Using ICT, Social Media and Mobile Technologies to Foster Self-Organisation in Urban and Neighbourhood Governance

16 - 17 May 2013

Dr. Reinout Kleinhans
On behalf of the OTB Research Institute of Delft University:

Welcome to the conference!
Setting the stage

- Rapid growth in the use of social media and mobile communication technologies
- Constant increase in the number of virtual networks
- Internet and virtual networks give rise to personalised communities that exist both in virtual and real spaces
- Volunteered Geographic Information’ (VGI) created by individuals who use geo-visualization interfaces (such as Google Maps).
What people are doing

- **Creators** publish Web pages, write blogs, upload videos to sites like YouTube.

- **Critics** comment on blogs and post ratings and reviews.

- **Collectors** use Really Simple Syndication (RSS) and tag Web pages to gather information.

- **Joiners** use social networking sites.

- **Spectators** read blogs, watch peer-generated videos, and listen to podcasts.

- **Inactives** are online but don’t yet participate in any form of social media.

Who participates (U.S. online users)

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Young Teens (12 to 17)</th>
<th>Youth (18 to 21)</th>
<th>Generation Y (22 to 26)</th>
<th>Generation X (27 to 40)</th>
<th>Young Boomers (41 to 50)</th>
<th>Older Boomers (51 to 61)</th>
<th>Seniors (62+)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creators</td>
<td>34%</td>
<td>37%</td>
<td>30%</td>
<td>19%</td>
<td>12%</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>Critics</td>
<td>24%</td>
<td>37%</td>
<td>34%</td>
<td>25%</td>
<td>18%</td>
<td>15%</td>
<td>11%</td>
</tr>
<tr>
<td>Collectors</td>
<td>11%</td>
<td>16%</td>
<td>18%</td>
<td>16%</td>
<td>15%</td>
<td>16%</td>
<td>11%</td>
</tr>
<tr>
<td>Joiners</td>
<td>51%</td>
<td>70%</td>
<td>57%</td>
<td>29%</td>
<td>15%</td>
<td>8%</td>
<td>6%</td>
</tr>
<tr>
<td>Spectators</td>
<td>49%</td>
<td>59%</td>
<td>54%</td>
<td>41%</td>
<td>31%</td>
<td>26%</td>
<td>19%</td>
</tr>
<tr>
<td>Inactives</td>
<td>34%</td>
<td>17%</td>
<td>21%</td>
<td>42%</td>
<td>54%</td>
<td>61%</td>
<td>70%</td>
</tr>
</tbody>
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Source: Businessweek (http://images.businessweek.com/mz/07/24/0724_6insiid_a.gif)
Setting the stage

• Self-efficacy + self-organisation of citizens in neighbourhoods & cities

• Increasing demand for contemporary engagement and participation

• Standard public participation instruments are:
  • Outdated
  • Unappealing
  • Disconnected from needs
  • Difficult to fit in daily activity schemes

• Two-way communication between residents and policymakers is still scarce.
High virtual mobilisation potential

• Established *real space* effects are negative or ambivalent …
Questions and Knowledge Gaps

- How can social media supplement other participation forms?

- What about take up rates of social media-based platforms?

- To what extent do virtual platforms really affect decision-making and residents’ approach towards local everyday liveability issues?

- What are preconditions & restrictions for effectively using ICT and social media in self-organisation, participatory planning, governance?

- To what extent do new practices require adjustments of theories on the spatial-virtual interchange, collective action and active citizenship?
Change by Us NYC is a place to share ideas, create projects, discover resources,
Aim of the Conference

To identify, present and discuss scientific research into and local experiences with the mobilising potential of ICT, social media and mobile technologies and ICT

Within the context of neighbourhood governance, self-organising citizens and participatory planning.
Conference Facts & Figures

4 key note speeches
24 presentations
21 papers submitted

(estimated) 357.5 cups of coffee/tea

?? Social media posts on the conference

#OTBI SMT
Morning Program

10.00 – 10.45  KEY NOTE LECTURE 1  (Orange Room)
   chair: Reinout Kleinhans

Jennifer Evans-Cowley, Ohio State University, USA:
“There's an App for That: Mobile Applications for Engagement”

10.45 – 11.15  Tea / Coffee

11.15 – 12.00  KEY NOTE LECTURE 2  (Orange Room)
   chair: Maarten van Ham

Rich Ling, IT University of Copenhagen, Denmark:
“Mobile phones, social glue and the (sometimes) viral web”