

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

Ismael Peña-López  
@ictlogist

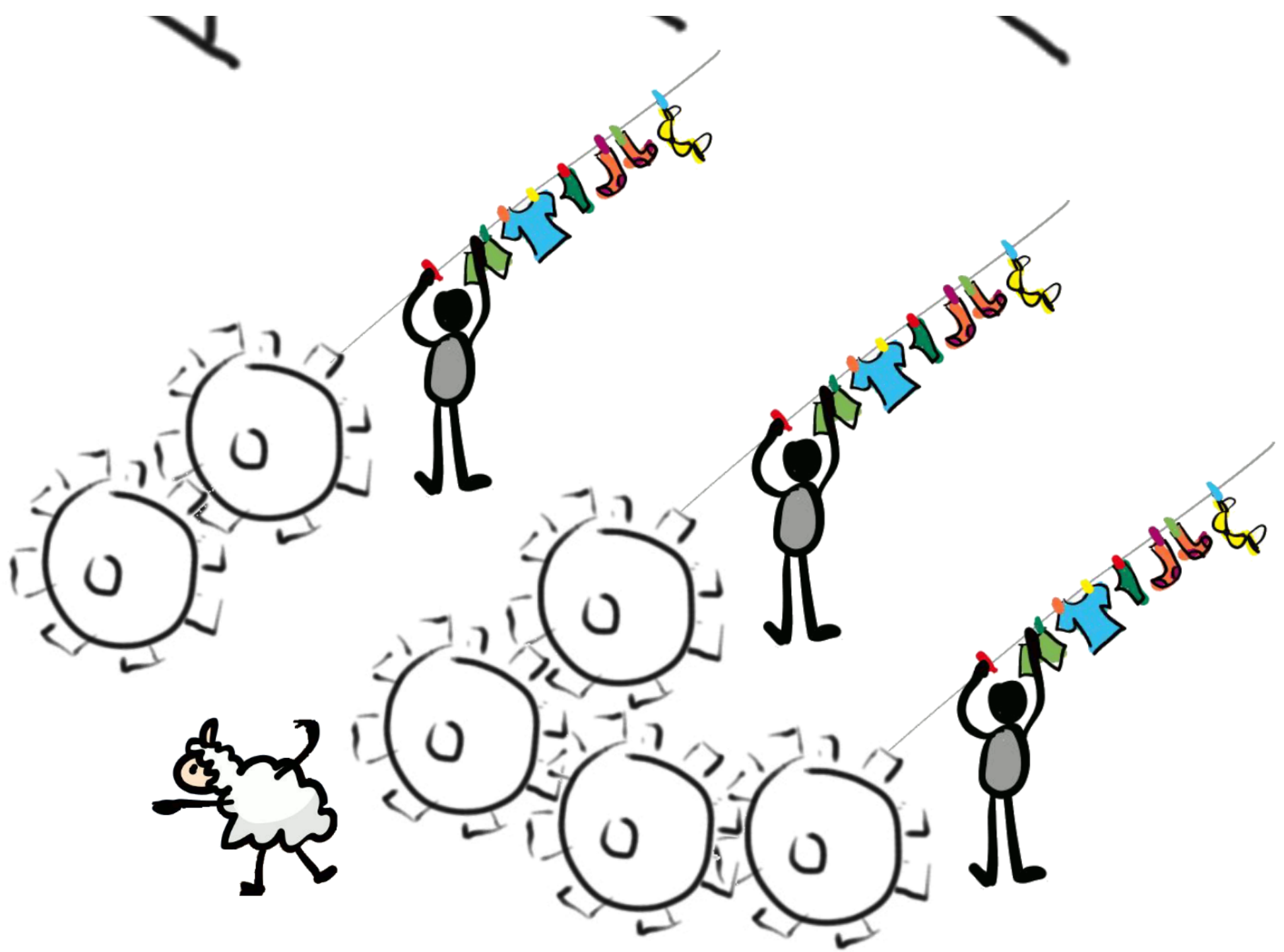
Alicante, 13 May 2013  
Magister Lvcentinvs on Intellectual Property  
University of Alicante

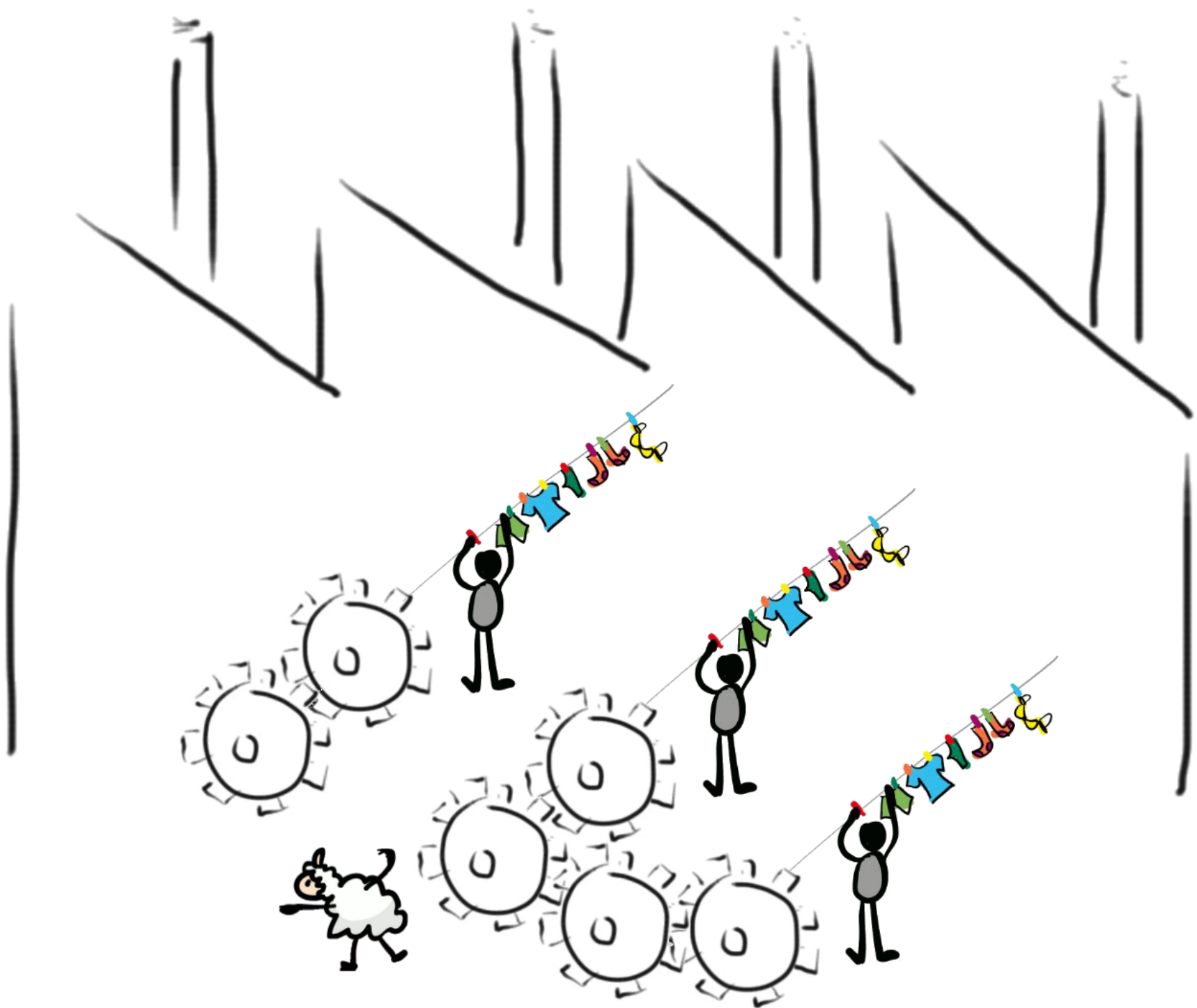


# Production

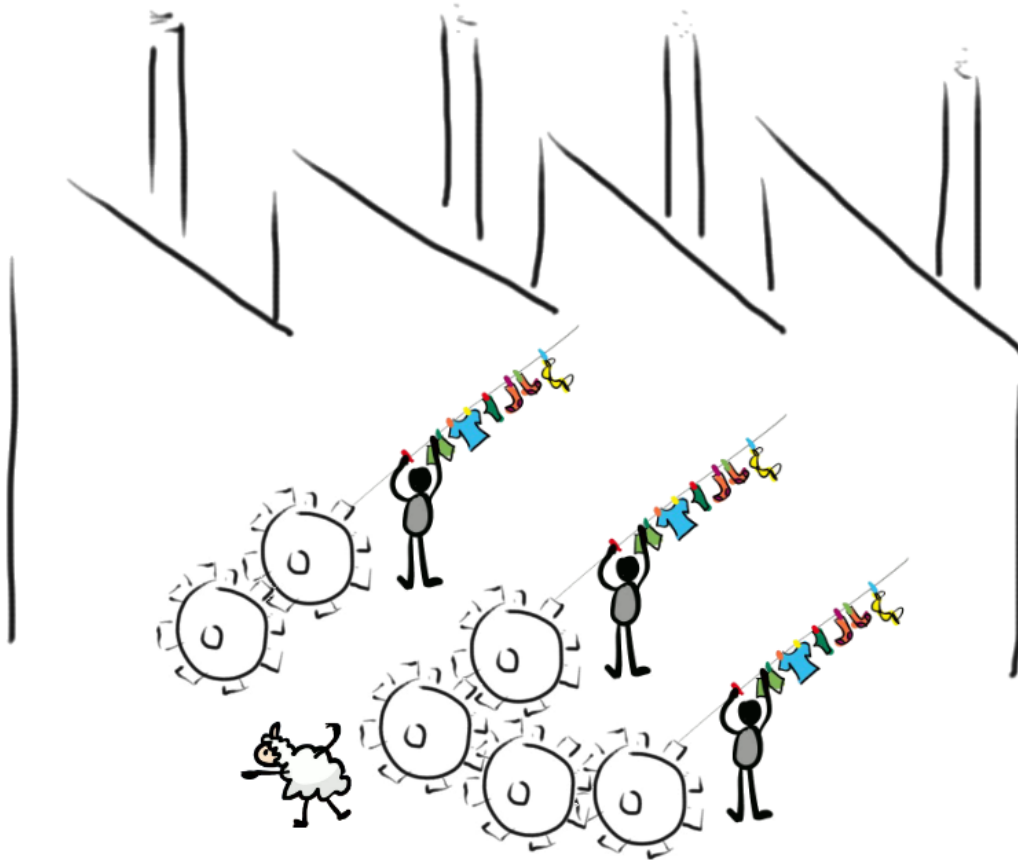






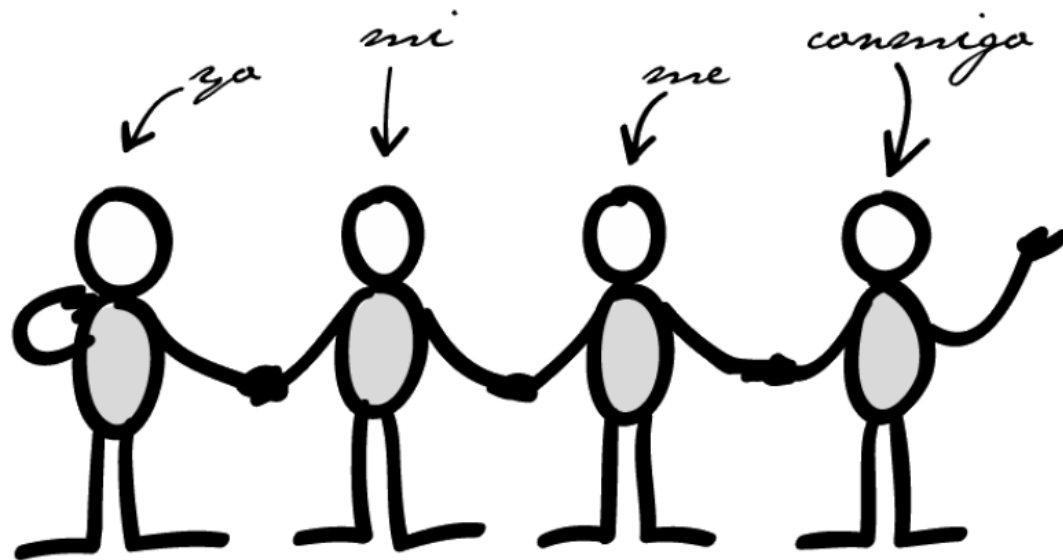


# Industrial Production

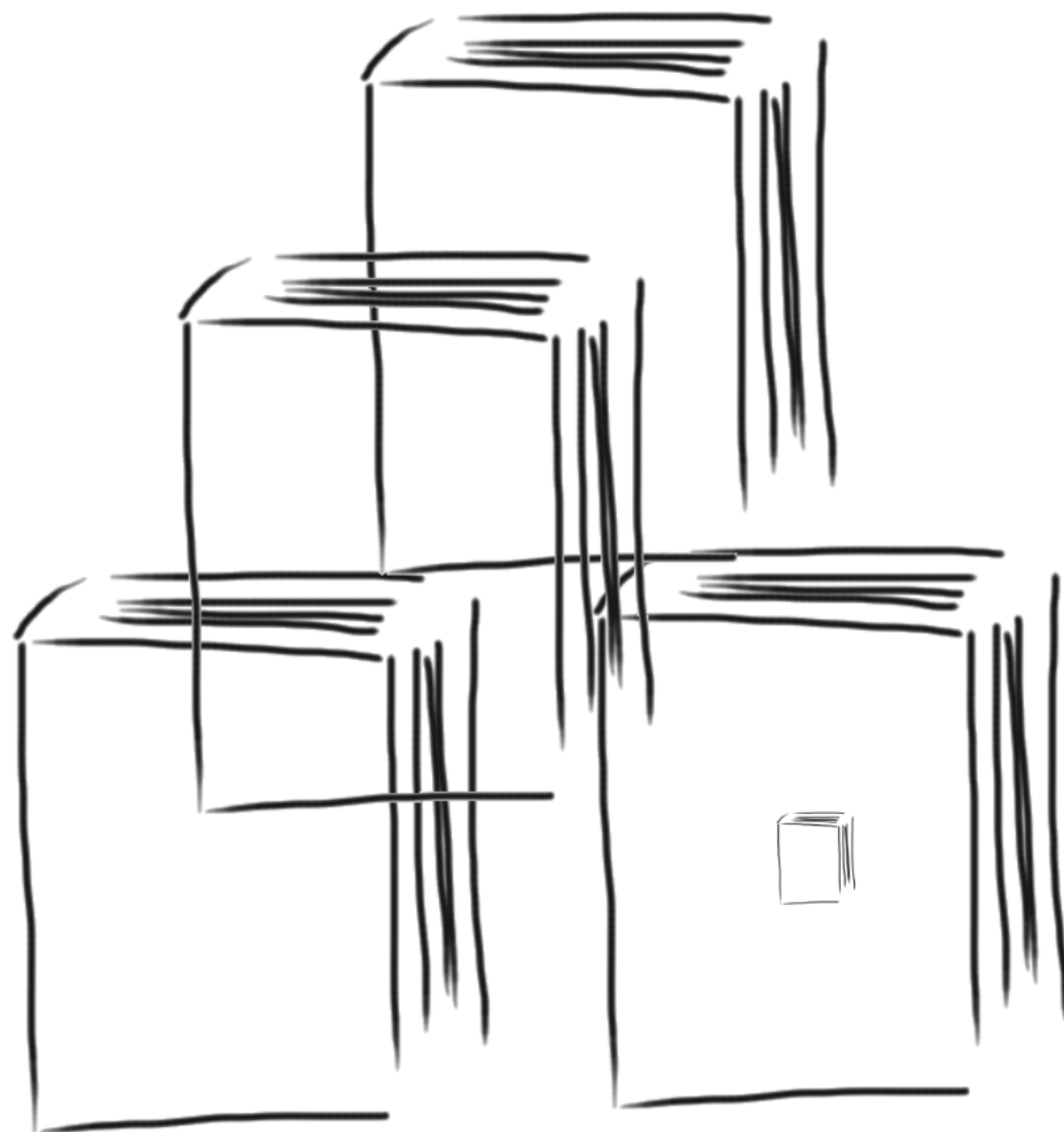


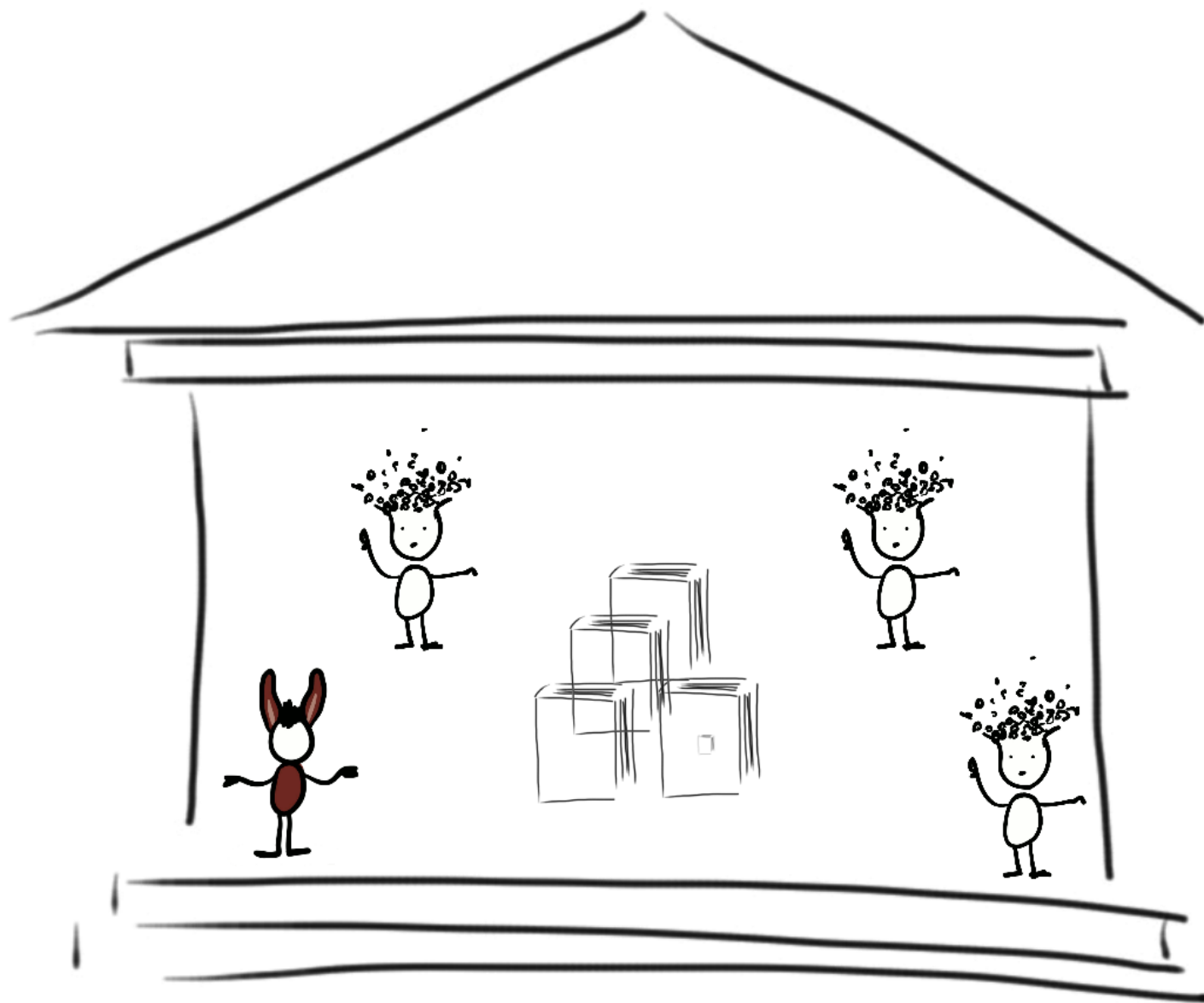
Scarcity  
+  
Transaction  
Costs  
+  
Intermediation  
=  
Efficiency  
Efficacy

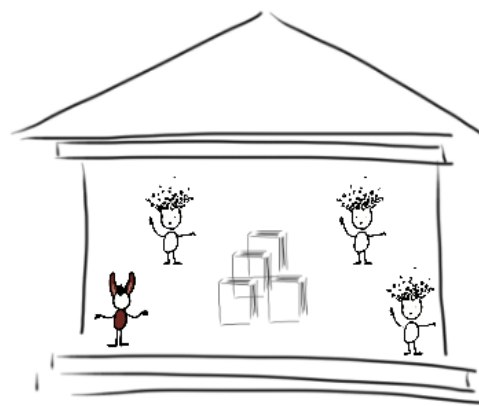
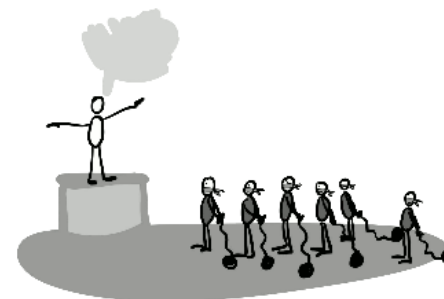
# Democracy



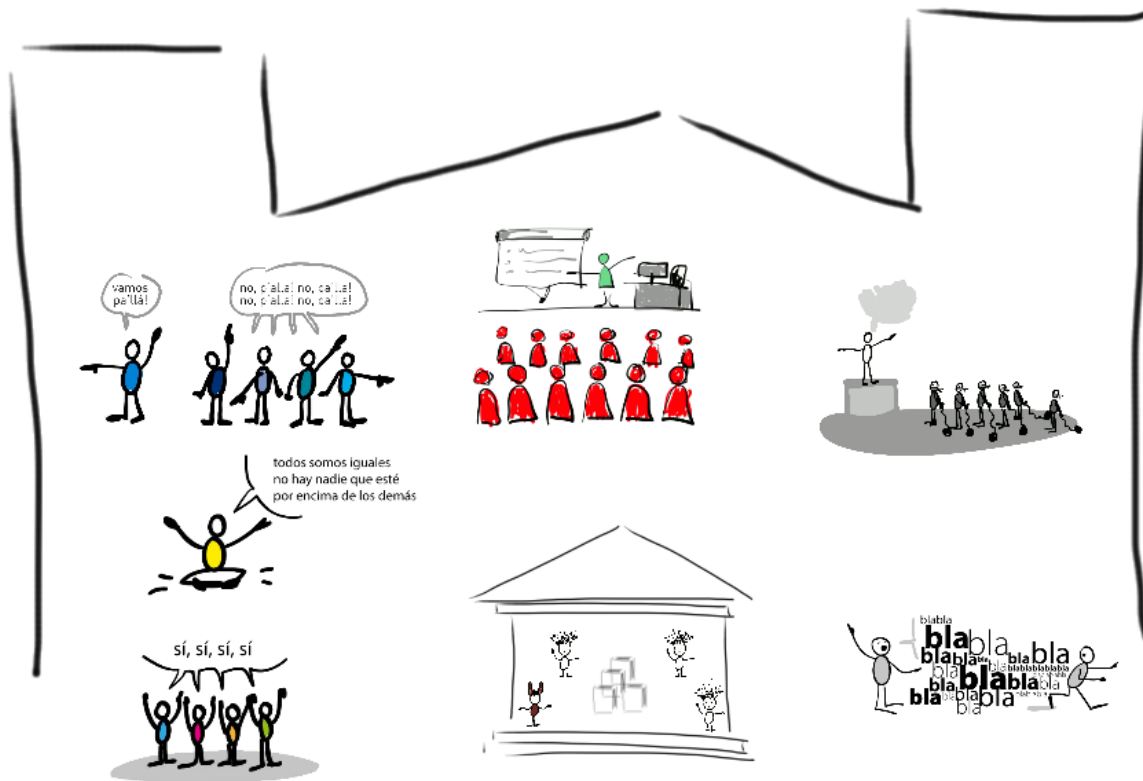








# Industrial Democracy

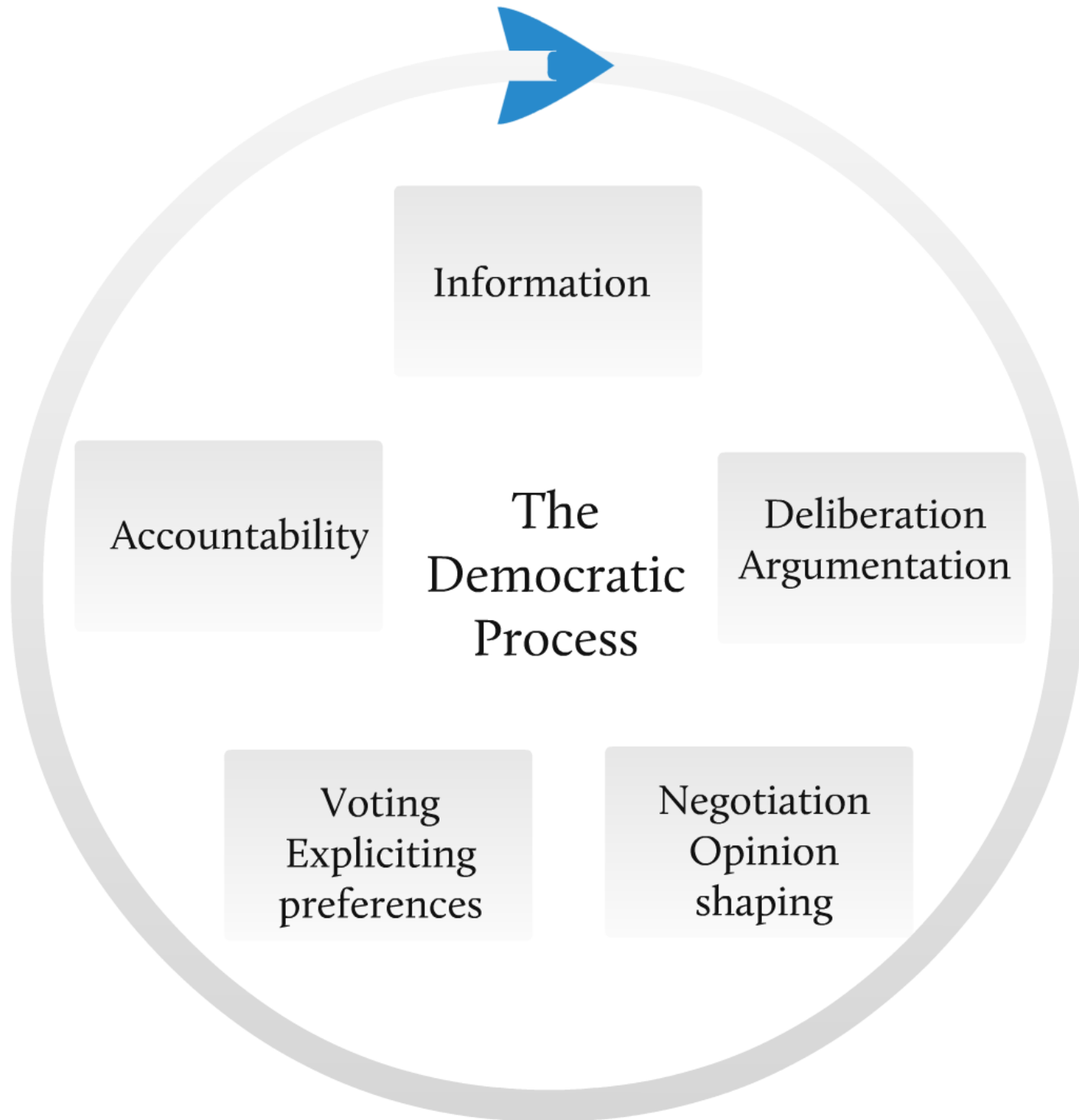


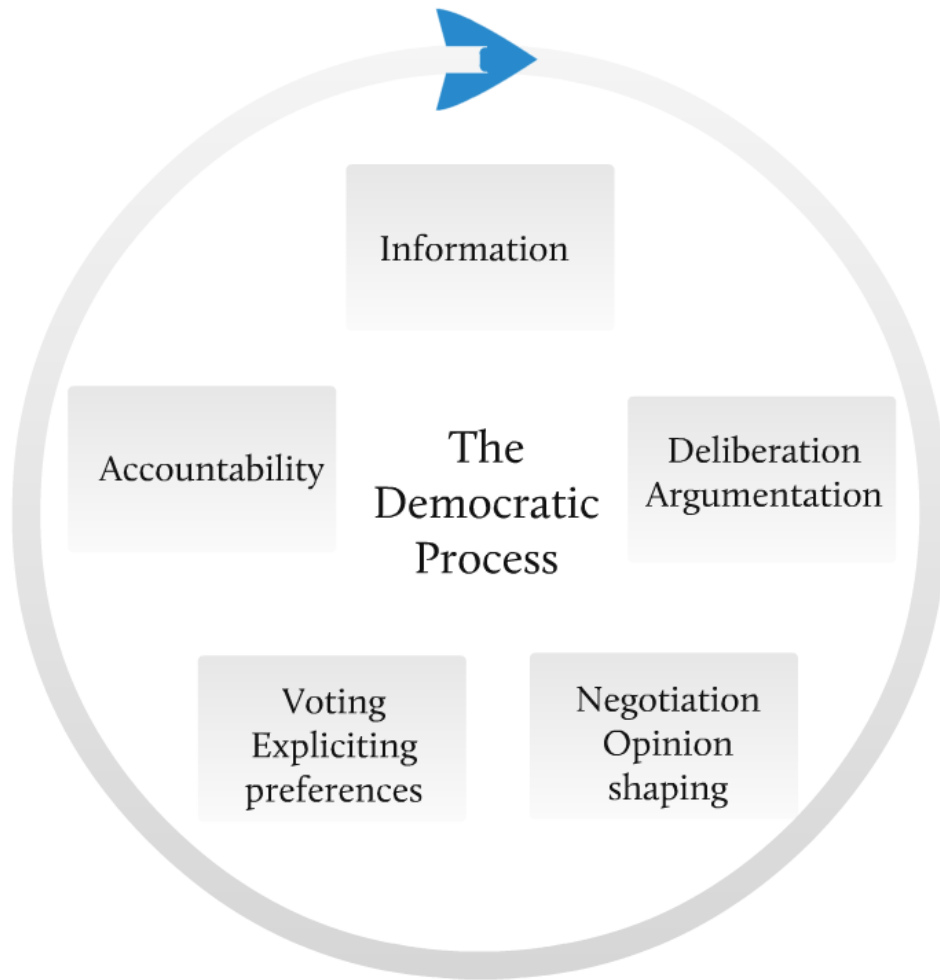
Scarcity  
+  
Transaction  
Costs  
+  
Intermediation  
=  
Efficiency?  
Efficacy?



Cost optimization  
through intermediation  
Parties  
Governments  
Organized civil society



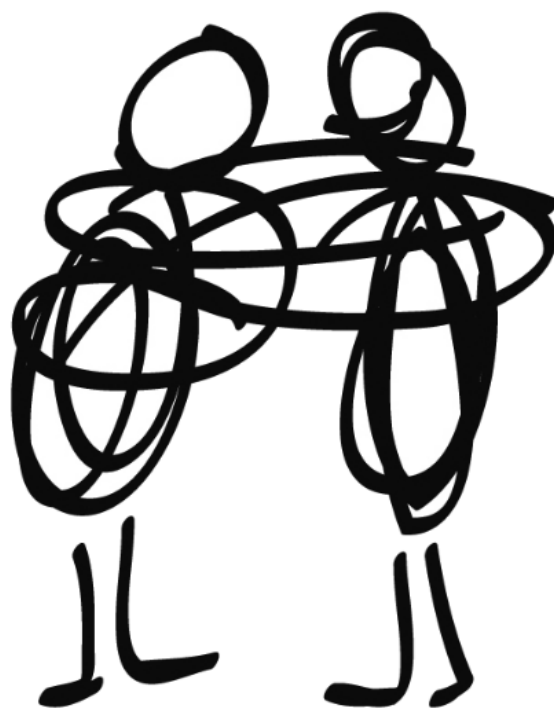




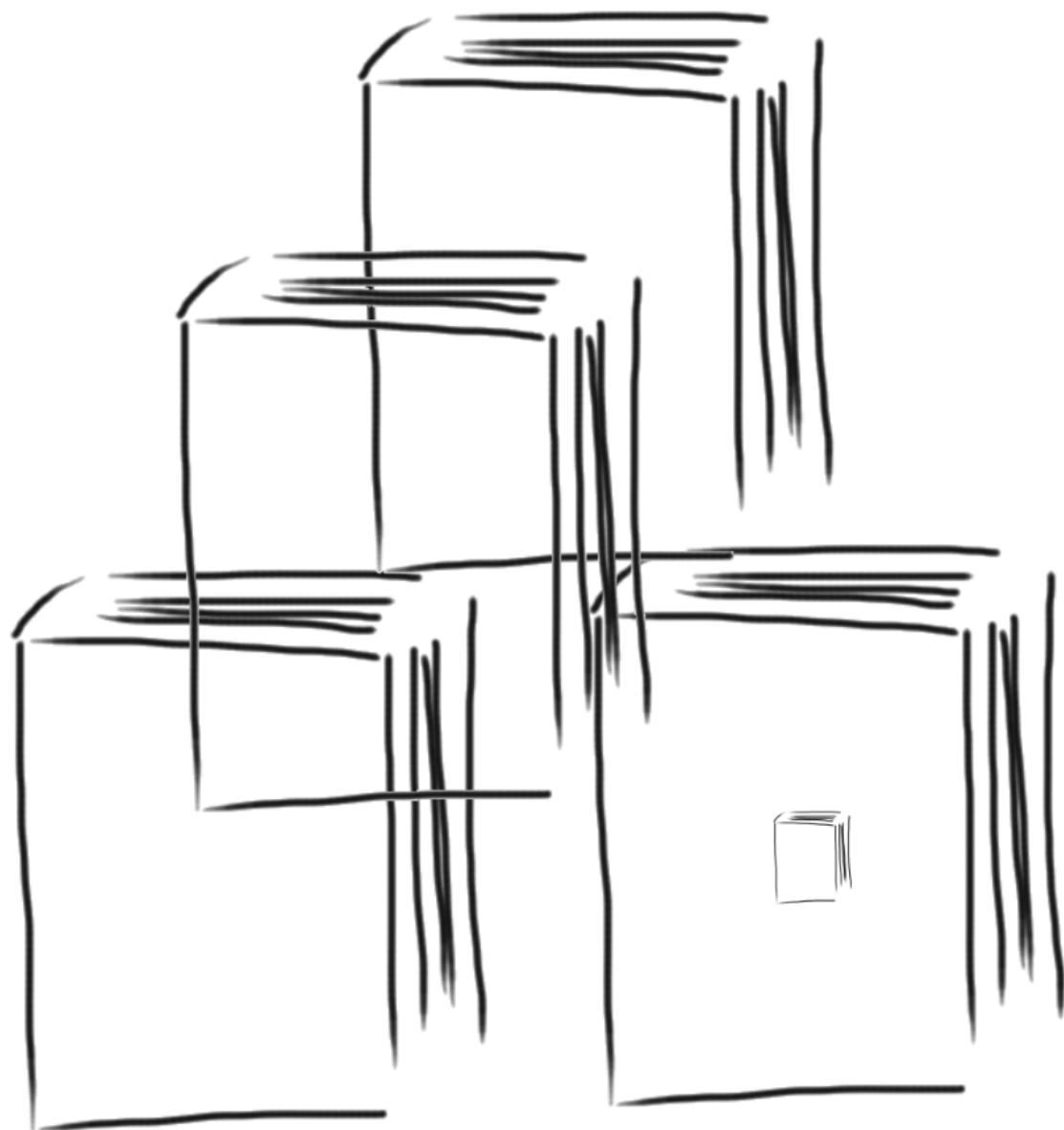
Cost optimization  
through intermediation

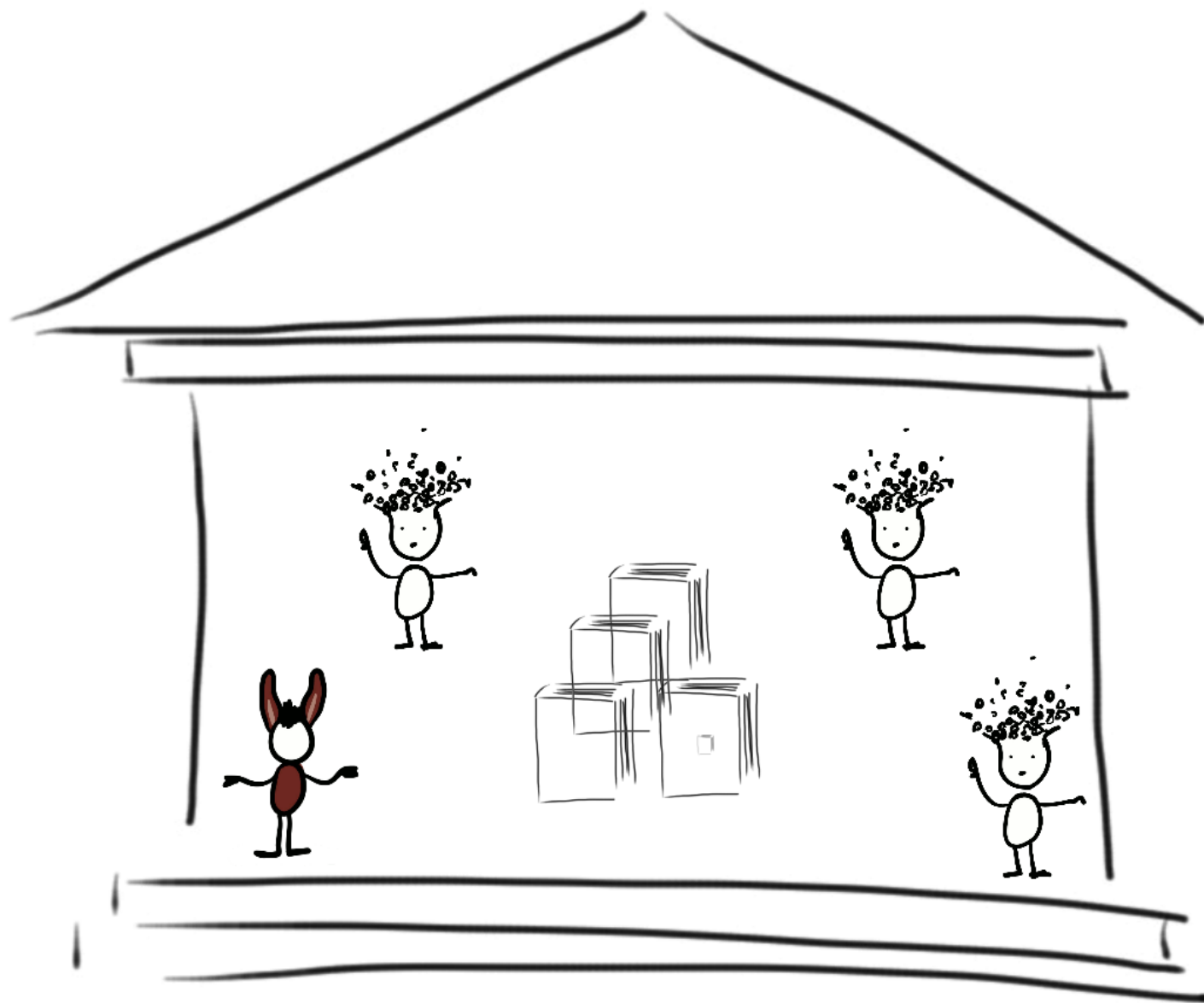
Parties  
Governments  
Organized civil society

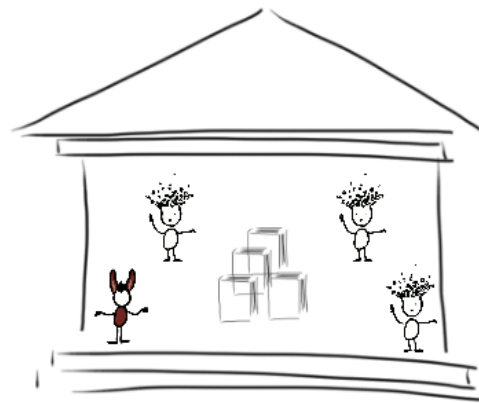
# Education



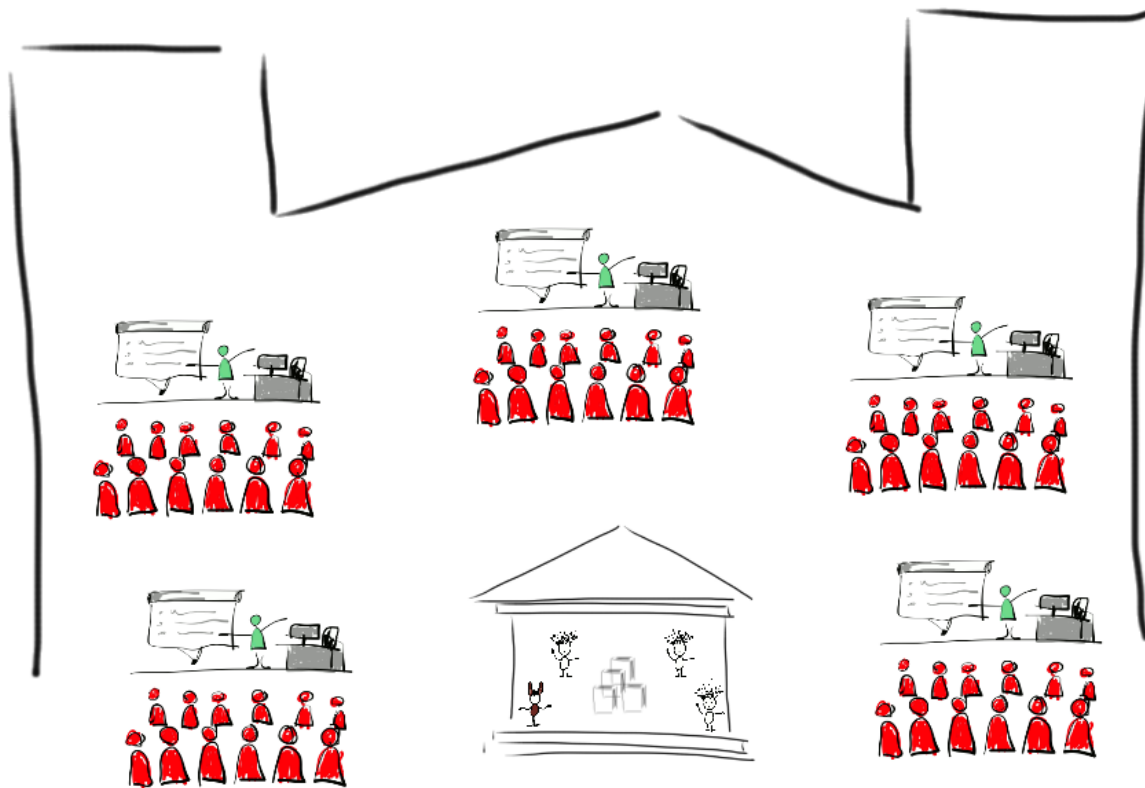






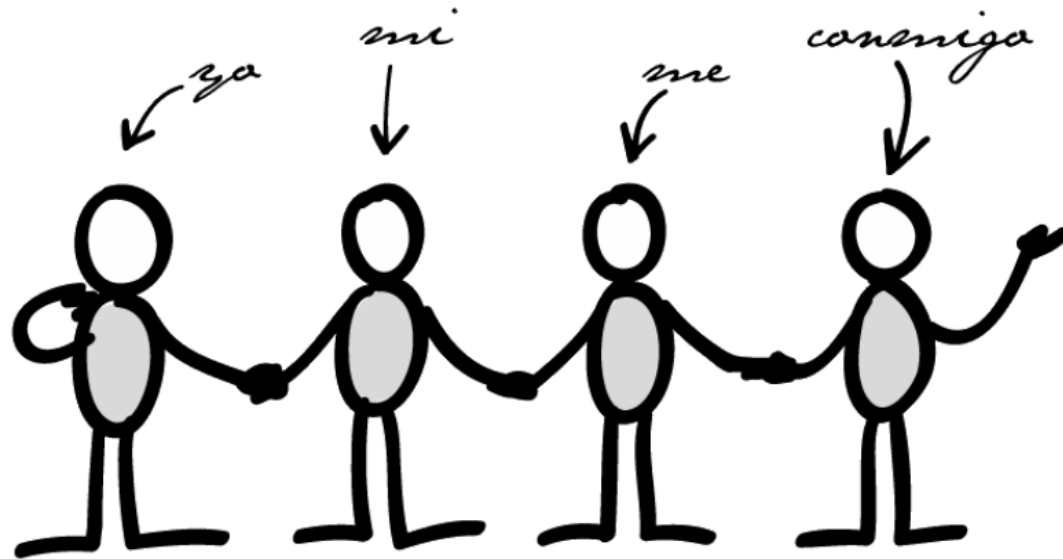


# Industrial Education

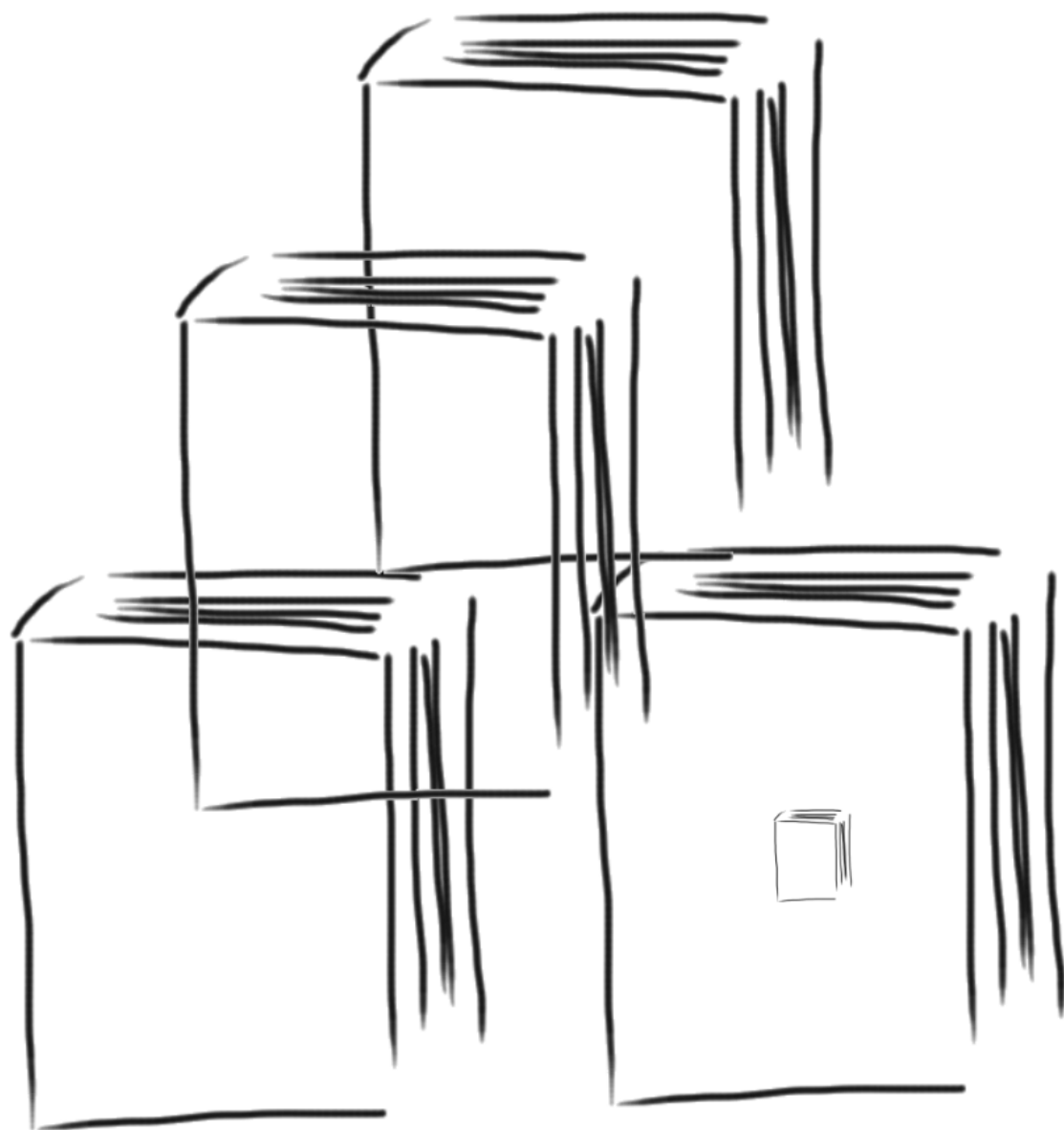


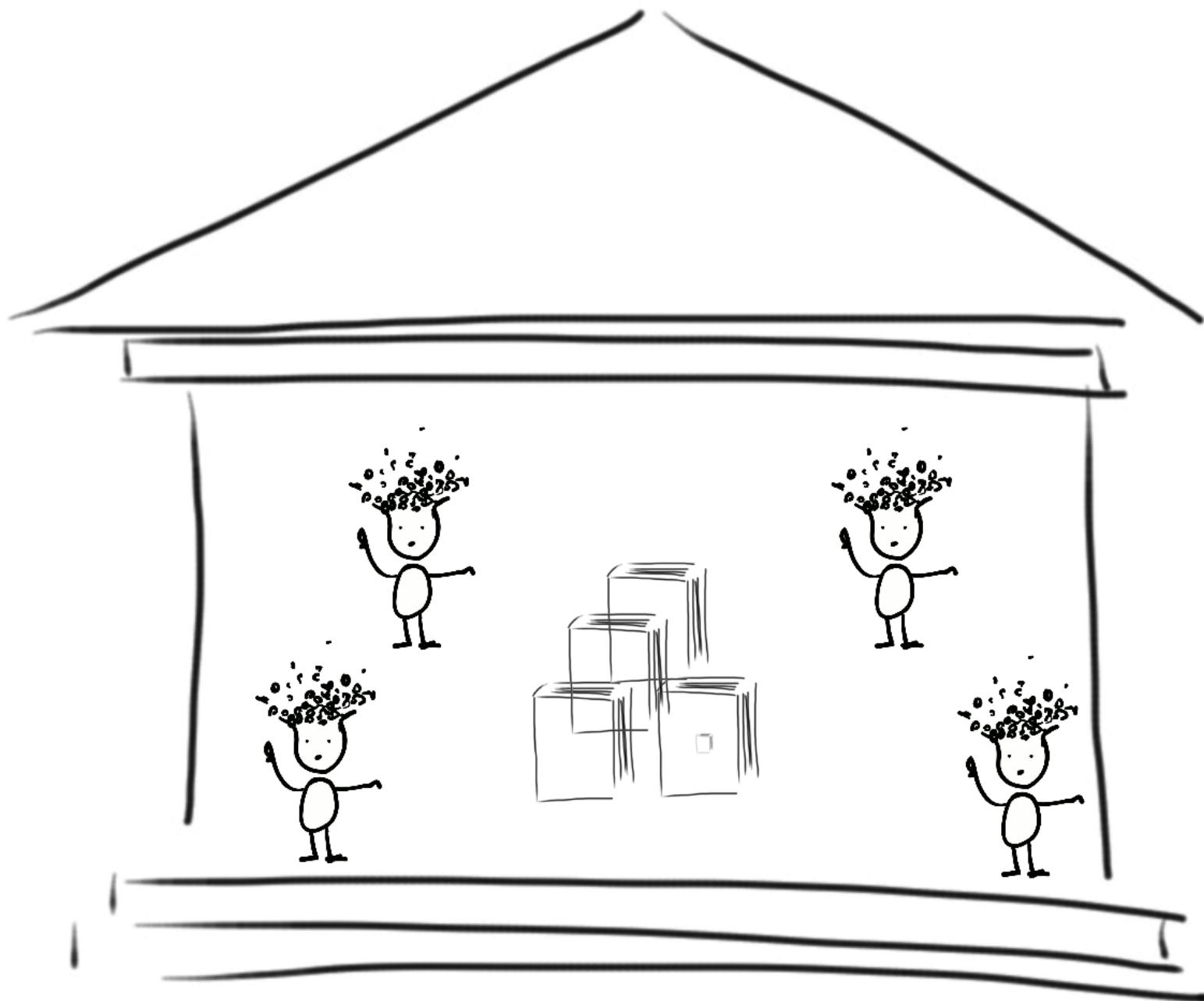
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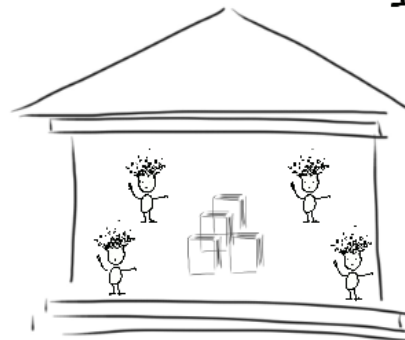
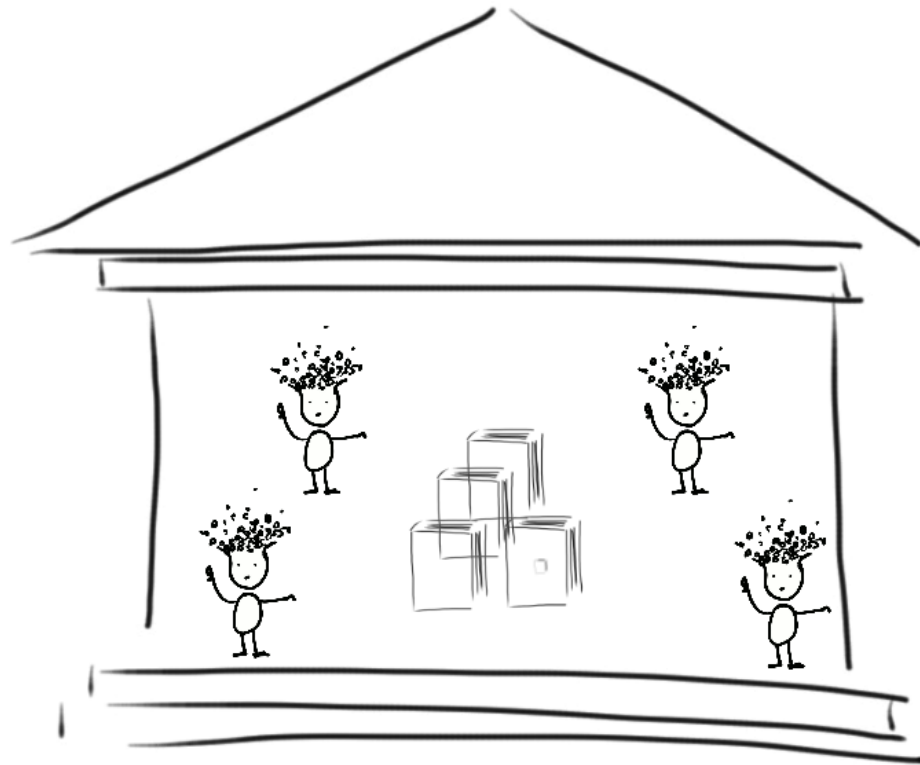
# Civil Society











2011

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

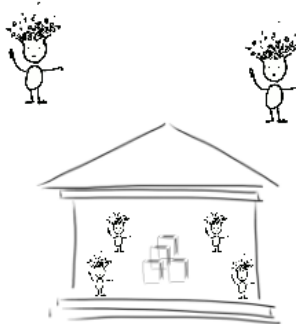
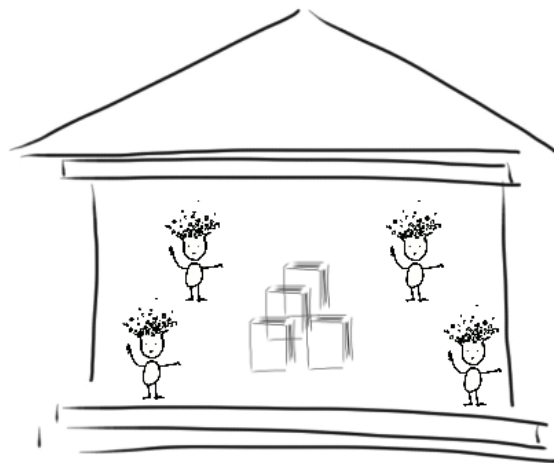
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4	5	6	7	8	9	10	2	3	4	5	6	7	8	7	8	9	10	11	12	
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25	26	27	28	29	30		23	24	25	26	27	28	29	27	28	29	30			
31							30	31												

julio 2011							agosto 2011							septiembre 2011						
l	m	a	j	v	s	d	l	m	a	j	v	s	d	l	m	a	j	v	s	d
					1	2							1		1	2	3	4		
4	5	6	7	8	9	10	4	5	6	7	8	9	10	5	6	7	8	9	10	11
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octubre 2011							noviembre 2011							diciembre 2011						
l	m	a	j	v	s	d	l	m	a	j	v	s	d	l	m	a	j	v	s	d
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3	4	5	6	7	8	9	7	8	9	10	11	12	13	5	6	7	8	9	10	11
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31																				



# Industrial Civil Society



2011

January 2011	February 2011	March 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	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

April 2011	May 2011	June 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	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

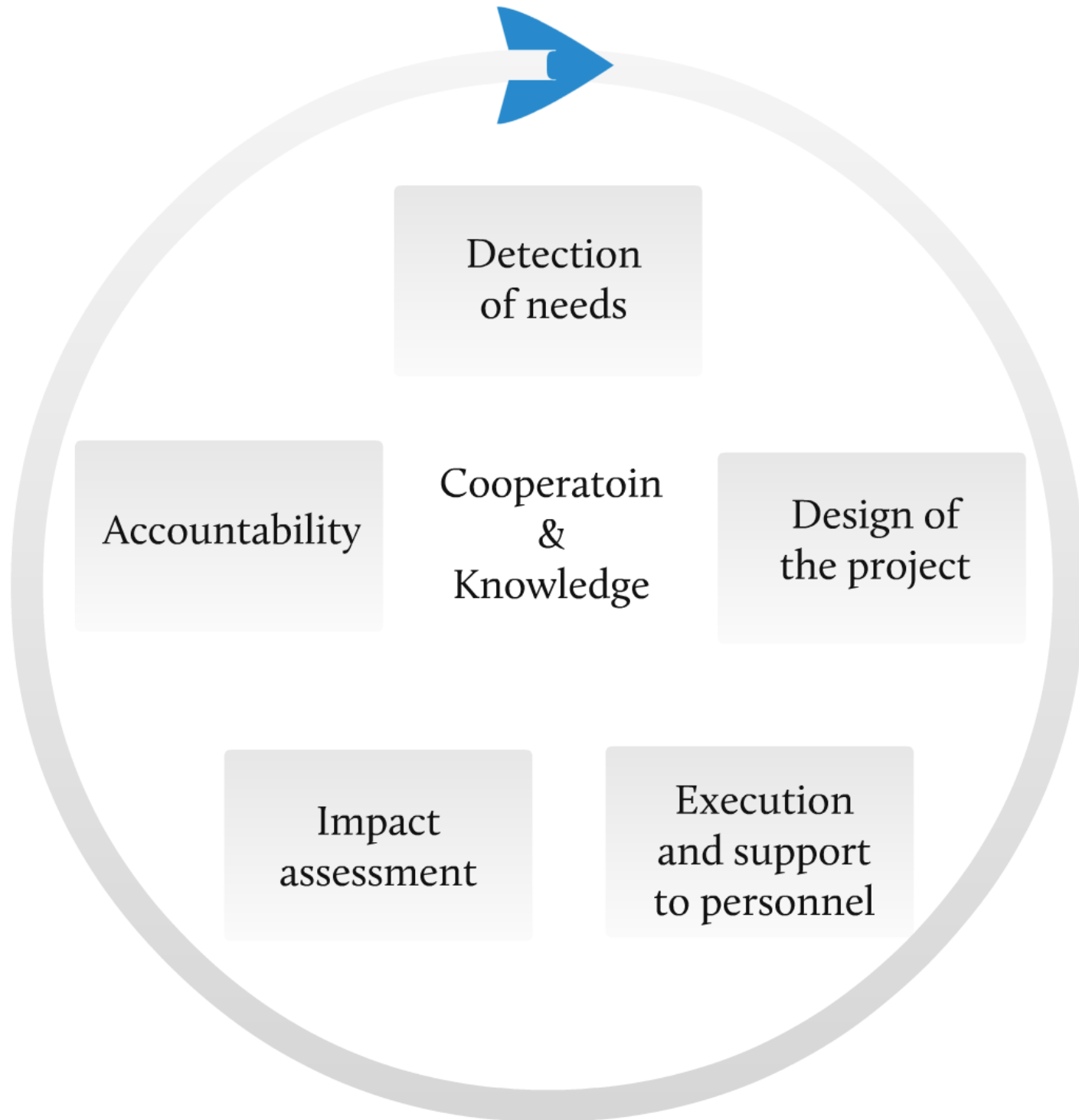
July 2011	August 2011	September 2011
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

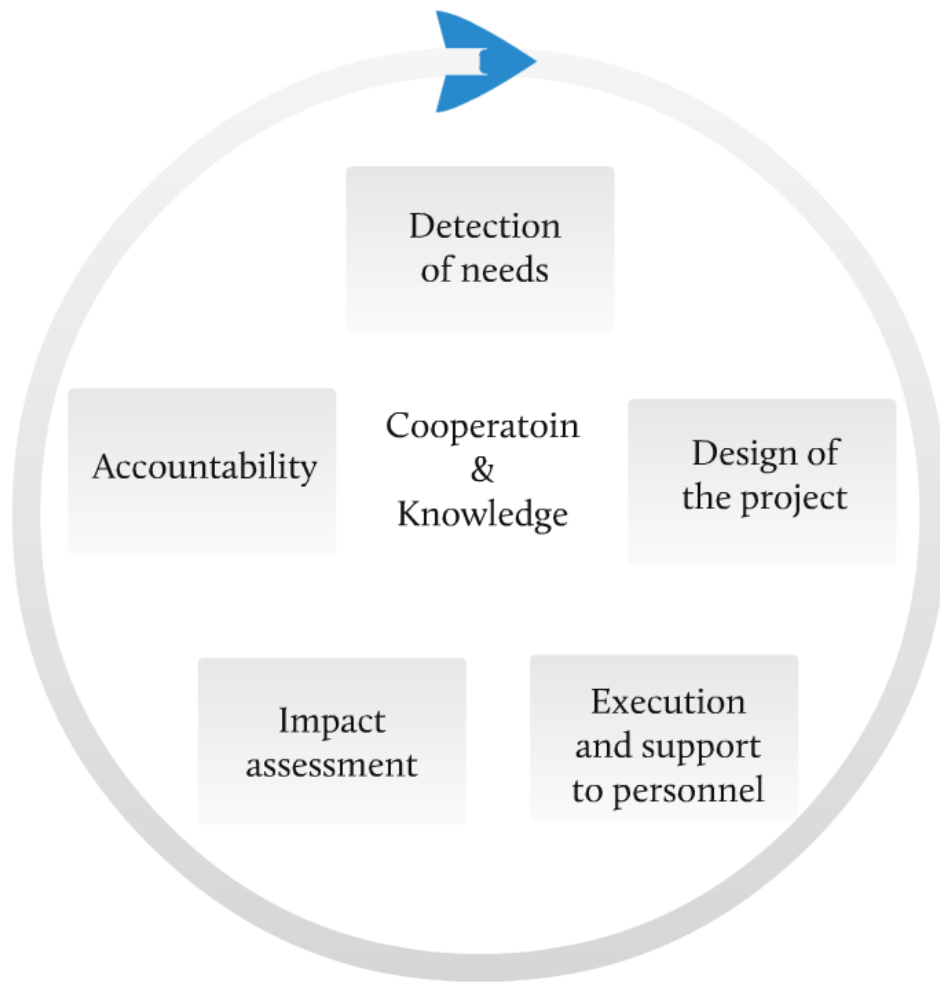
October 2011	November 2011	December 2011
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

Scarcity  
+  
Transaction  
Costs  
+  
Intermediation  
=  
Efficiency?  
Efficacy?



Cost optimization  
through intermediation  
NGO  
Counterparts  
Governments  
Civil society

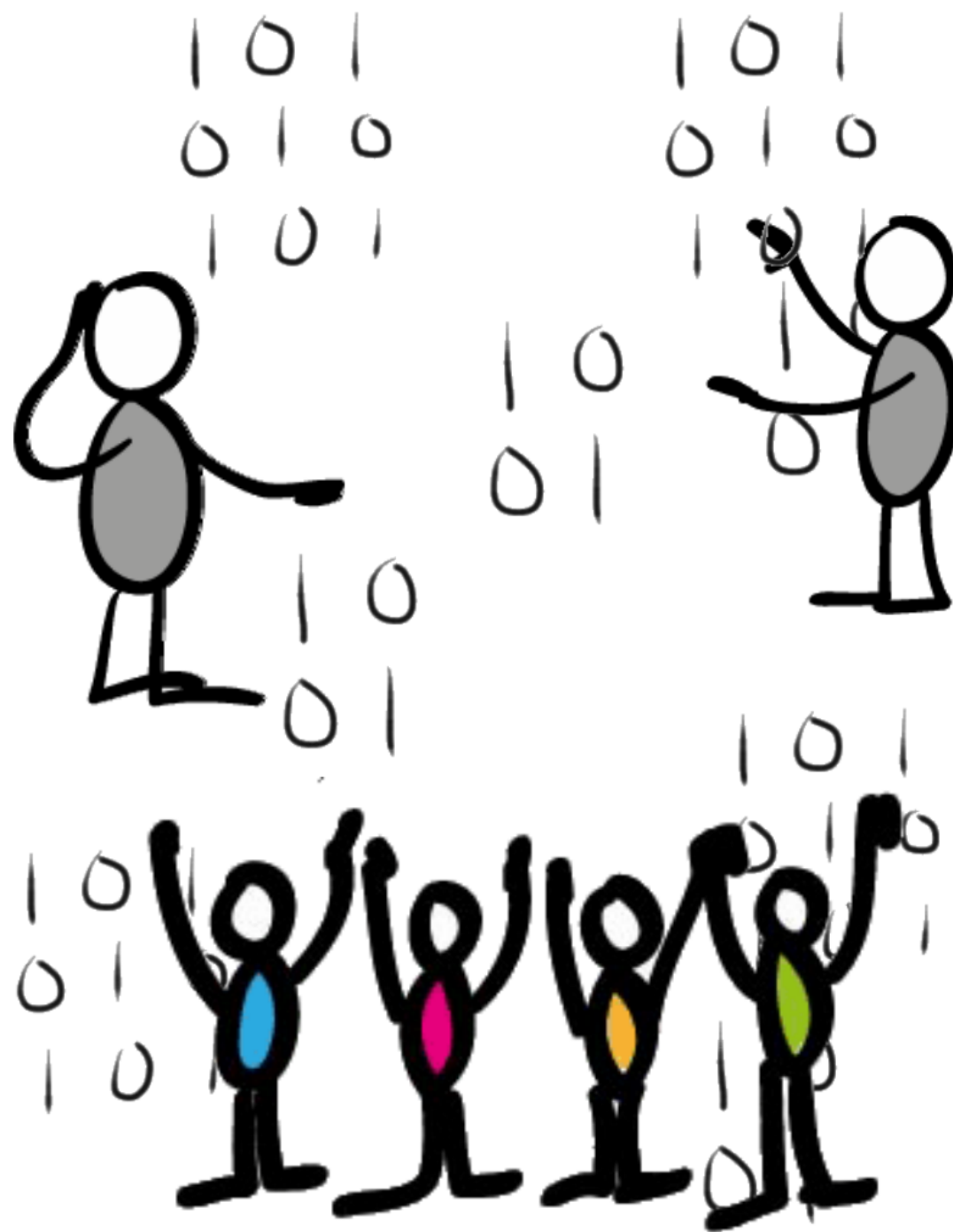




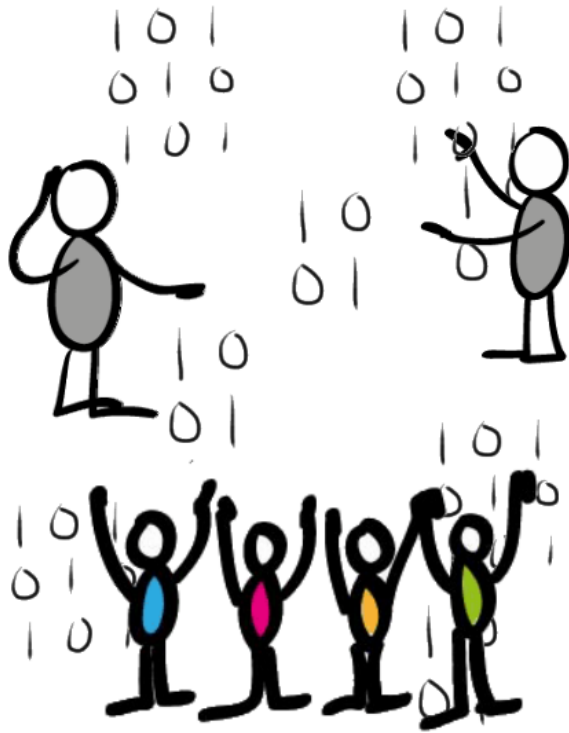
Cost optimization  
through intermediation  
NGO  
Counterparts  
Governments  
Civil society

10  
01





# Digital Society



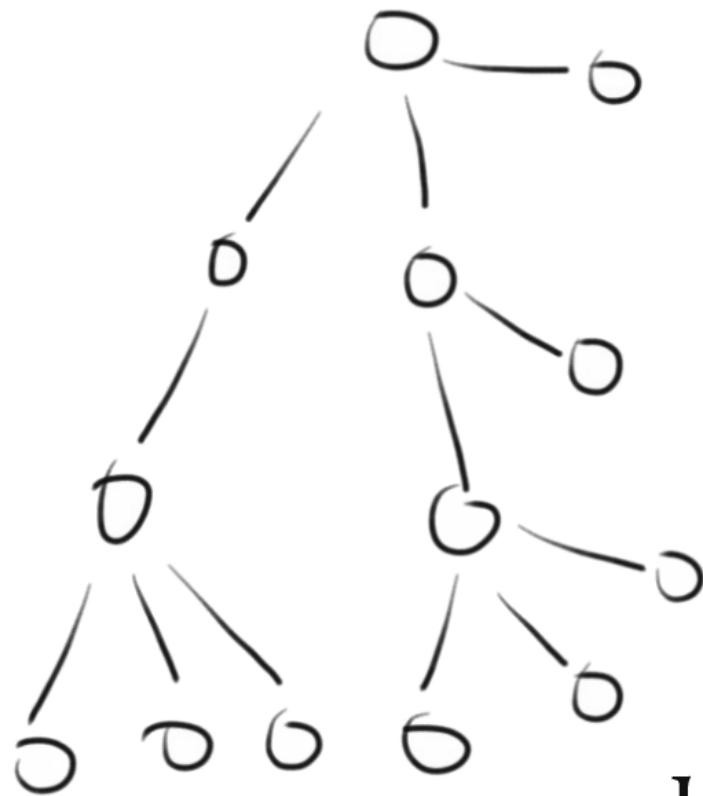
✖ Scarcity  
+

✖ Transaction  
Costs  
+

✖ Intermediation  
=

Efficiency???  
Efficacy???

# Hierarchies



Scarcity

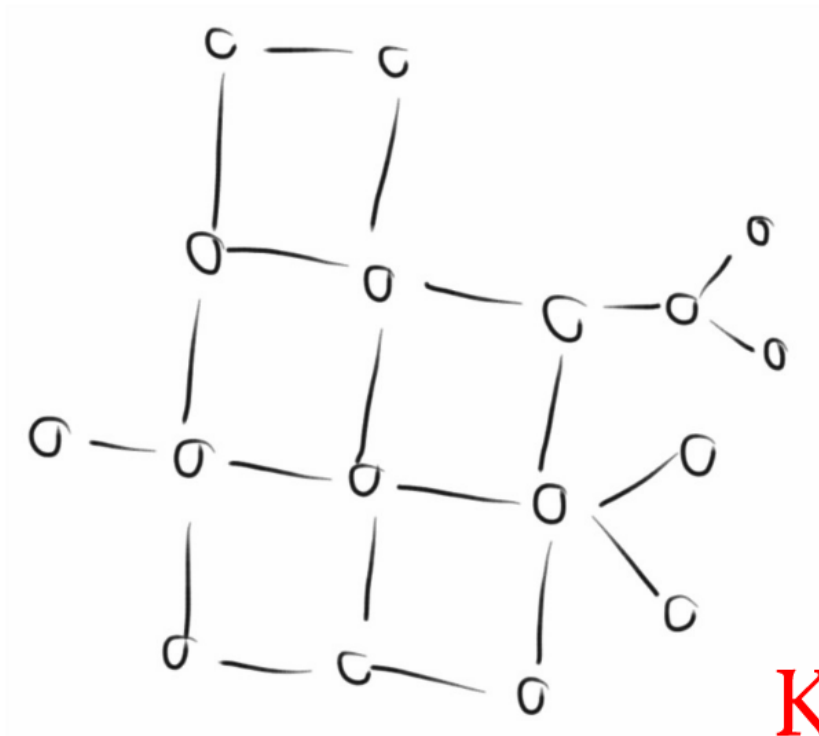
Transaction  
costs

Intermediation

Information  
management

Decision  
making

# Networks



Scalability 

Transaction costs 

Facilitation

Knowledge management

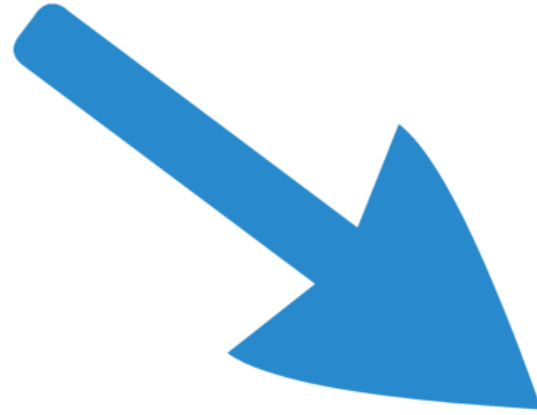
  
Decision making

Interactions happen  
in a closed place



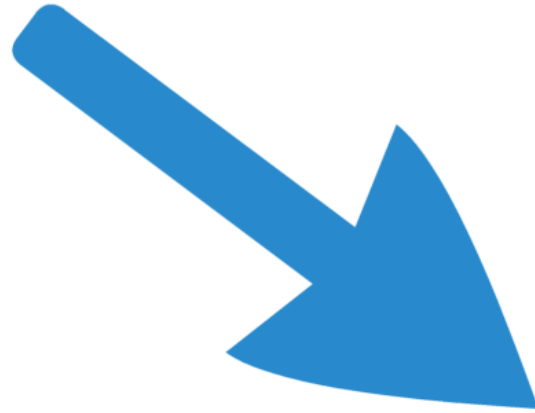
Interactions can happen  
anywhere, in the open

Interactions take place  
at a scheduled time



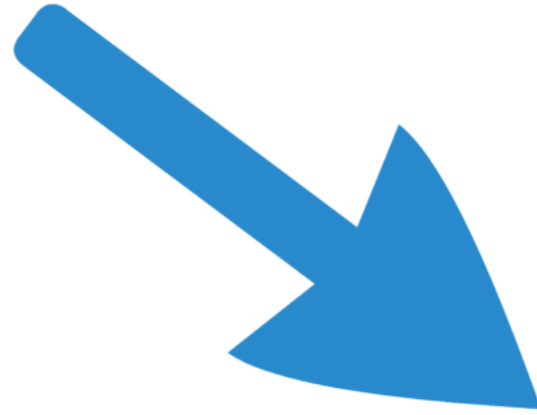
Interactions can  
take place whenever

Someone preset leads



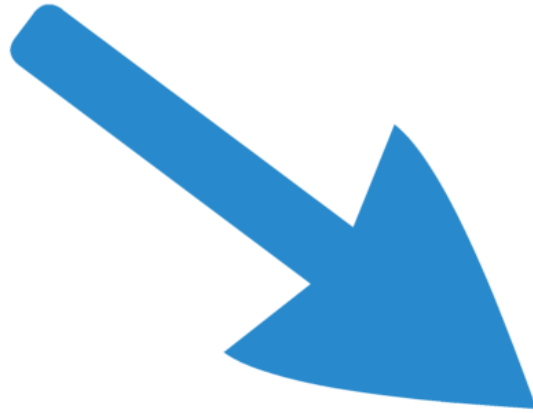
You can interact with everyone,  
with whom you choose

Someone proposes  
something programmed



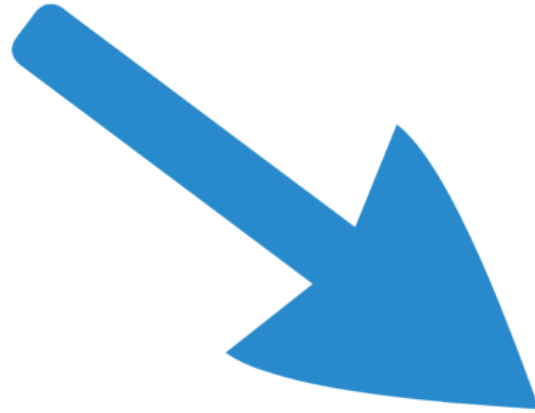
Scheduling is  
part of the process

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

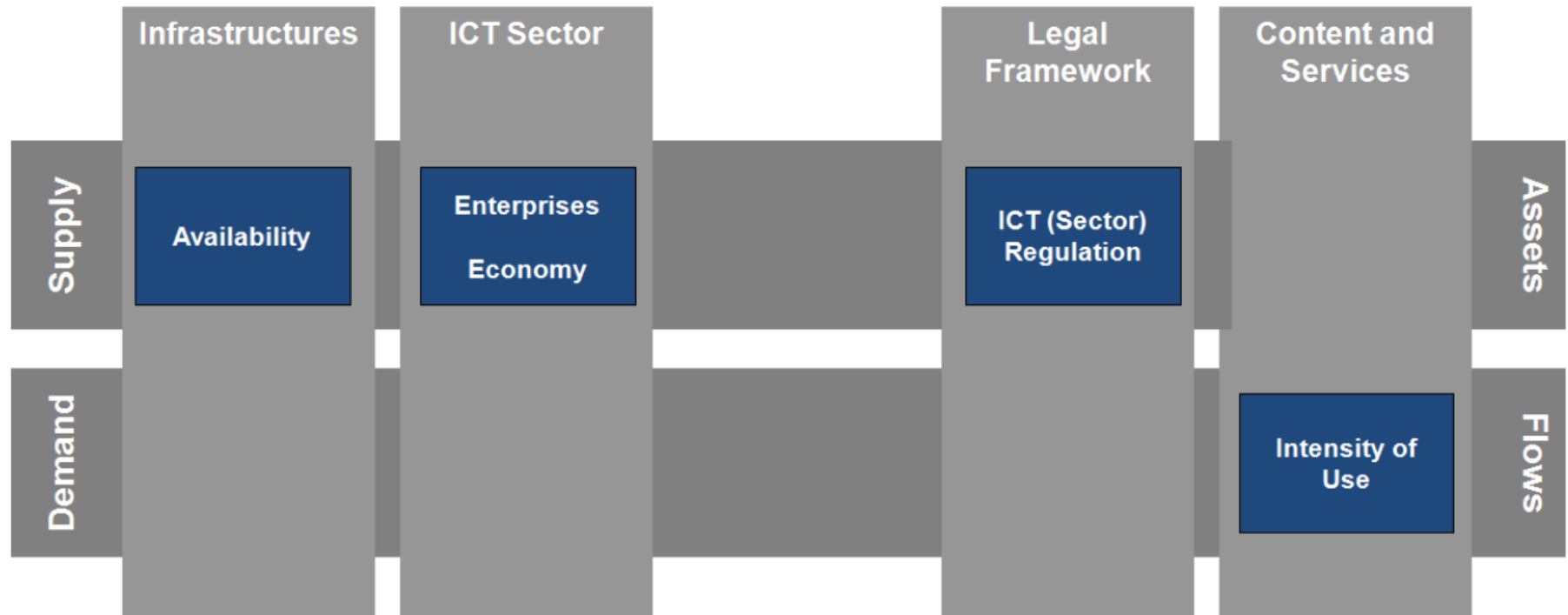
Content and container  
are inseparable



Content is volatile,  
the container is you

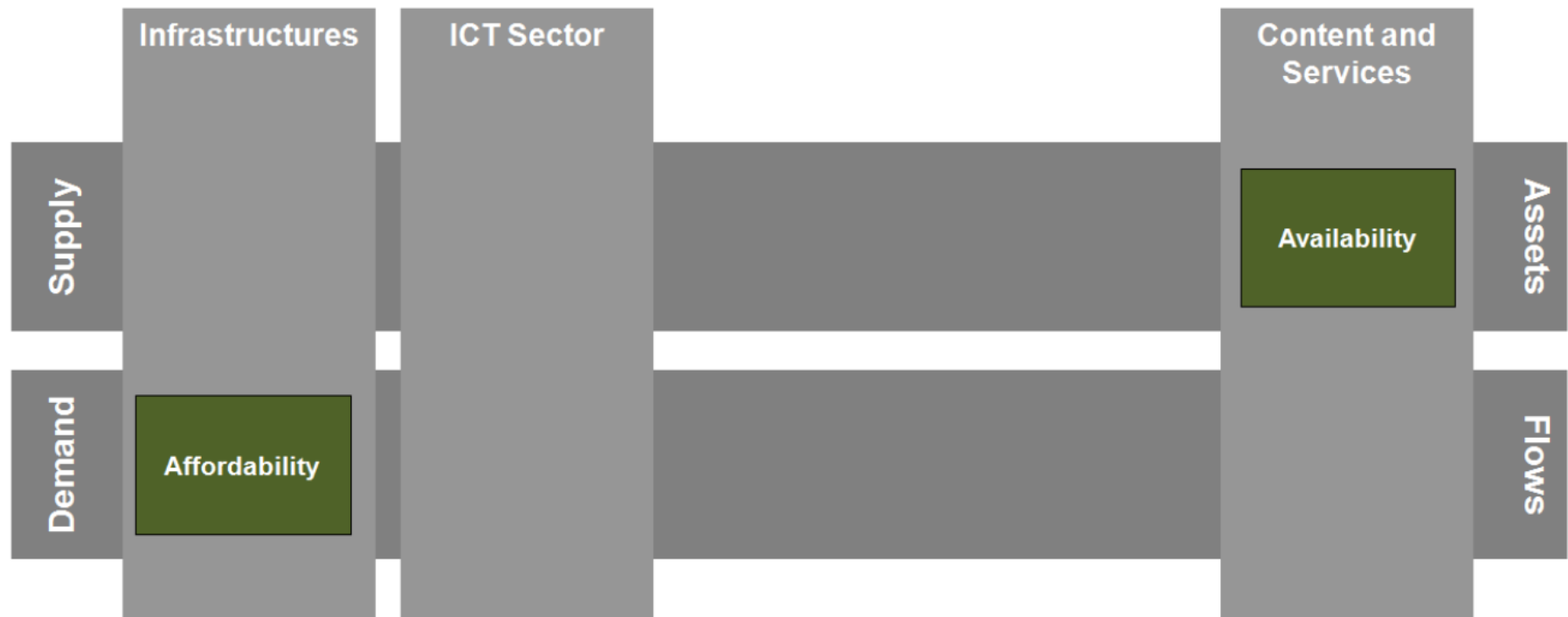
State of the  
question?

# Information society? Governments

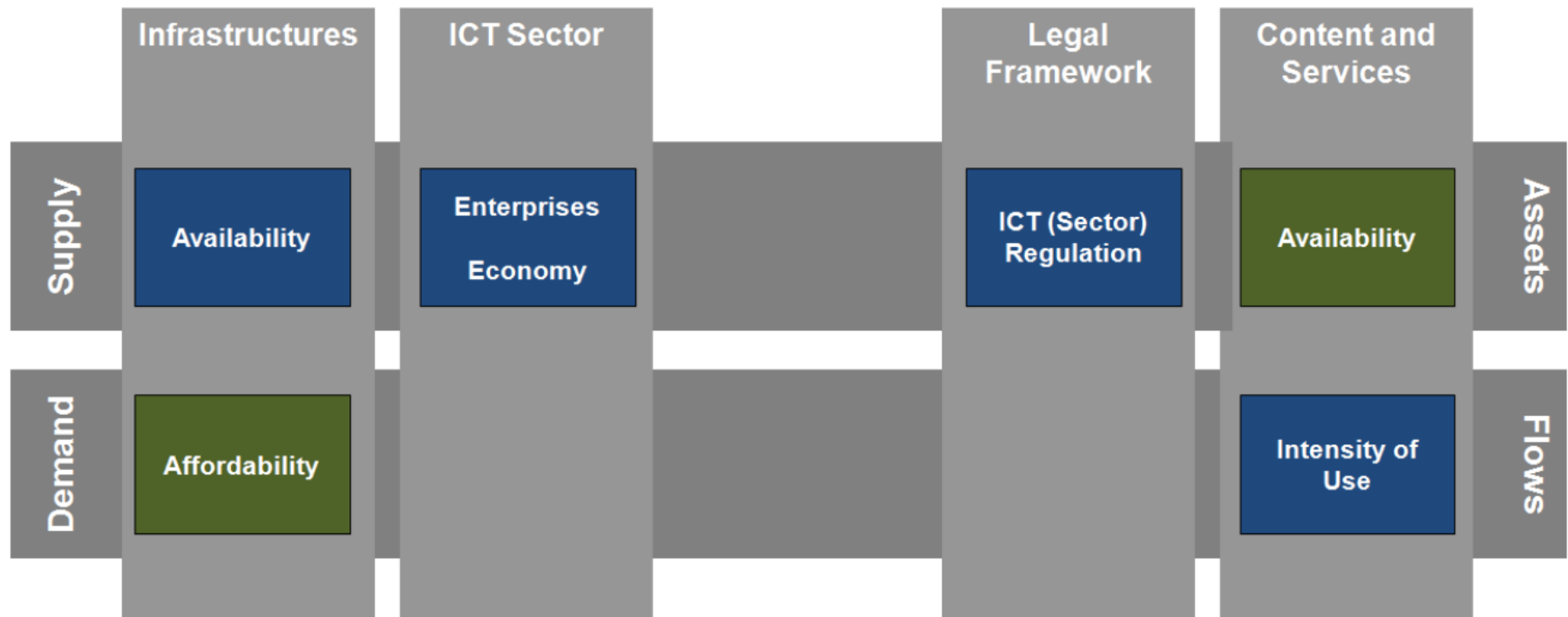


# Information society?

## Citizens

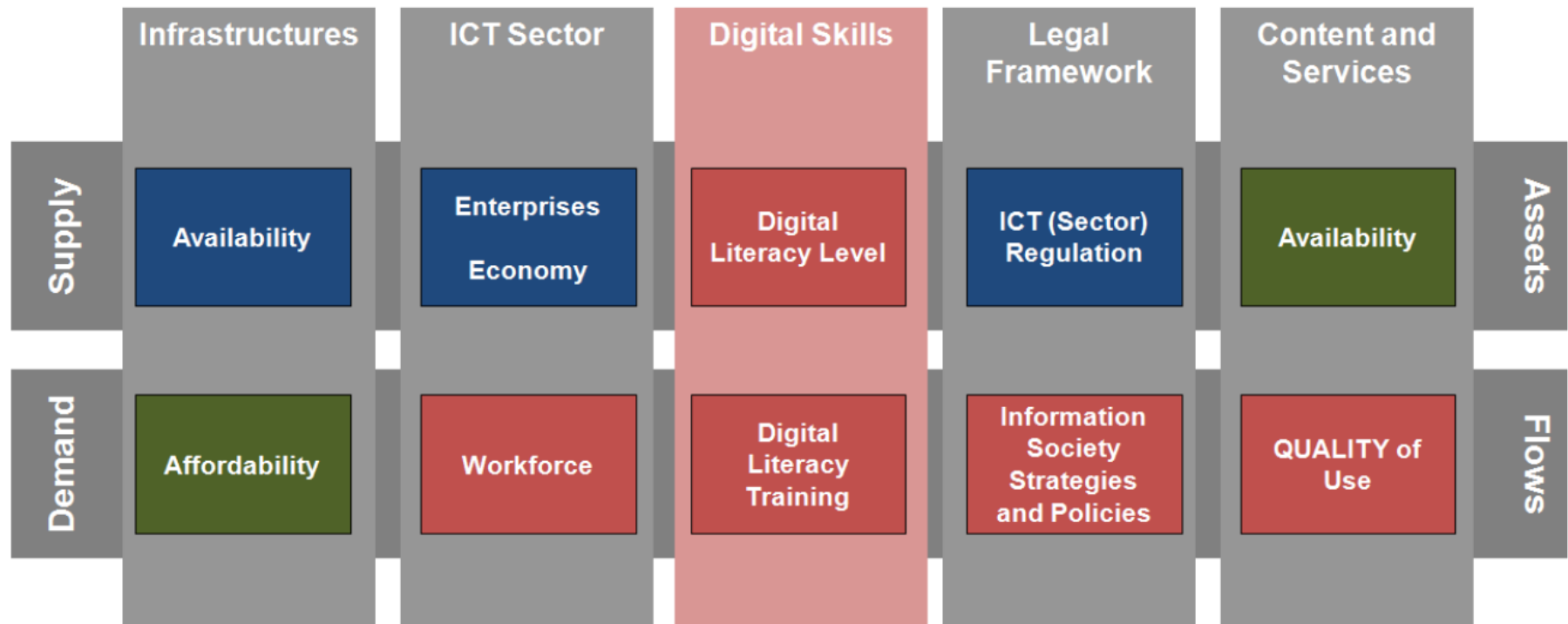


# Information society Current Scenario

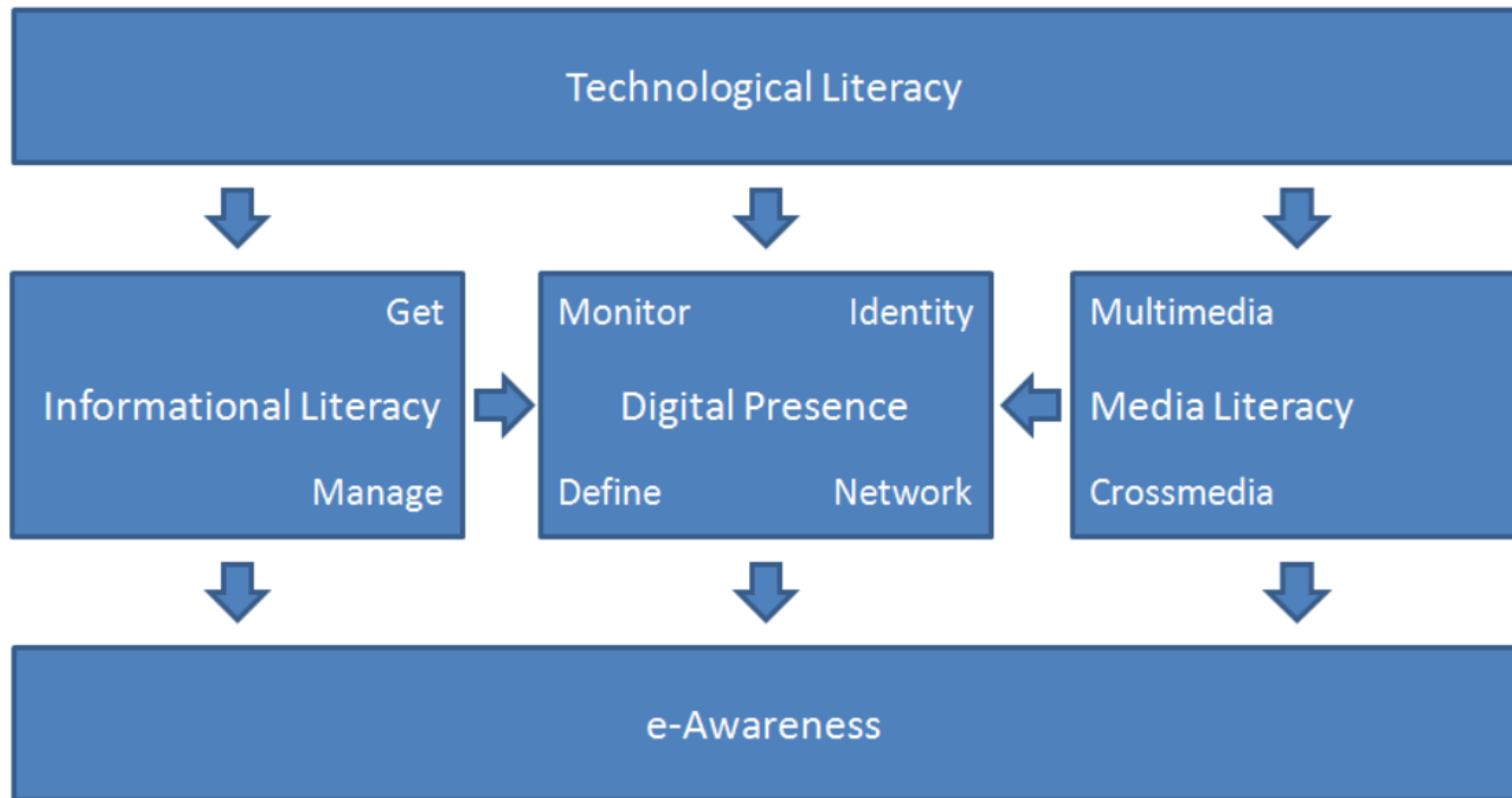


# Information society

## 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

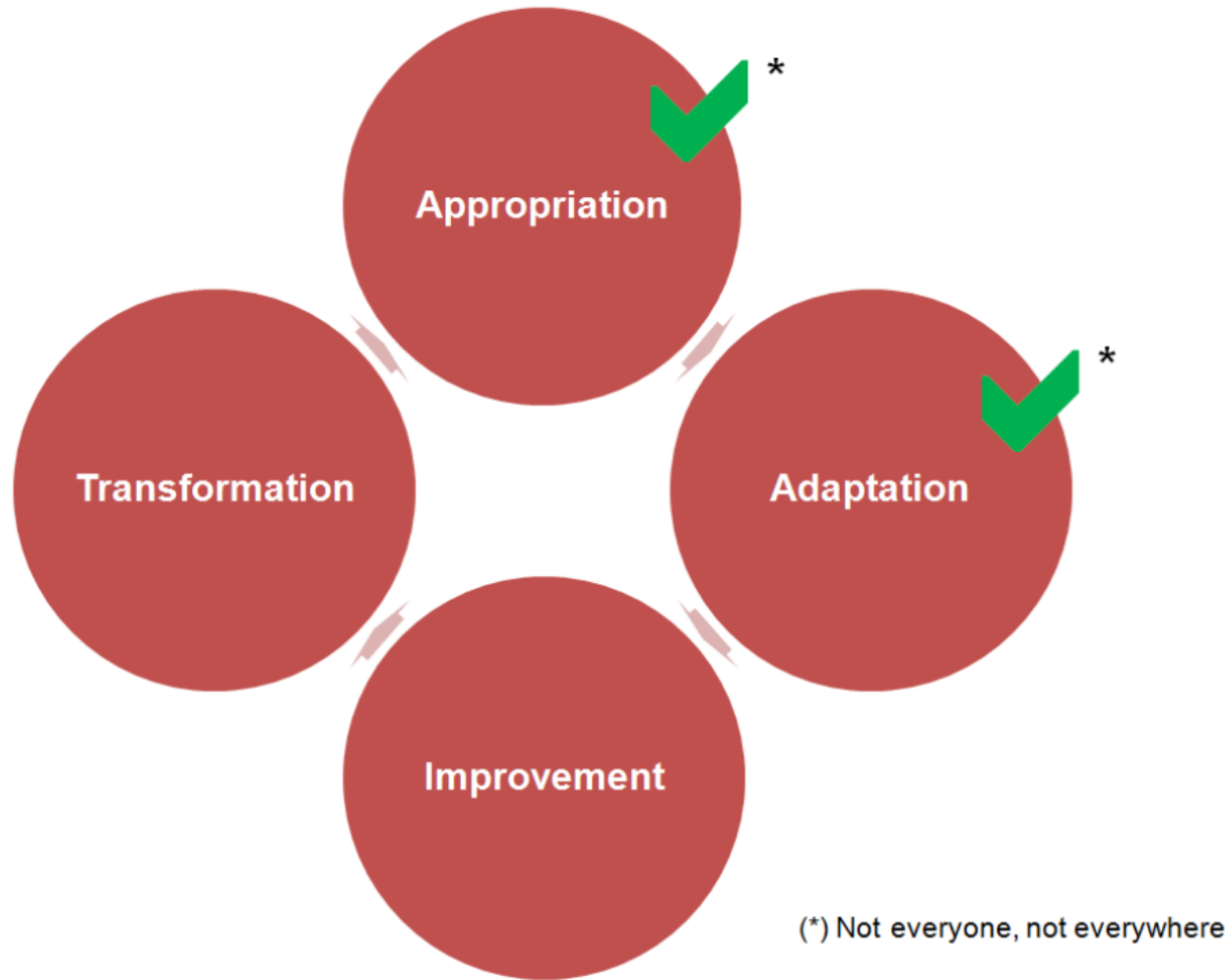
8% makes an advanced use of the Internet

case: Facebook Wants to Be Your One True Login (#1 Google)

case: what is a web browser (8%)

Source: Eurostat, 2010, for Spain

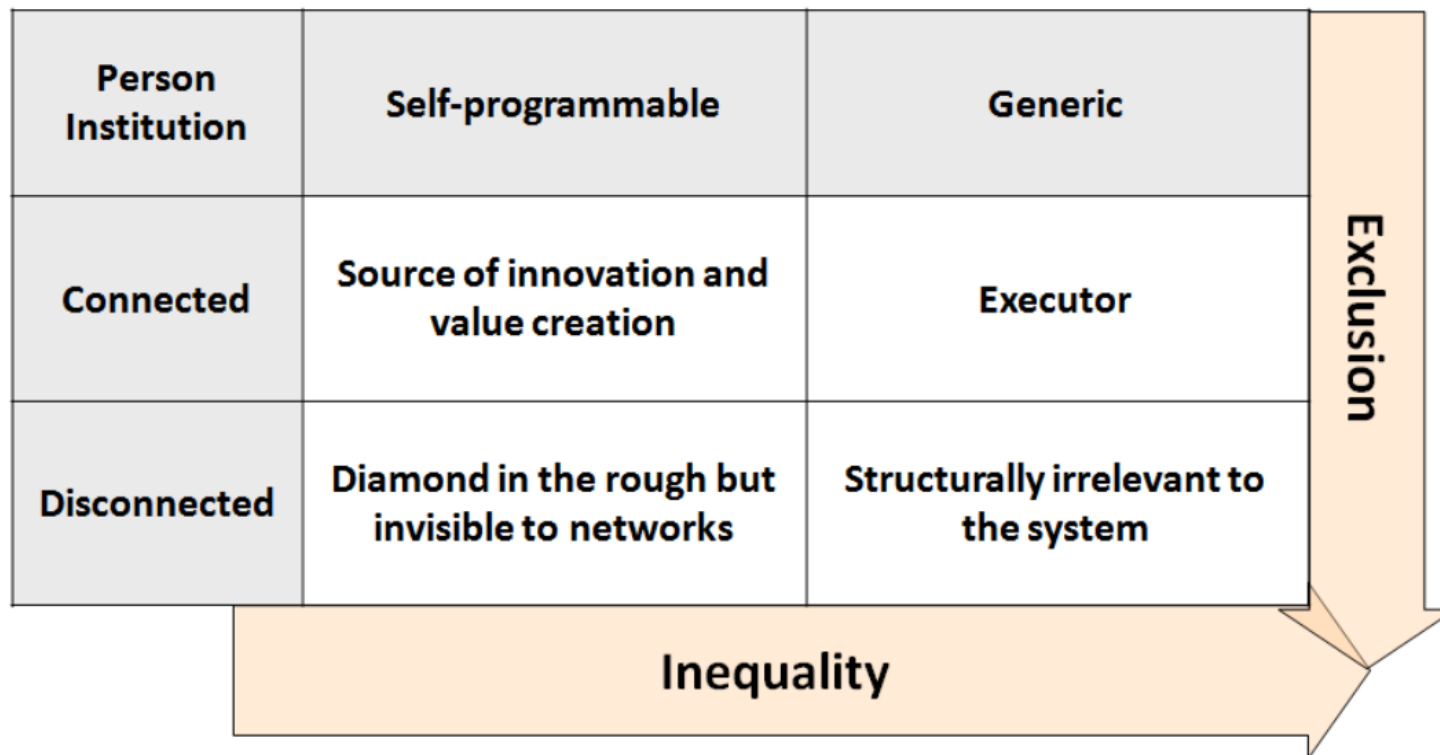
# Digital Transformation?



# 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

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Alicante, 13 May 2013

Magister Lvcentinvs on Intellectual Property  
University of Alicante

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Magister Lvcentinvs on Intellectual Property, University of Alicante, 13 May 2013.

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

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