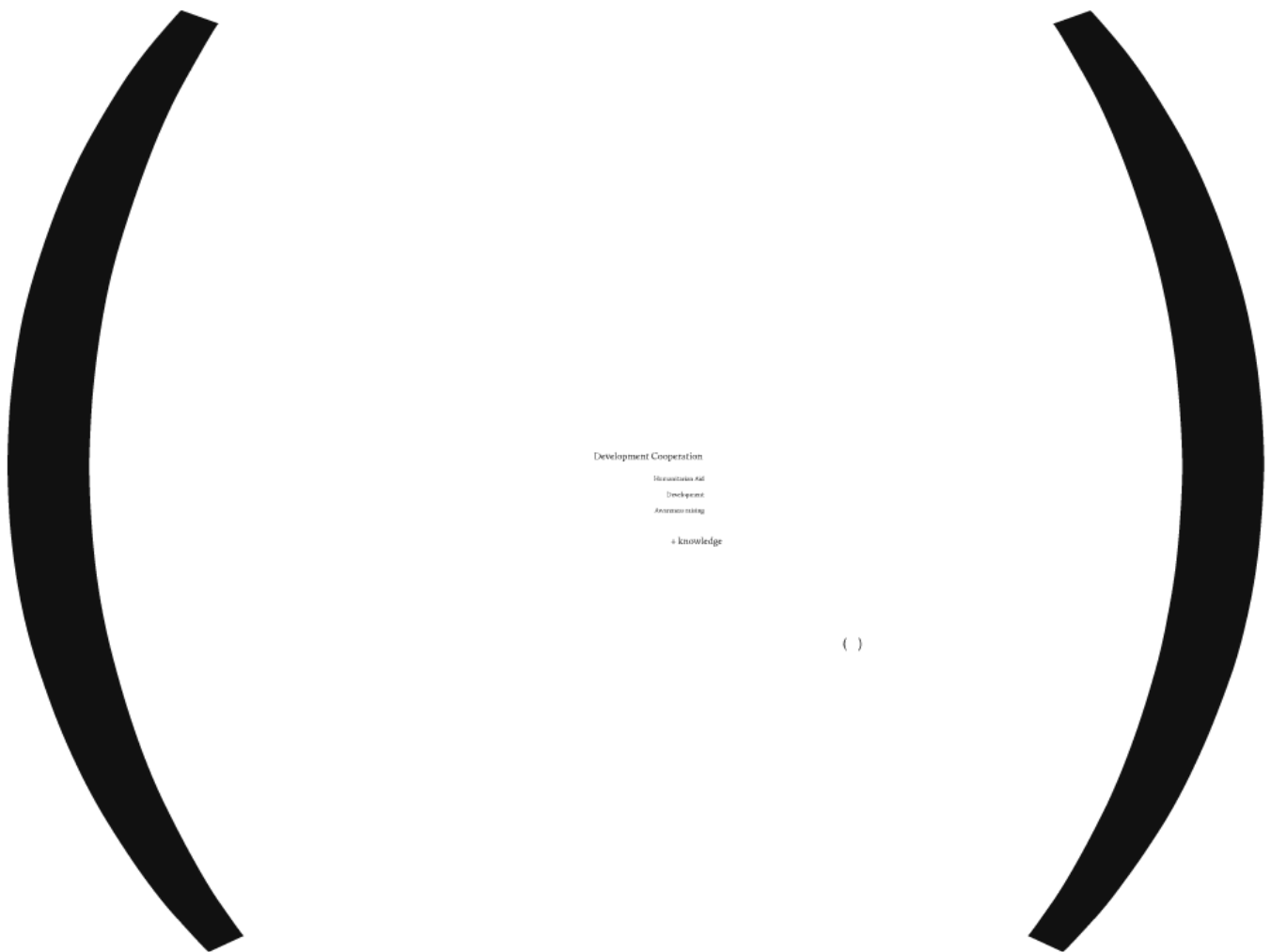
Volunteering from home, the office or the train: online volunteering, social networking sites and smartphones

Ismael Peña-López

Málaga, 14 July 2011

Acción ciudadana y voluntariado en la nueva sociedad global.

Voluntariado y Universidad



Development Cooperation

Humanitarian Aid

Development

Peacekeeping

+ knowledge

()

Development Cooperation

Humanitarian Aid

Development

Awareness raising

Development Cooperation

Humanitarian Aid



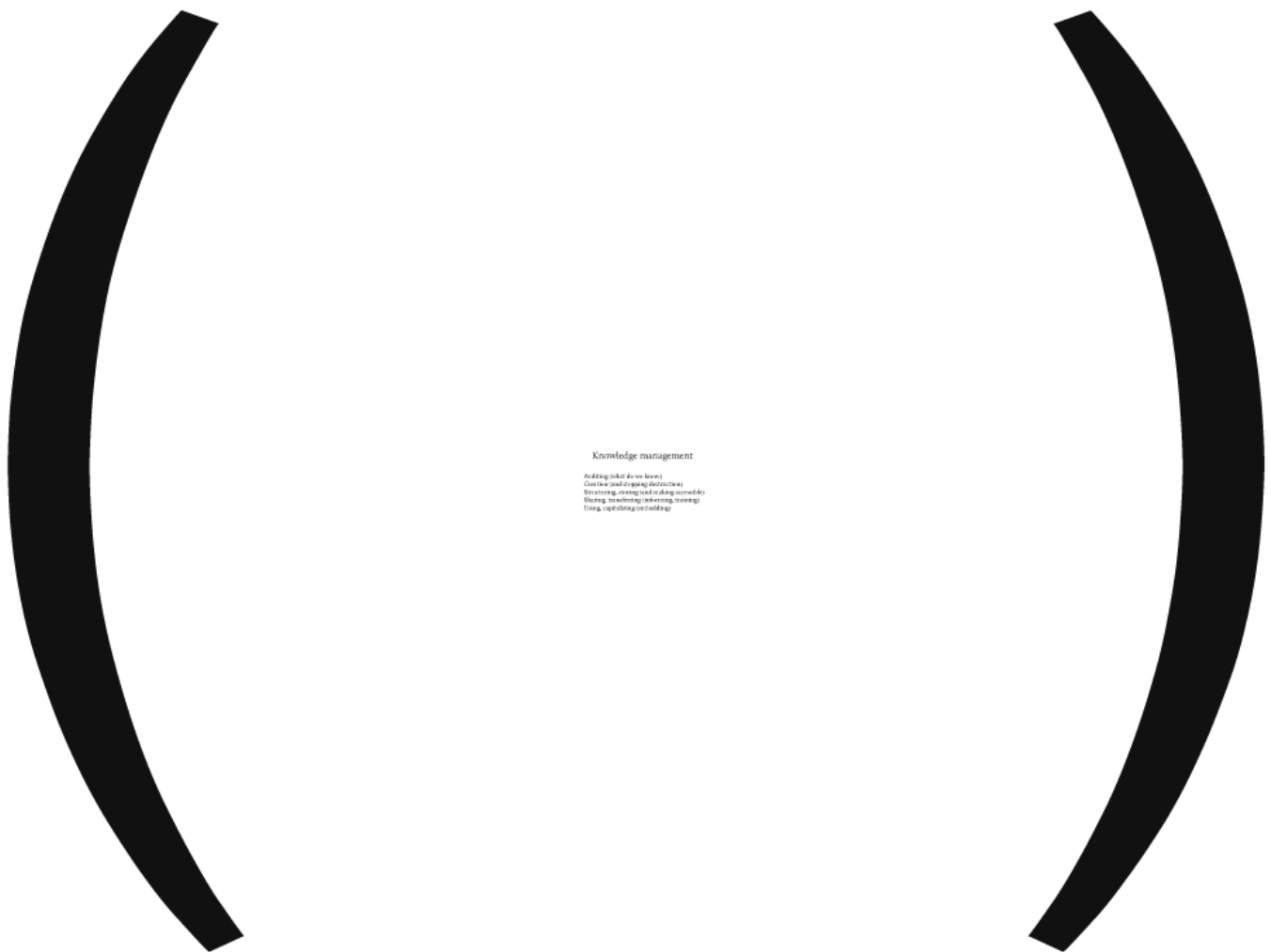
Development



Awareness raising



+ knowledge



Knowledge management

Adding value to the business
Creating and capturing knowledge
Storing, sharing, and using knowledge
Sharing, transferring, learning, creating
Using capabilities and skills

Knowledge management

Auditing (what do we know)

Creation (and stopping destruction)

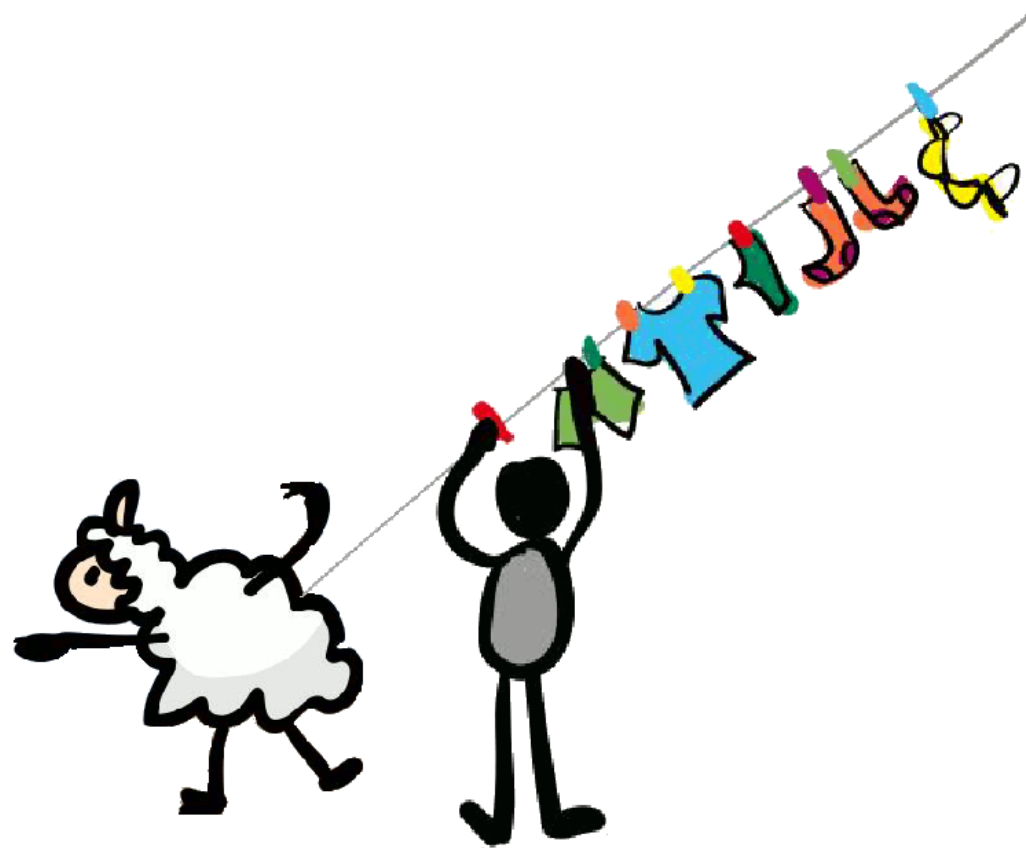
Structuring, storing (and making accessible)

Sharing, transferring (informing, training)

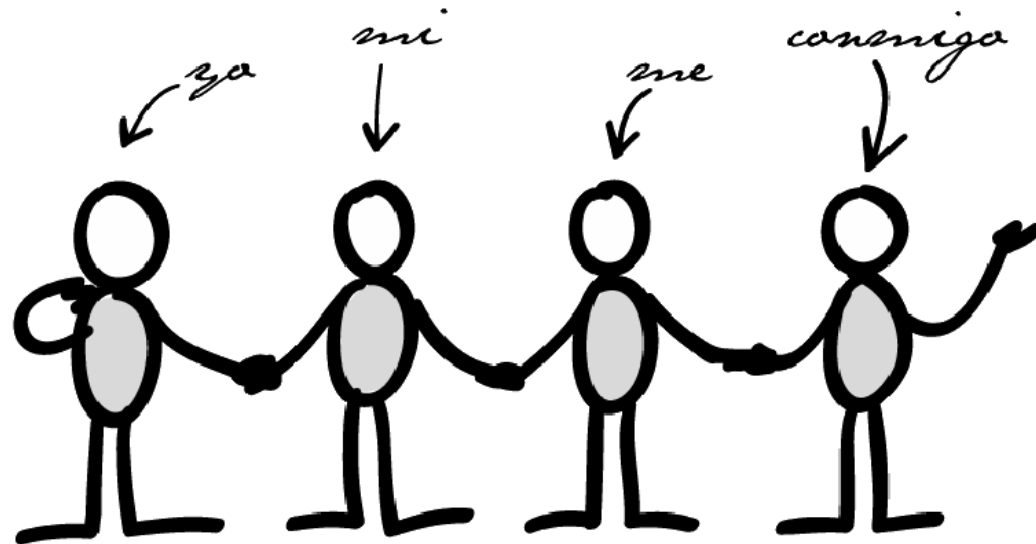
Using, capitalizing (embedding)



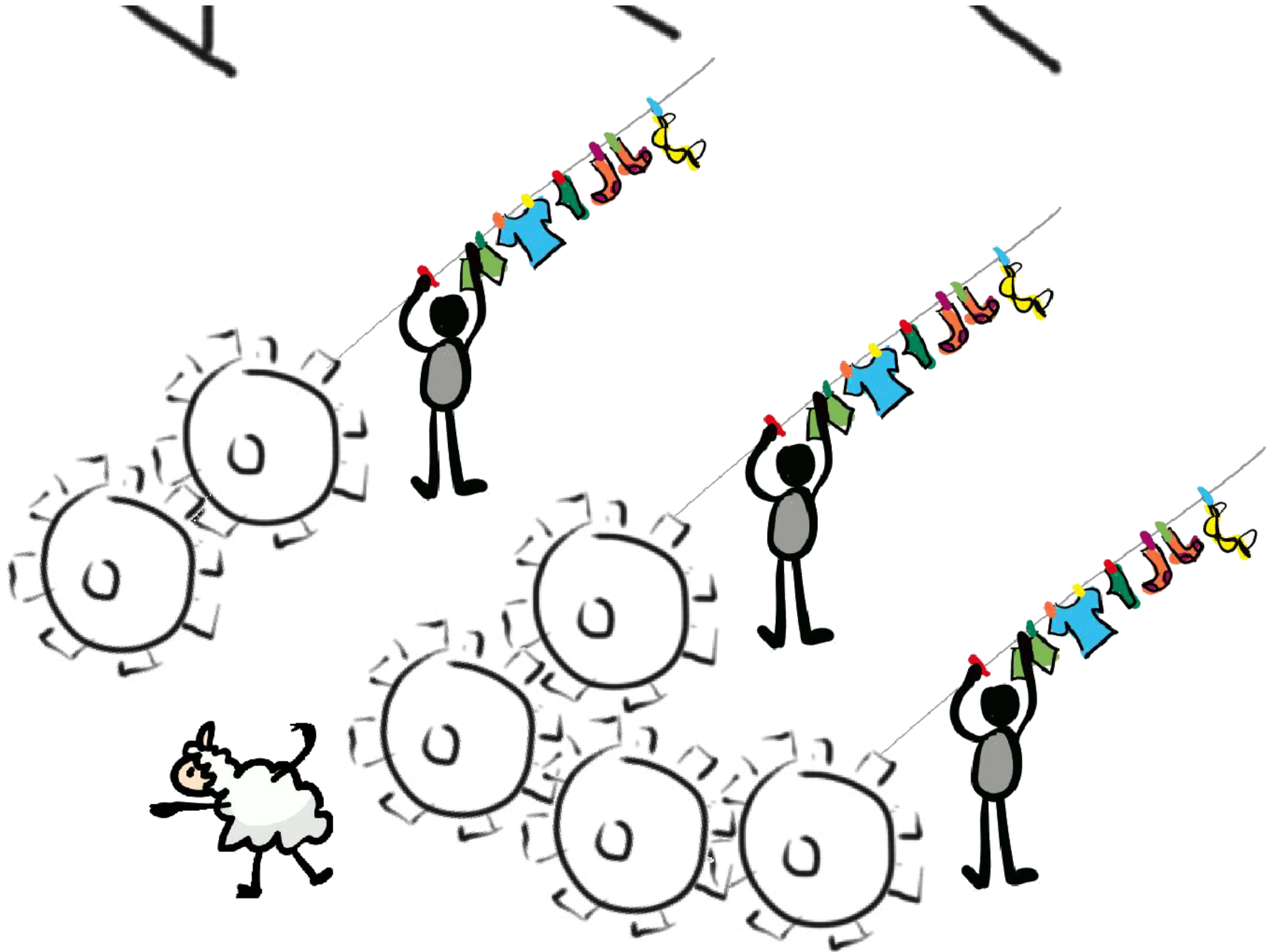
Production

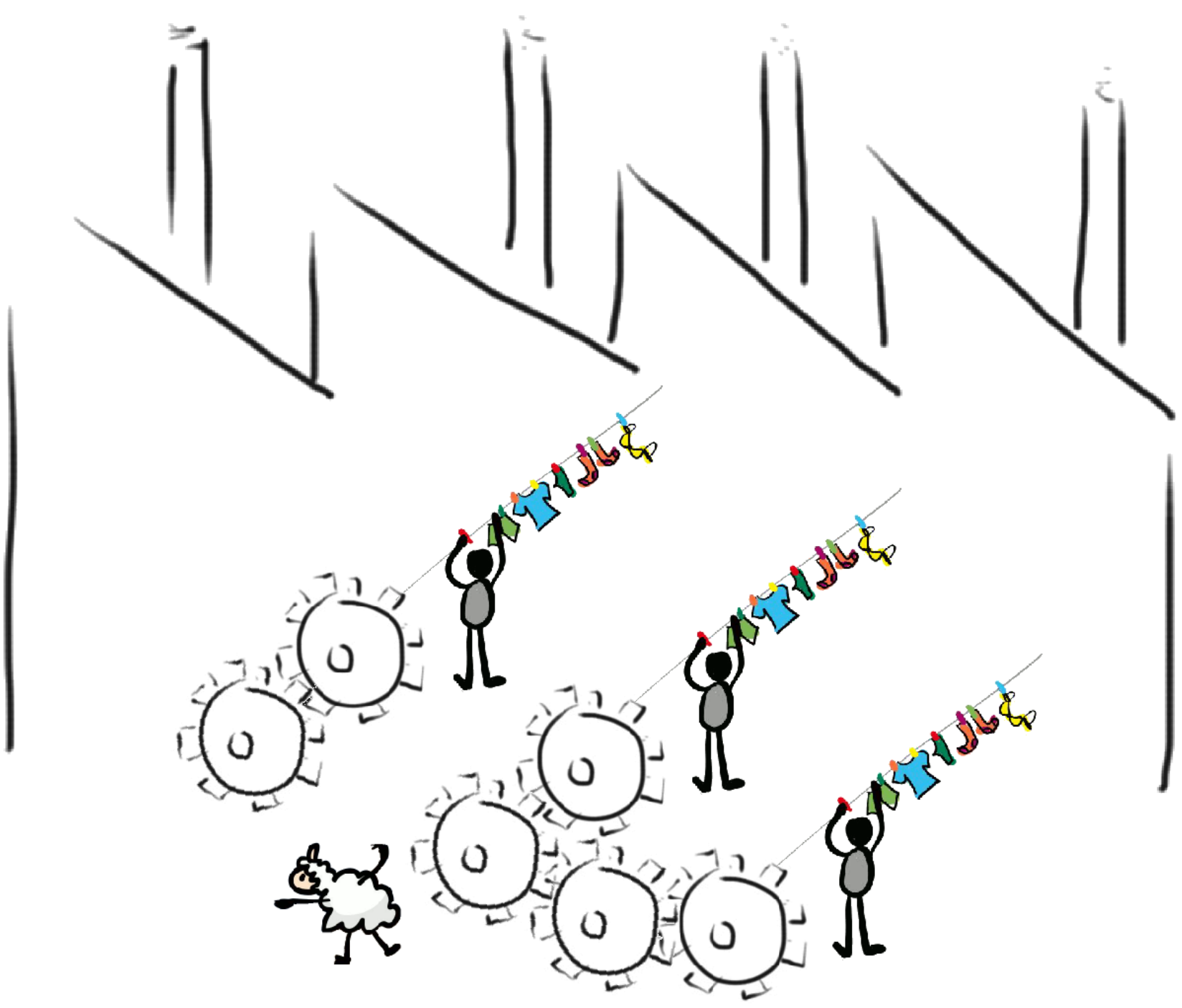


Cooperation

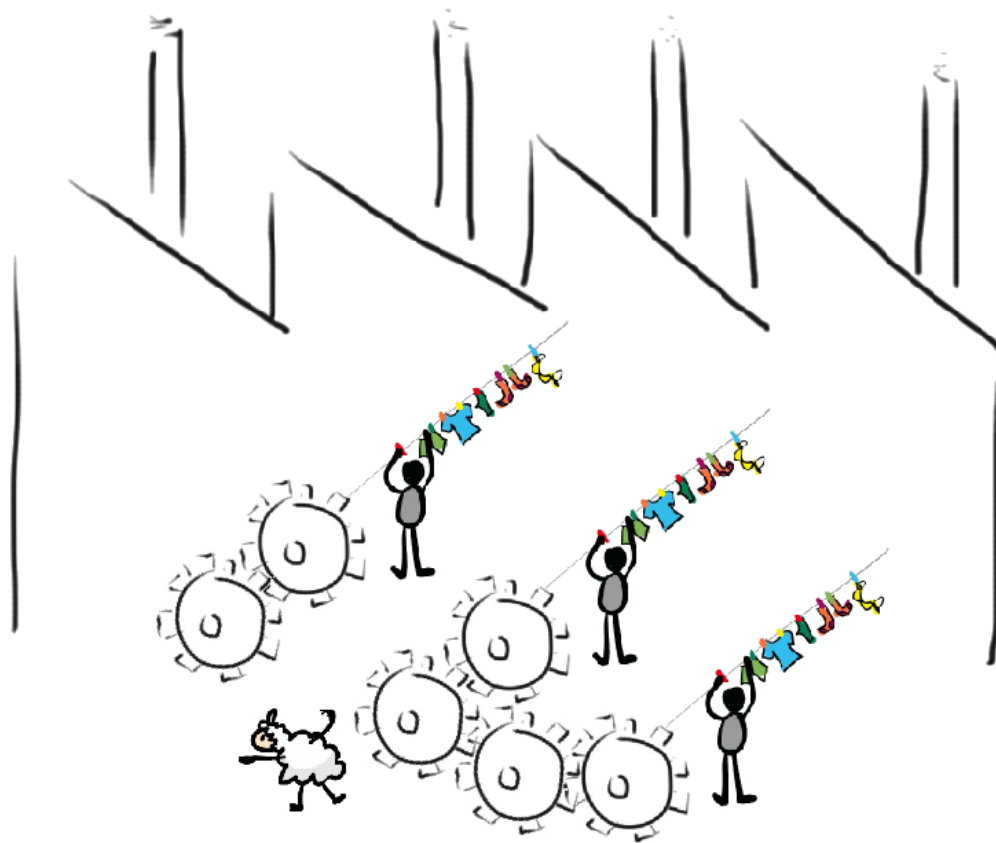






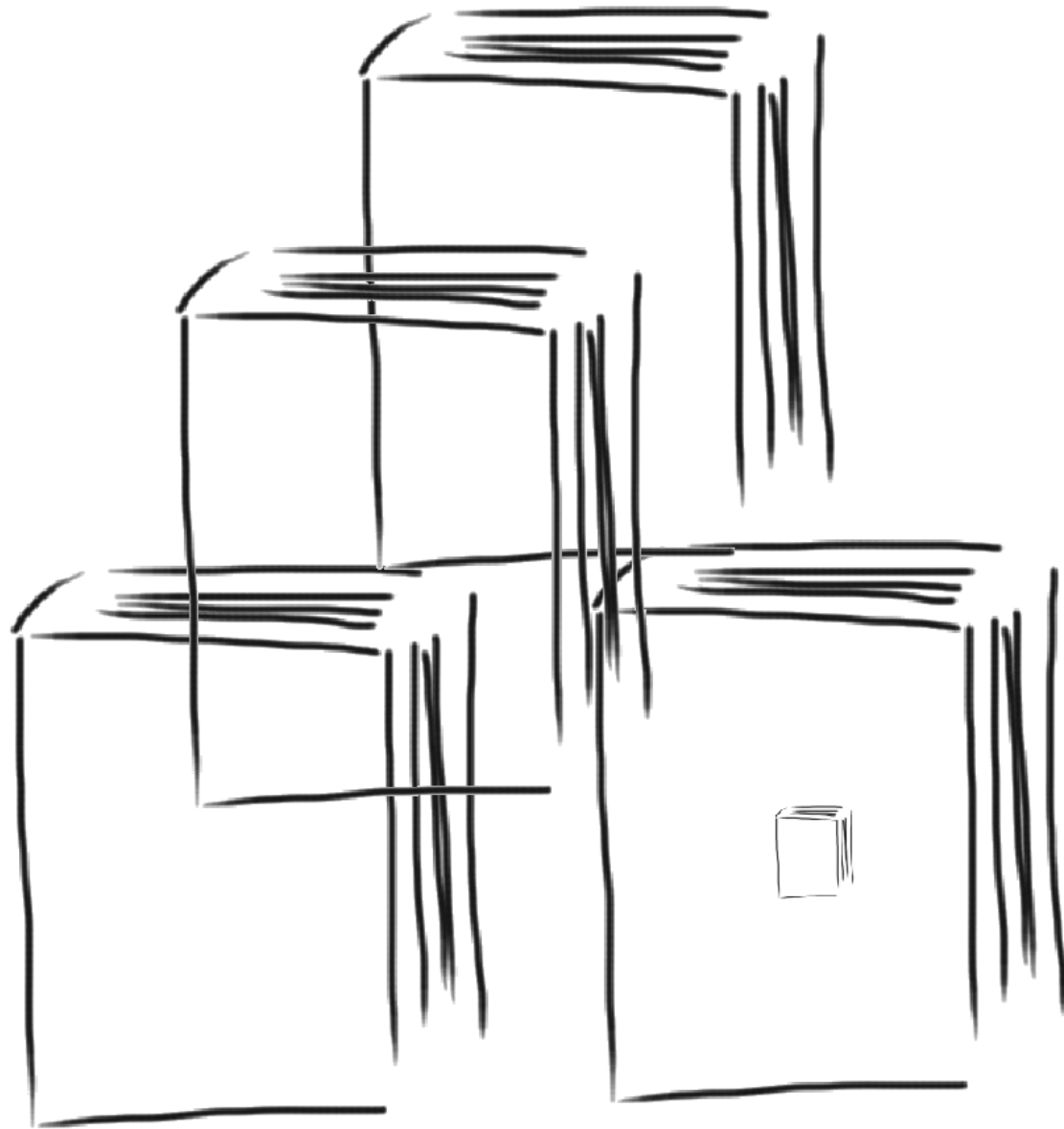


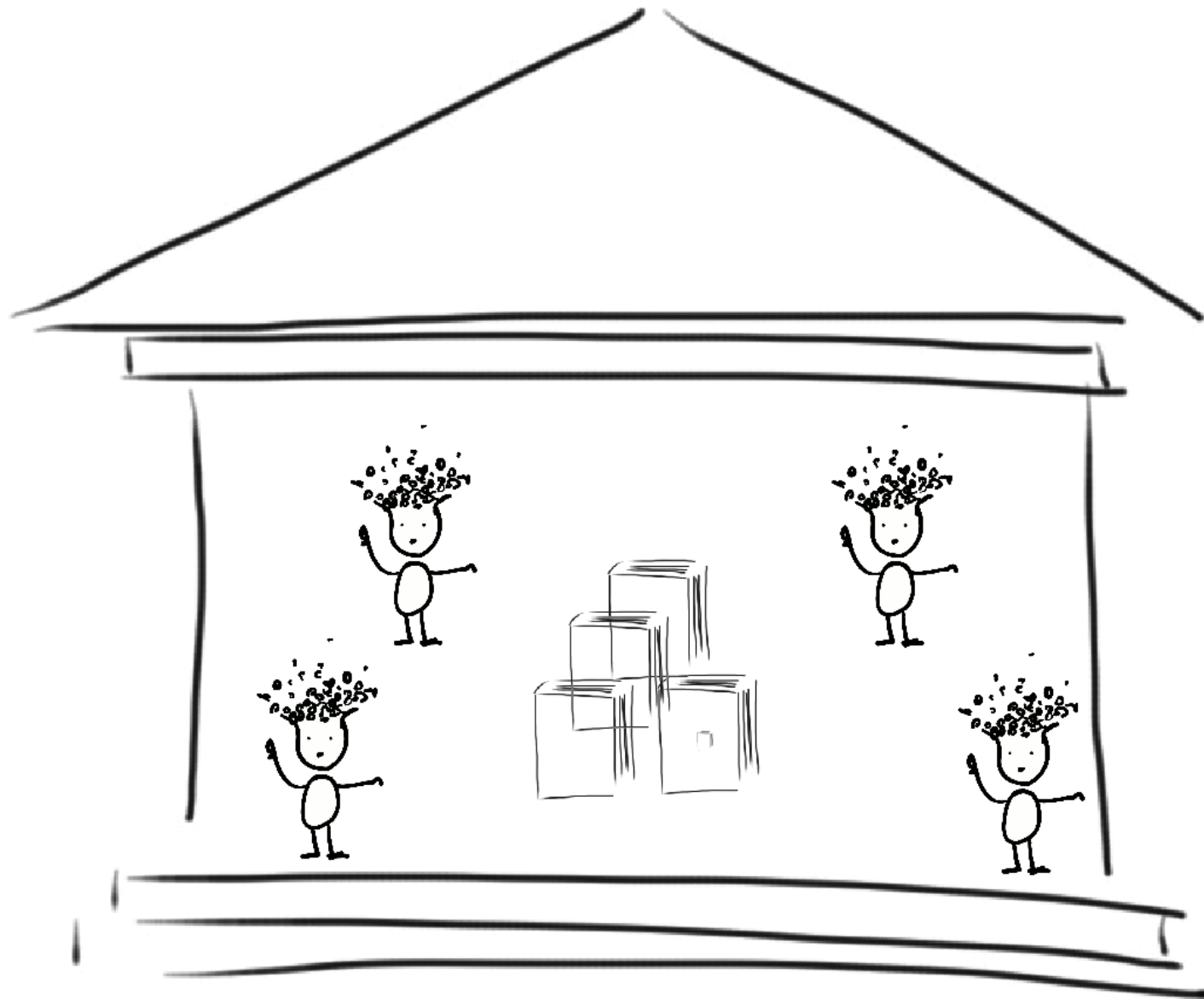
Industrial Production



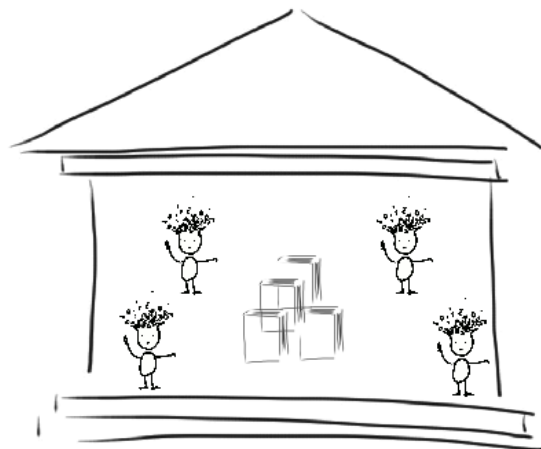
Scarcity
+
Transaction
Costs
+
Intermediation
=
Efficacy
Efficiency



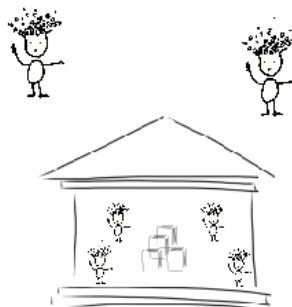




Industrial Cooperation



Scarcity
 +
 Transaction
 Costs
 +
 Intermediation
 =
 Efficiency?
 Efficacy?



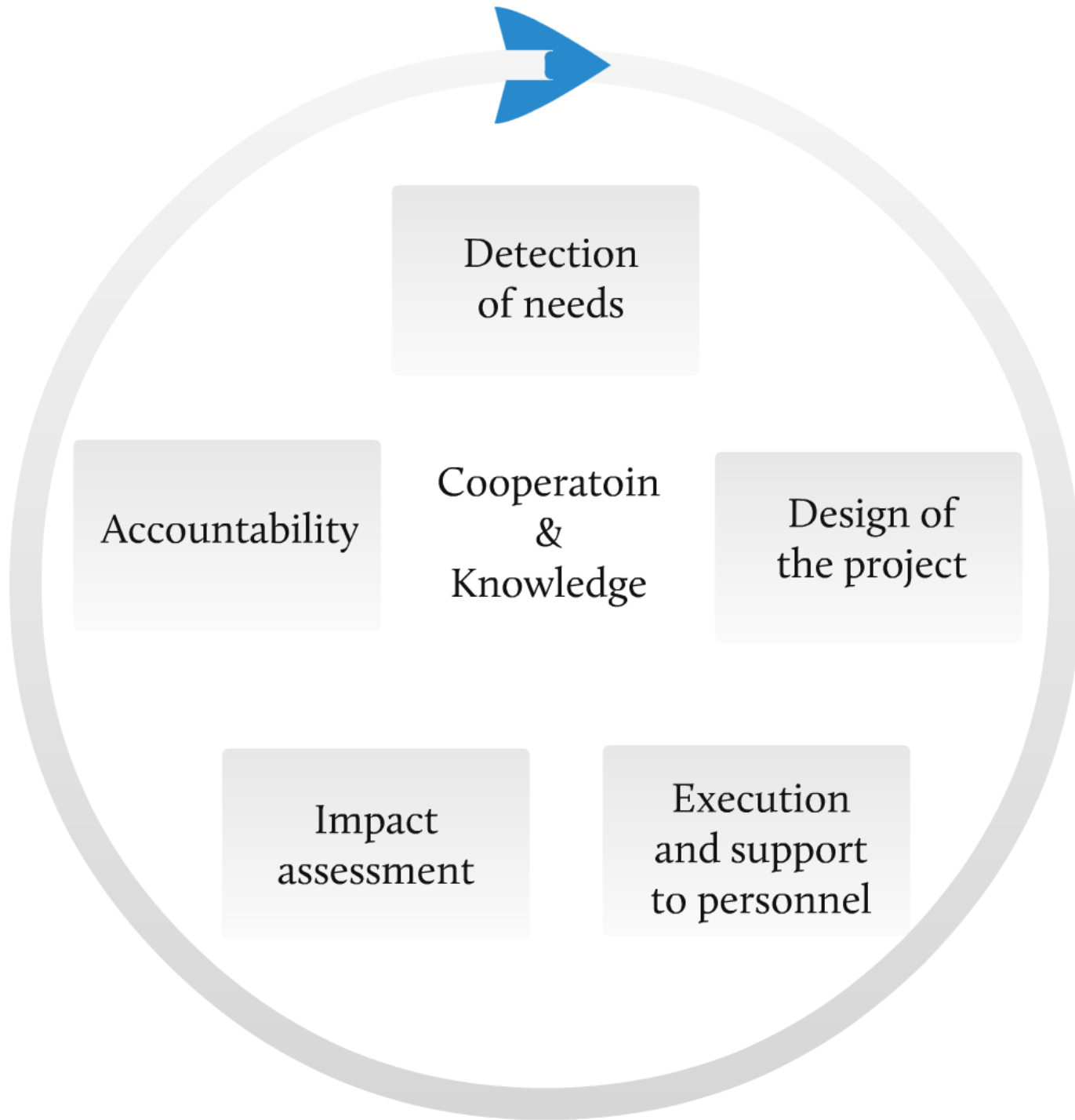
| 2011 | | |
|--------------|---------------|----------------|
| January 2011 | February 2011 | March 2011 |
| 1 | 1 | 1 |
| 2 | 2 | 2 |
| 3 | 3 | 3 |
| 4 | 4 | 4 |
| 5 | 5 | 5 |
| 6 | 6 | 6 |
| 7 | 7 | 7 |
| 8 | 8 | 8 |
| 9 | 9 | 9 |
| 10 | 10 | 10 |
| 11 | 11 | 11 |
| 12 | 12 | 12 |
| April 2011 | May 2011 | June 2011 |
| 1 | 1 | 1 |
| 2 | 2 | 2 |
| 3 | 3 | 3 |
| 4 | 4 | 4 |
| 5 | 5 | 5 |
| 6 | 6 | 6 |
| 7 | 7 | 7 |
| 8 | 8 | 8 |
| 9 | 9 | 9 |
| 10 | 10 | 10 |
| 11 | 11 | 11 |
| 12 | 12 | 12 |
| July 2011 | August 2011 | September 2011 |
| 1 | 1 | 1 |
| 2 | 2 | 2 |
| 3 | 3 | 3 |
| 4 | 4 | 4 |
| 5 | 5 | 5 |
| 6 | 6 | 6 |
| 7 | 7 | 7 |
| 8 | 8 | 8 |
| 9 | 9 | 9 |
| 10 | 10 | 10 |
| 11 | 11 | 11 |
| 12 | 12 | 12 |
| October 2011 | November 2011 | December 2011 |
| 1 | 1 | 1 |
| 2 | 2 | 2 |
| 3 | 3 | 3 |
| 4 | 4 | 4 |
| 5 | 5 | 5 |
| 6 | 6 | 6 |
| 7 | 7 | 7 |
| 8 | 8 | 8 |
| 9 | 9 | 9 |
| 10 | 10 | 10 |
| 11 | 11 | 11 |
| 12 | 12 | 12 |

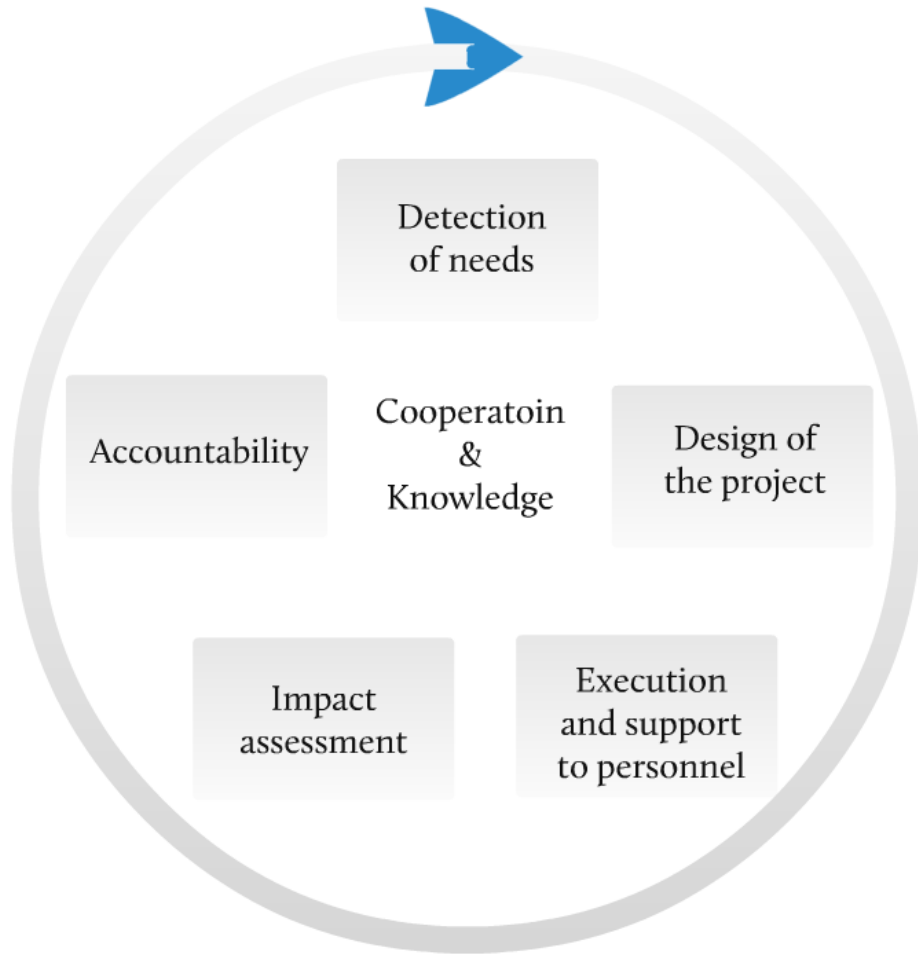




Cost optimization
through intermediation
NGO
Counterparts
Governments
Civil society







Cost optimization
through intermediation

NGO

Counterparts

Governments

Civil society

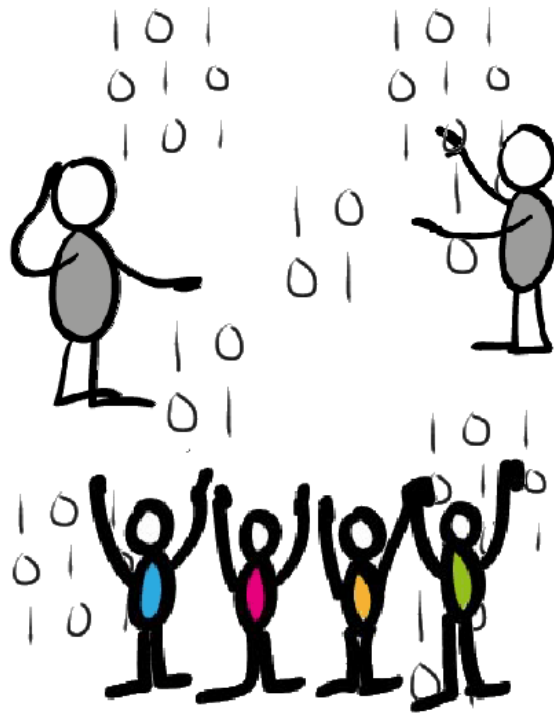
10

01





Digital Society



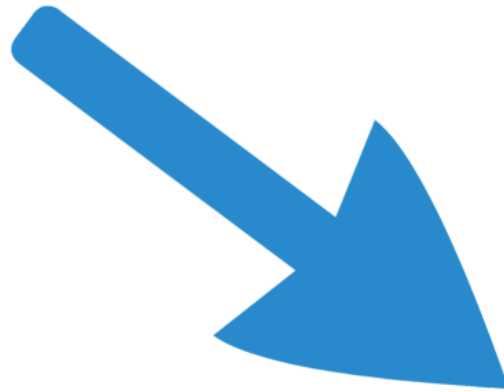
X Scarcity
+
X Transaction
Costs
+
X Intermediation
=
Efficiency???
Efficacy???

Cooperation happens at the
hearquarters or the field



Cooperation happens at
home, in your slippers

Cooperation happens in
office hours



Cooperation
happens anytime

Some chosen one becomes
aid worker



Anyone is an aid worker
and works with anyone

Co-cooperation and south-south cooperation are difficult to handle



Hierarchy and unidirectionality are difficult to maintain

Involving stakeholders
is expensive



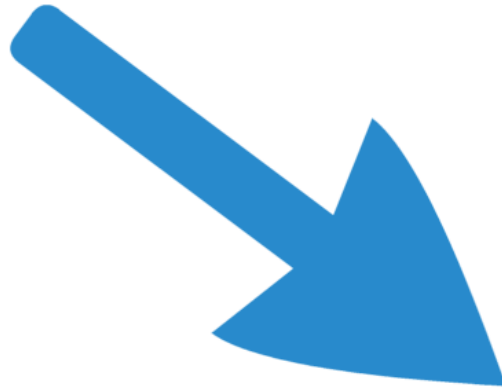
Not involving stakeholders
can end up being expensive

Collaboration is expensive



Competition is expensive,
reinventing the wheel is expensive

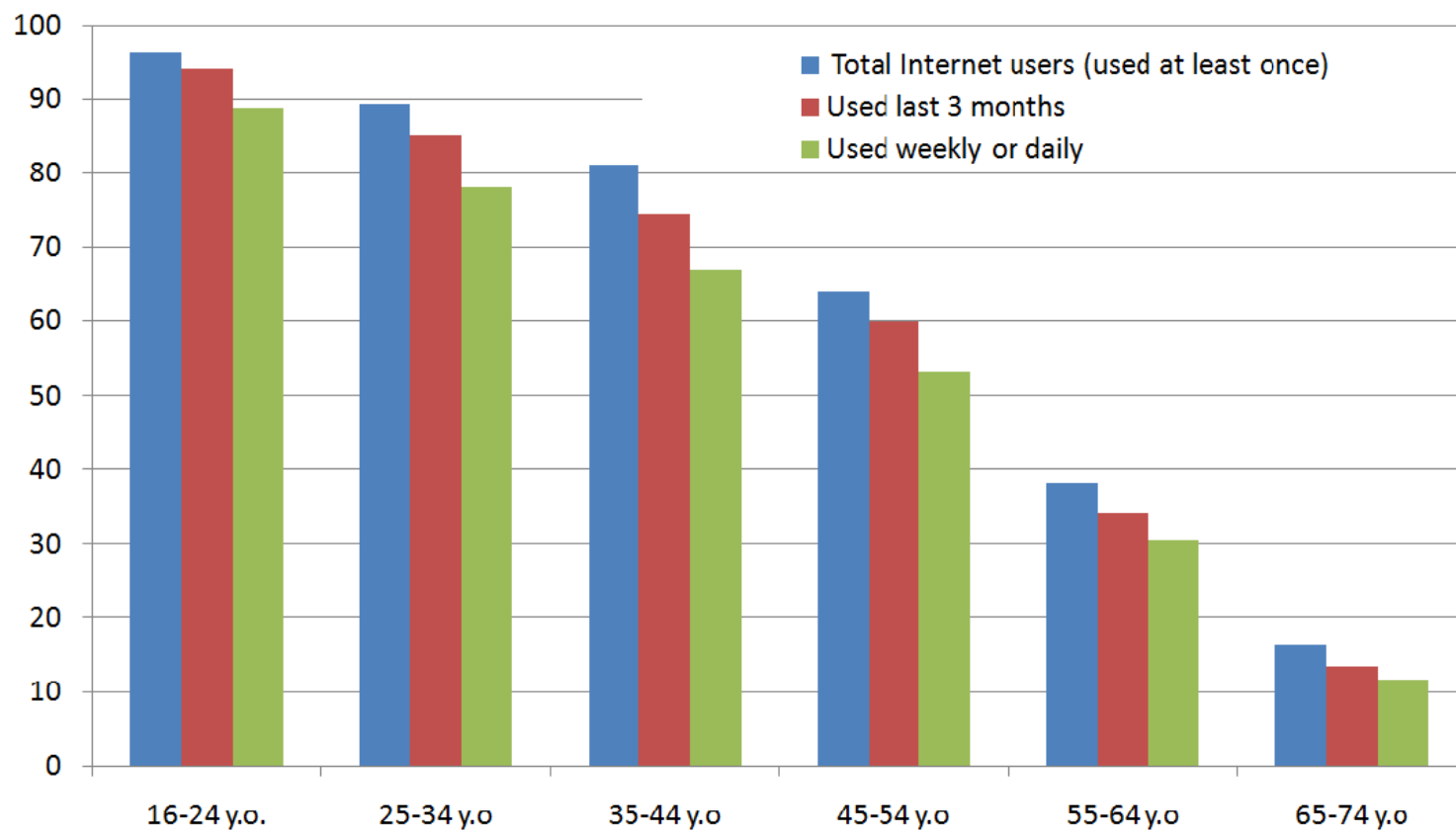
Content and container
are inseparable



Content is volatile,
the container is people

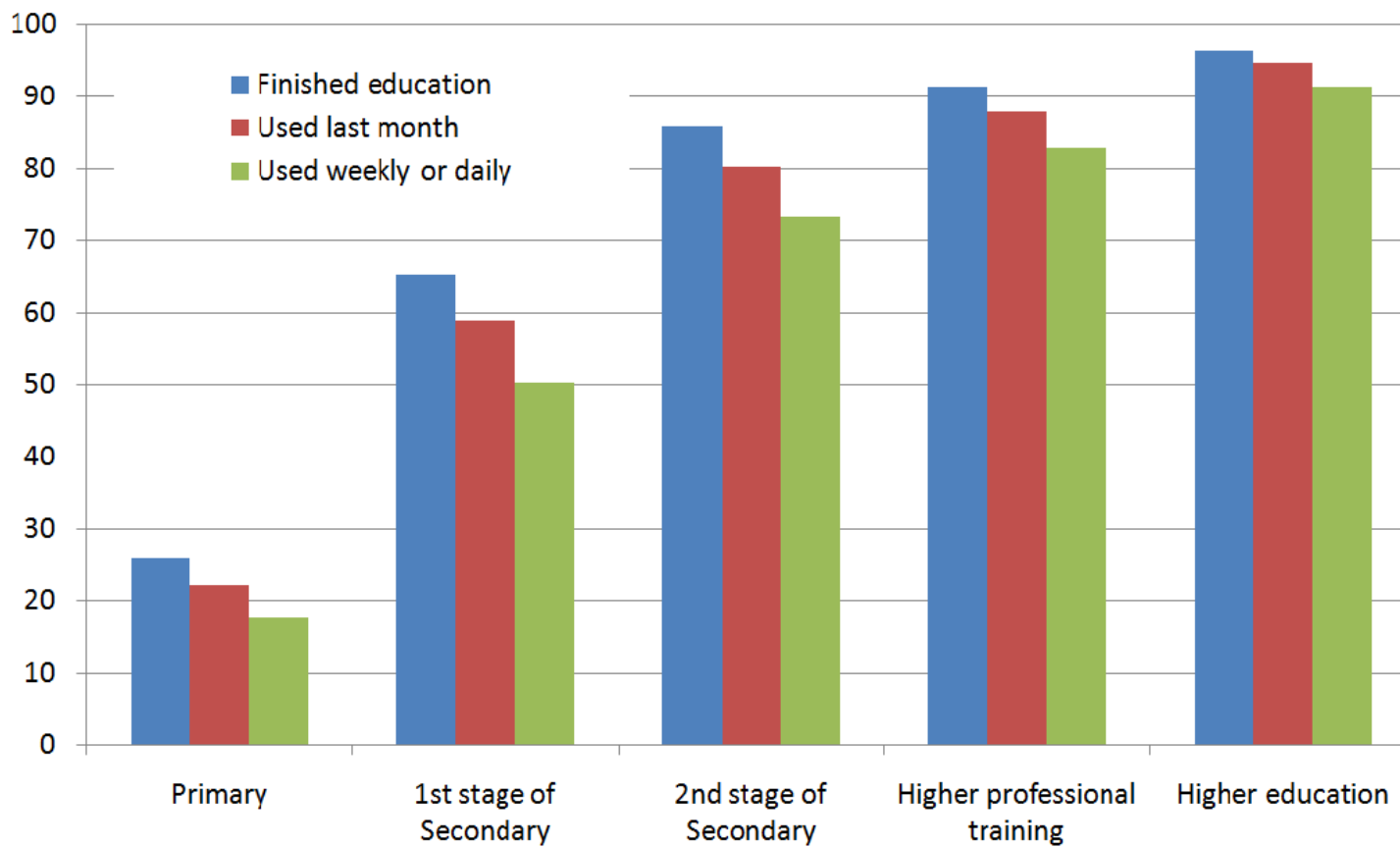
How is the
question like?

Use of Internet by age (%)



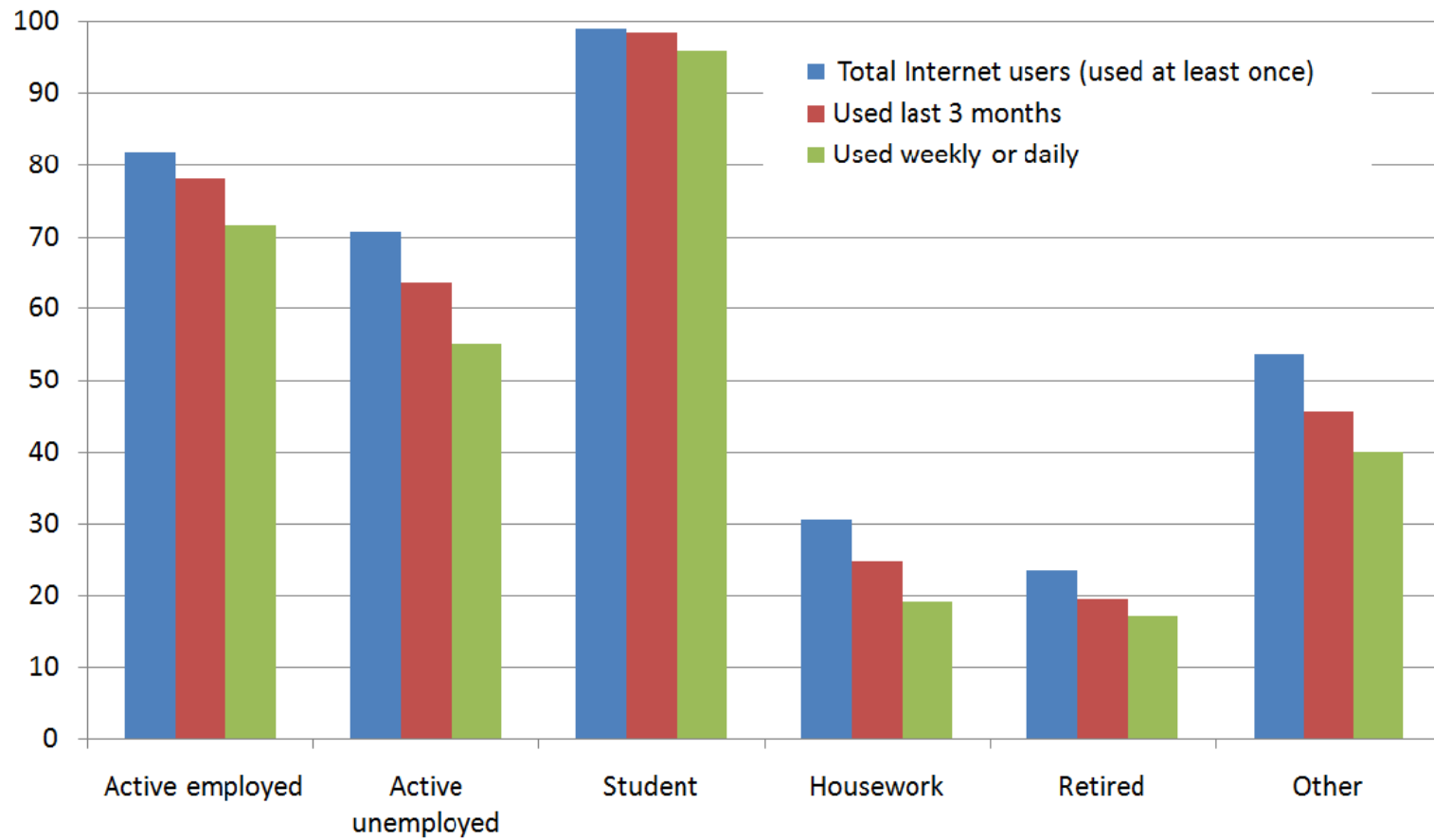
Source: Ismael Peña-López with data from INE 2010

Use of Internet by education level (%)



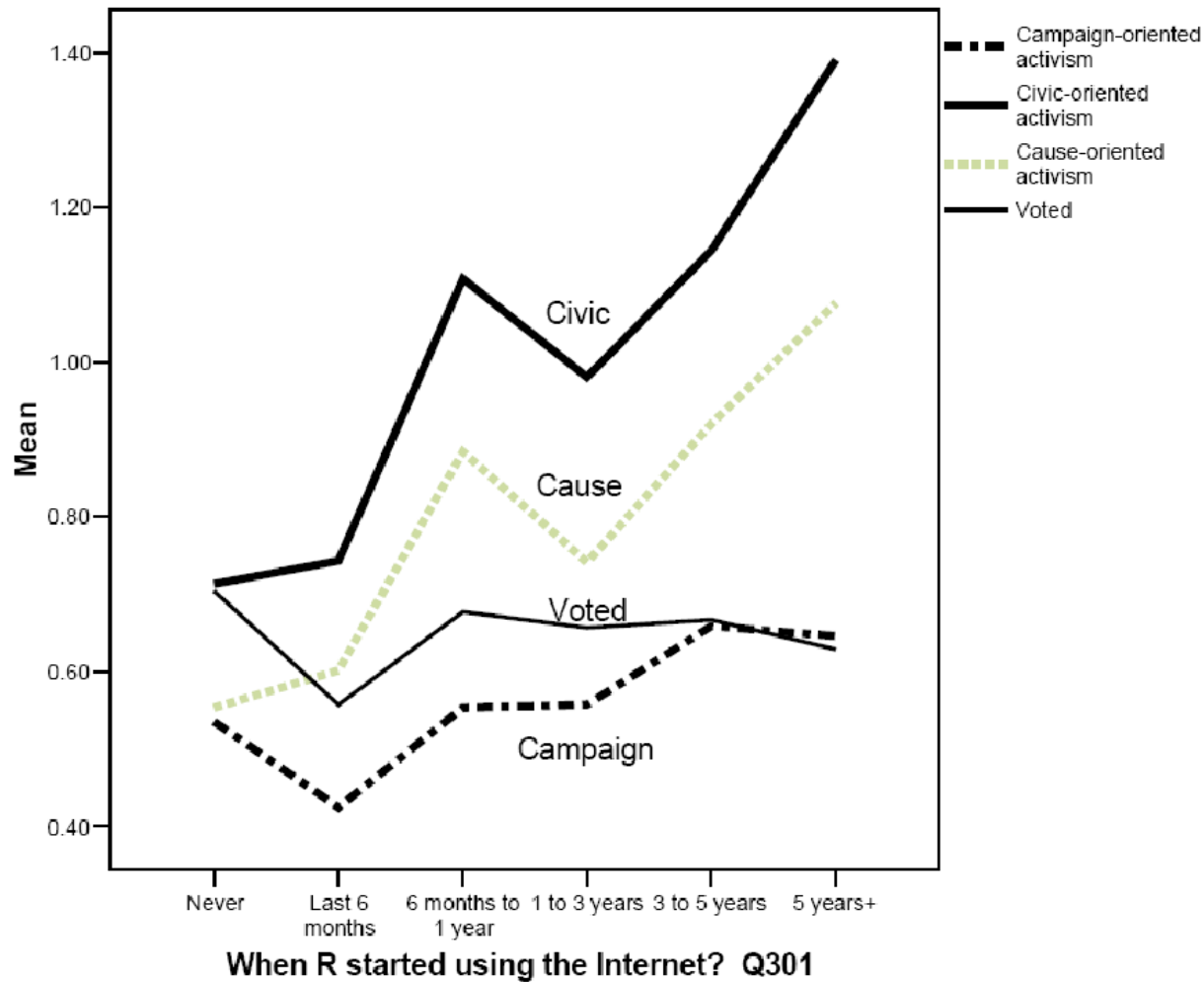
Source: Ismael Peña-López with data from INE 2010

Use of Internet by occupation (%)



Source: Ismael Peña-López with data from INE 2010

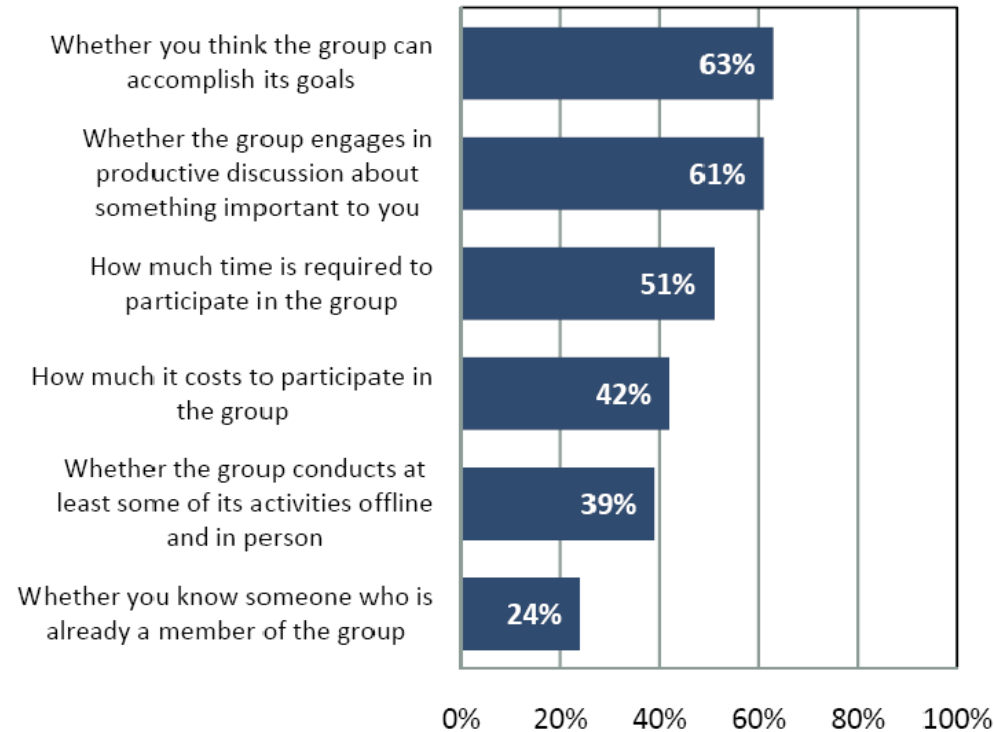
Figure 4. Civic engagement by length of experience of using the Internet



Source: *The British Social Attitudes surveys, 1999-2003*

What factors affect the decision to join a group

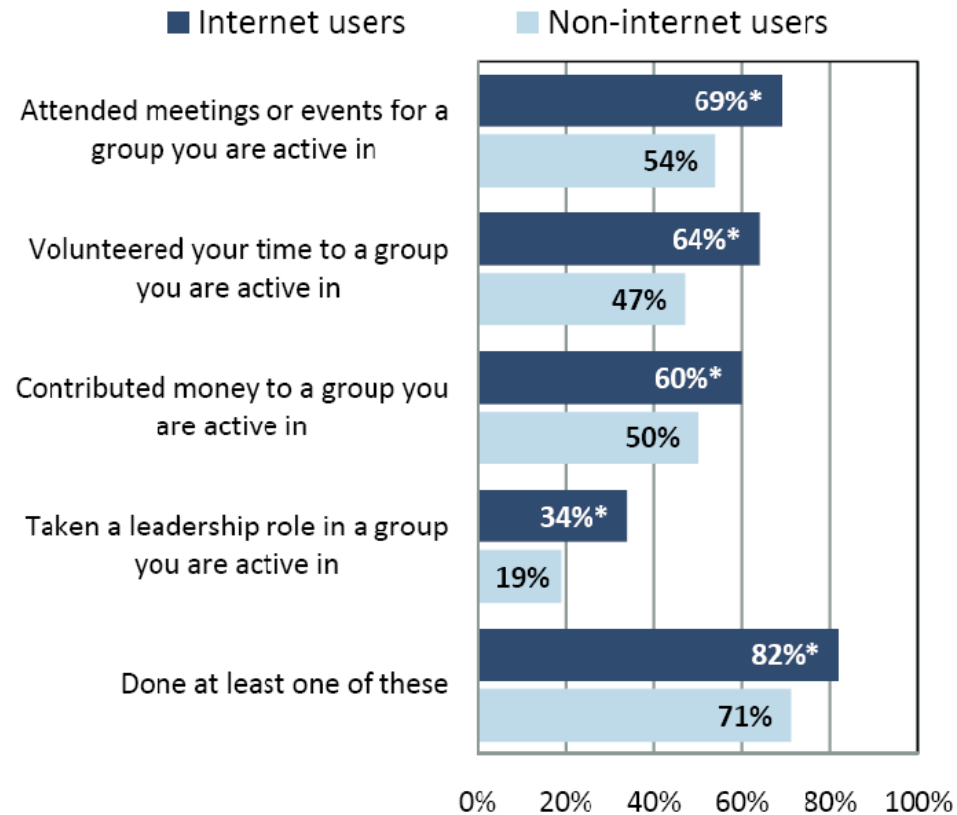
% of active social or civic group members who say each is very important in their decision to join...



Source: Pew Research Center's Internet & American Life Project, November 23-December 21, 2010 Social Side of the Internet Survey. N for active members of groups=1,833.

Internet users are more active in their groups than non-users

In the past 30 days, have you...

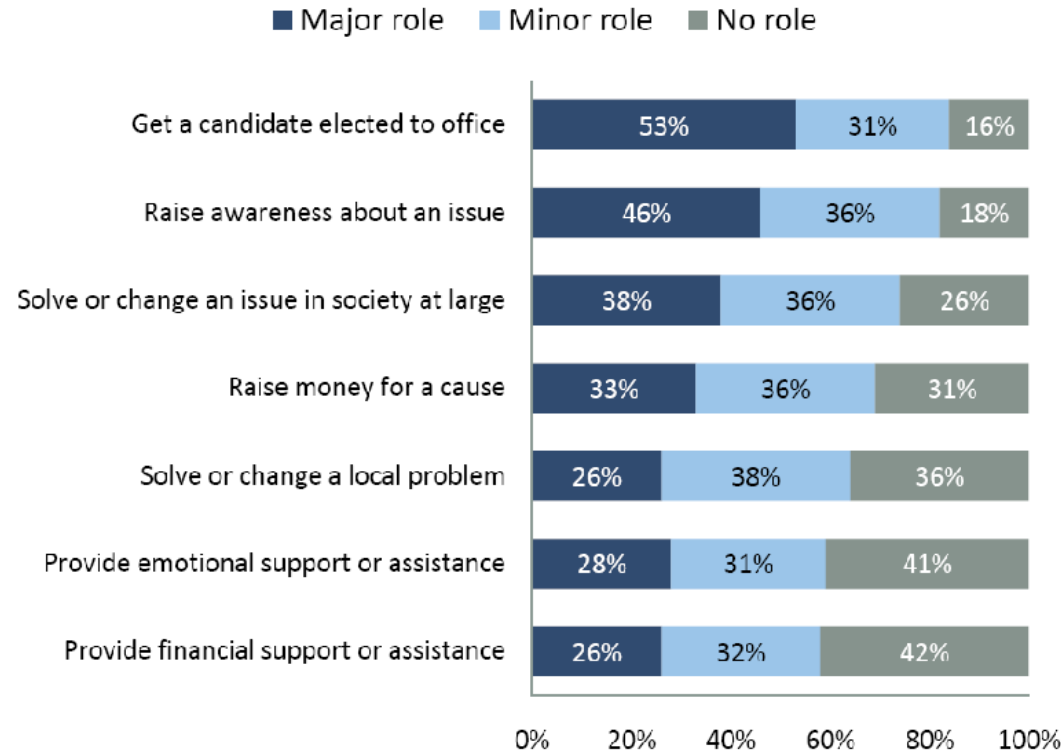


* indicates a difference that is statistically significant at the 95% level.

Source: Pew Research Center's Internet & American Life Project, November 23-December 21, 2010 Social Side of the Internet Survey. N for active members of groups=1,833

The role of the internet in achieving group goals *among groups whose goals were achieved*

% among those who are members of a group that achieved each goal in the preceding 12 months



Source: Pew Research Center's Internet & American Life Project, November 23-December 21, 2010 Social Side of the Internet Survey. N=2,303 adults 18 and older, including 748 reached via cell phone.

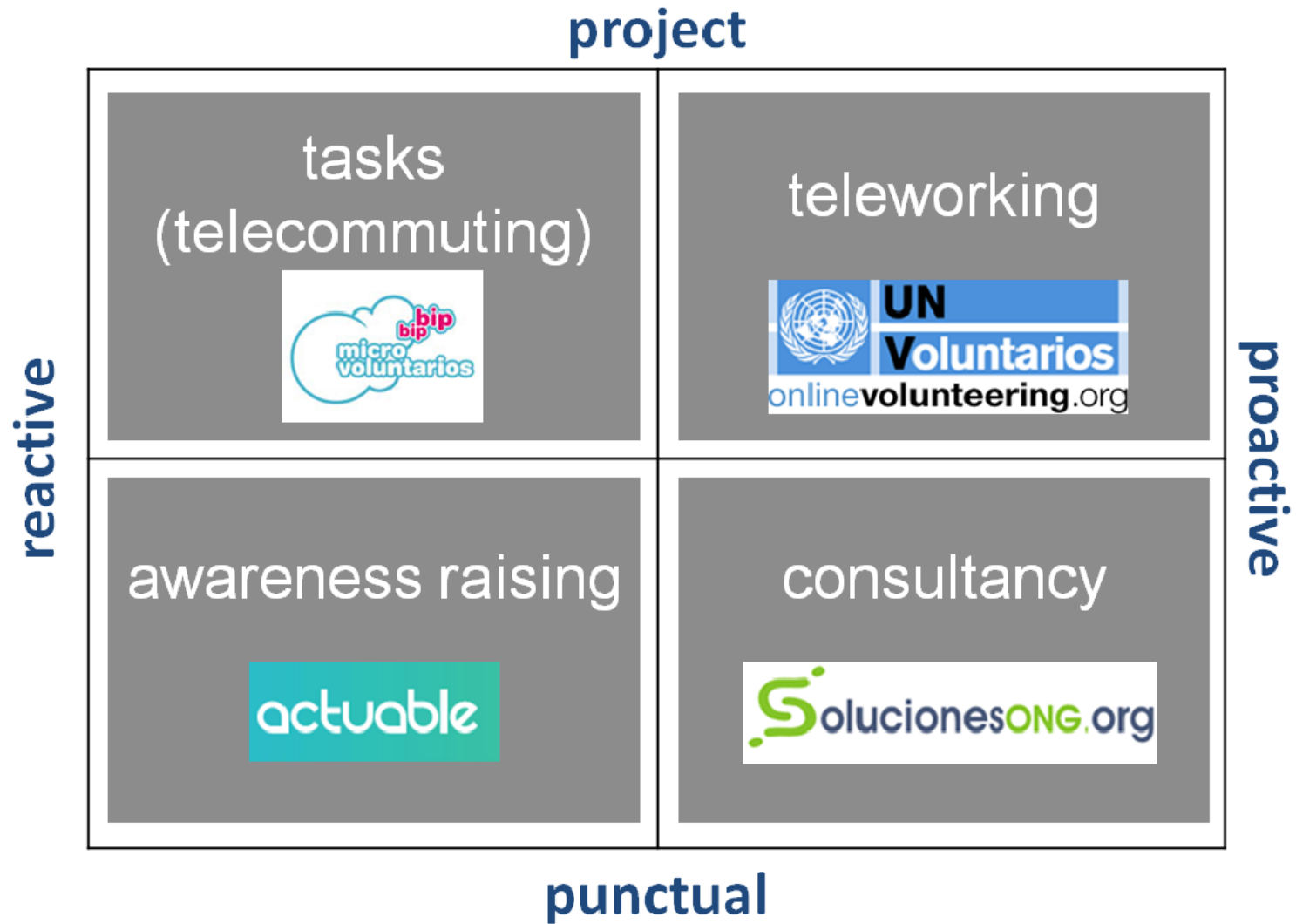
Attitudes towards the impact of the internet on groups

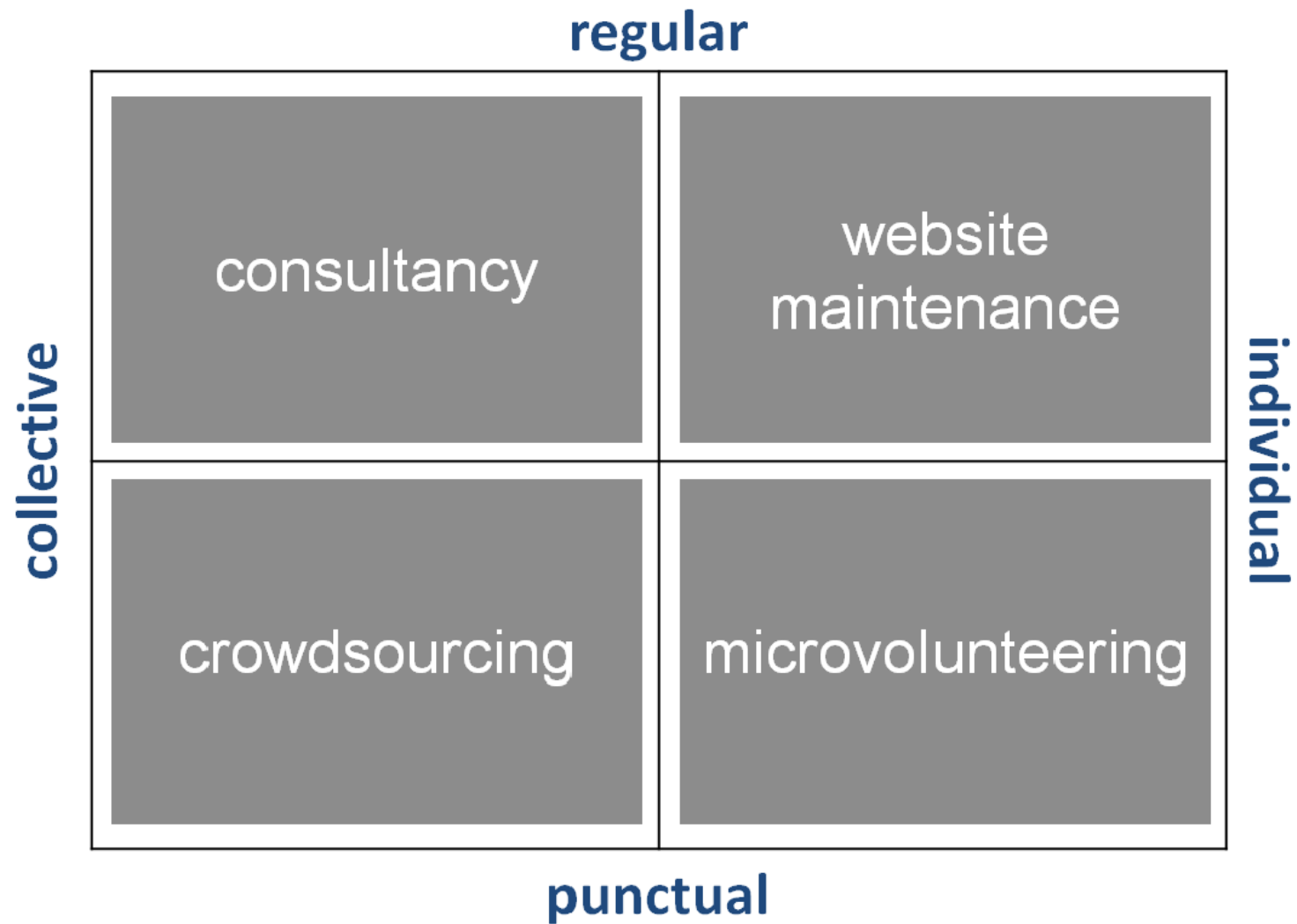
% of adults who say the internet has a "major impact" on ability of groups to...



Rainie, L., Purcell, K. & Smith, A. (2011). The social side of the internet

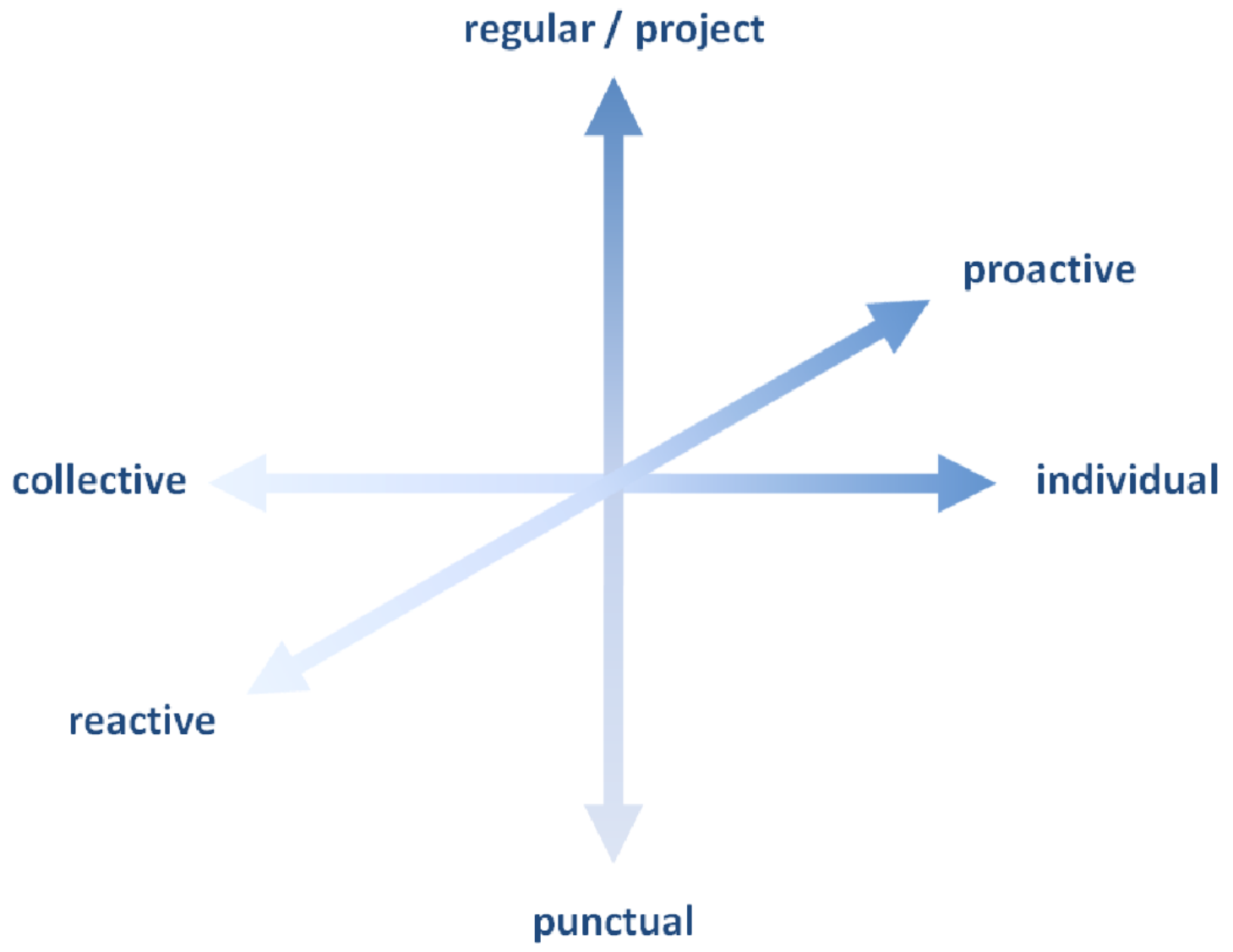
Online
volunteering?



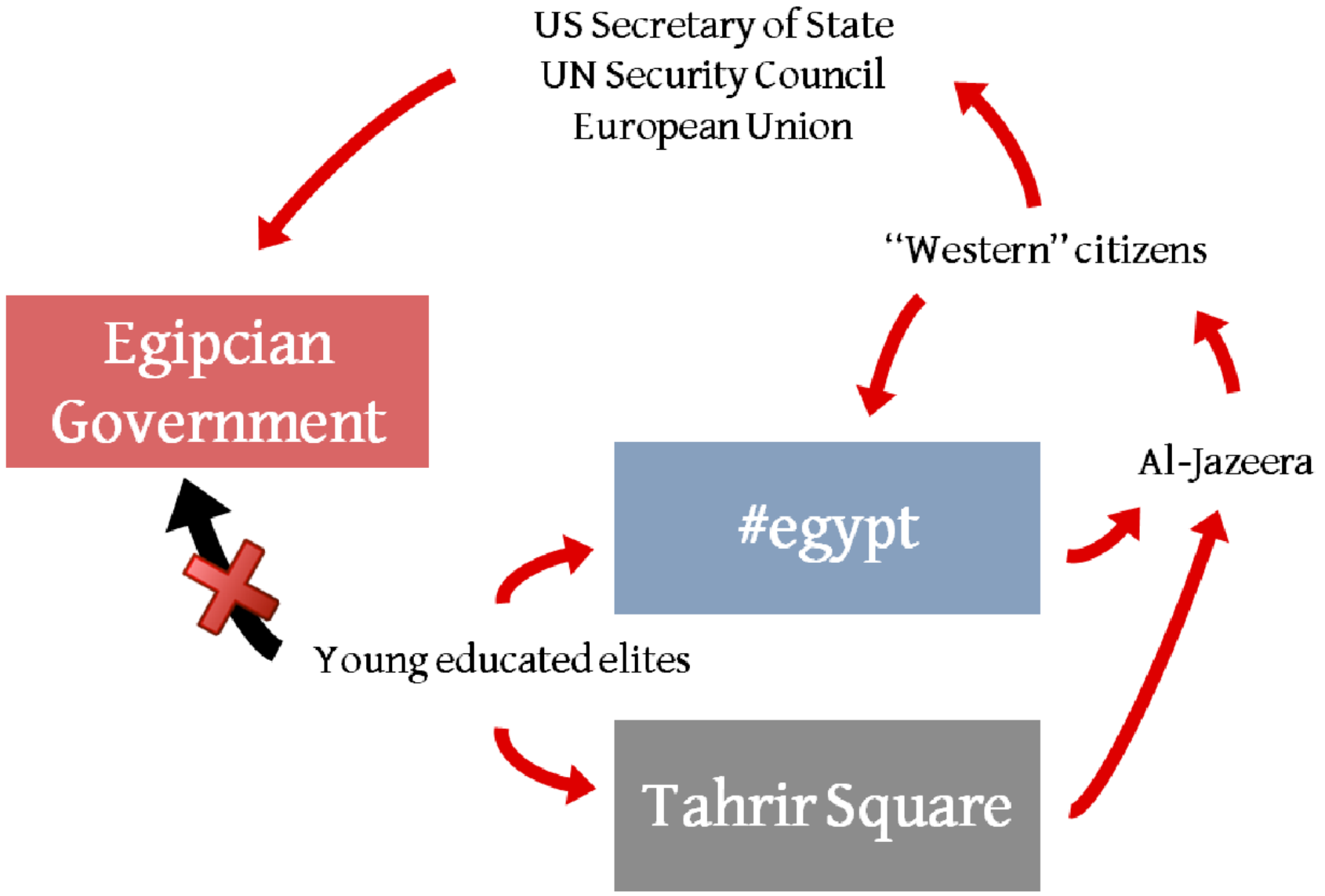


TecnolONGia

<http://www.tecnologia.org/?p=1232&lang=es>



A comment on
activism, protests
and revolutions



US Secretary of State
UN Security Council
European Union

"Western" citizens

Egipcian
Government

#egypt

Al-Jazeera

Young educated elites

Tahrir Square

Ismael Peña-López

Málaga, 14 july 2011

Acción ciudadana y voluntariado en
la nueva sociedad global.

Voluntariado y Universidad

To cite this work:

Peña-López, Ismael. (2011) Volunteering from home, the office or the train: online volunteering, social networking sites and smartphones
Acción ciudadana y voluntariado en la nueva sociedad global. Voluntariado y Universidad. Málaga, 14 july 2011.

<http://ictlogy.net/presentations/20110714_ismael_pena-lopez_-_online_volunteering_social_networking_sites_smartphones.zip>

To contact the author: <http://ictlogy.net>

Images are Laia Blasco's (the beautiful ones, <http://www.laiablasco.com>) and the author's (the ugliest ones).

All the information in this document under a
Creative Commons license:

Attribution – Non Commercial – No Derivative Works



Volunteering from home, the office or the train: online volunteering, social networking sites and smartphones

Ismael Peña-López

Málaga, 14 July 2011

Acción ciudadana y voluntariado en la nueva sociedad global.

Voluntariado y Universidad