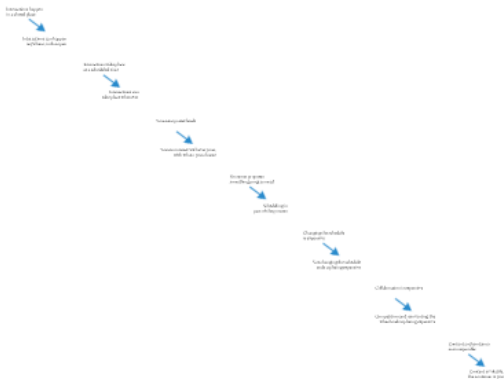
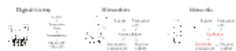
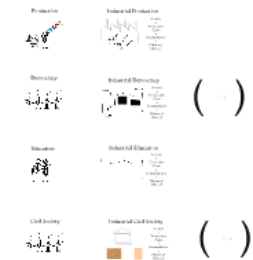


The Network Society,  
or how industrial  
institutions' feet  
became of clay

Ismael Peña-López  
(@tBaghi)

Alicante, 14 may 2012  
Magister: Lectures on Intellectual Property  
University of Alicante

© 2012 Ismael Peña-López. All rights reserved.  
Published by the University of Alicante  
under a Creative Commons Attribution-ShareAlike license  
CC BY-SA



State of the  
question?



# The Network Society, or how industrial institutions' feet became of clay

Ismael Peña-López  
@ictlogist

Alicante, 14 may 2012  
Magister Lvcentinvs on Intellectual Property  
University of Alicante

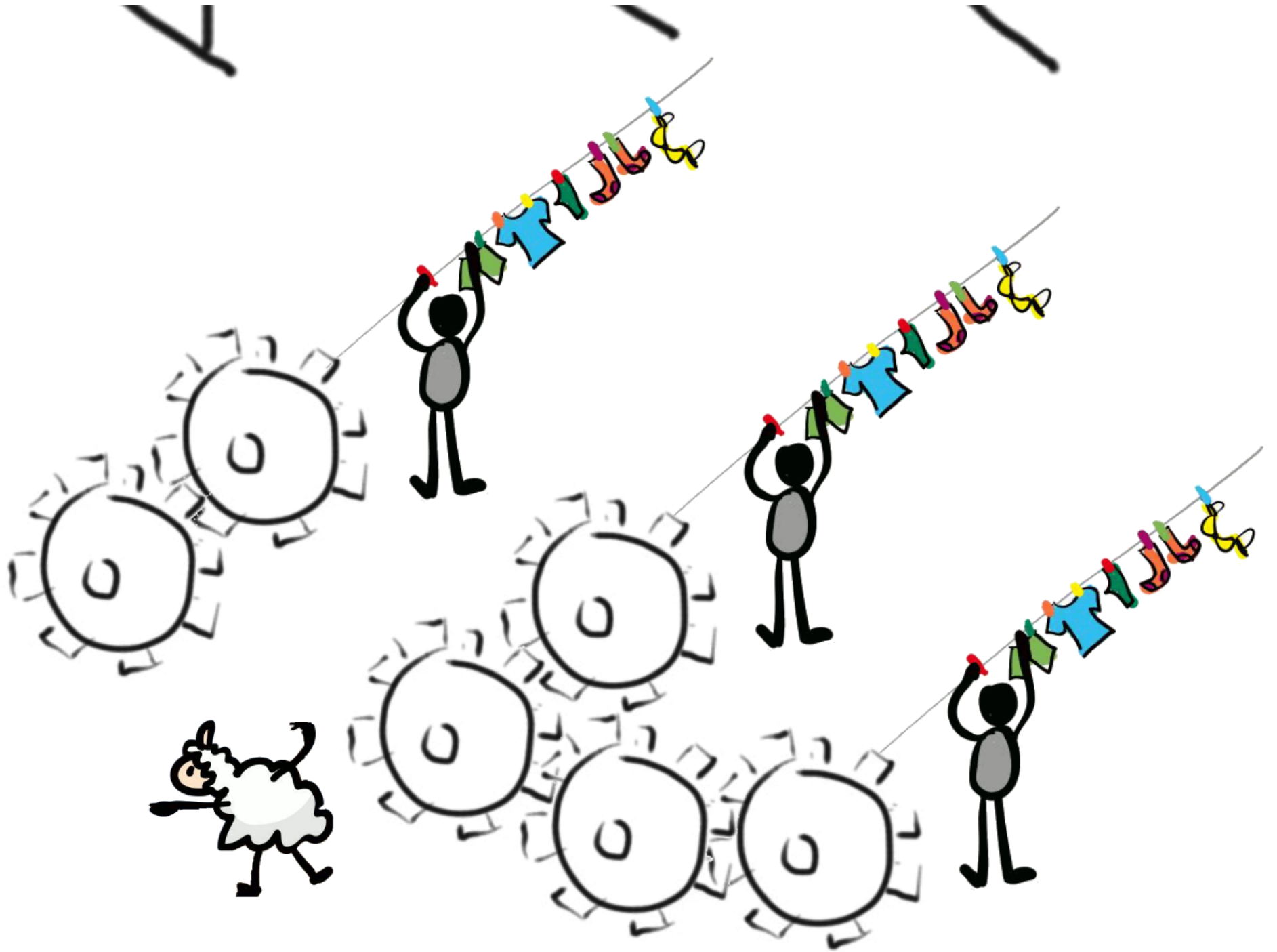


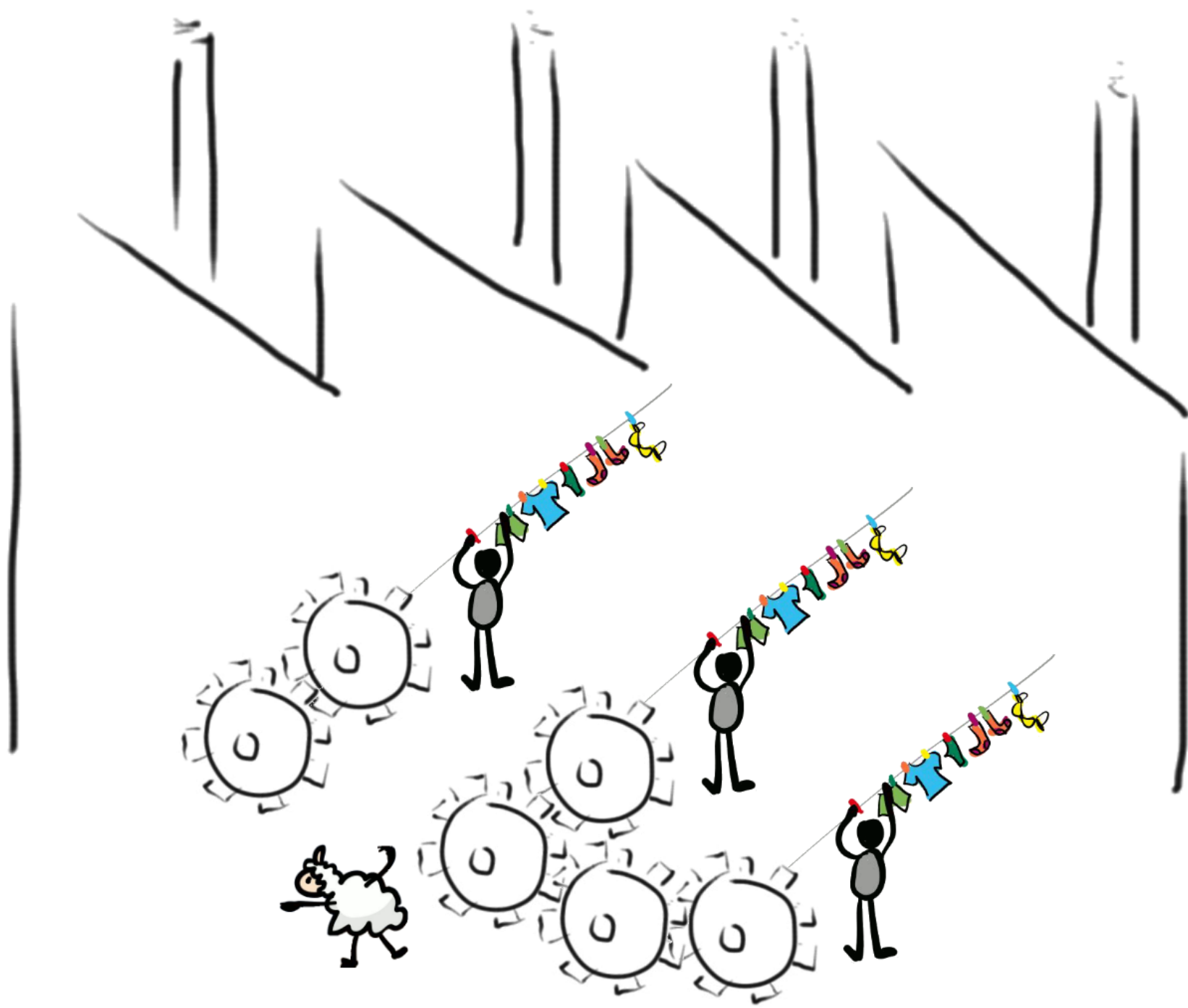
# Production



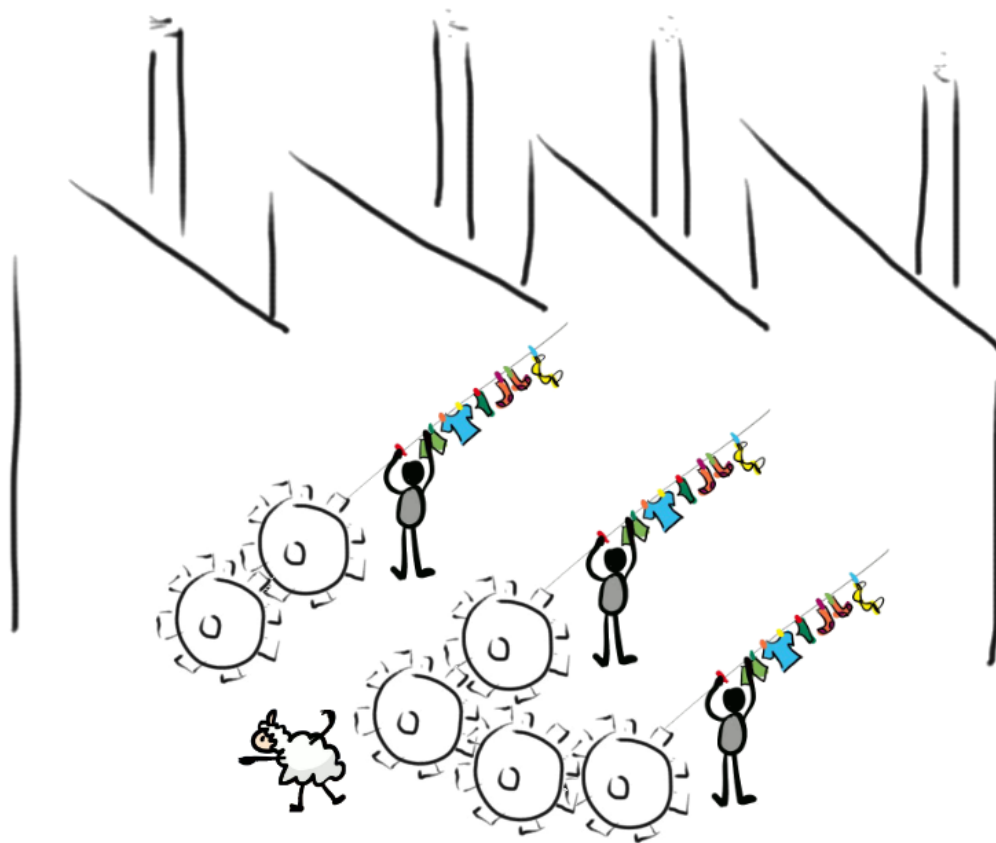






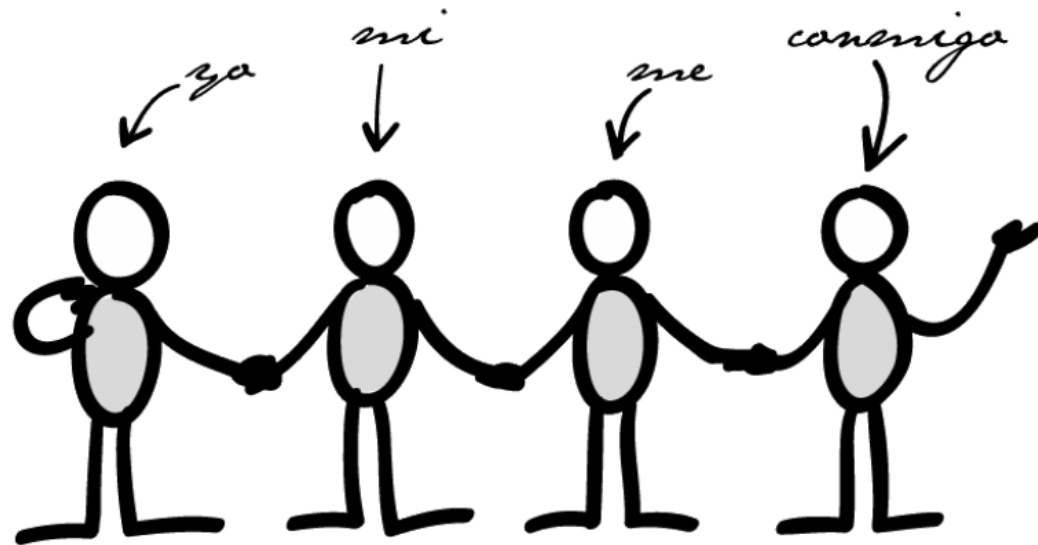


# Industrial Production

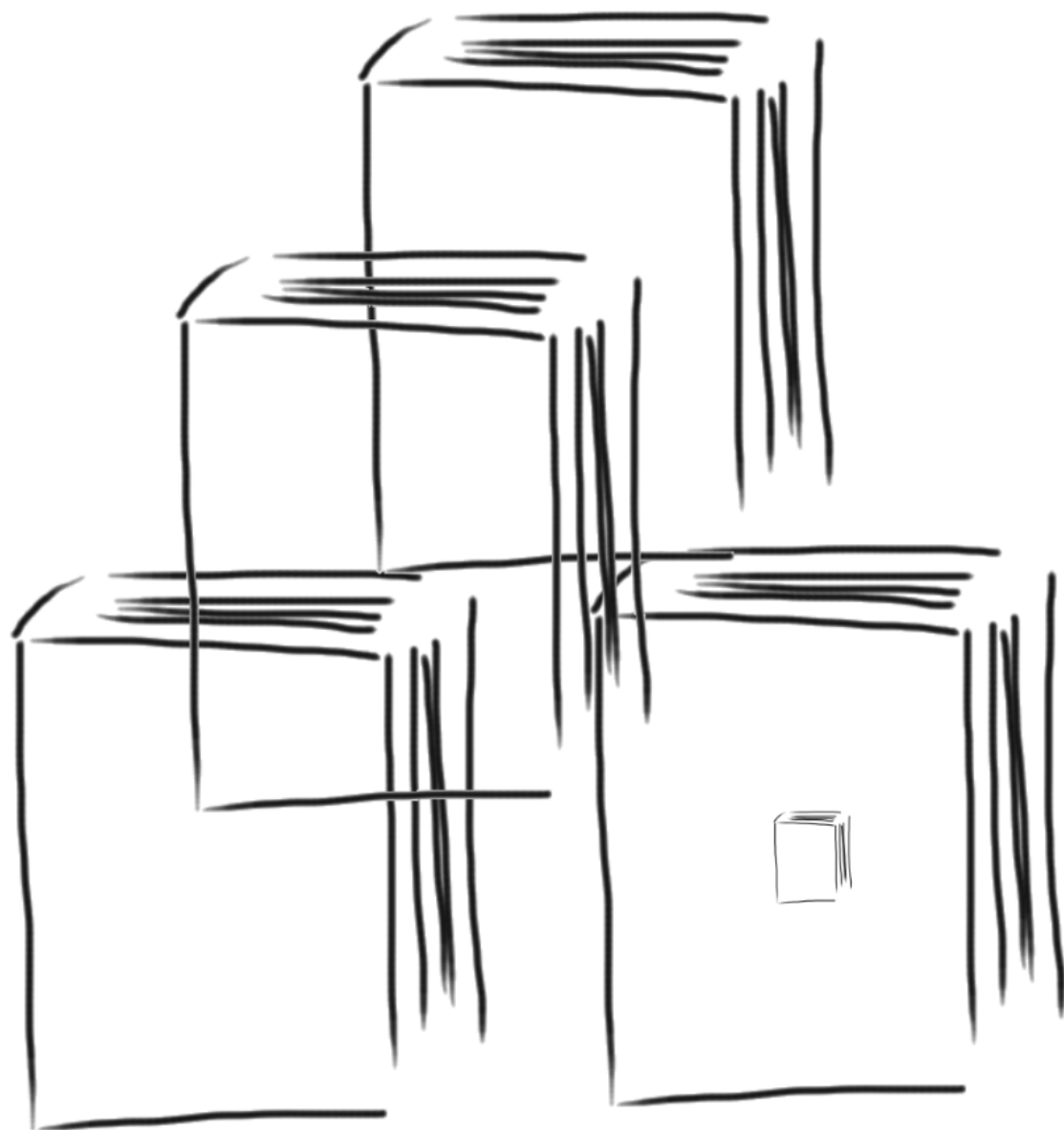


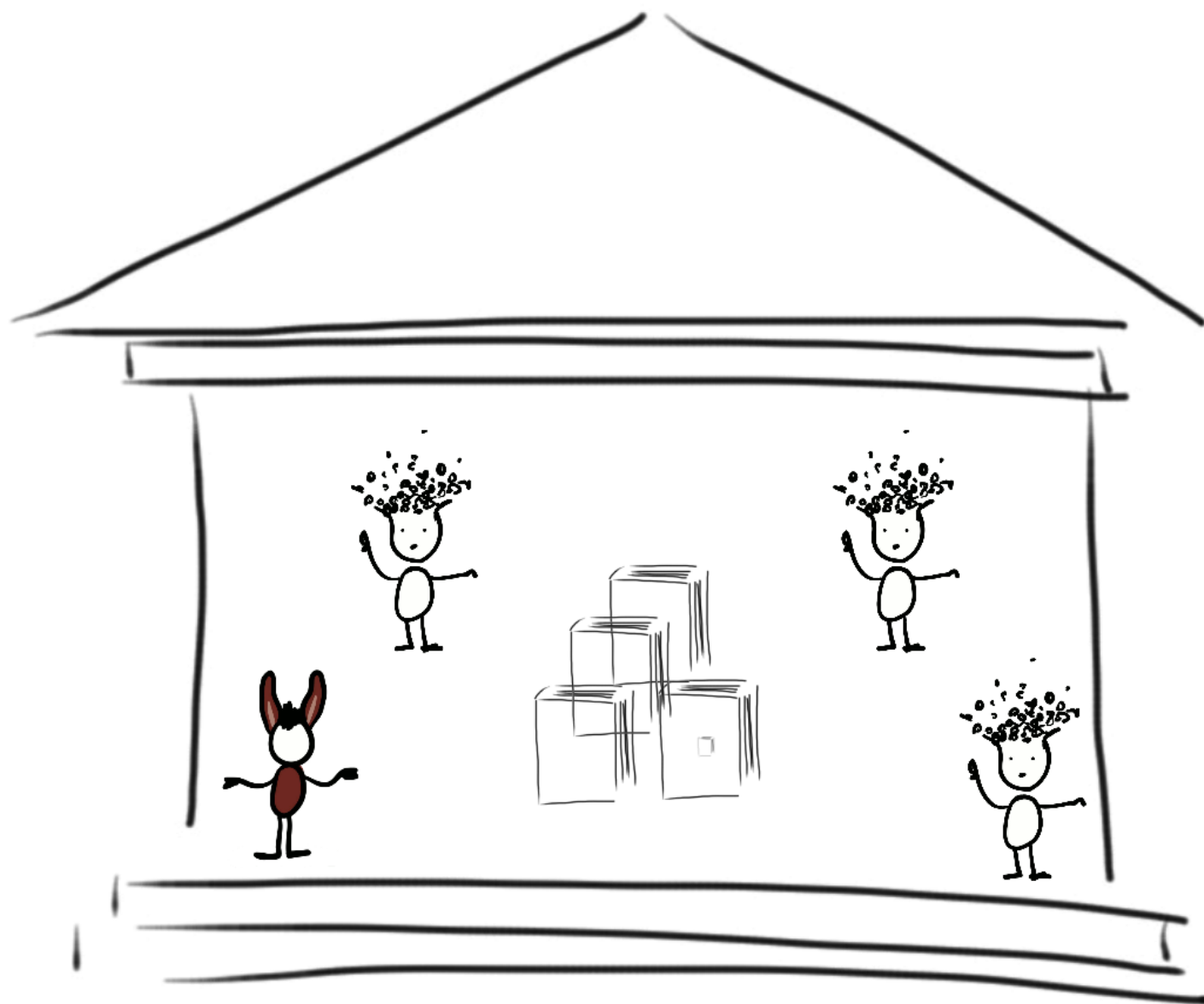
Scarcity  
+  
Transaction  
Costs  
+  
Intermediation  
=  
Efficiency  
Efficacy

# Democracy

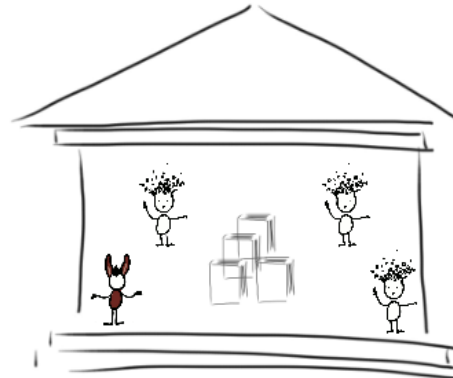
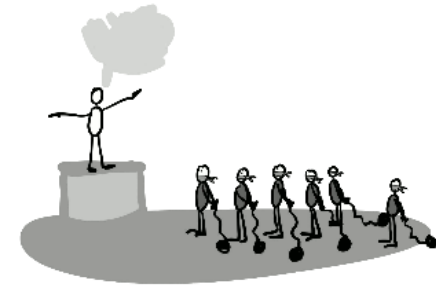




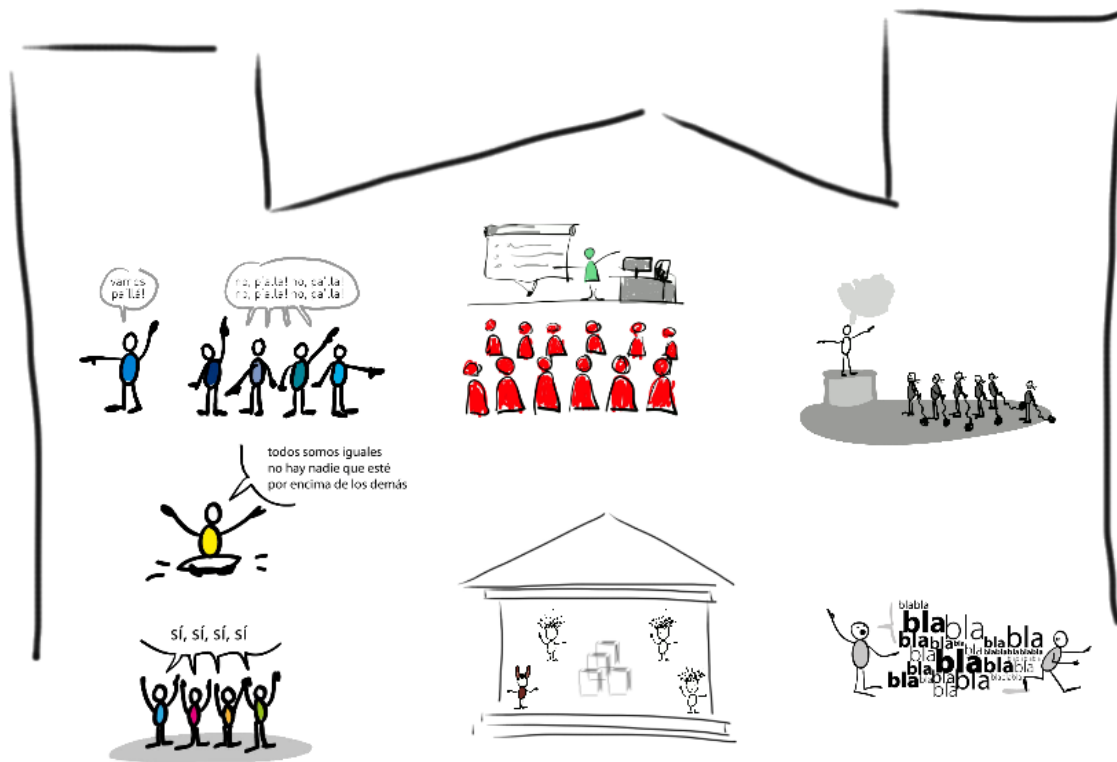








# Industrial Democracy

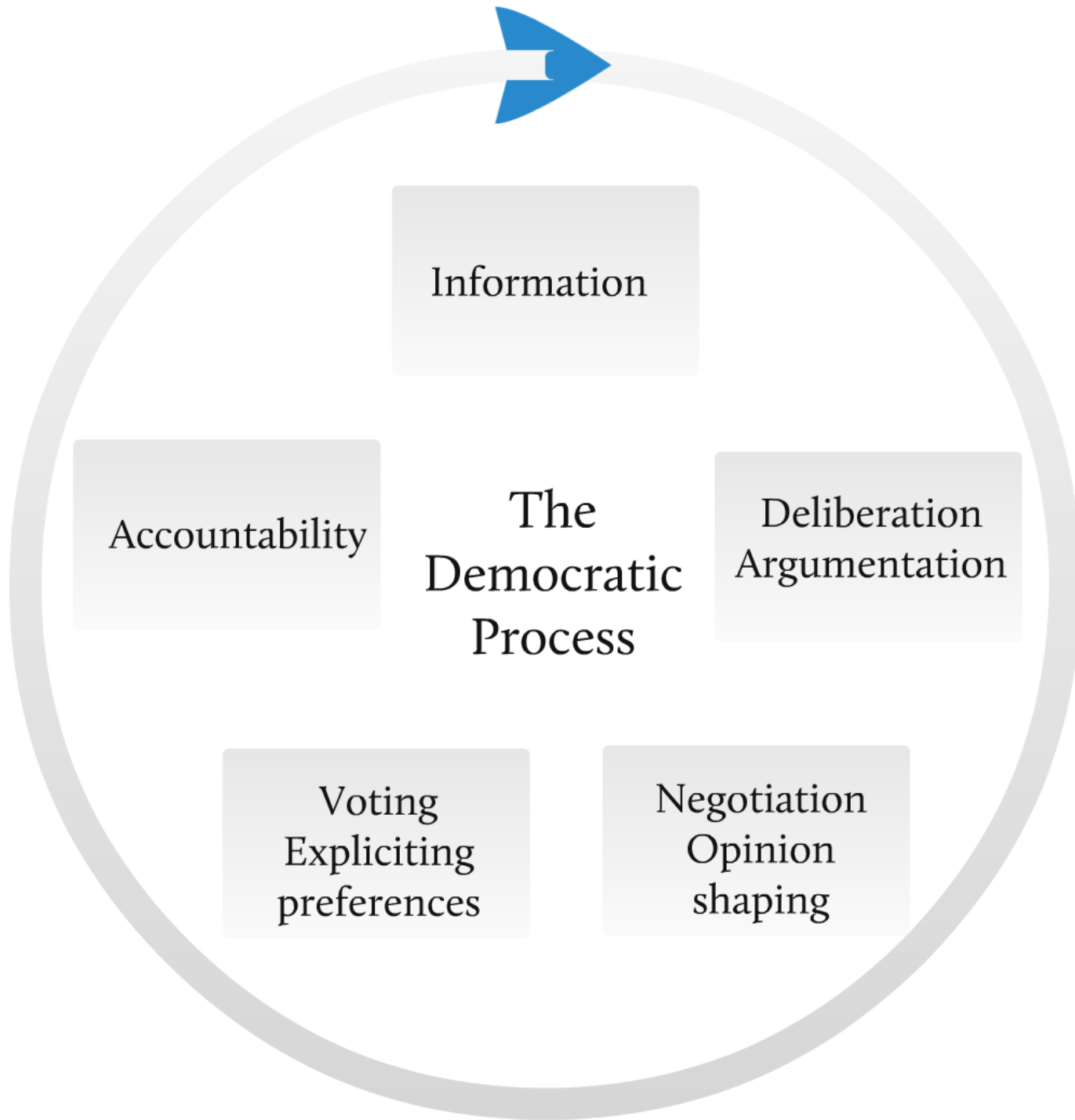


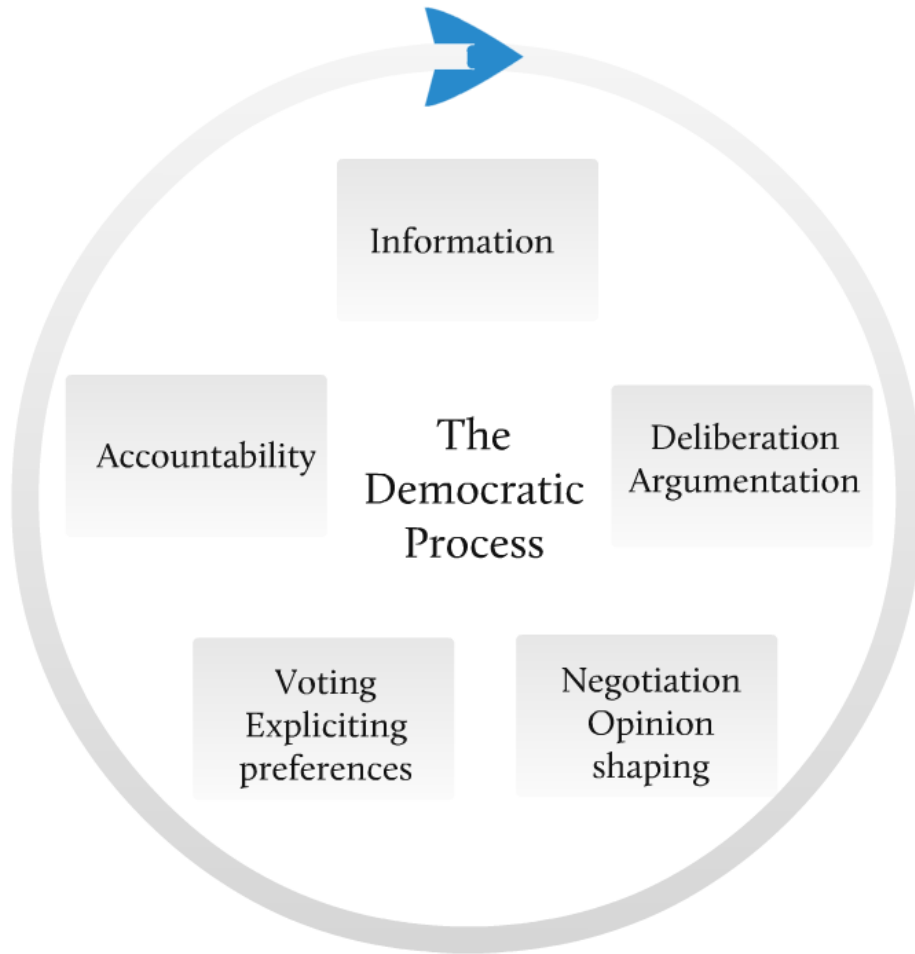
Scarcity  
+  
Transaction  
Costs  
+  
Intermediation  
=  
Efficiency?  
Efficacy?



Cost optimization  
through intermediation  
Parties  
Governments  
Organized civil society



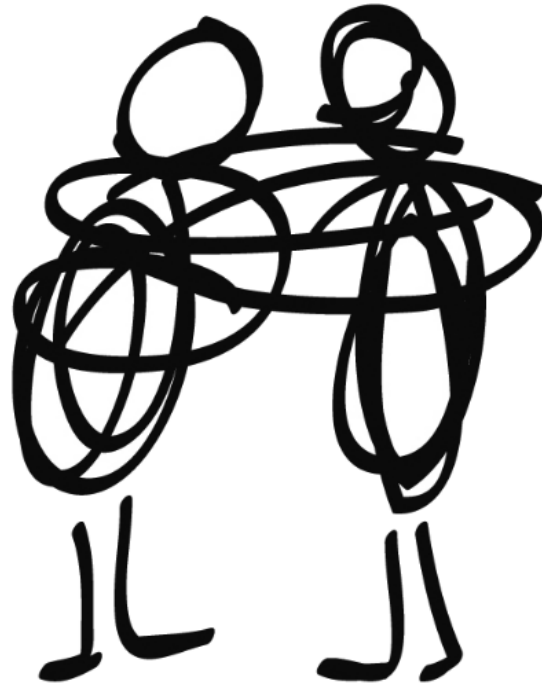




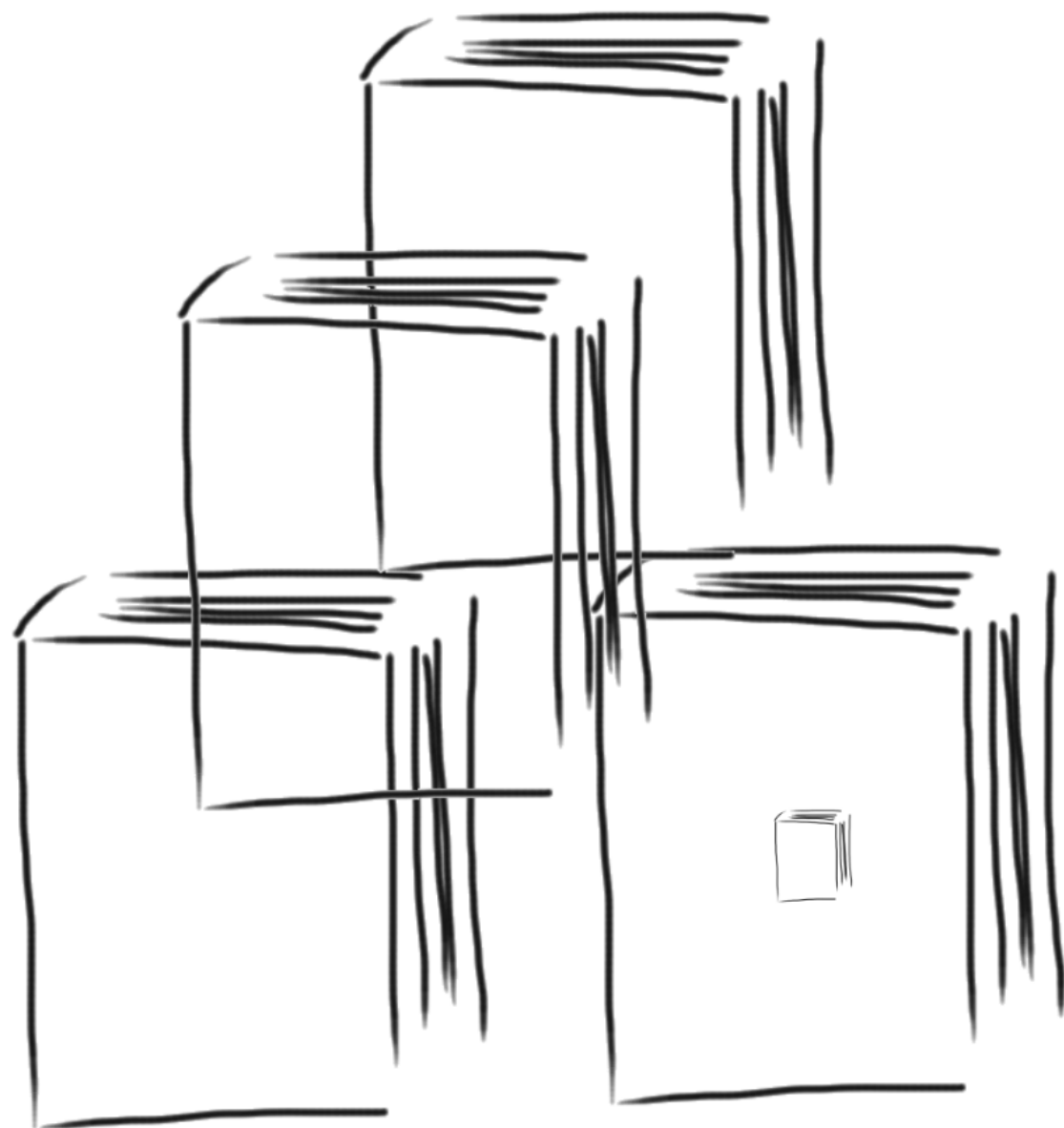
Cost optimization  
through intermediation

Parties  
Governments  
Organized civil society

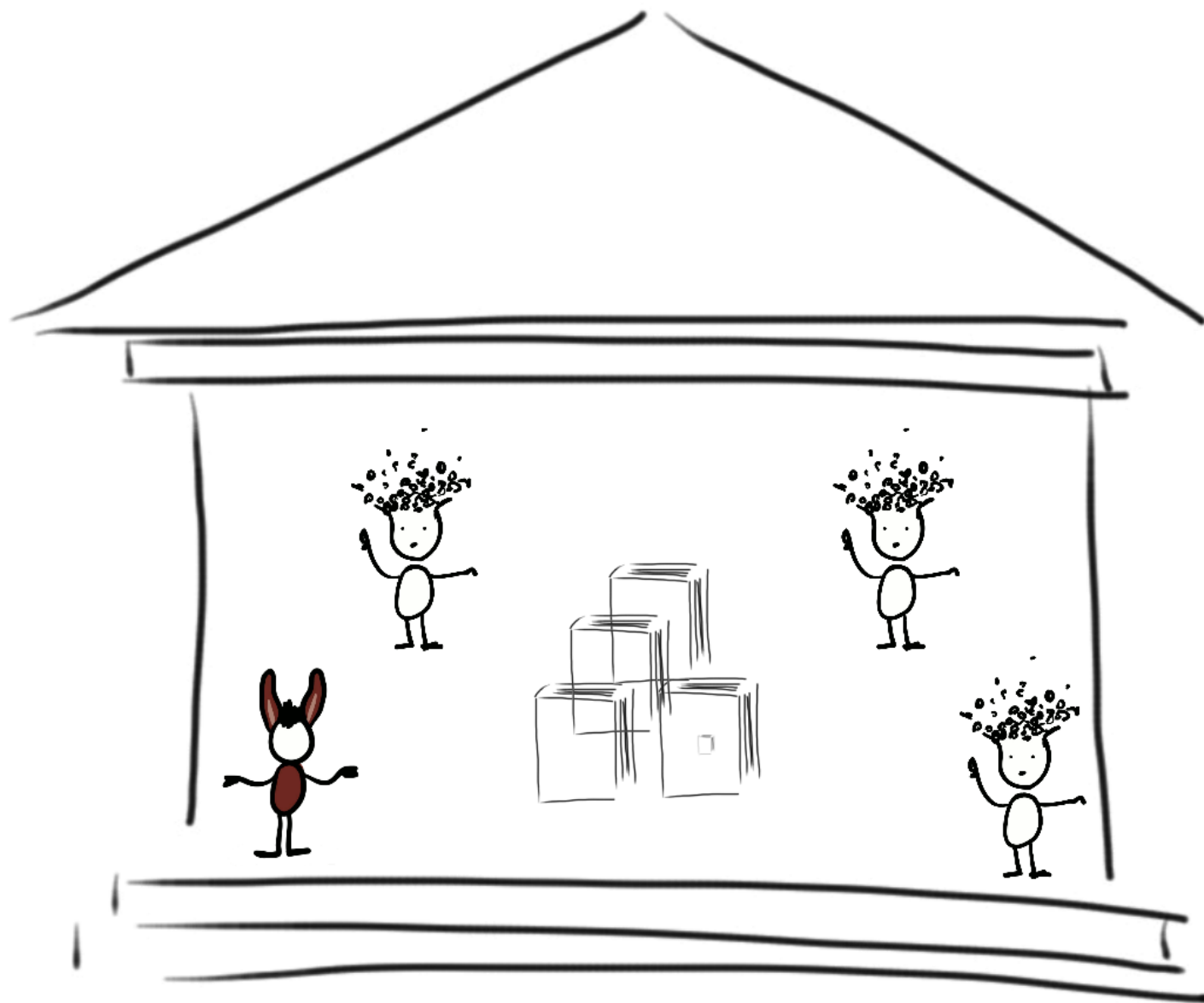
# Education

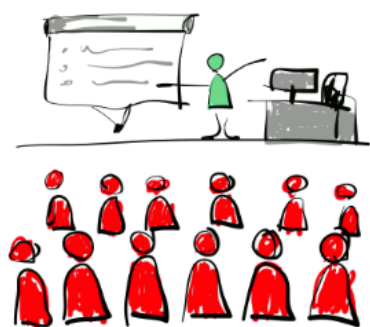
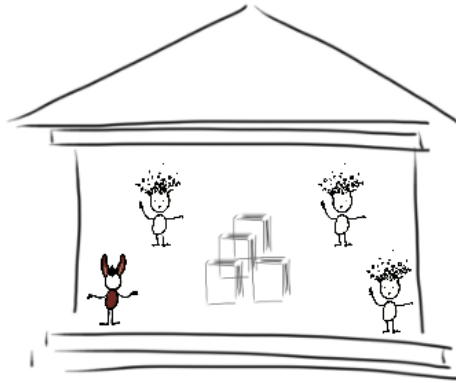




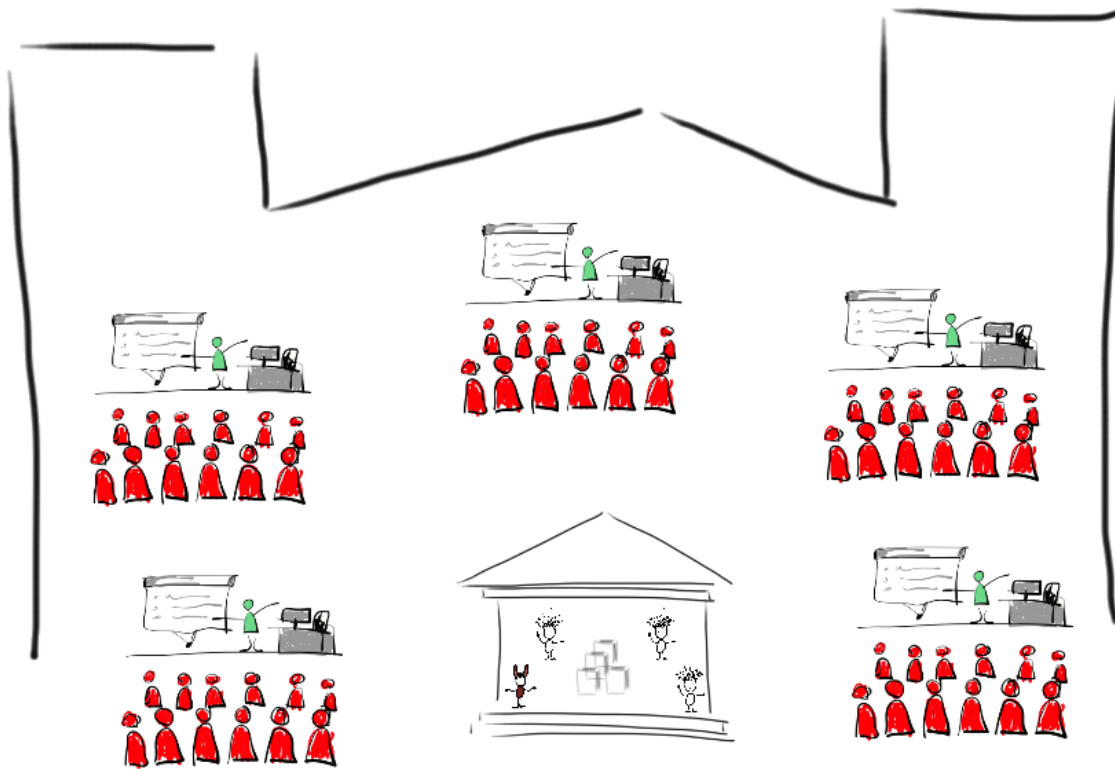






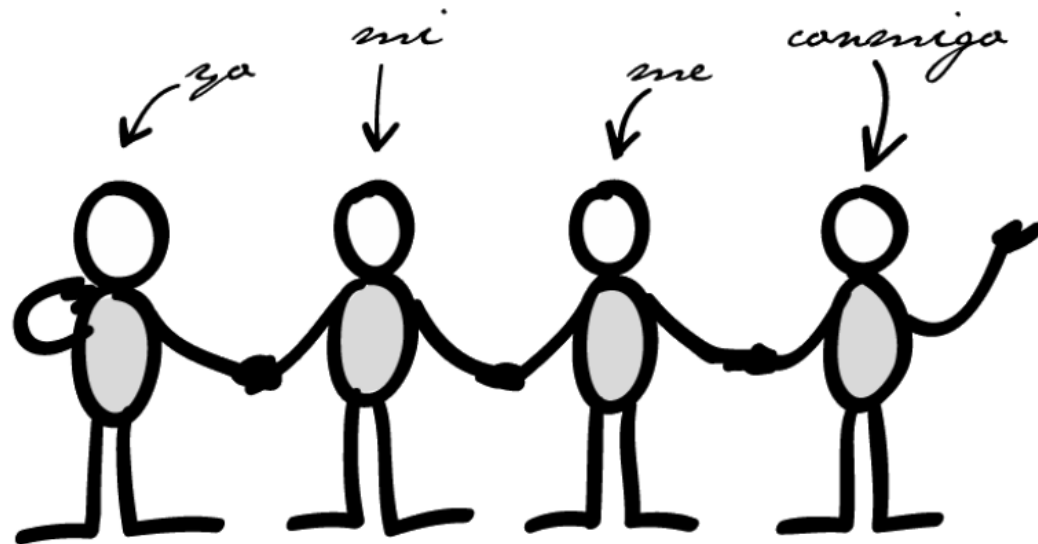


# Industrial Education

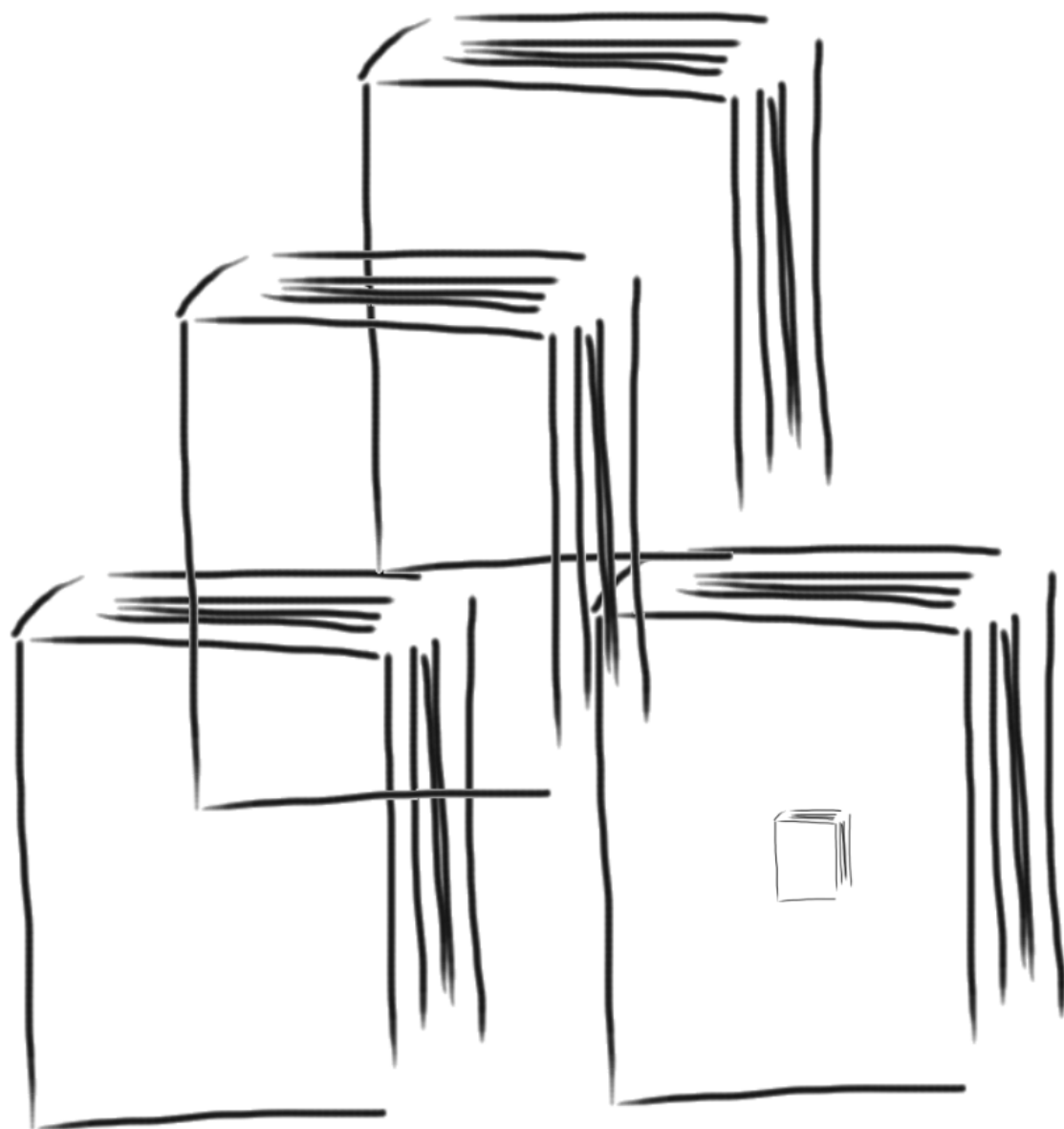


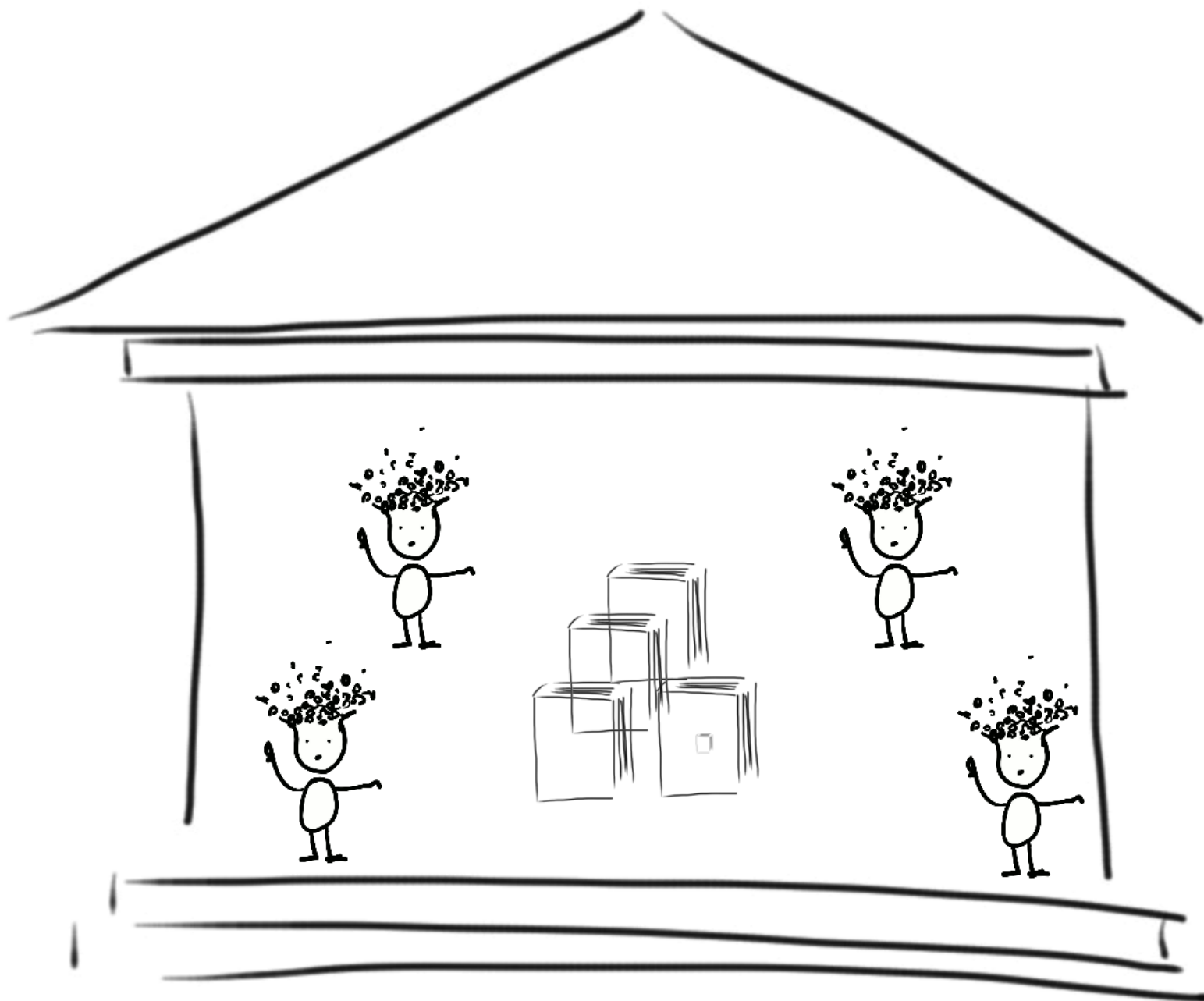
Scarcity  
+  
Transaction  
Costs  
+  
Intermediation  
=  
Efficiency?  
Efficacy?

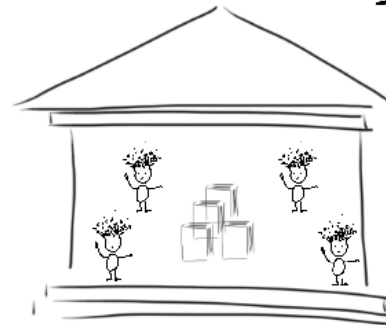
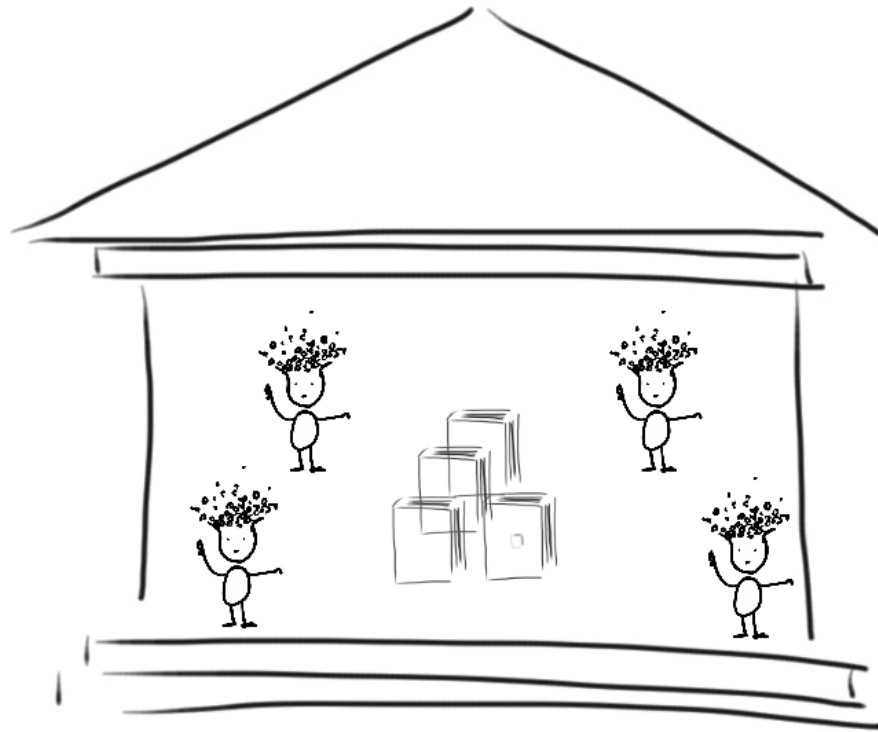
# Civil Society











2011

enero 2011							febrero 2011							marzo 2011						
lu	ma	mi	ju	v	sa	do	lu	ma	mi	ju	v	sa	do	lu	ma	mi	ju	v	sa	do
						1 2											1 2 3 4 5 6			
3	4	5	6	7	8	9		1	2	3	4	5	6	7	8	9	10	11	12	13
10	11	12	13	14	15	16		8	9	10	11	12	13	14	15	16	17	18	19	20
17	18	19	20	21	22	23		15	16	17	18	19	20	21	22	23	24	25	26	27
24	25	26	27	28	29	30		22	23	24	25	26	27	28	29	30	31			
31								29	30	31										

abril 2011							mayo 2011							junio 2011						
lu	ma	mi	ju	v	sa	do	lu	ma	mi	ju	v	sa	do	lu	ma	mi	ju	v	sa	do
						1 2 3						1					1 2 3 4 5			
4	5	6	7	8	9	10		2	3	4	5	6	7	8	9	10	11	12	13	14
11	12	13	14	15	16	17		9	10	11	12	13	14	15	16	17	18	19	20	21
18	19	20	21	22	23	24		16	17	18	19	20	21	22	23	24	25	26	27	28
25	26	27	28	29	30			23	24	25	26	27	28	29	30	31				
								30	31											

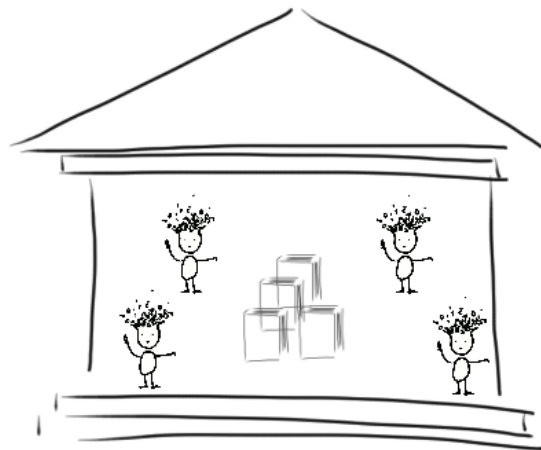
julio 2011							agosto 2011							septiembre 2011						
lu	ma	mi	ju	v	sa	do	lu	ma	mi	ju	v	sa	do	lu	ma	mi	ju	v	sa	do
						1 2 3											1 2 3 4			
5	6	7	8	9	10	11		5	6	7	8	9	10	11	12	13	14	15	16	17
12	13	14	15	16	17	18		12	13	14	15	16	17	18	19	20	21	22	23	24
19	20	21	22	23	24	25		19	20	21	22	23	24	25	26	27	28	29	30	31
26	27	28	29	30	31			26	27	28	29	30	31							

octubre 2011							noviembre 2011							diciembre 2011						
lu	ma	mi	ju	v	sa	do	lu	ma	mi	ju	v	sa	do	lu	ma	mi	ju	v	sa	do
						1 2											1 2 3 4			
3	4	5	6	7	8	9		5	6	7	8	9	10	11	12	13	14	15	16	17
10	11	12	13	14	15	16		12	13	14	15	16	17	18	19	20	21	22	23	24
17	18	19	20	21	22	23		19	20	21	22	23	24	25	26	27	28	29	30	31
24	25	26	27	28	29	30		26	27	28	29	30								
31								30	31											

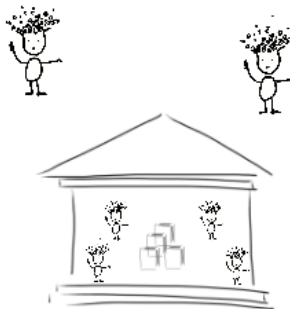




# Industrial Civil Society



Scarcity  
+  
Transaction  
Costs  
+  
Intermediation  
=  
Efficiency?  
Efficacy?

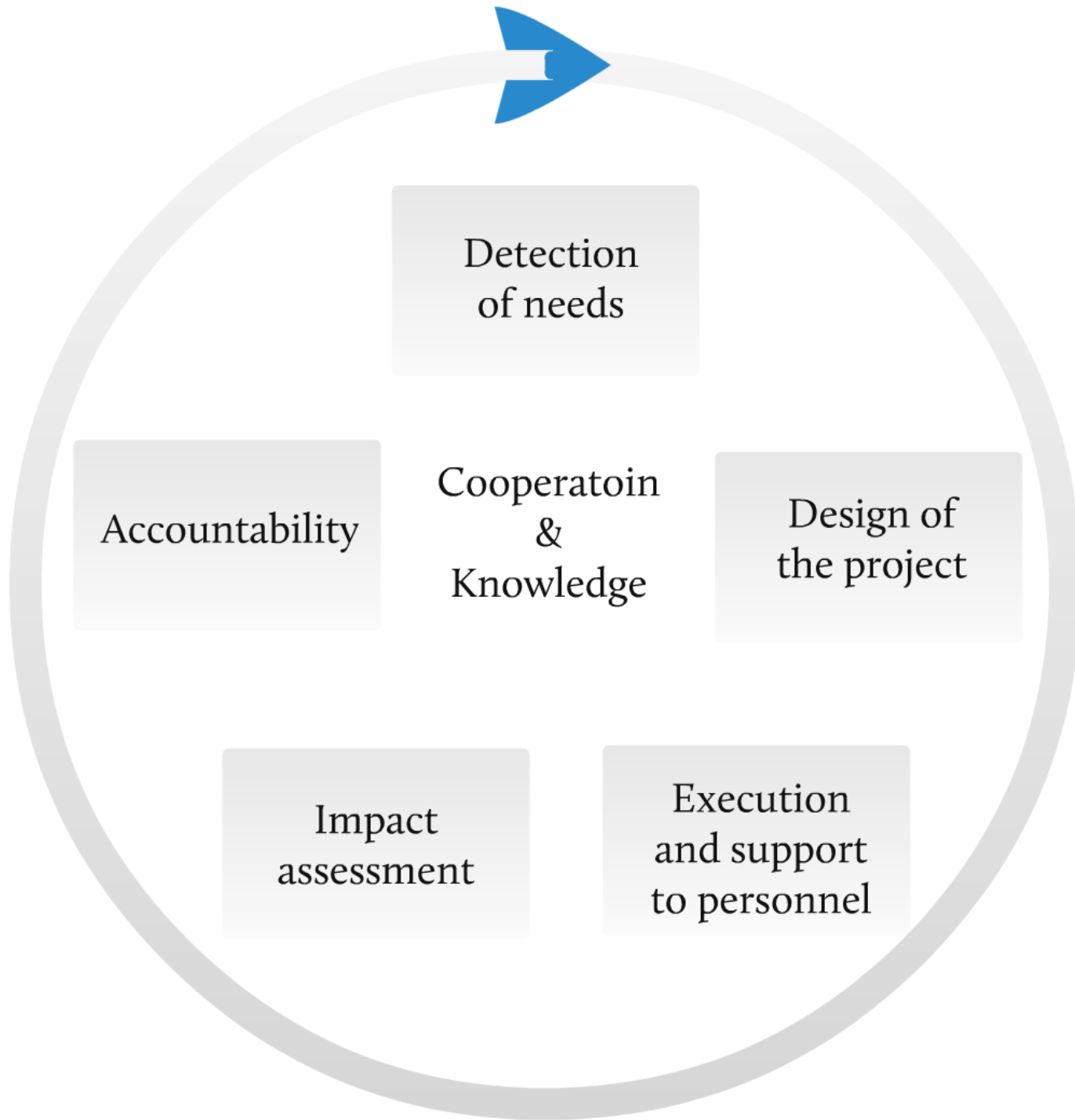


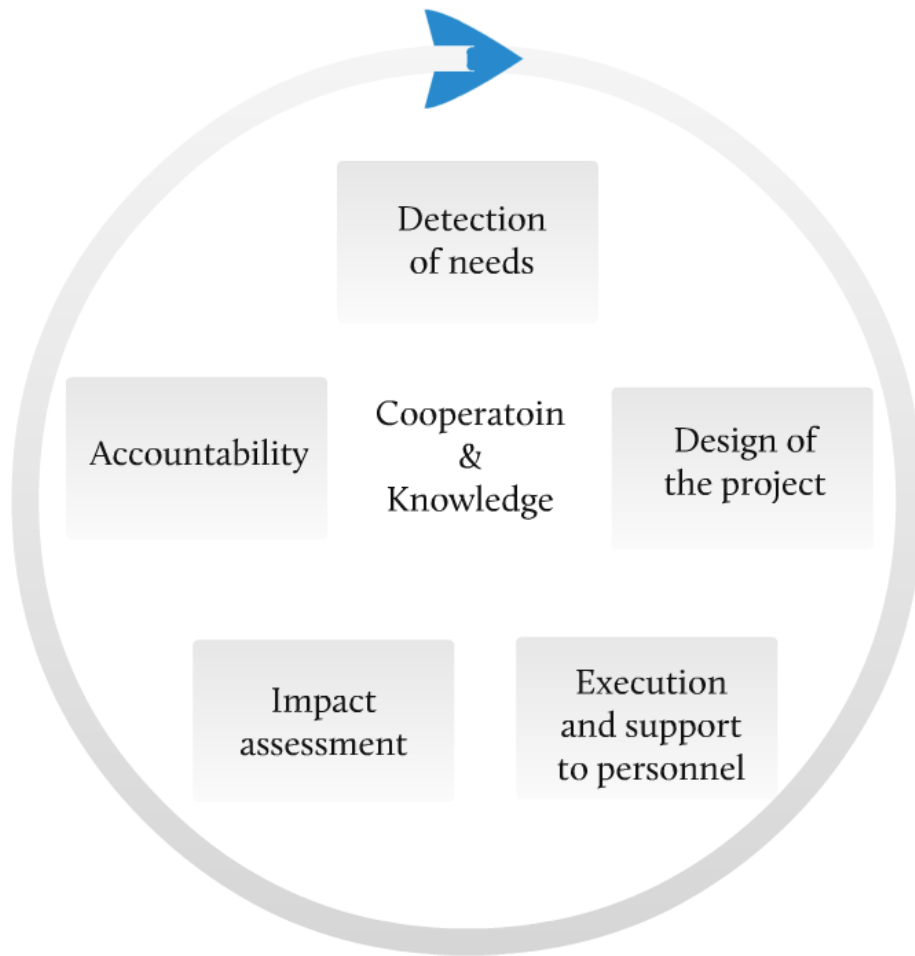
2011											
enero 2011				febrero 2011				marzo 2011			
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					



Cost optimization  
through intermediation  
NGO  
Counterparts  
Governments  
Civil society



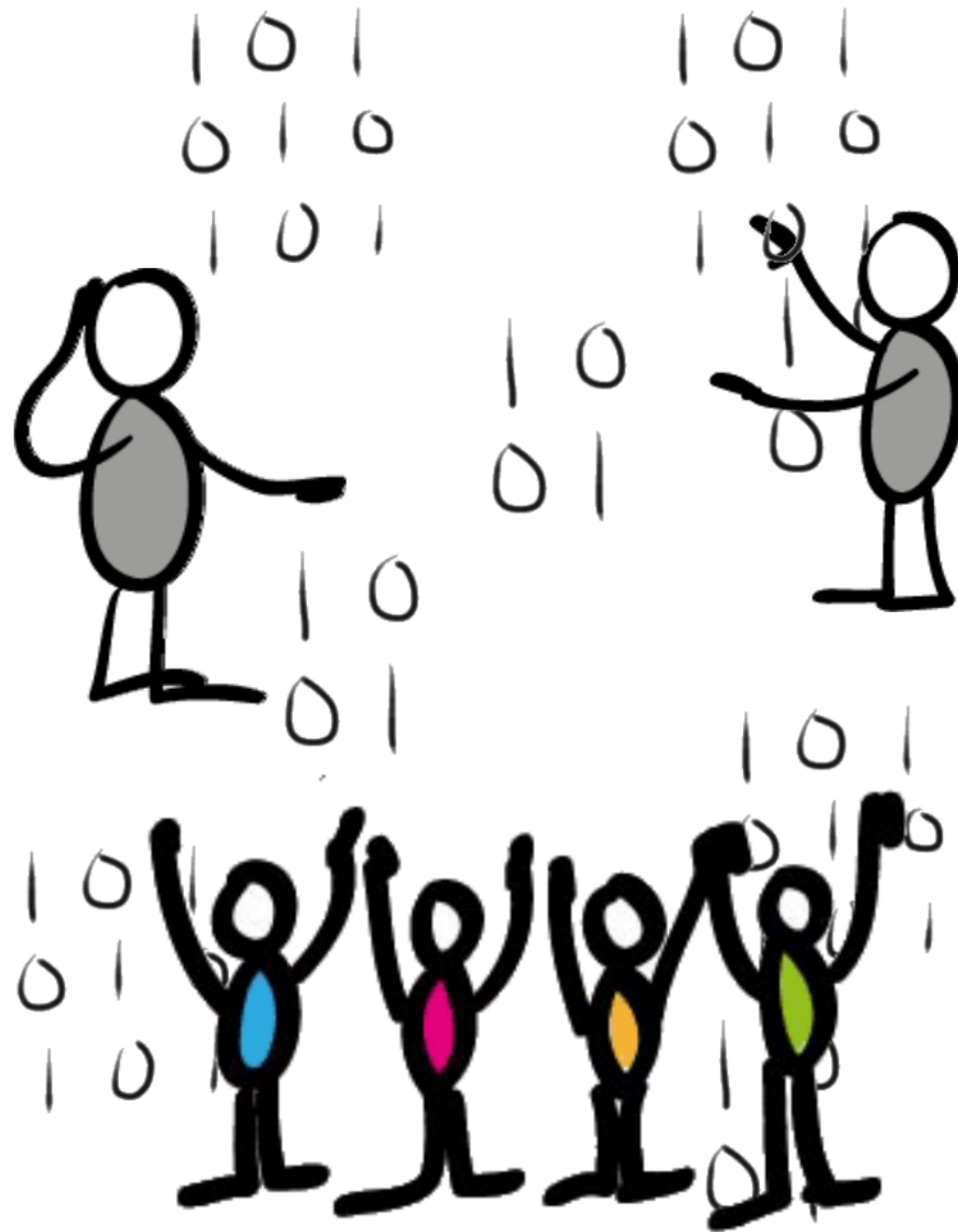




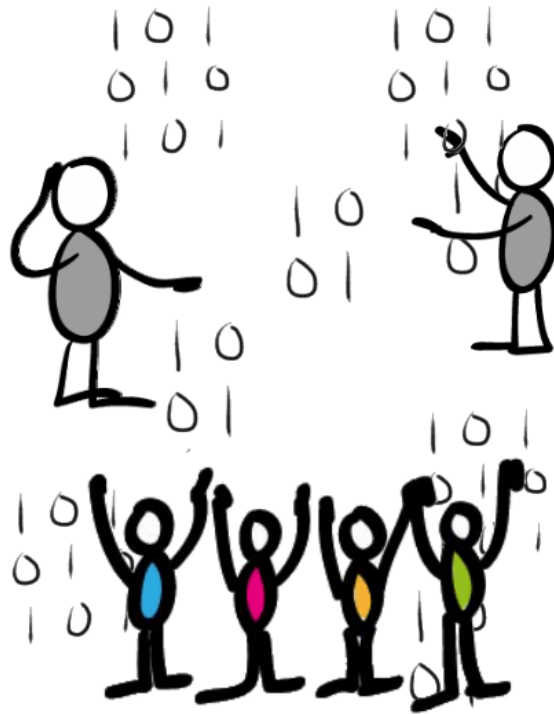
Cost optimization  
through intermediation  
NGO  
Counterparts  
Governments  
Civil society

10  
01





# Digital Society



Scarcity

+



Transaction  
Costs

+



Intermediation

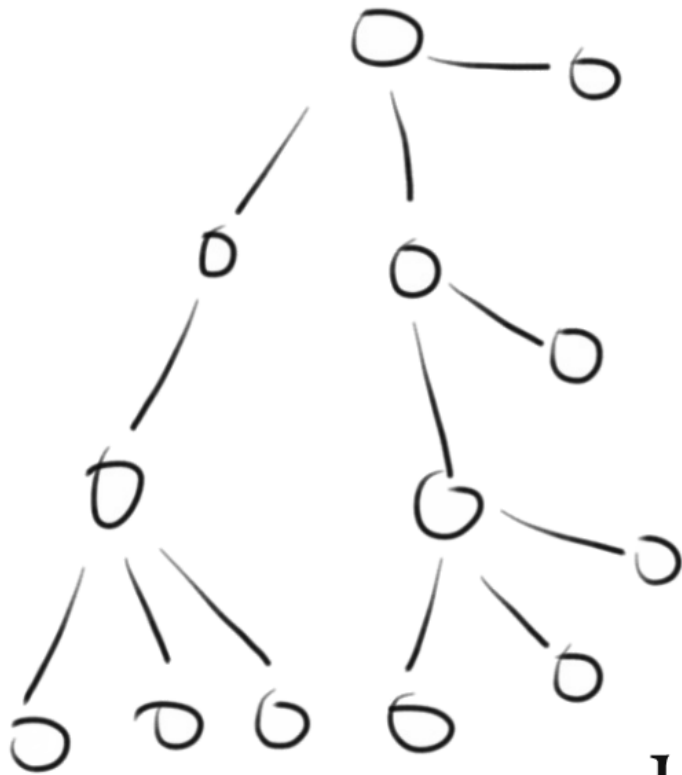
=

Efficiency???

Efficacy???



# Hierarchies



Scarcity

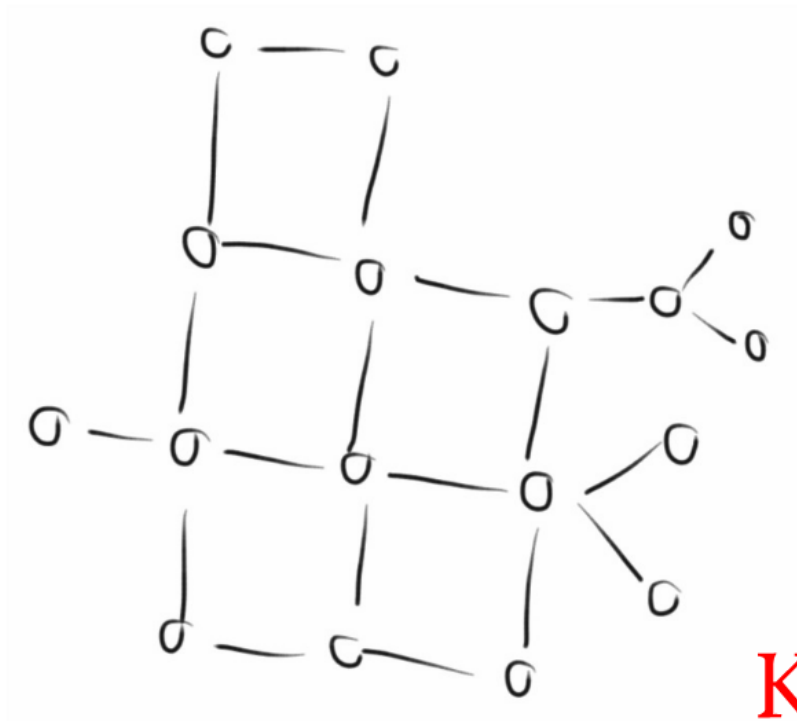
Transaction  
costs

Intermediation

Information  
management

Decision  
making

# Networks



Scalability 

Transaction costs 

Facilitation

Knowledge management



Decision making

Interactions happen  
in a closed place



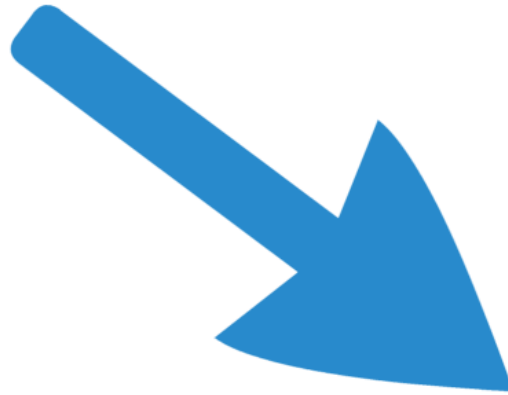
Interactions can happen  
anywhere, in the open

Interactions take place  
at a scheduled time



Interactions can  
take place whenever

Someone preset leads



You can interact with everyone,  
with whom you choose

Someone proposes  
something programmed



Scheduling is  
part of the process

Changing the schedule  
is expensive



Not changing the schedule  
ends up being expensive

Collaboration is expensive



Competition and reinventing the wheel ends up being expensive



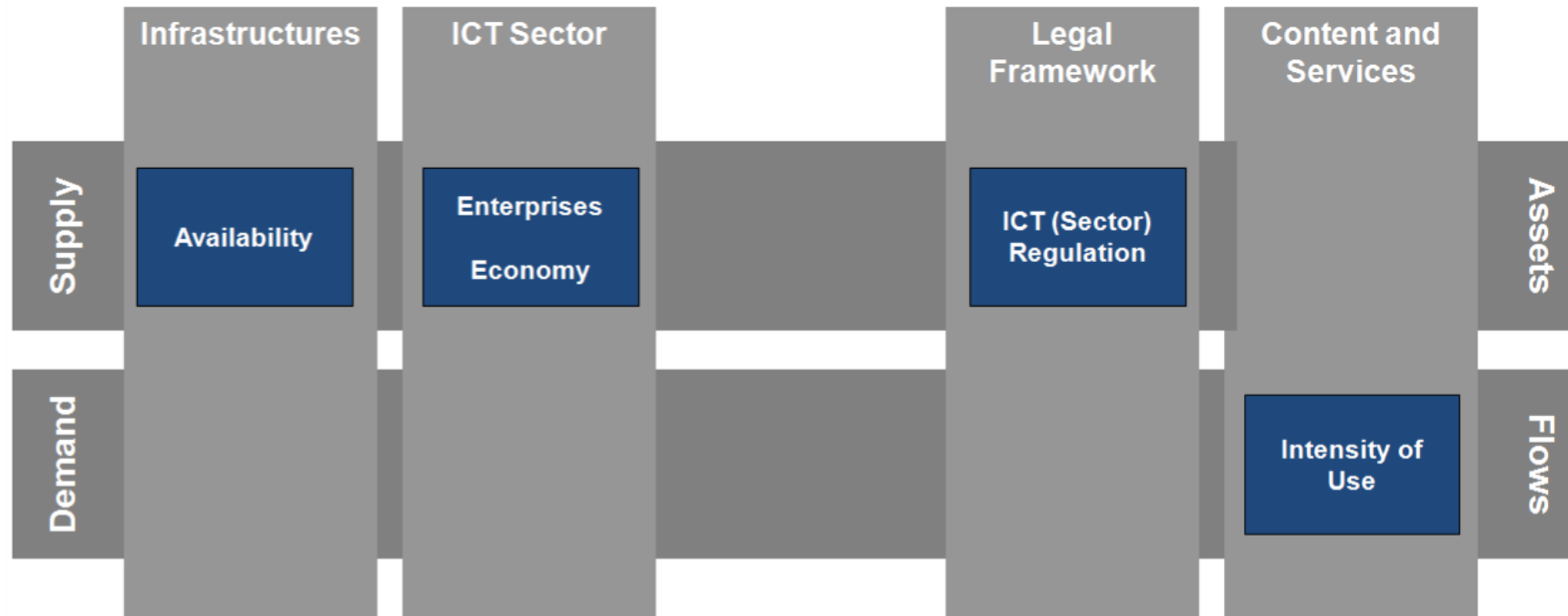
Content and container  
are inseparable



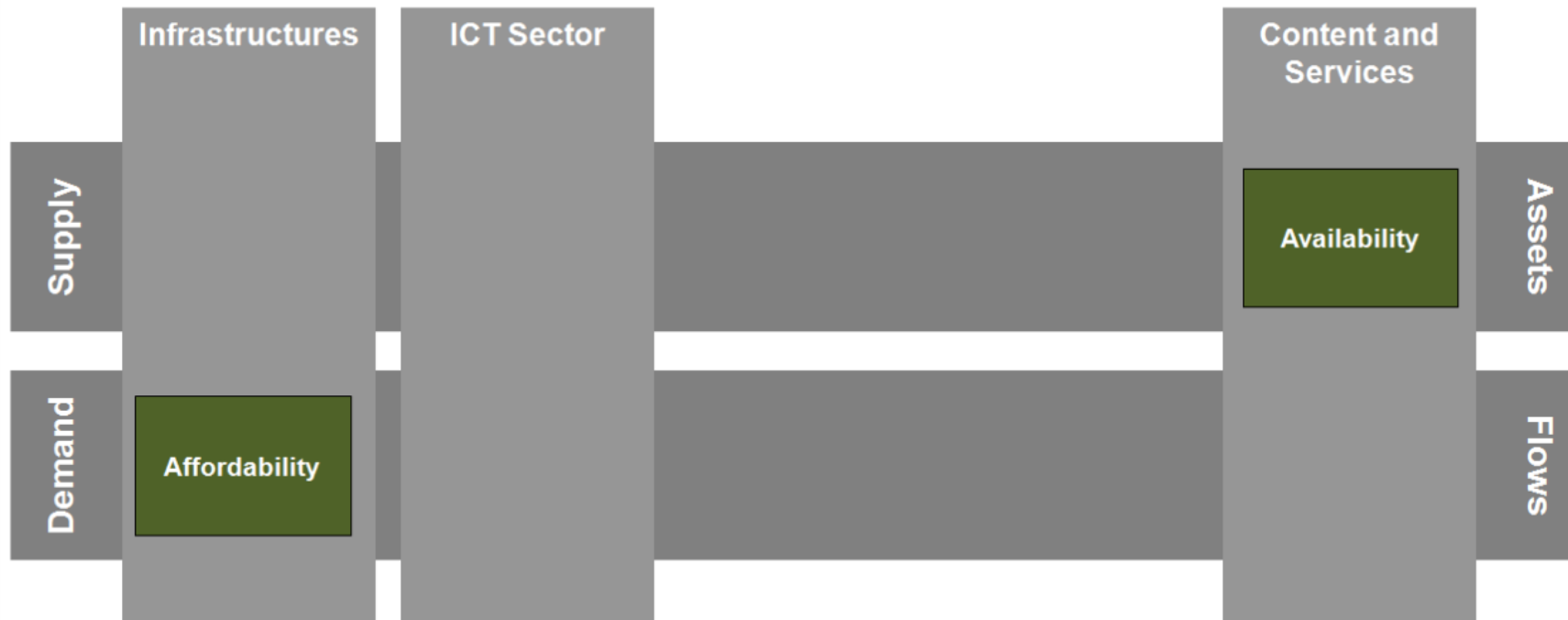
Content is volatile,  
the container is you

State of the  
question?

# Information society? Governments

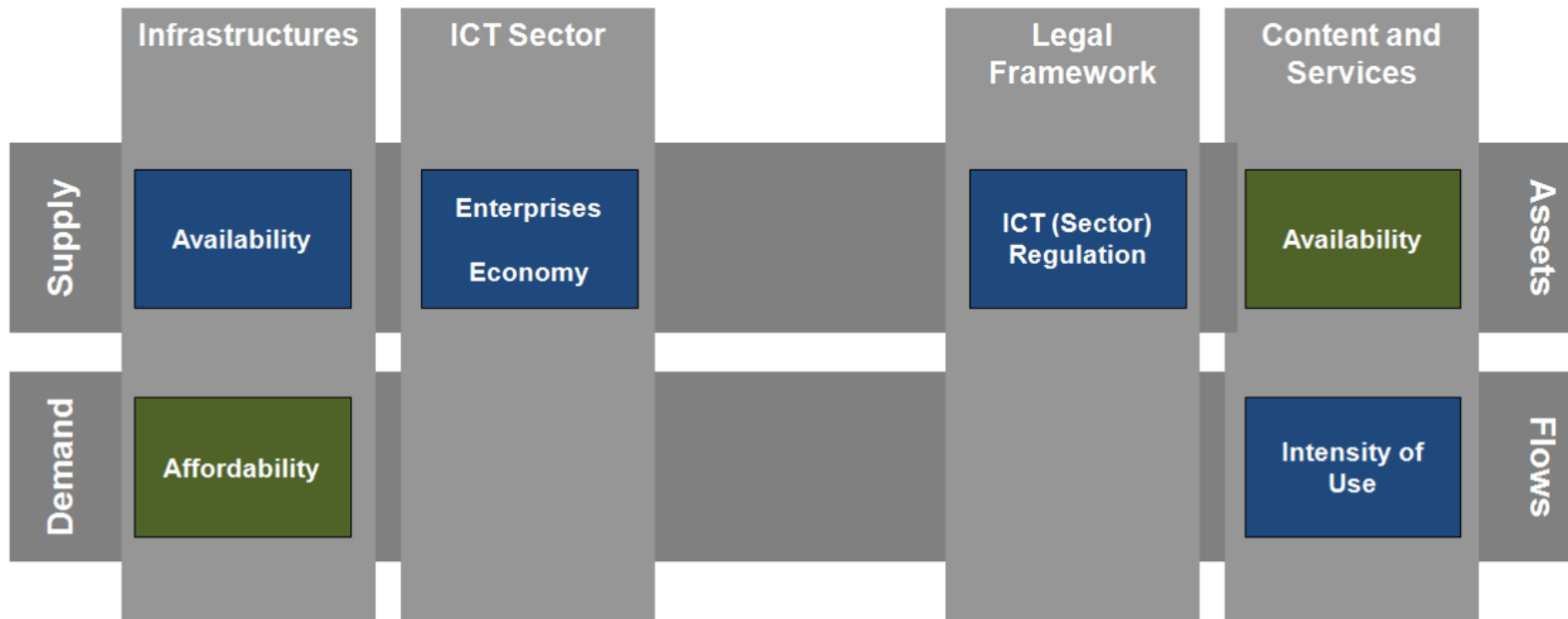


# Information society? Citizens



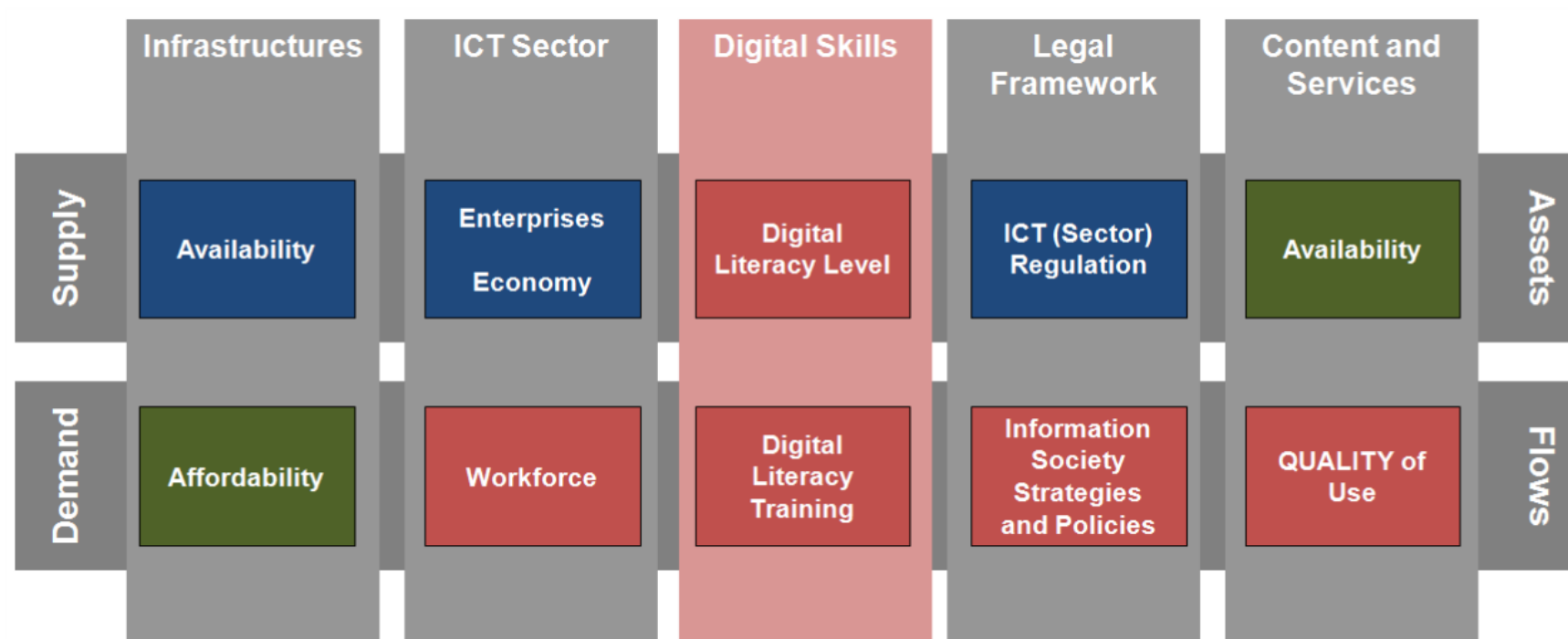
# Information society

## Current Scenario

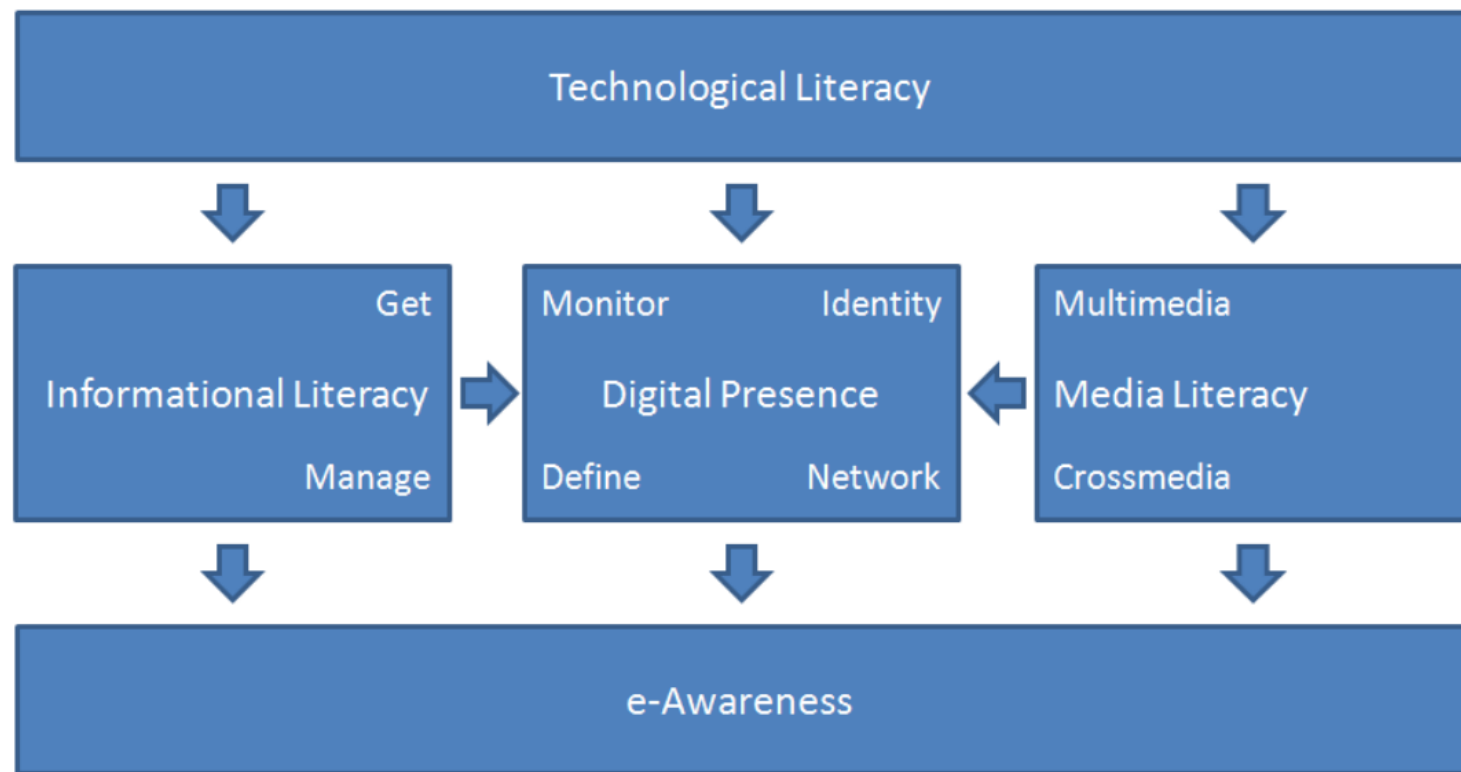


# Information society

## Filling the gaps



# Digital Competences



# Digital Adoption

60% used the Internet in the last 3 months  
36% has never used the Internet

39% used the Internet daily (or almost) in the last 3 months  
29% searched government information in the last 3 months  
6% of all sales were made through the Internet

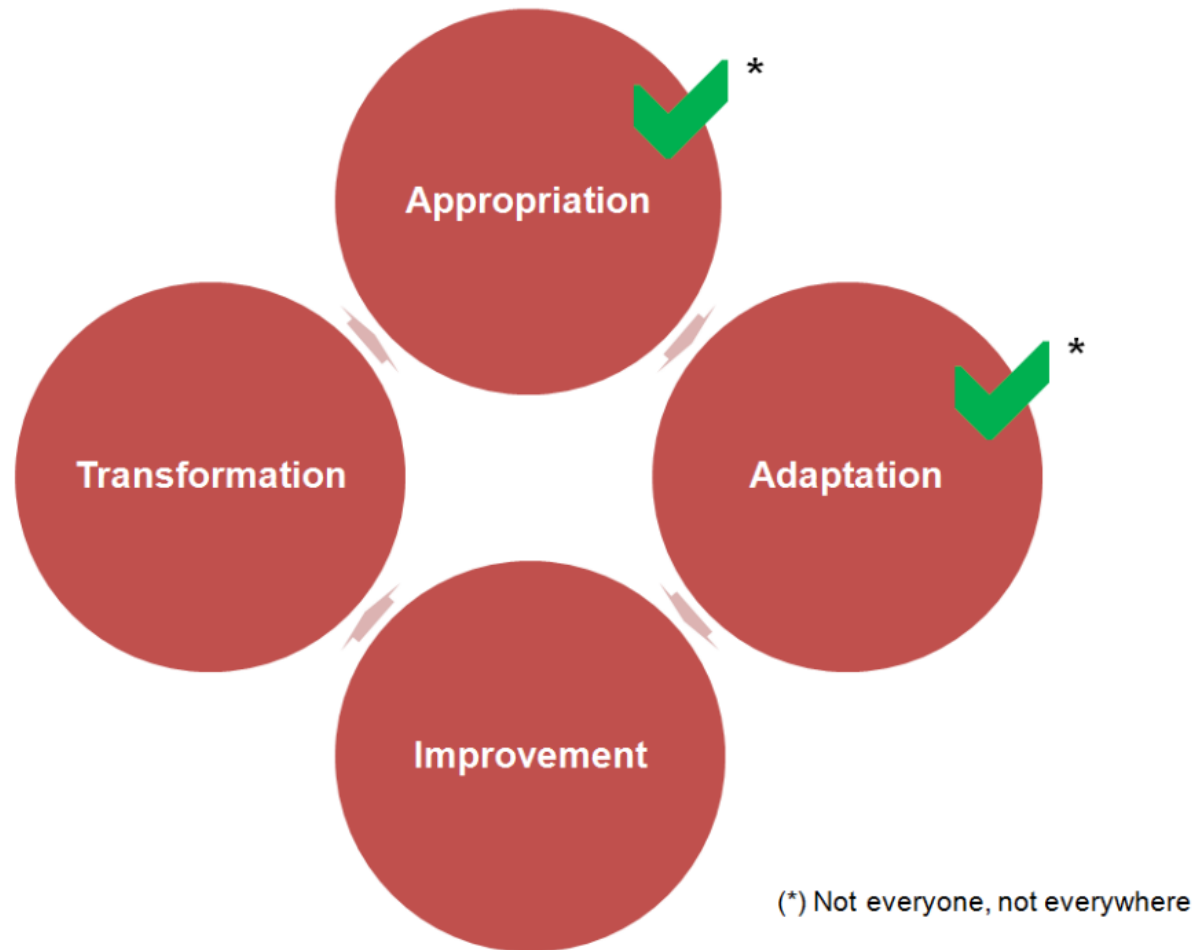
40% would not feel e-competent if had to change job  
28% feels comfortable using office software  
25% feels comfortable using the Internet  
8% makes an advanced use of the Internet

case: Facebook Wants to Be Your One True Login (#1 Google)  
case: what is a web browser (8%)

Source: Eurostat, 2010, for Spain



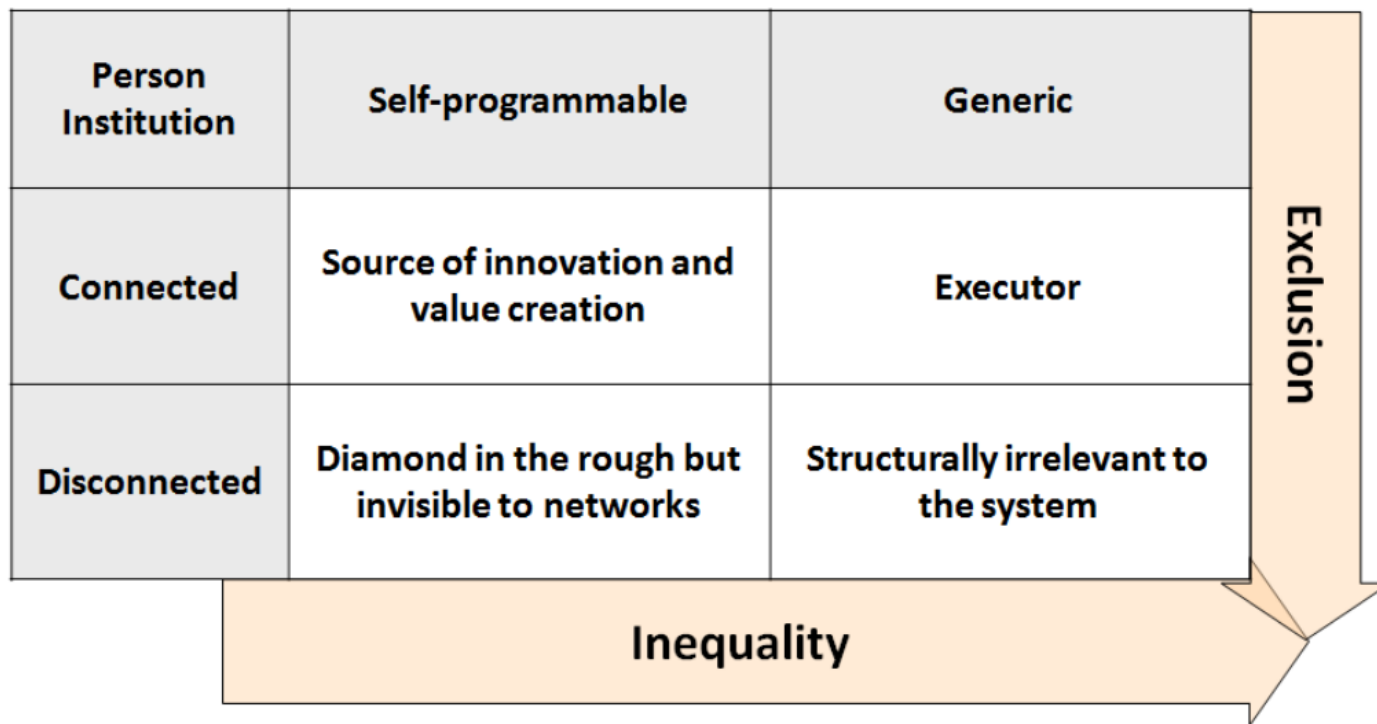
# Digital Transformation?



# The knowledge gap hypothesis



# Digitally excluded...



# ...or digital citizens?

	School	Work	Government	Citizen
Technological Literacy	<ul style="list-style-type: none"> <li>▪ Acquisition</li> <li>▪ Evaluation</li> </ul>			
Informational Literacy	<ul style="list-style-type: none"> <li>▪ Acquisition</li> <li>▪ Evaluation</li> </ul>	<ul style="list-style-type: none"> <li>▪ Life-long learning</li> </ul>		<ul style="list-style-type: none"> <li>▪ Empowerment</li> </ul>
Digital Presence	<ul style="list-style-type: none"> <li>▪ e-Portfolios &amp; PLE</li> </ul>	<ul style="list-style-type: none"> <li>▪ Networking</li> <li>▪ e-Portfolios</li> </ul>	<ul style="list-style-type: none"> <li>▪ Transparency &amp; Accountability</li> </ul>	<ul style="list-style-type: none"> <li>▪ Identity</li> <li>▪ Socialization</li> </ul>
Media Literacy	<ul style="list-style-type: none"> <li>▪ Acquisition</li> <li>▪ Evaluation</li> </ul>		<ul style="list-style-type: none"> <li>▪ 4<sup>th</sup> &amp; 5<sup>th</sup> powers</li> <li>▪ Open government</li> <li>▪ Goverati</li> </ul>	<ul style="list-style-type: none"> <li>▪ Empowerment</li> <li>▪ User Generated Content</li> </ul>
e-Awareness		<ul style="list-style-type: none"> <li>▪ Business models</li> <li>▪ Self-programming</li> <li>▪ Connected worker</li> </ul>	<ul style="list-style-type: none"> <li>▪ Participation</li> <li>▪ Connected institution</li> </ul>	<ul style="list-style-type: none"> <li>▪ Privacy &amp; Security</li> <li>▪ Participation</li> <li>▪ Connected citizen</li> </ul>

# Ismael Peña-López

@ictlogist

Alicante, 14 may 2012

Magister Lvcentinvs on Intellectual Property  
University of Alicante

To cite this work:

Peña-López, Ismael. (2012) The Network Society, or how industrial institutions' feet became of clay  
Magister Lvcentinvs on Intellectual Property, University of Alicante, 14 May 2012.

<[http://ictlogy.net/presentations/20120514\\_ismael\\_pena-lopez\\_-\\_network\\_society\\_industrial\\_institutions\\_feed\\_of\\_clay.zip](http://ictlogy.net/presentations/20120514_ismael_pena-lopez_-_network_society_industrial_institutions_feed_of_clay.zip)>

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

Thanks to Laia Blasco for some of the images.

All the information in this document under a  
Creative Commons license:  
Attribution – Non Commercial – No Derivative Works

