



Cámara Oficial Española
de Comercio de Chile



Revolución Digital,
Economía Digital,
Empresa Red
Ismael Peña-López

Citilab, Cornellà de Llobregat,
13 de Septiembre de 2012

SEMINARIO RRHH MISIÓN CHILE-ESPAÑA



Revolución digital, economía digital, empresa red

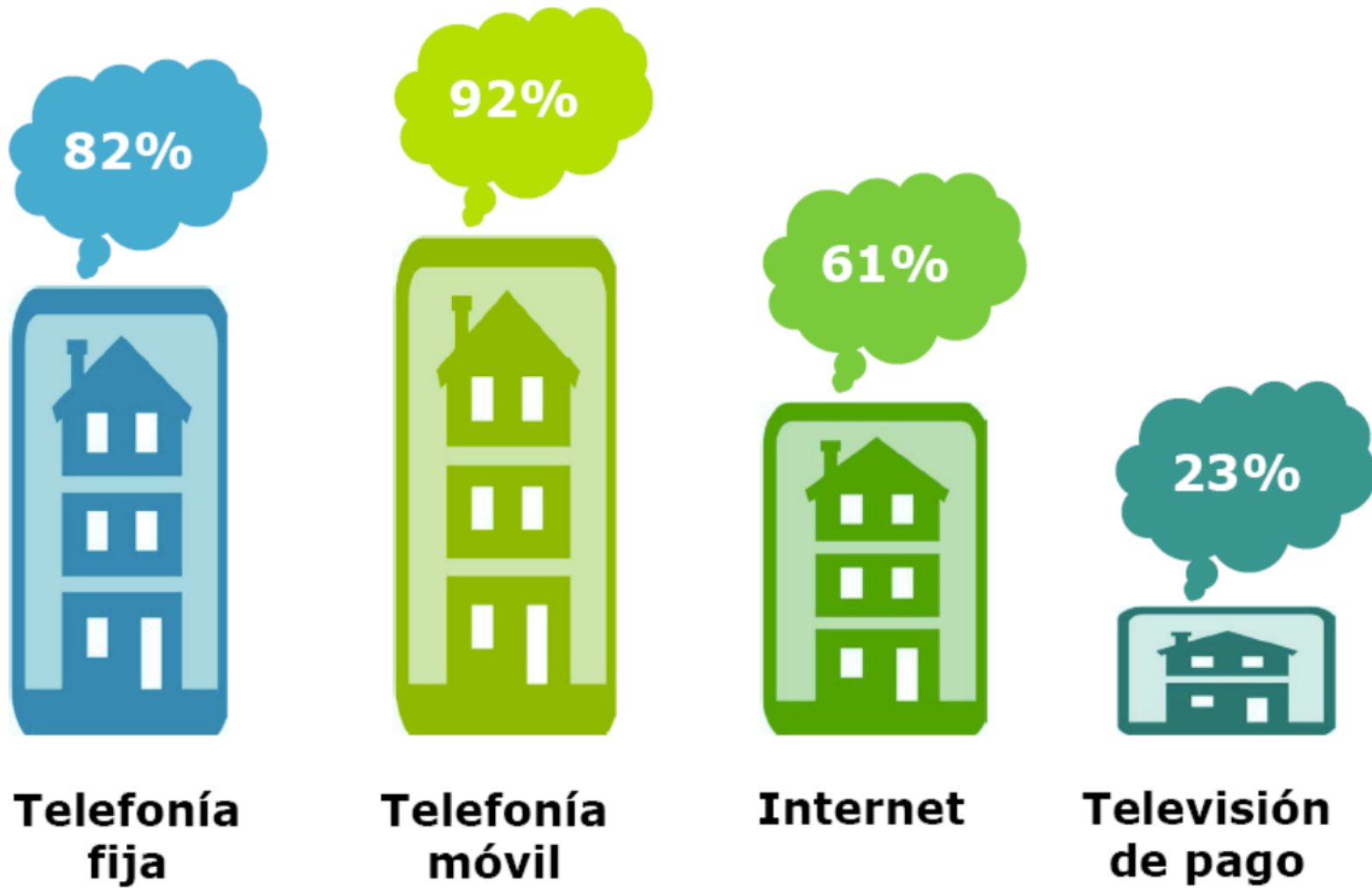
Ismael Peña-López

@ictlogist

Seminario RRHH Misión Chile-España

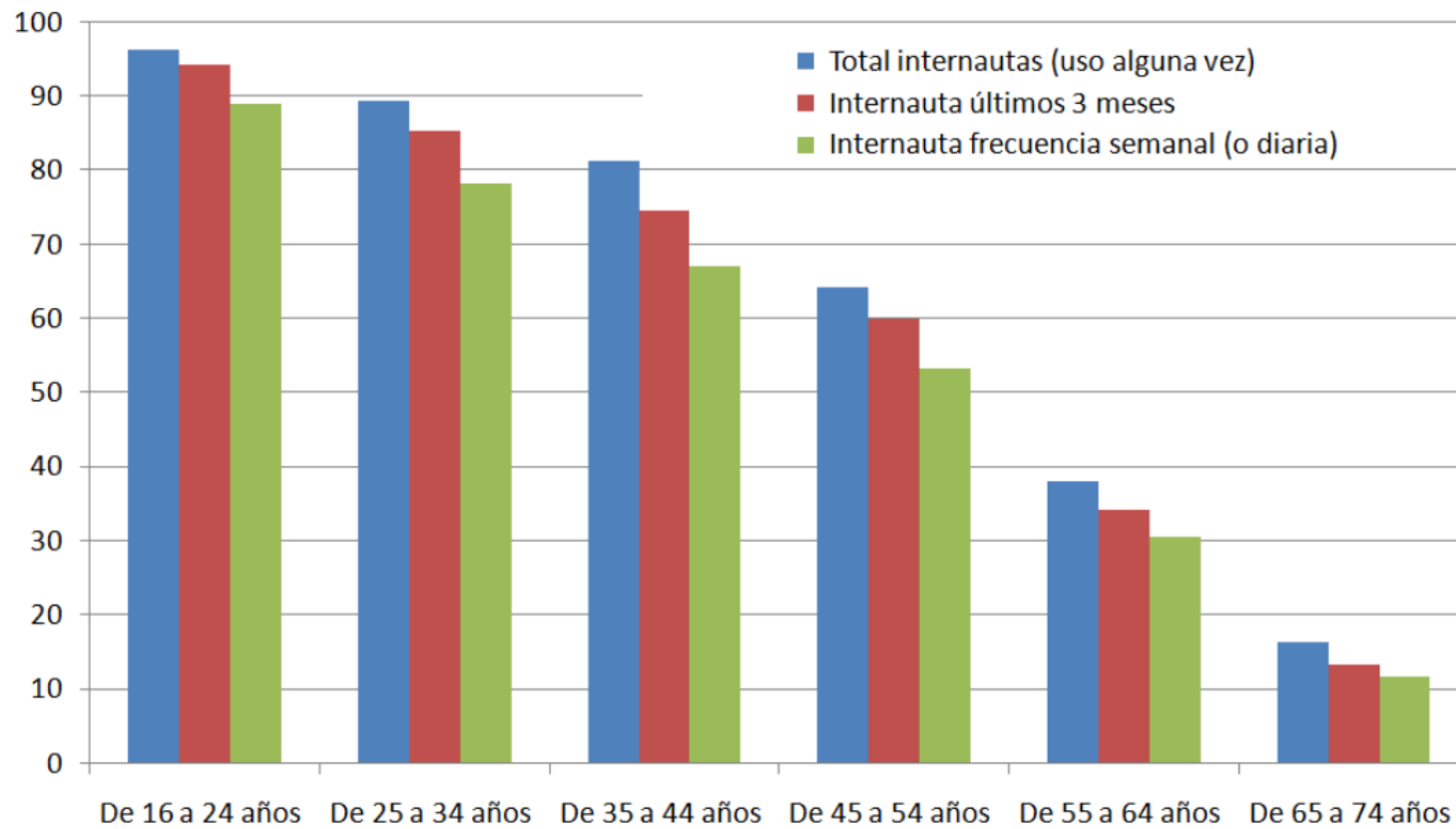
Citilab (Cornellà de Llobregat), 13 de septiembre de 2012

¿Revolución
digital?



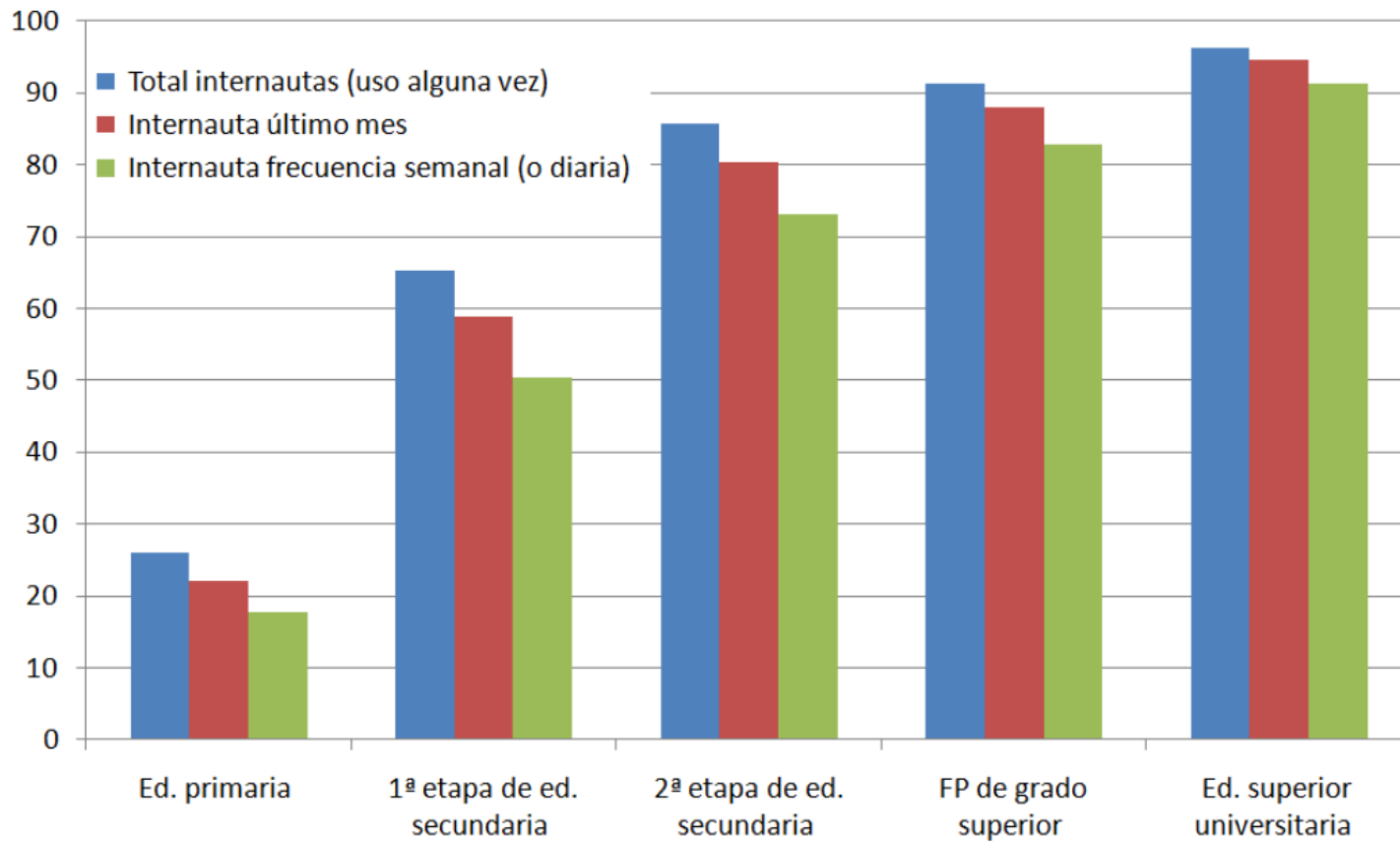
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(datos julio-septiembre 2011)

Uso de Internet por edad (%)



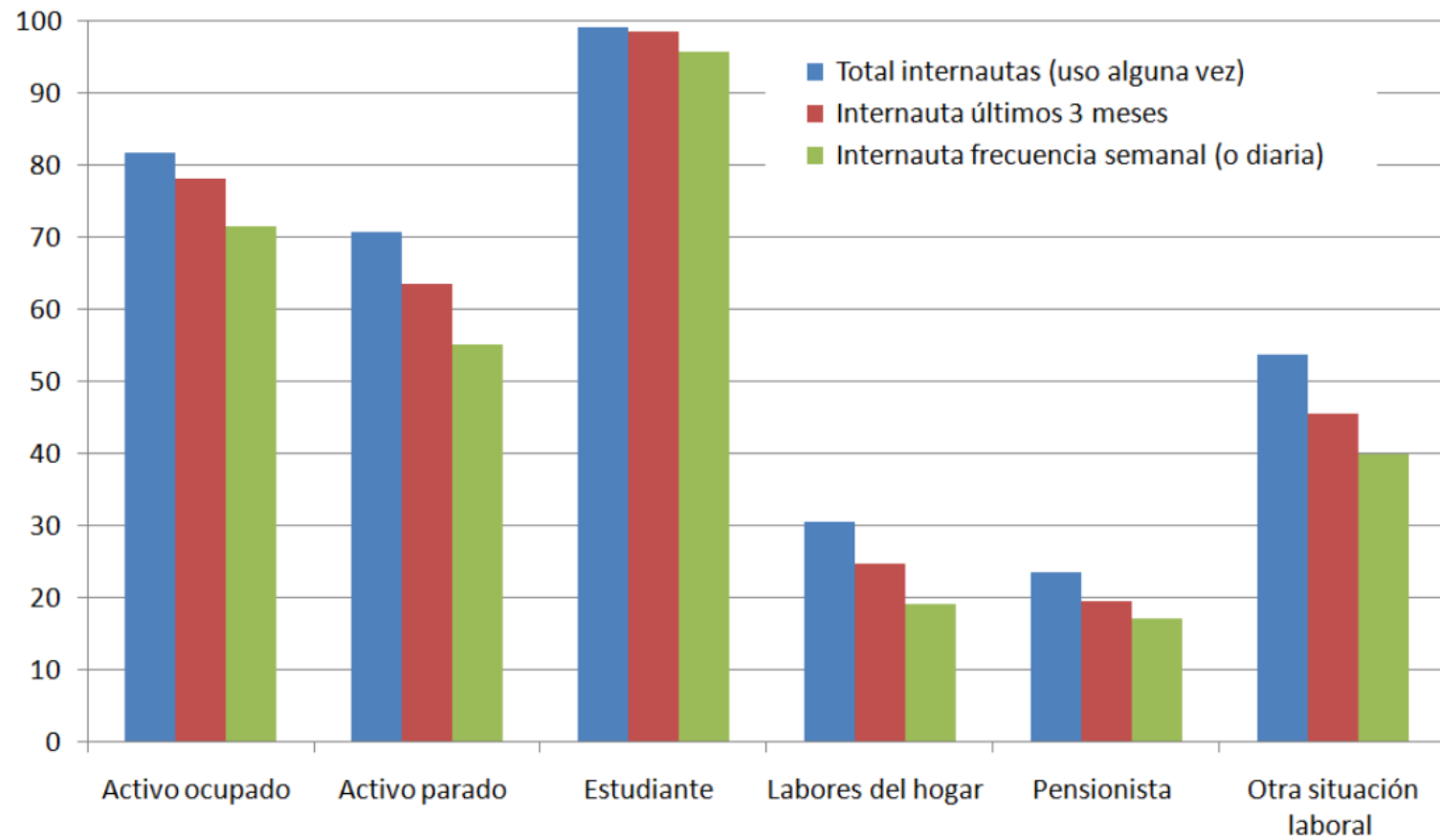
Fuente: Ismael Peña-López sobre datos INE 2010

Uso de Internet por educación (%)



Fuente: Ismael Peña-López sobre datos INE 2010

Uso de Internet por ocupación (%)



Fuente: Ismael Peña-López sobre datos INE 2010

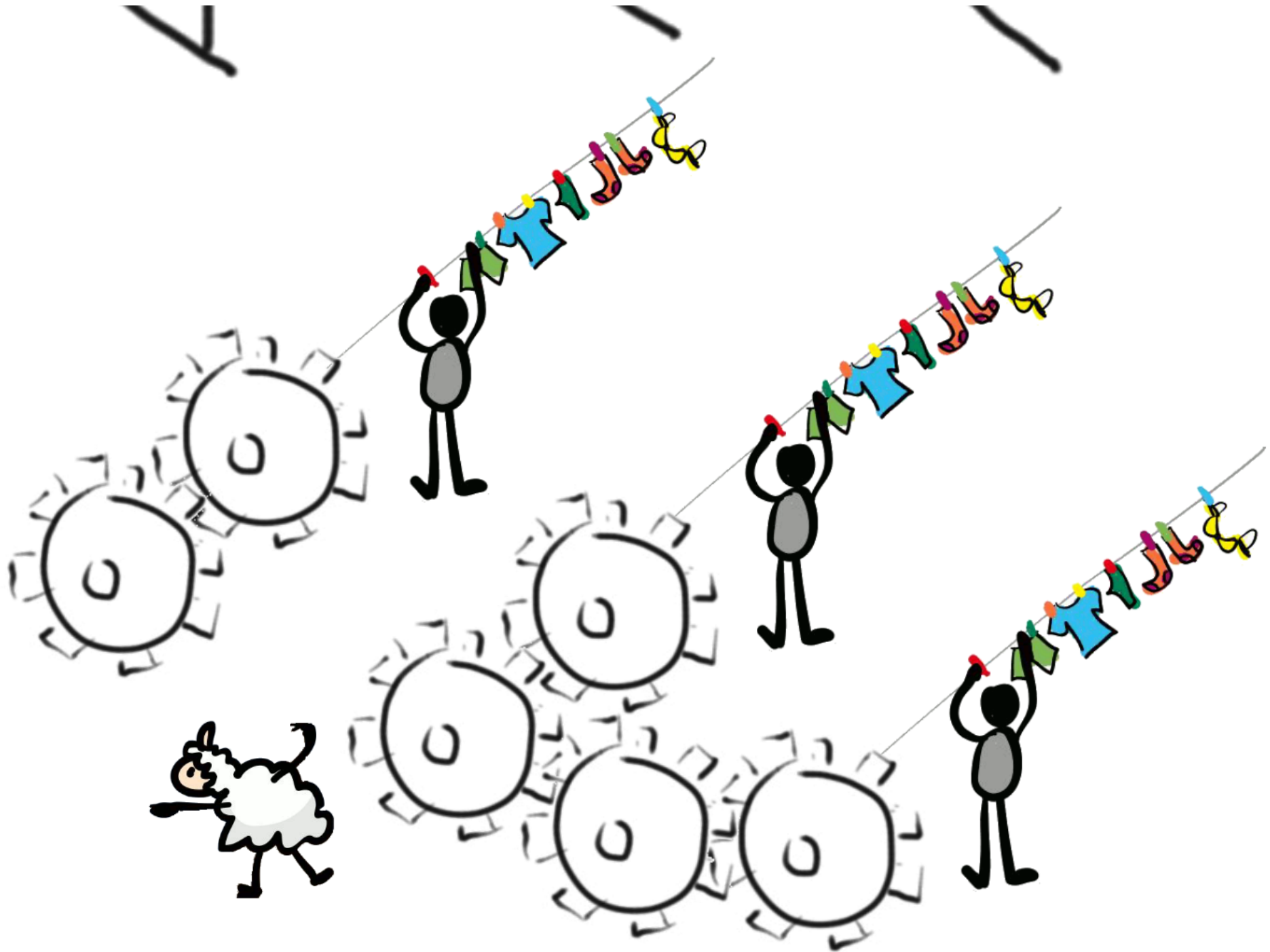
Revolución digital

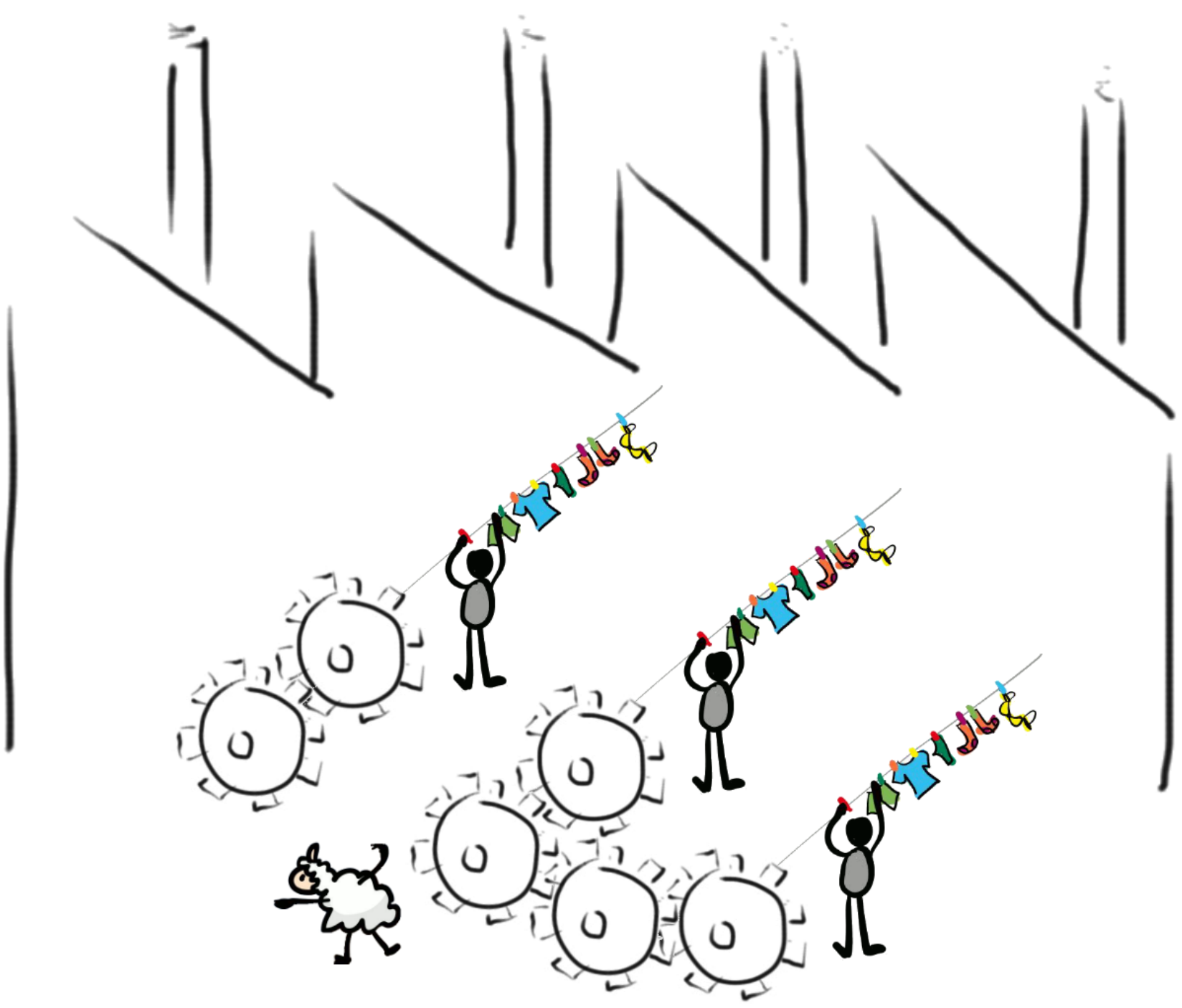




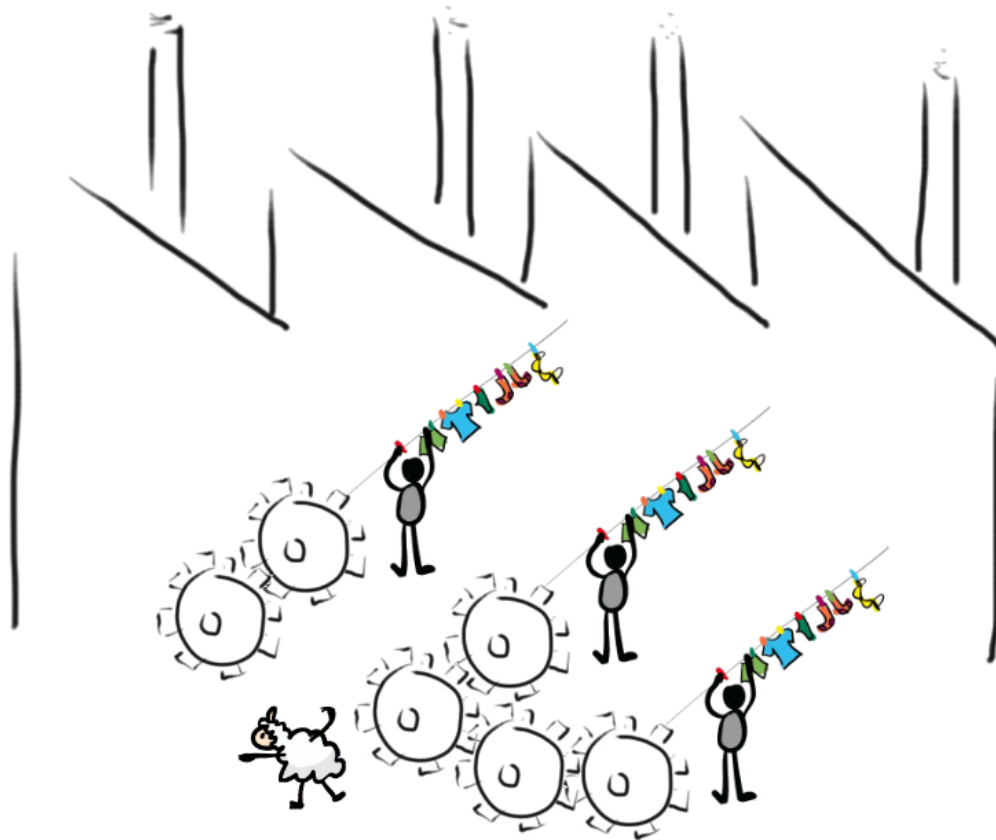
Producción





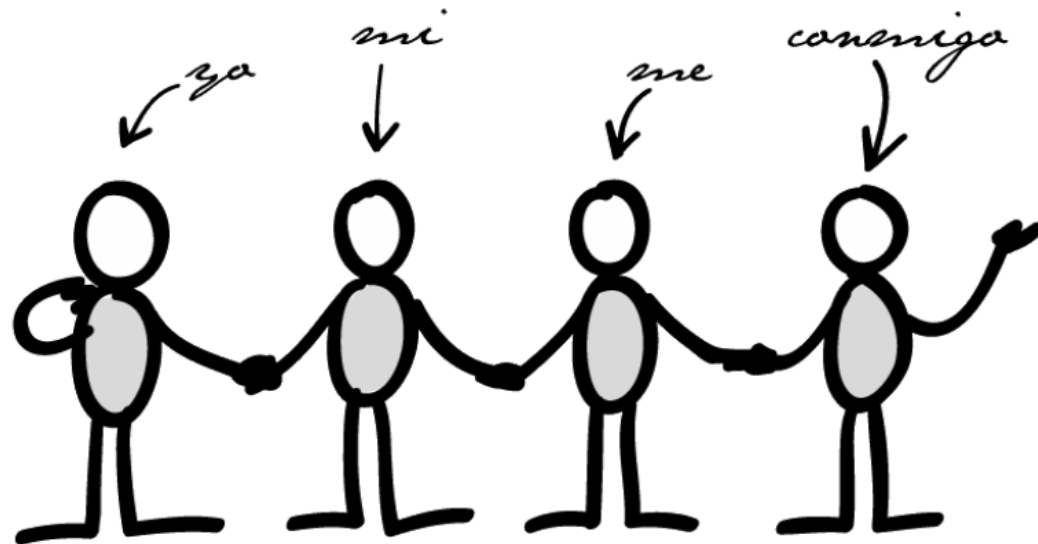


Producción Industrial

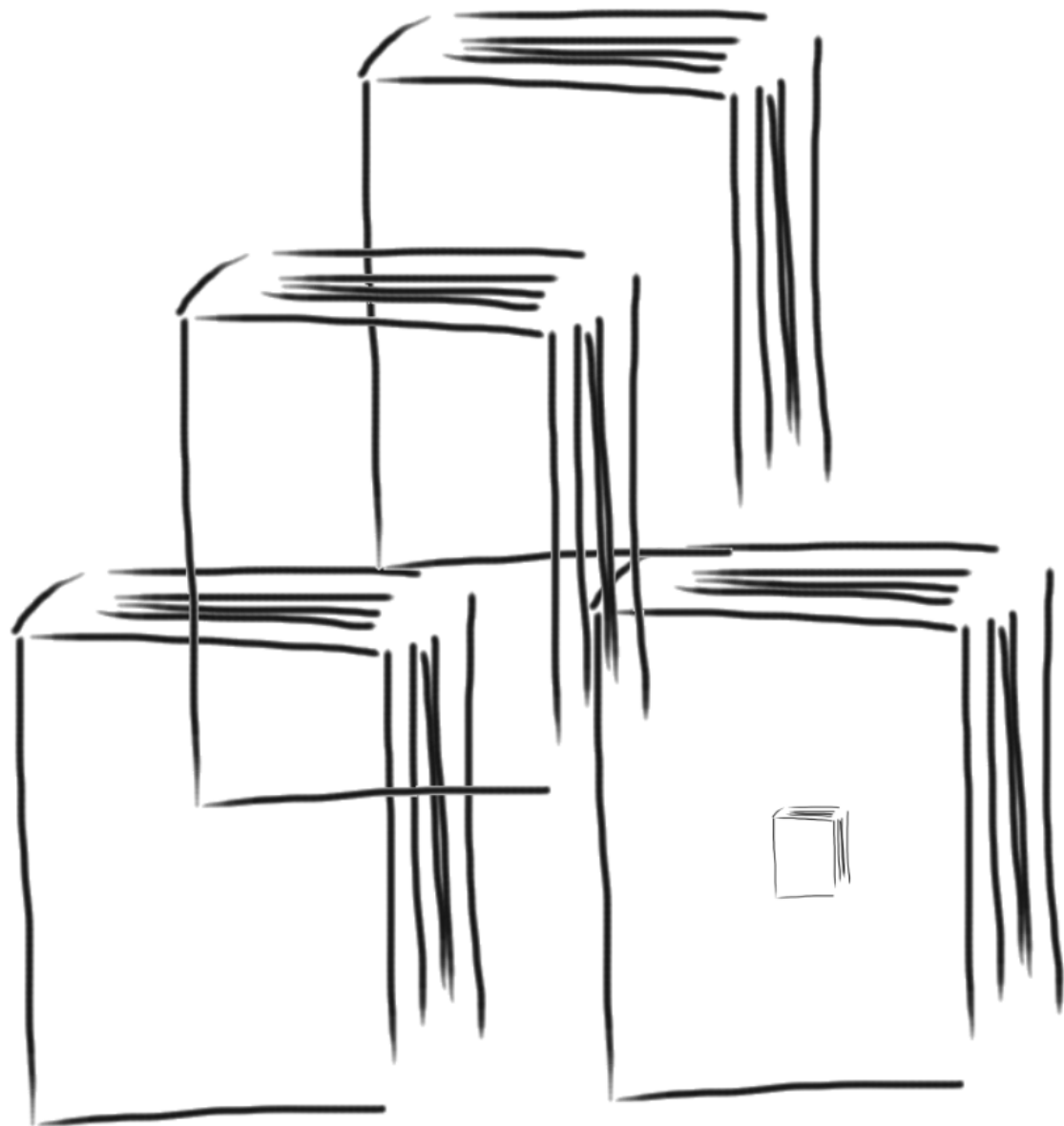


Escasez
+
Costes de
Transacción
+
Intermediación
=
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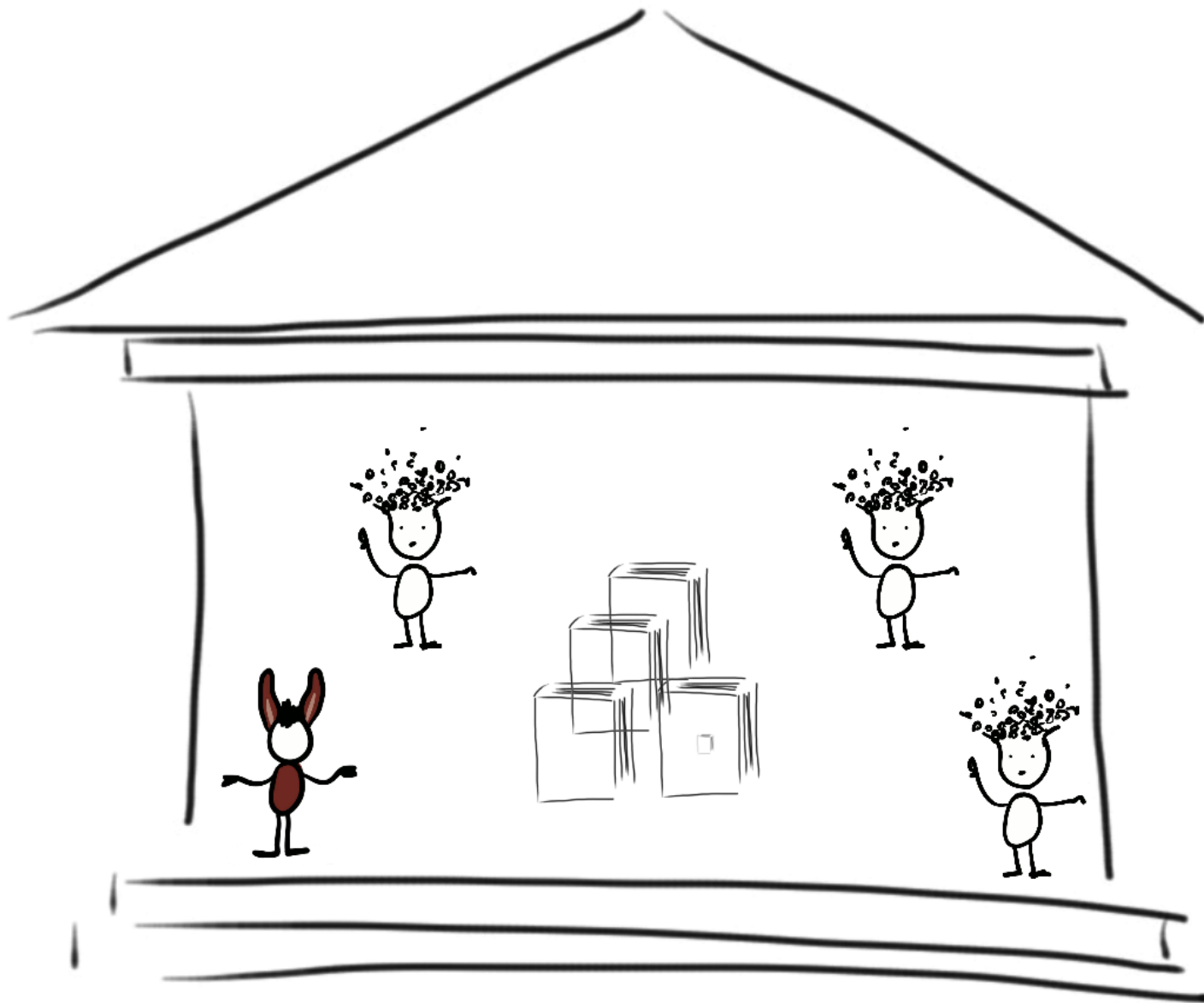
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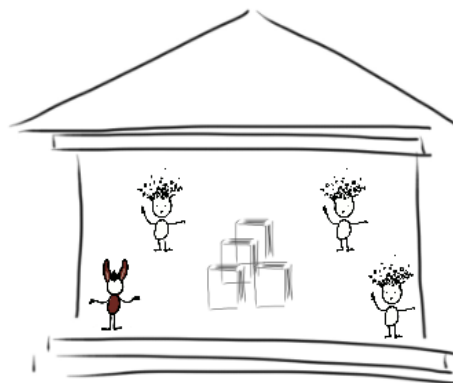
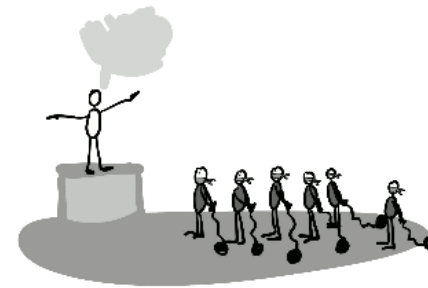
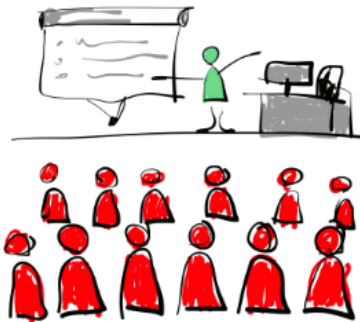
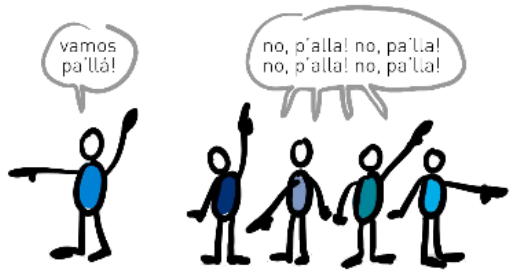




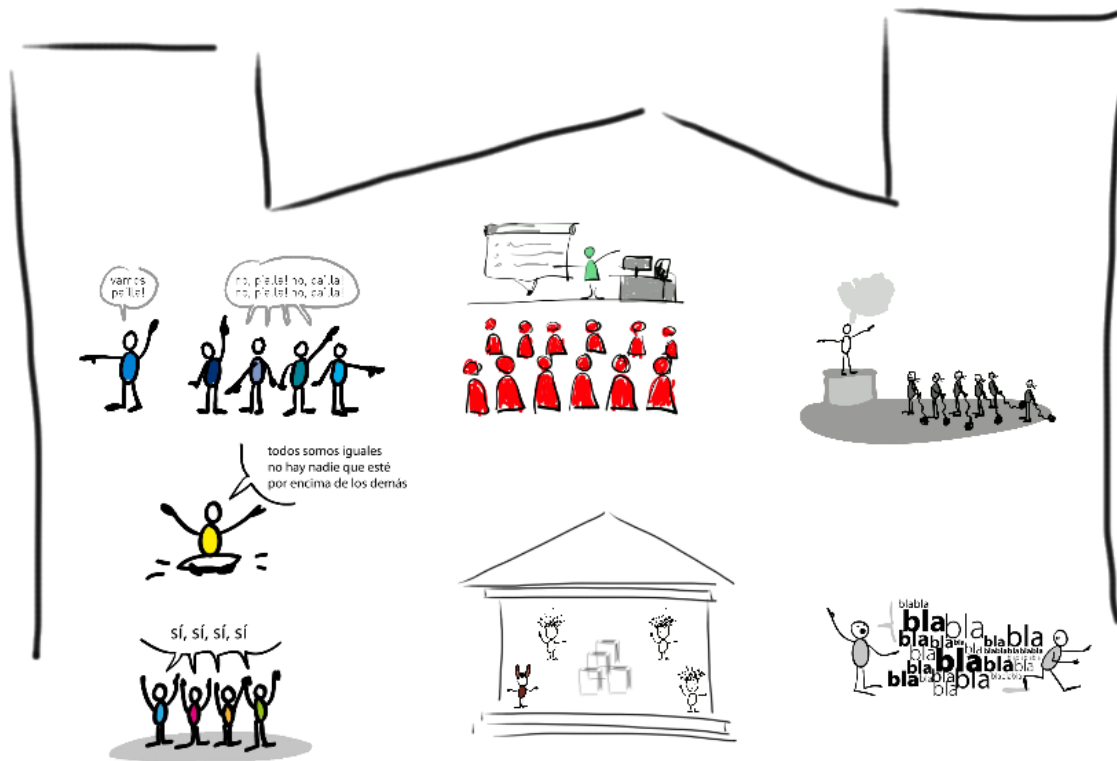


más



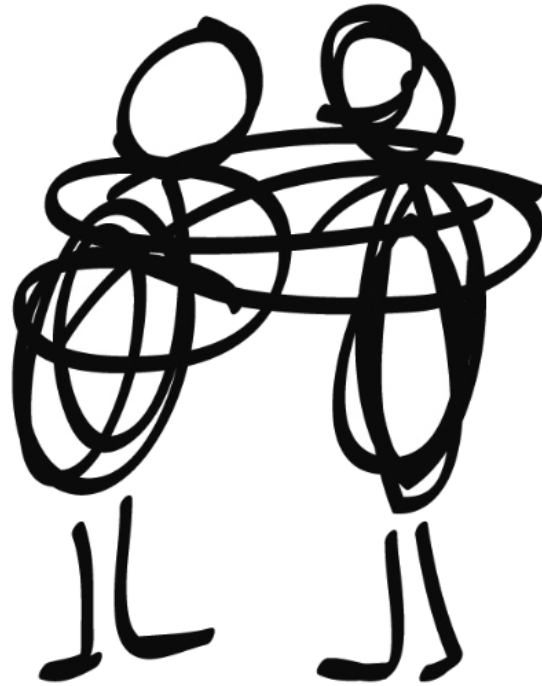


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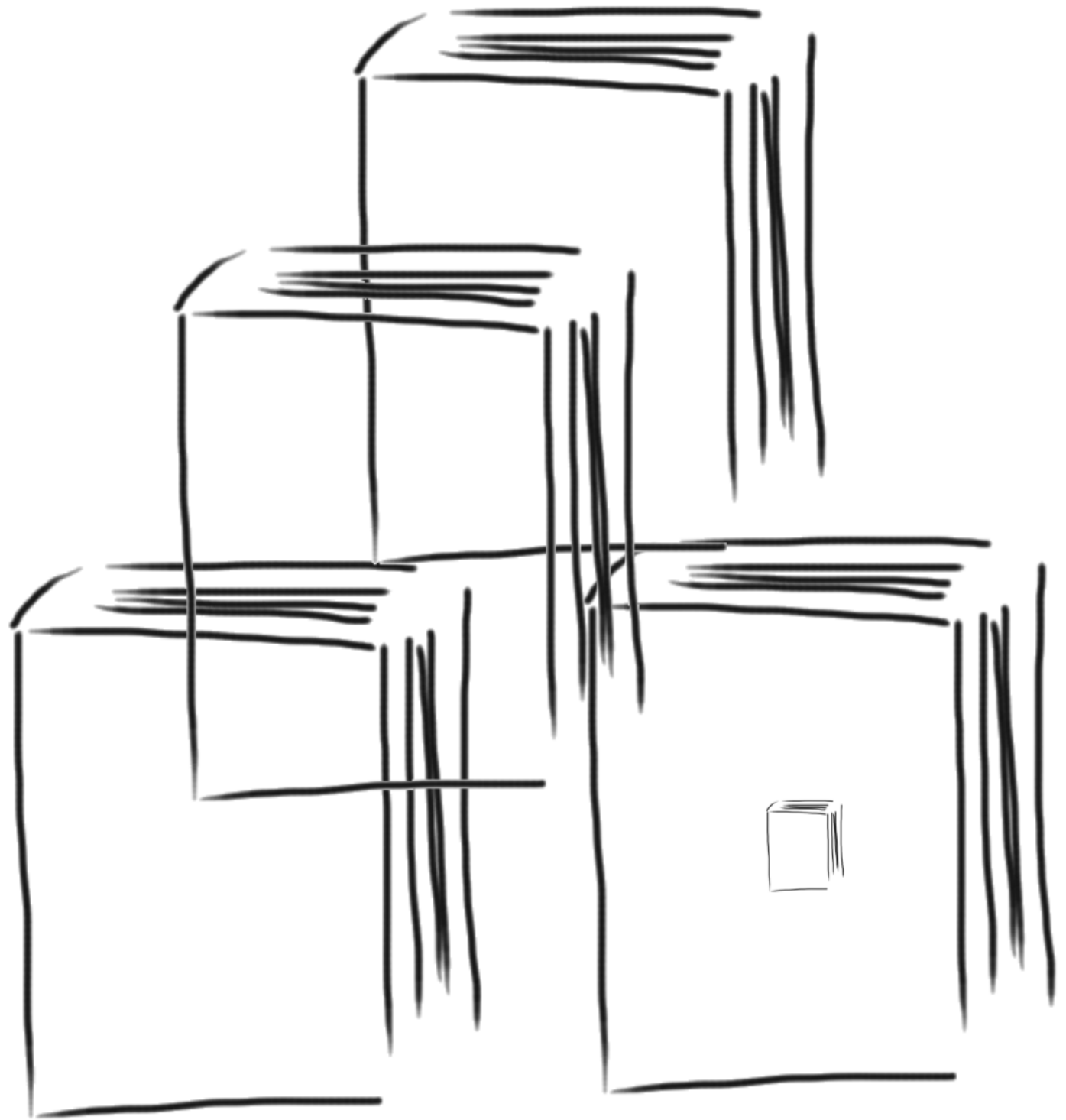


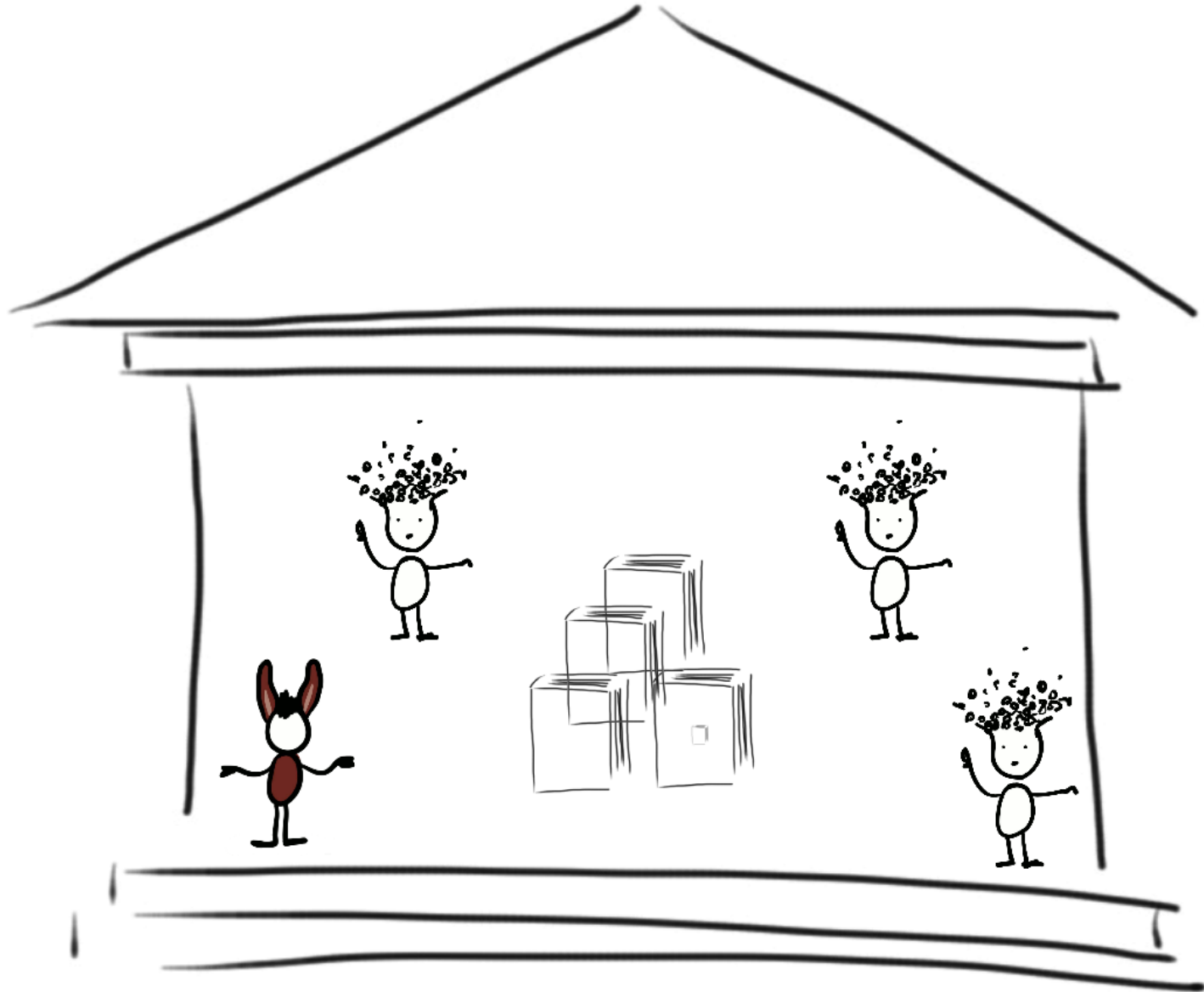
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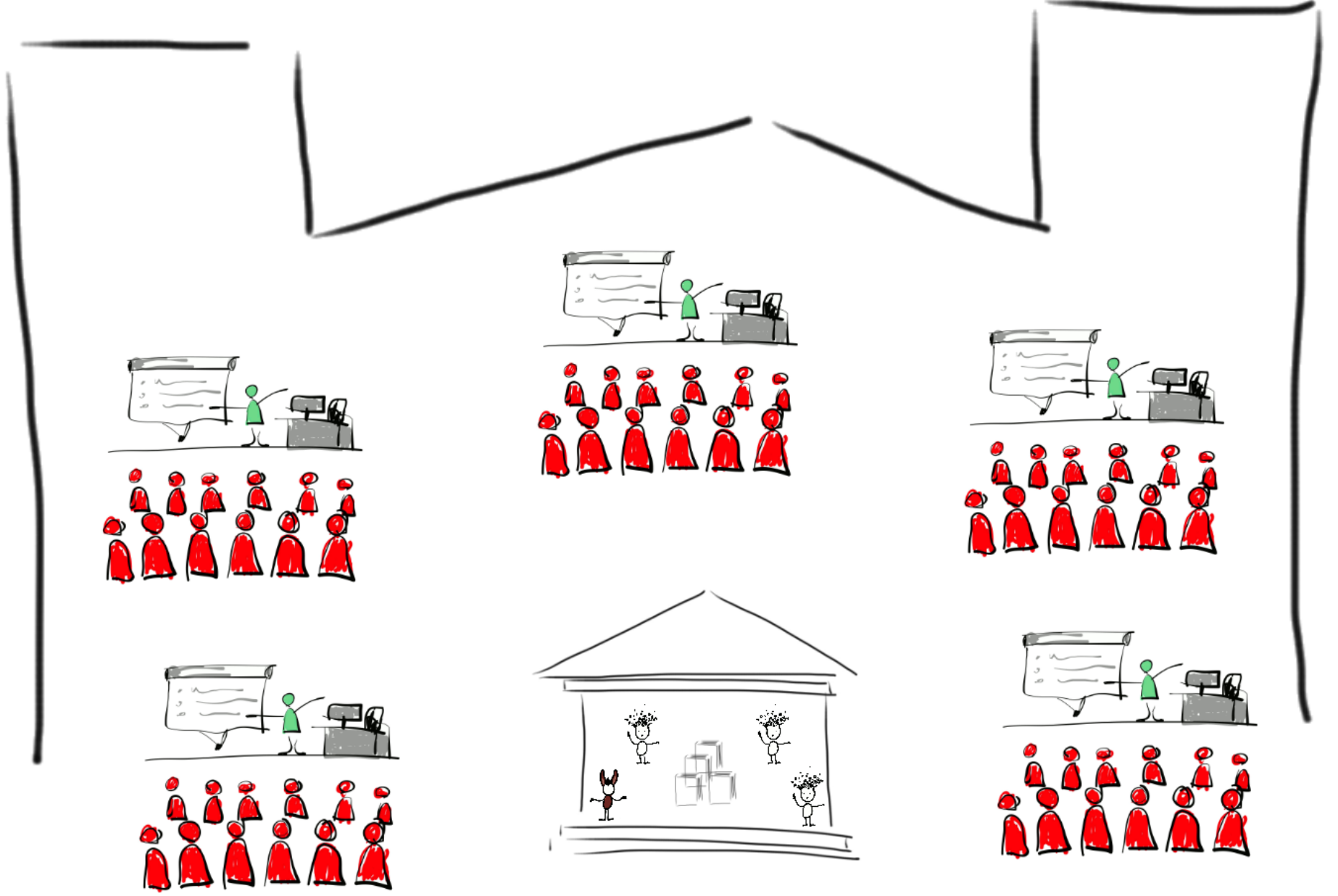
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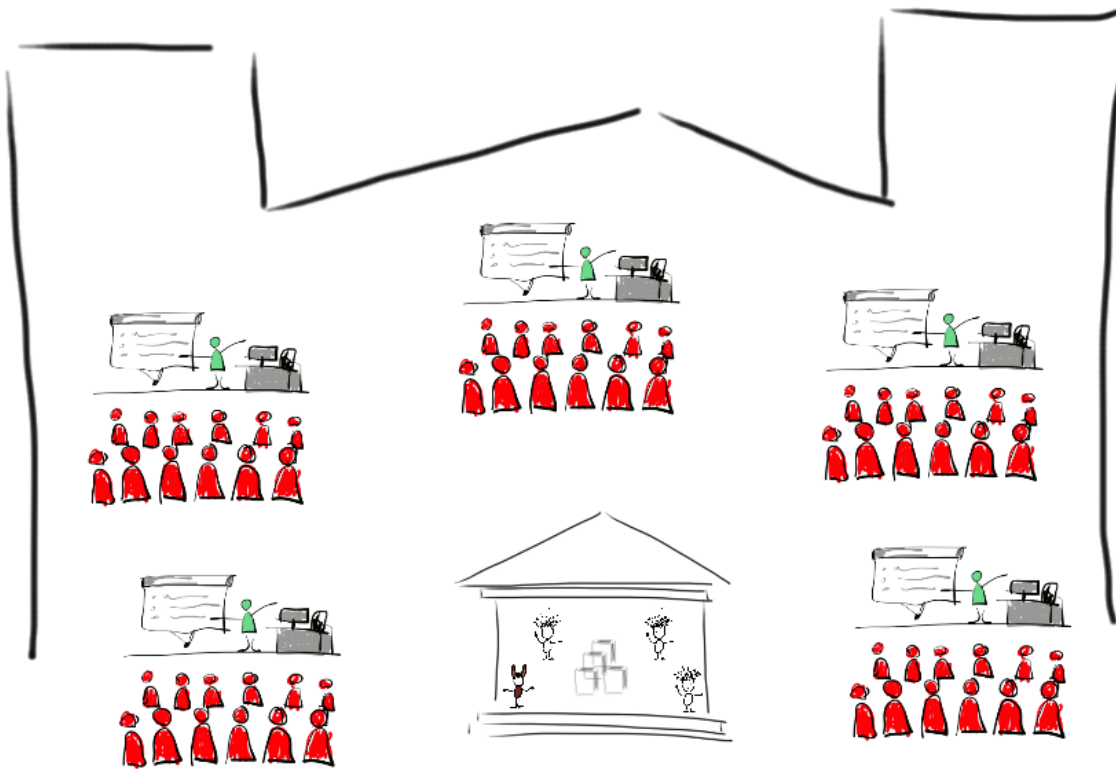






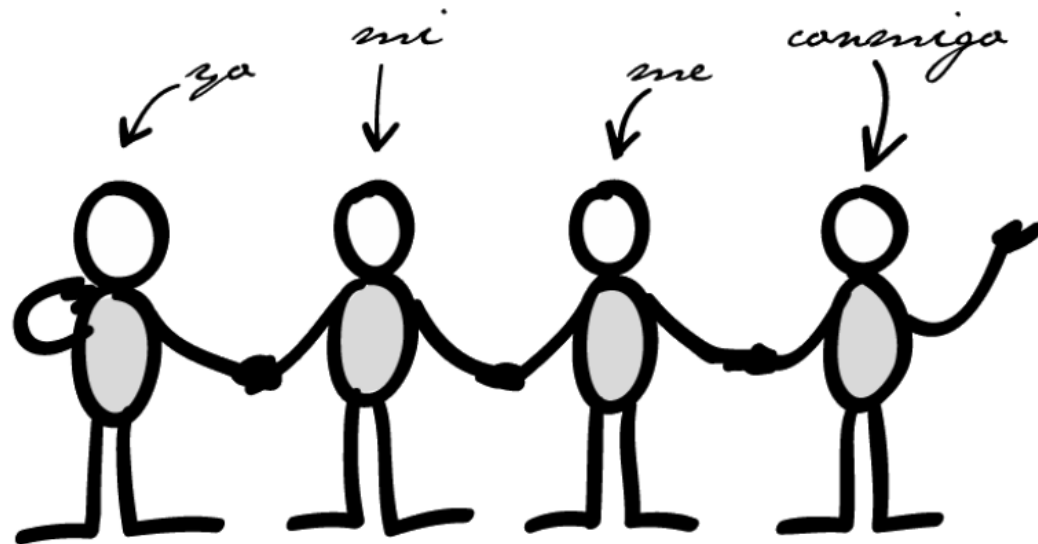


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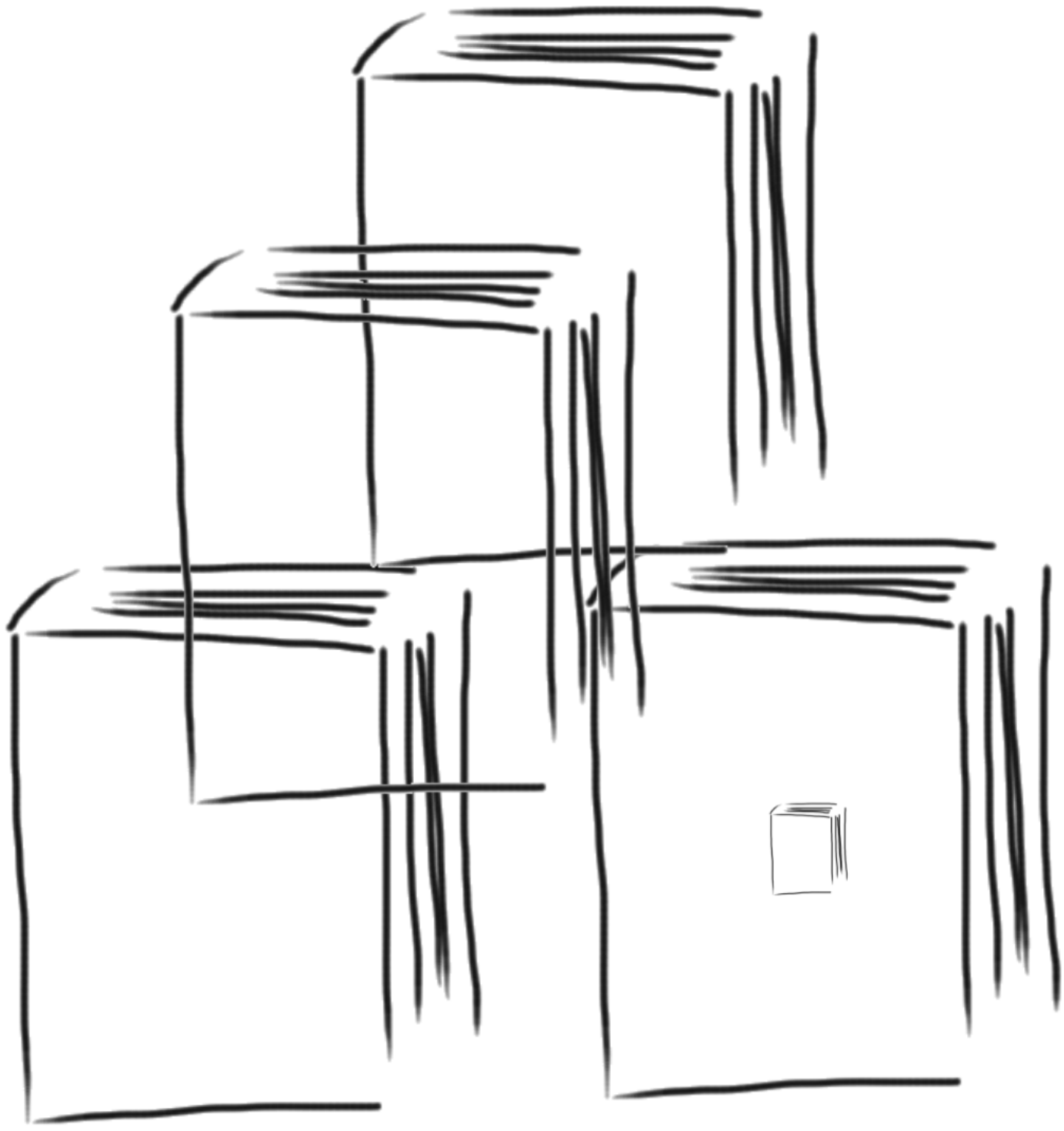


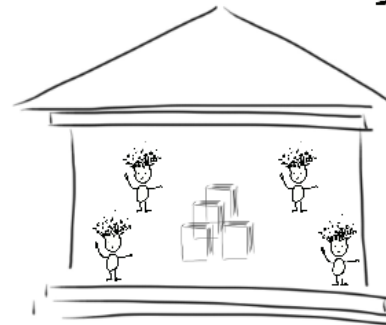
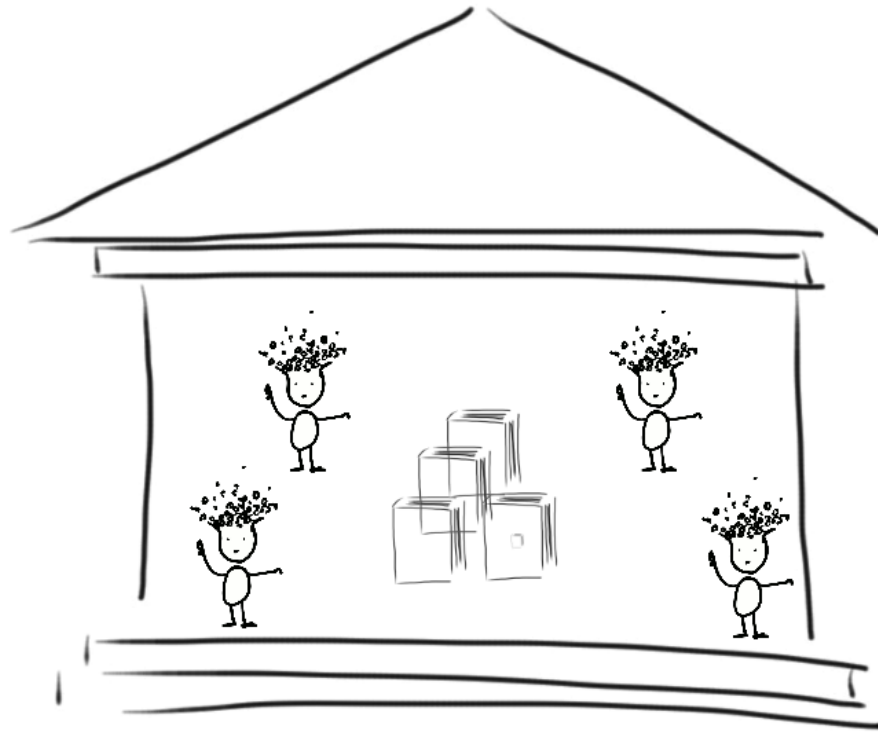
Escasez
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Sociedad Civil





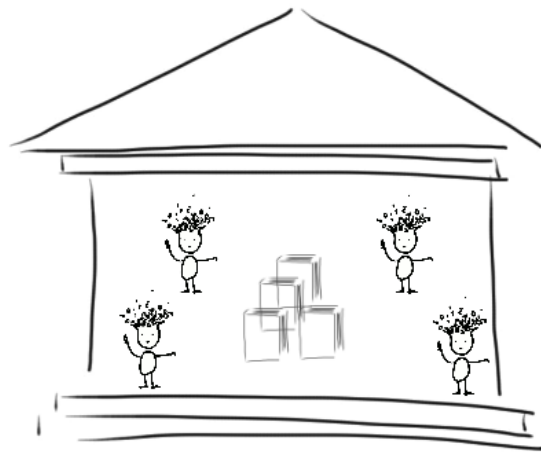




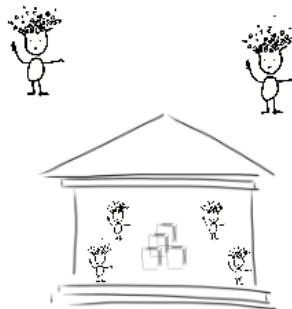
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Sociedad Civil Industrial



Escasez
+
Costes de
Transacción
+
Intermediación
=
Eficiencia
Eficacia

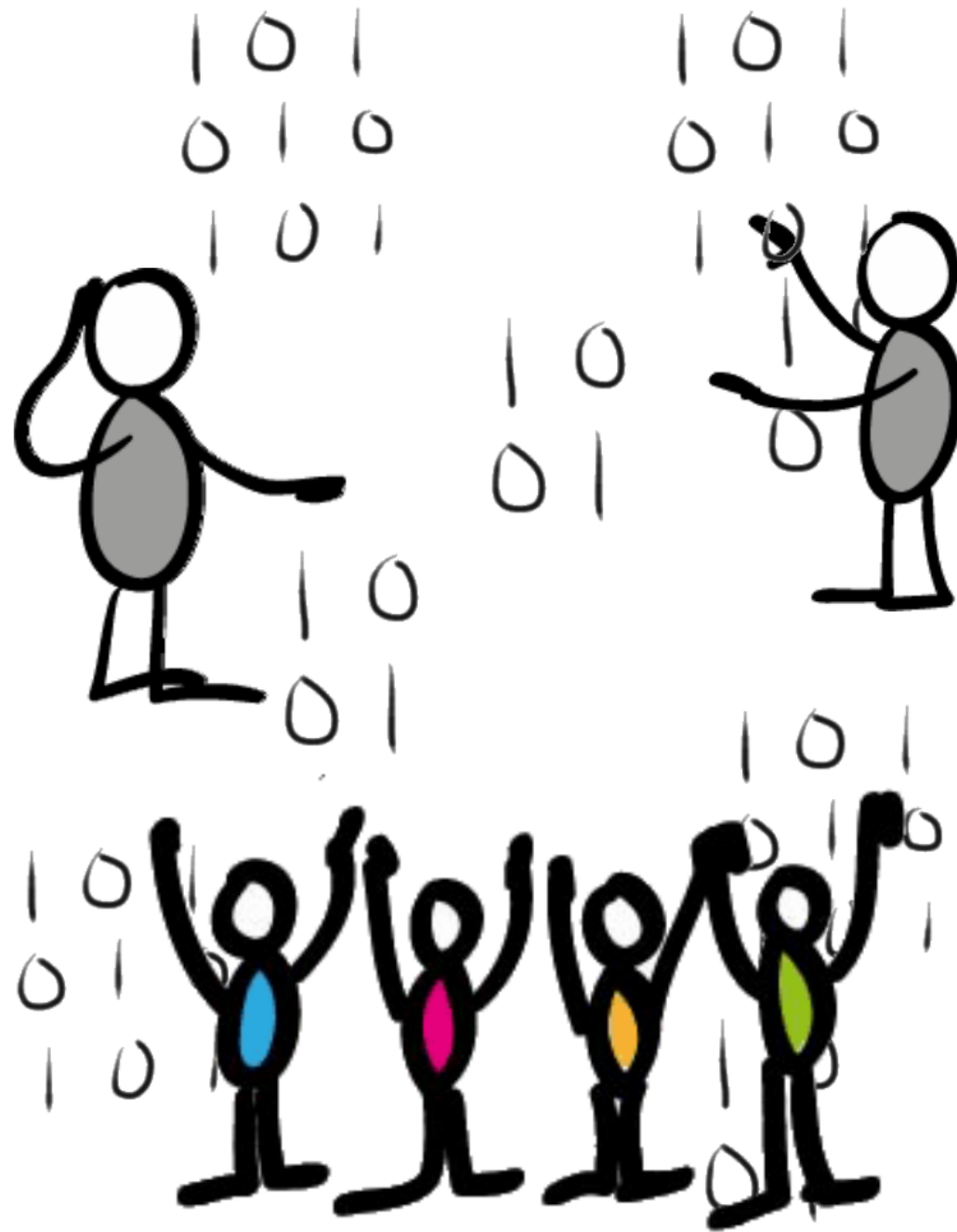


2011		
enero 2011	febrero 2011	marzo 2011
1	2	3
4	5	6
7	8	9
10	11	12
13	14	15
16	17	18
19	20	21
22	23	24
25	26	27
28	29	30
31		
abril 2011	mayo 2011	junio 2011
1	2	3
4	5	6
7	8	9
10	11	12
13	14	15
16	17	18
19	20	21
22	23	24
25	26	27
28	29	30
31		
julio 2011	agosto 2011	septiembre 2011
1	2	3
4	5	6
7	8	9
10	11	12
13	14	15
16	17	18
19	20	21
22	23	24
25	26	27
28	29	30
31		
octubre 2011	noviembre 2011	diciembre 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		



10
01





Sociedad Digital



Escasez

+



Costes de
Transacción

+



Intermediación

=

¿¿¿Eficiencia???

¿¿¿Eficacia???

Sociedad Industrial

Escasez

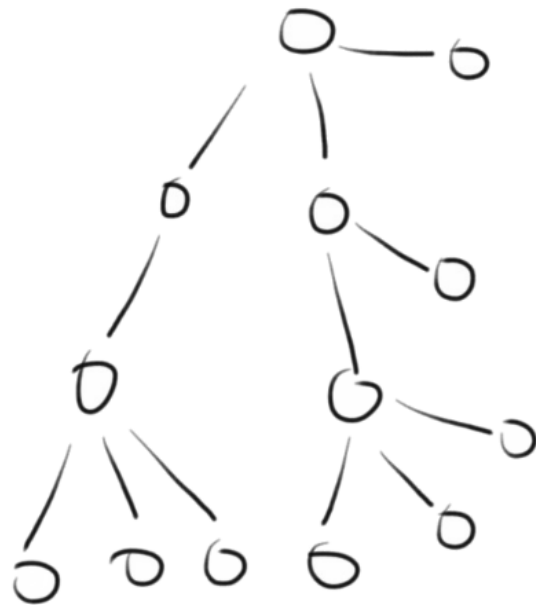
+ Costes de Transacción

=

Intermediación

Intermediación

La jerarquía es eficaz y eficiente



Escasez

Costes de transacción

Intermediación

Gestión de la
información

Toma de decisiones

Sociedad Digital

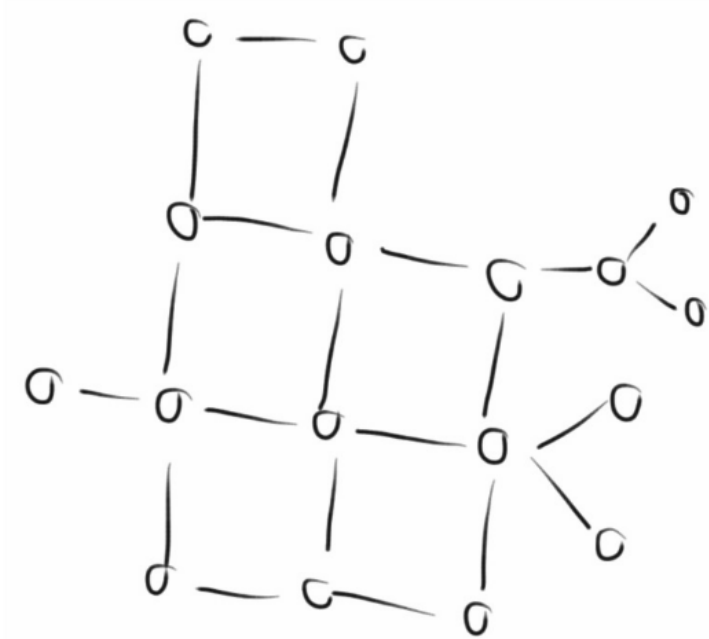
Escasez
+ Costes de Transacción
=



¿Intermediación?

¿Intermediación?

Les redes son eficaces y eficientes



Escalabilidad **X**

Costes de transacción **X**

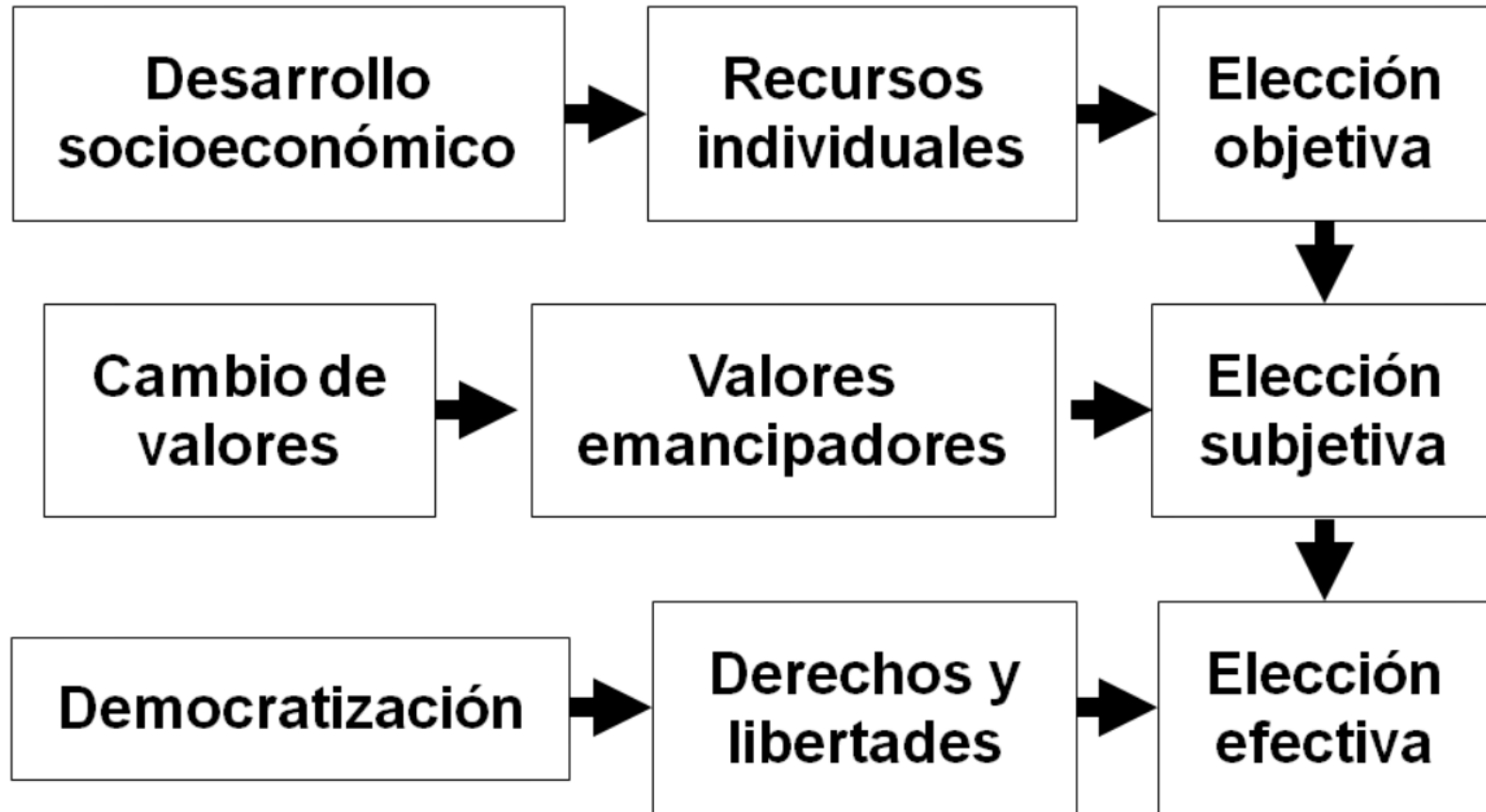
Facilitación

Gestión del **conocimiento**

Toma de decisiones **X**

e-Readiness

¿Qué es desarrollo?



Inspirado en Welzel, C., Inglehart, R. & Klingemann, H. (2003).
“The theory of human development: A cross-cultural analysis

¿Qué es sociedad?

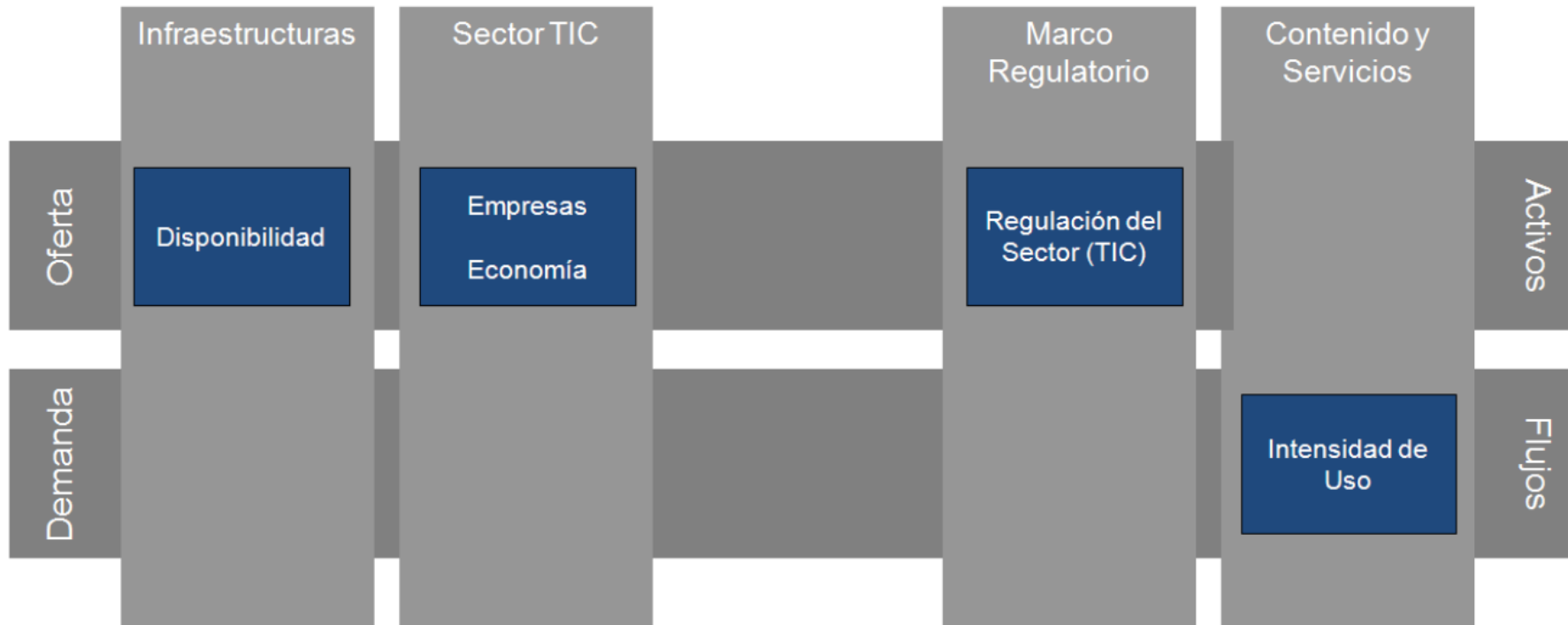


Basado en Castells, M. (2000). "Materials for an exploratory theory of the network society"

Sociedad de la Información

Desarrollo	ICT4D	Sociedad Red
Desarrollo Socioeconómico (recursos individuales)	INFRASTRUCTURAS	Materia (naturaleza)
	SECTOR TIC	Producción
Orientación Subjetiva hacia la Elección (valores emancipadores)	ALFABETIZACIÓN (DIGITAL)	Experiencias
Derechos y Libertades (democratización)	MARCO LEGAL	Poder
	USOS (CONTENIDO Y SERVICIOS)	Cultura

Sociedad de la Información



según Industria y Gobiernos





Avinguda Diagonal

Carrer de la Marina

ntença
Carrer d'Aragó

B-10

Avingu

Parc de la
Barceloneta

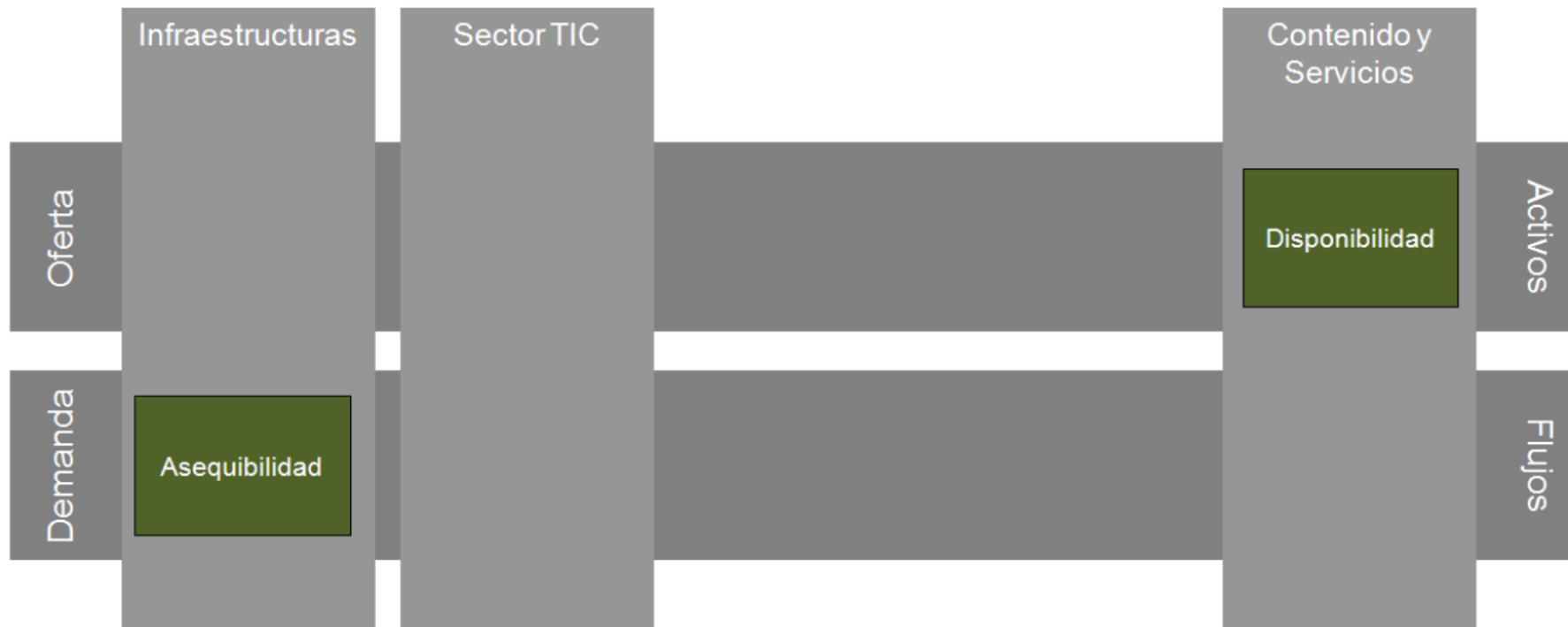
Jardins de
Joan Brossa

Jardines de
Joan Maragall

Barcelona - Marçó



Sociedad de la Información



según el consumidor

Adopción Digital

60% ha utilizado Internet en los últimos 3 meses
36% no ha utilizado nunca Internet

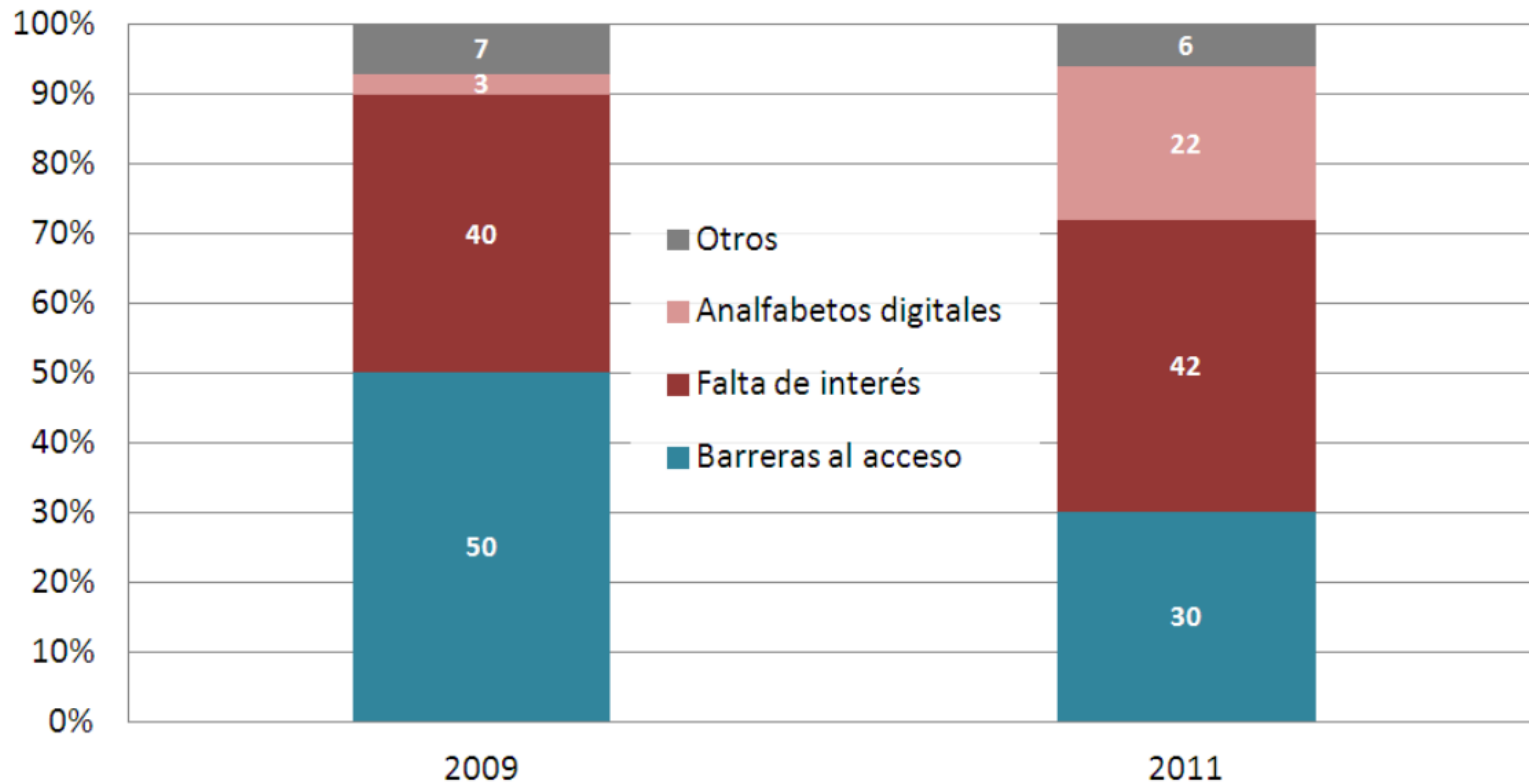
39% ha utilizado Internet cada día (o casi) en últimos 3 meses
29% ha buscado información del gobierno en últimos 3 meses
6% de ventas sobre el total se hicieron por Internet

40% se creería e-capacitado en caso de cambiar de trabajo
28% se maneja bien con la ofimática
25% se maneja bien con Internet
8% hace un uso avanzado de Internet

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

Datos: Eurostat, 2010, para España

¿Refuseniks?



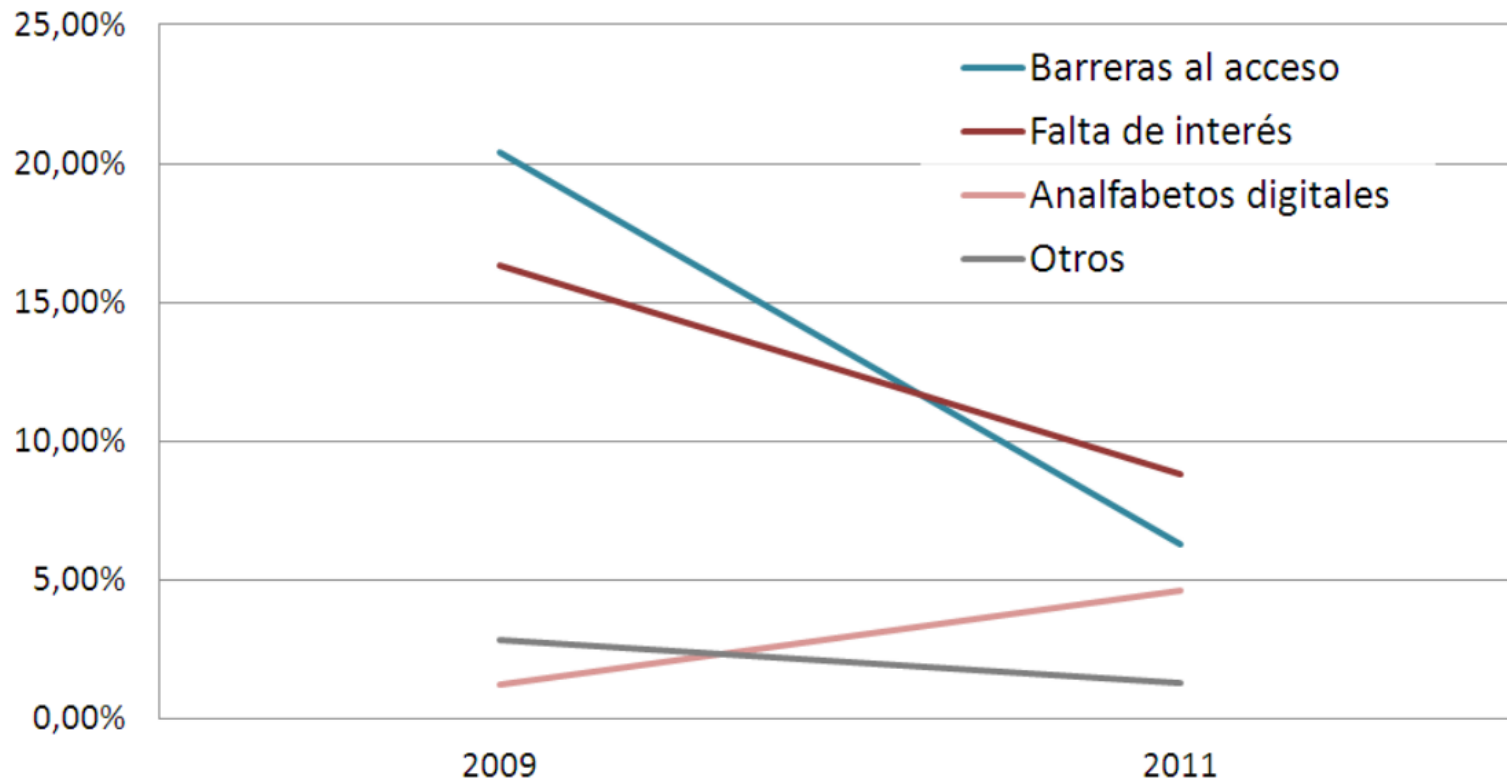
Razones para no usar Internet (% sobre no usuarios)

National Telecommunications and Information Administration (2010).

Digital Nation: 21st Century America's Progress Towards Universal Broadband Internet Access.

Zickuhr, K. & Smith, A. (2012). *Digital differences.*

...y analfabetos digitales



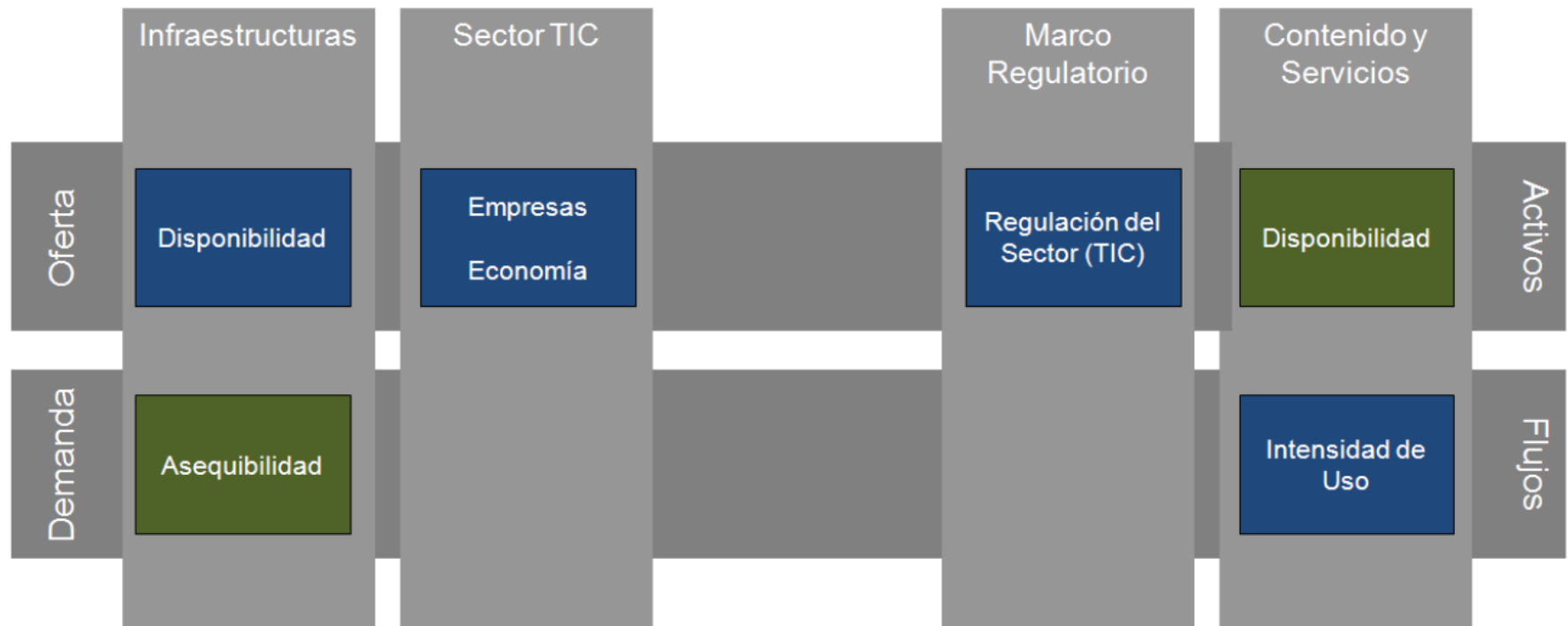
Razones para no usar Internet (% sobre total población)

National Telecommunications and Information Administration (2010).

Digital Nation: 21st Century America's Progress Towards Universal Broadband Internet Access.

Zickuhr, K. & Smith, A. (2012). *Digital differences.*

Sociedad de la Información:



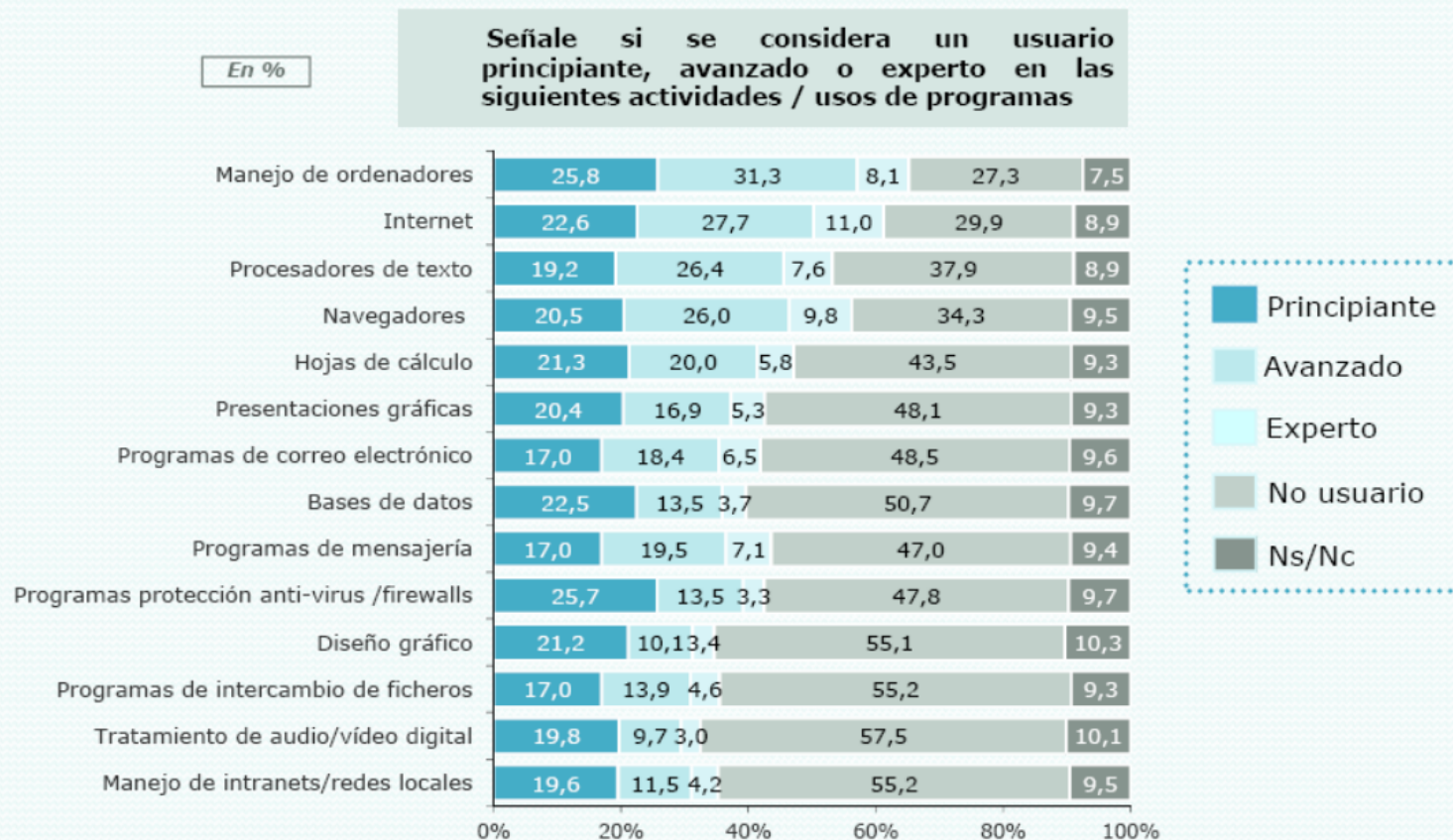
estado de la cuestión

Sociedad de la Información:



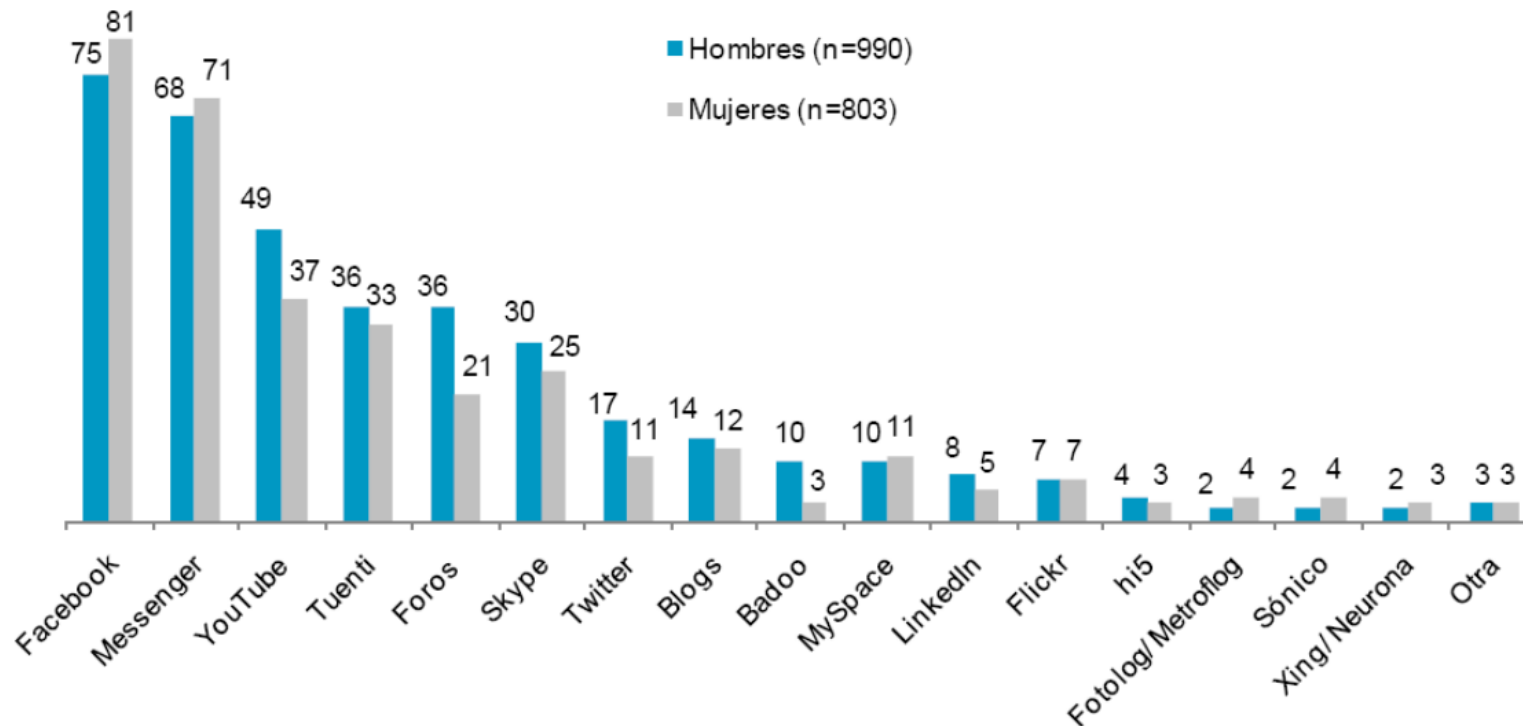
visión comprehensiva

El 28% de los individuos son usuarios avanzados de Internet y el 11% expertos



ONTSI (2012). Informe Panel Hogares XXXIV oleada
(datos julio-septiembre 2011)

Uso de plataformas de redes sociales

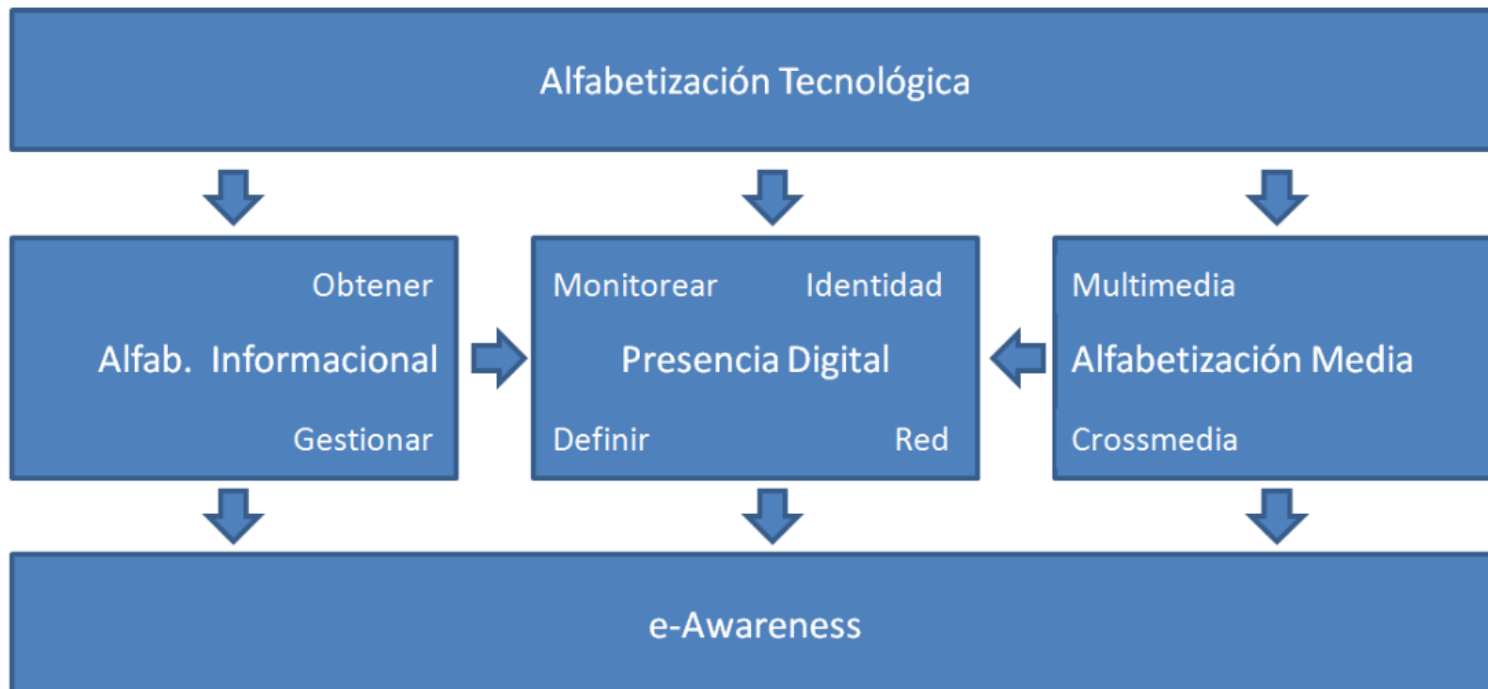


Base: 1.793 tienen cuenta y utilizan

Fuente: Elaboración propia ONTSI a partir del "Informe de resultados Observatorio de Redes Sociales". The Cocktail Analysis. Tercera oleada, febrero de 2011

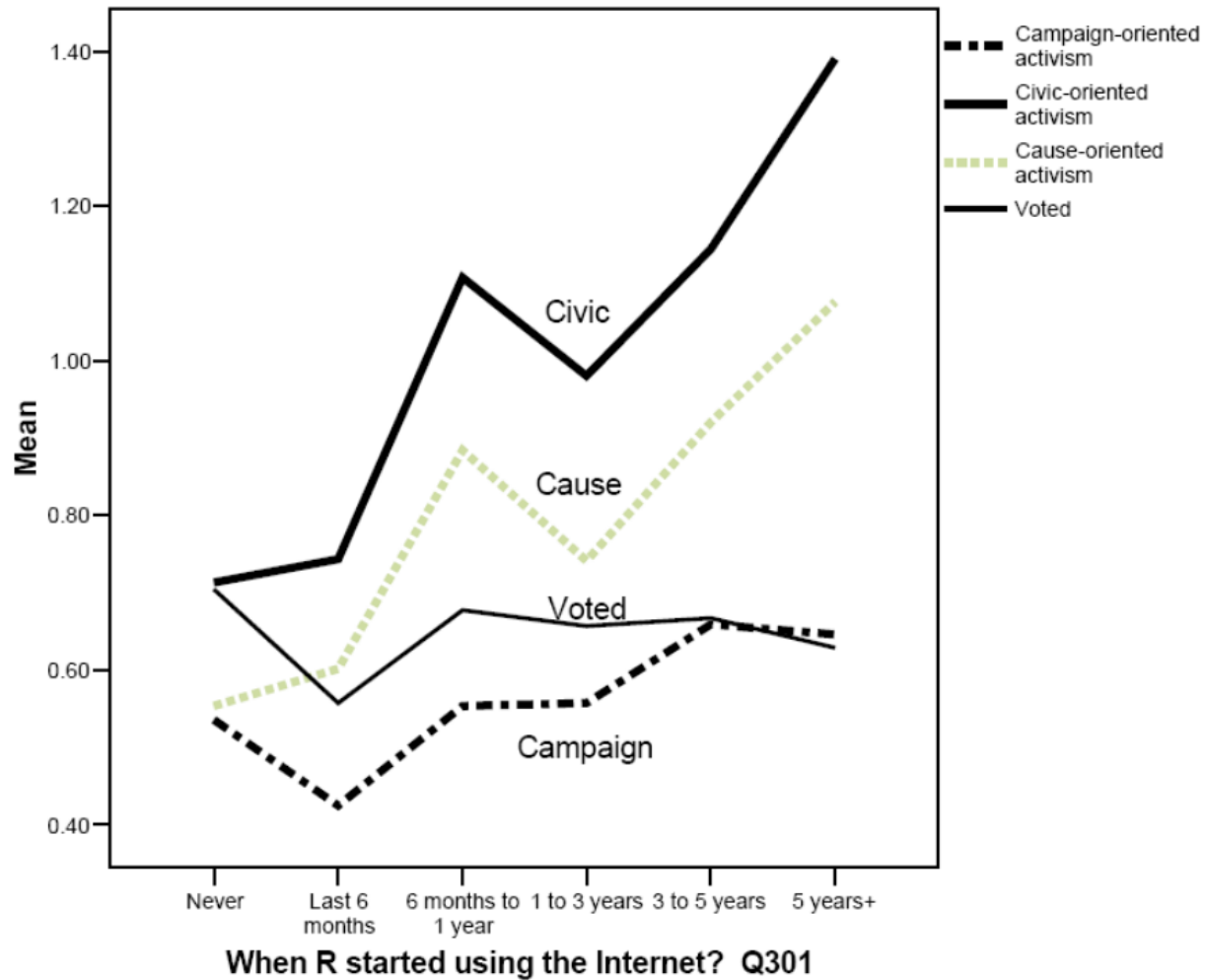
Competencia digital

Competencias Digitales



Hipótesis del
"knowledge gap"

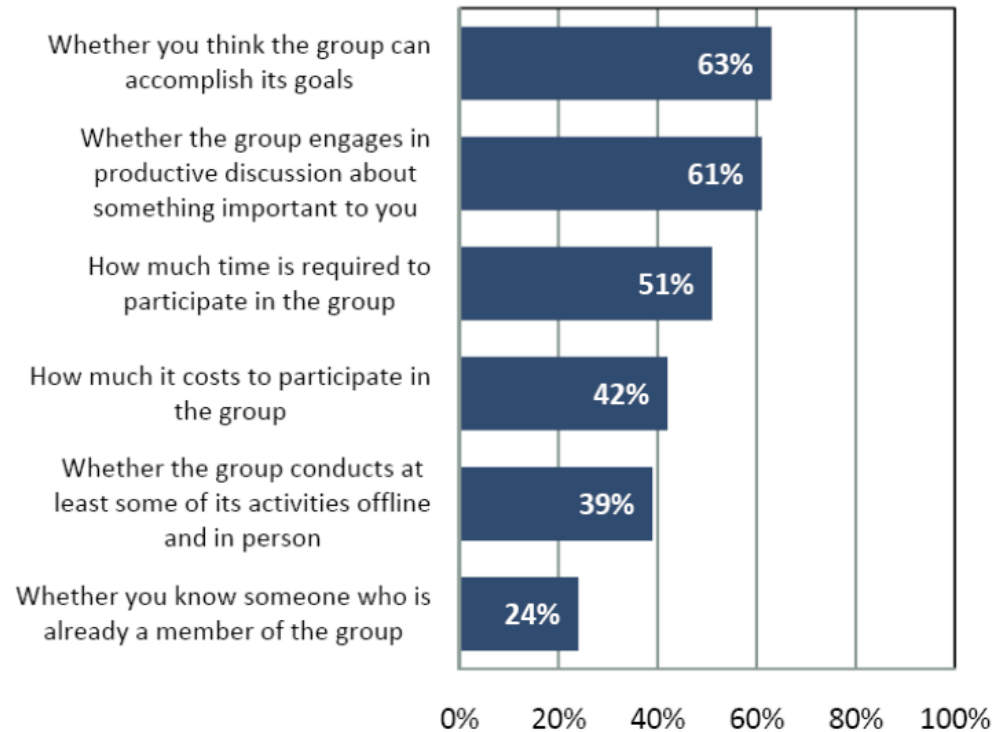
Figure 4. Civic engagement by length of experience of using the Internet



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

What factors affect the decision to join a group

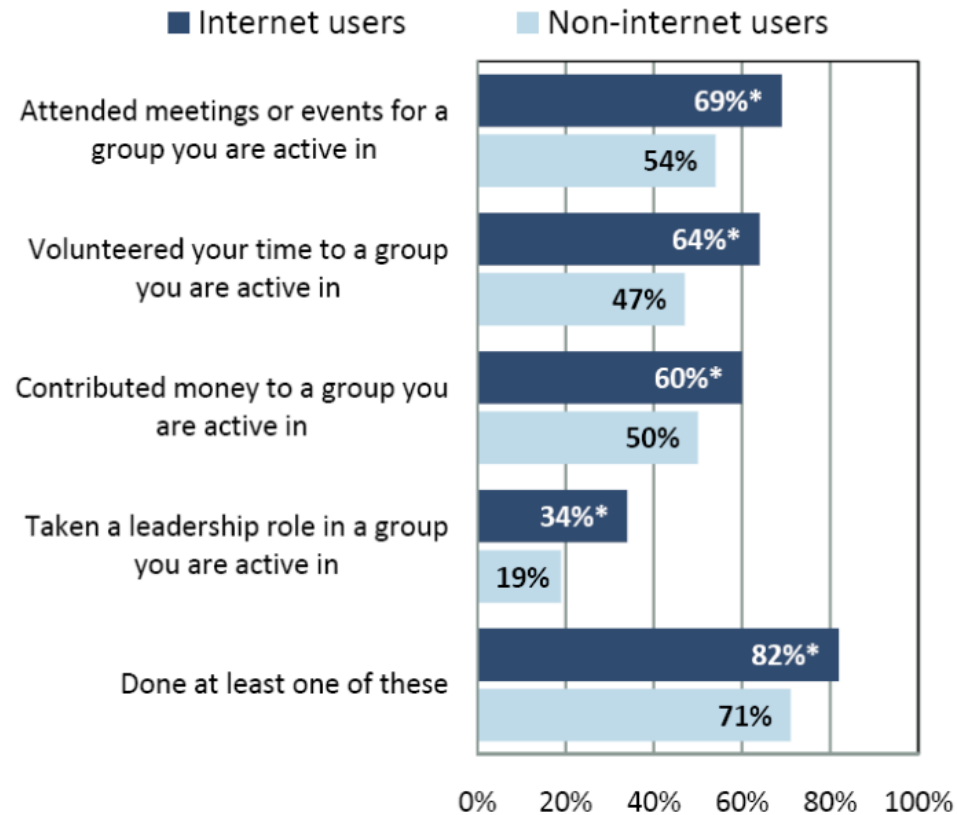
% of active social or civic group members who say each is very important in their decision to join...



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...

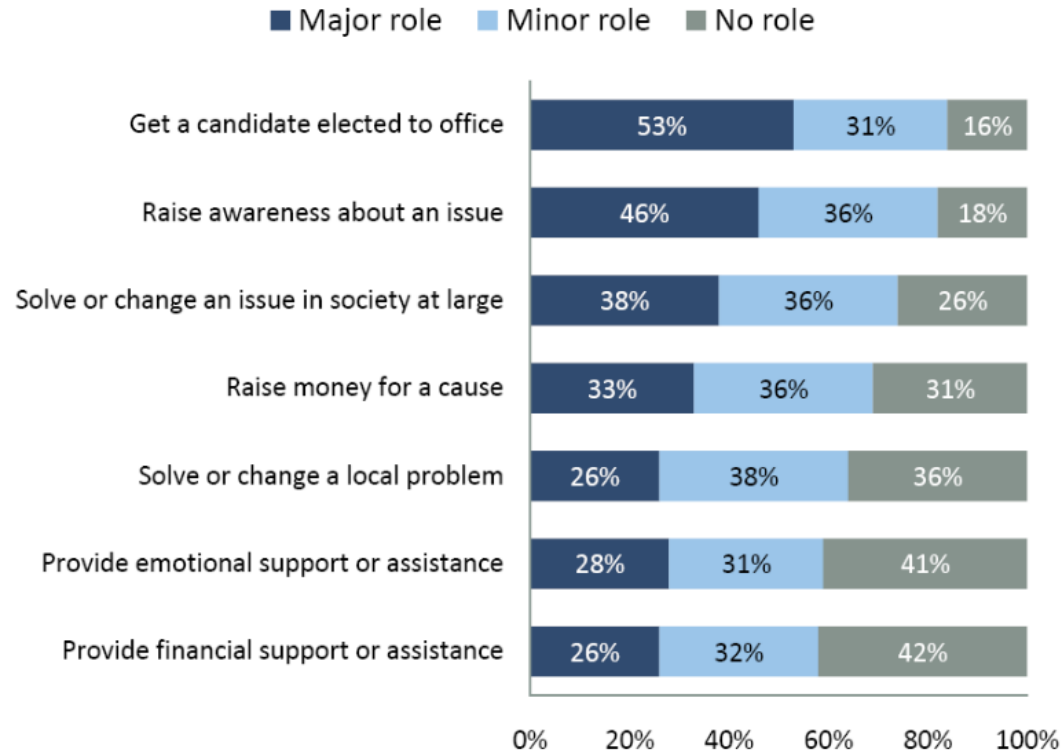


* indicates a difference that is statistically significant at the 95% level.

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*

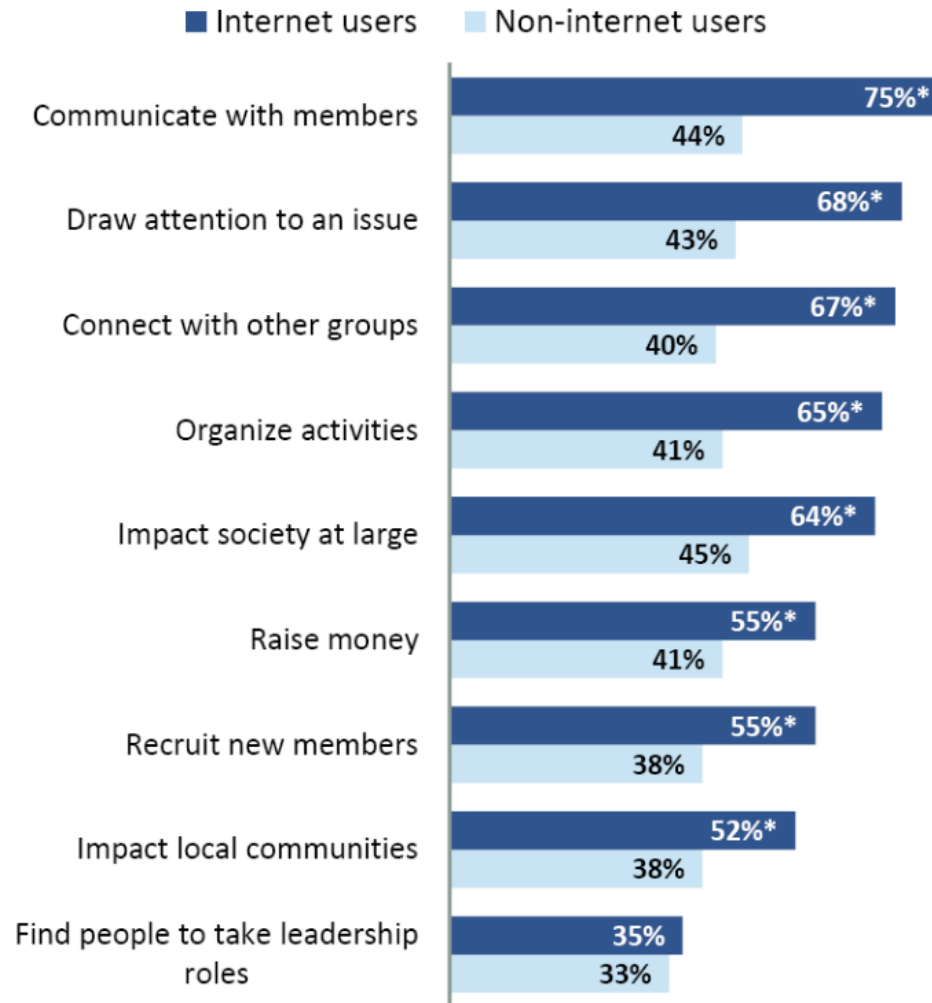
% among those who are members of a group that achieved each goal in the preceding 12 months



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

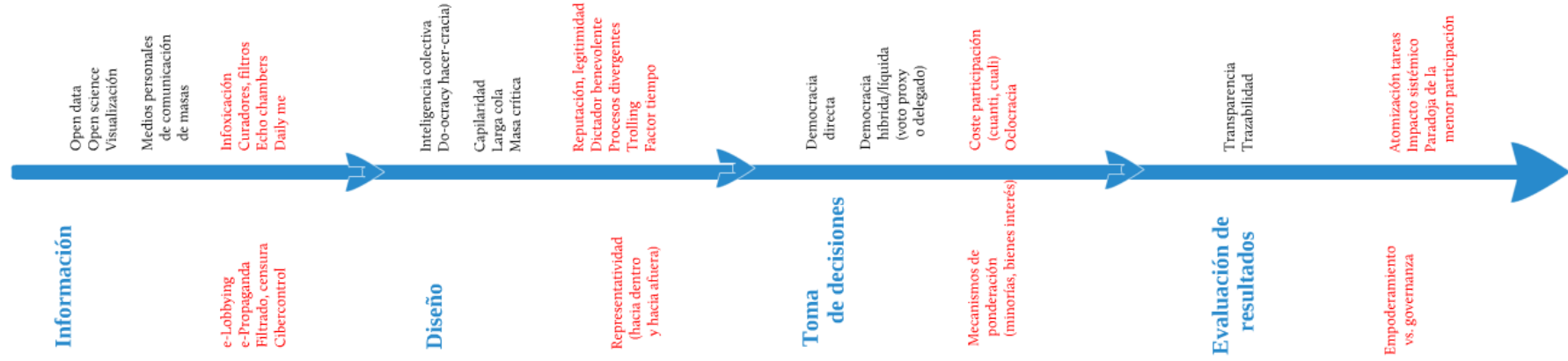
¿Empoderamiento?

Gobernanza
+
Empoderamiento

Gobernanza	libertad sobre sistema
+	
Empoderamiento	libertad dentro sistema

¿Cómo se distribuye la libertad
/ poder en el sistema?

empoderamiento



empresa digital

Información

e-Lobbying
e-Propaganda
Filtrado, censura
Cibercontrol

Open data
Open science
Visualización

Medios personales
de comunicación
de masas

Infoxicación
Curadores, filtros
Echo chambers
Daily me

Diseño

Representatividad
(hacia dentro
y hacia afuera)

Inteligencia colectiva
Do-ocracy hacer-gracia)

Capilaridad
Larga cola
Masa crítica

Reputación, legitimidad
Dictador benevolente
Procesos divergentes
Trolling
Factor tiempo

Toma de decisiones

Democracia
directa

Democracia
híbrida/líquida
(voto proxy
o delegado)

Mecanismos de
ponderación
(minorías, bienes interés)

Coste participación
(cuanti, cuali)
Oclocracia

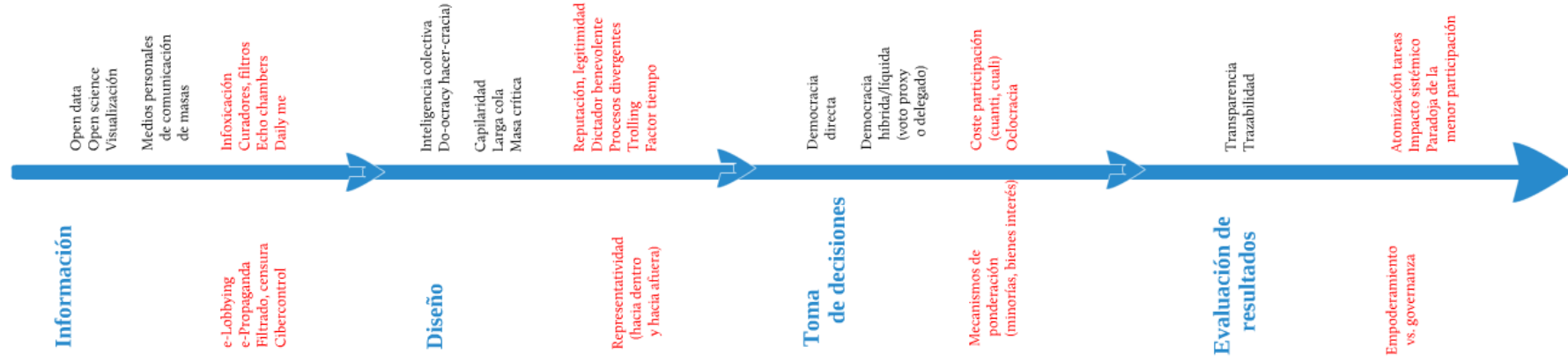
Evaluación de resultados

Empoderamiento
vs. gobernanza

Transparencia
Trazabilidad

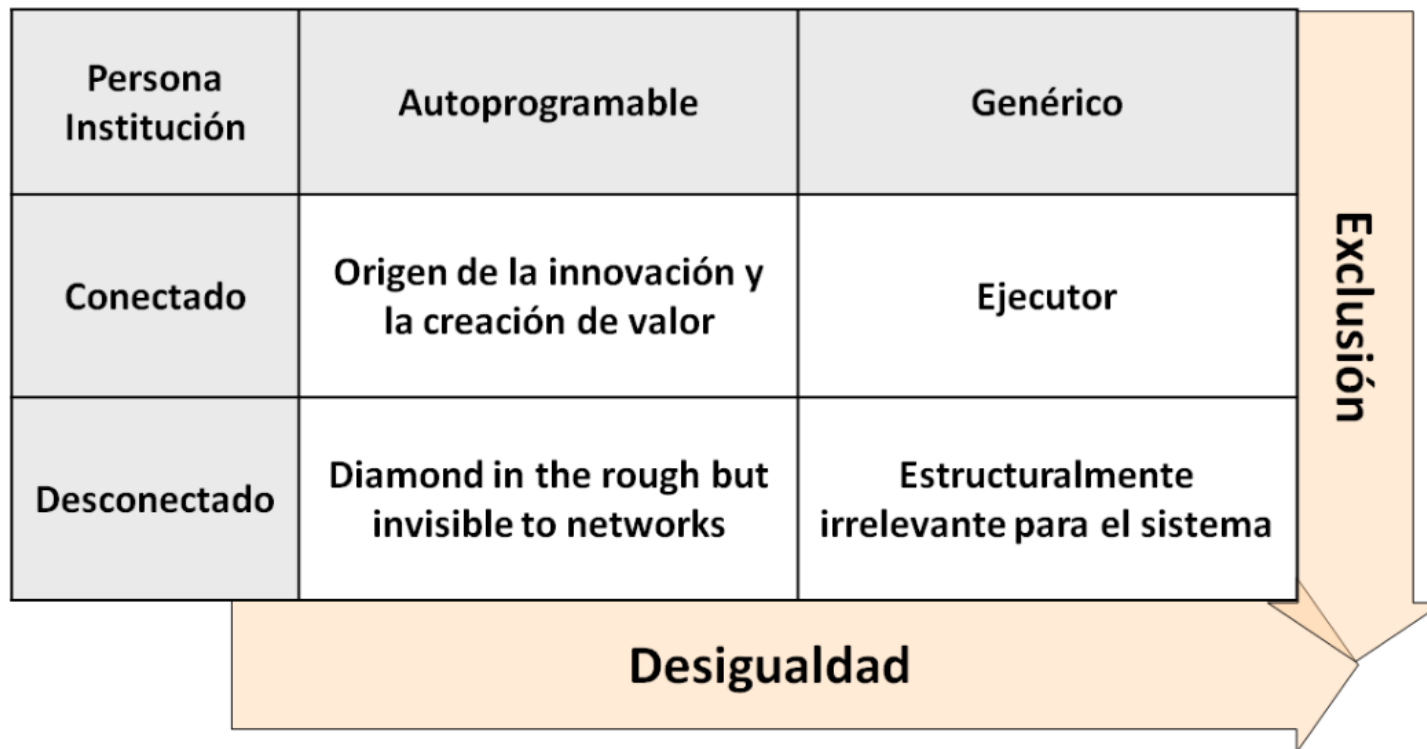
Atomización tareas
Impacto sistémico
Paradoja de la
menor participación

empoderamiento



empresa digital

¿Trabajadores/empresas en Red?



Ismael Peña-López

@ictlogist

Seminario RRHH Misión Chile-España
Citilab (Cornellà de Llobregat), 13 de septiembre de 2012

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Seminario RRHH Misión Chile-España. Citilab, Cornellà de Llobregat, 13 de septiembre de
2012.

<http://ictlogy.net/presentations/20120913_ismael_pena-lopez_-_revolucion_digital_economia_digital_empresa_red.zip>

Para contactar con el autor: <http://es.ictlogy.net>

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Ismael Peña-López
Gracias.