

# Future of Social Science and Social Networks

Panel Discussion  
HUSO/ICCGI/VISUAL  
June, 2018

# Panelists

- Dennis J. Folds (moderator), Lowell Scientific Enterprises, Carrollton, GA USA
- Leonie Hallo, University of Adelaide, Australia (*Creativity Overvalued?*)
- Christian Bourret, UPEM - University Paris East Marne-la-Vallée - IFIS / DICEN, France (*Digital Identity in Healthcare*)
- Arnulfo P. Azcarraga, De La Salle University, Philippines (*Perspective given the recent events in the Philippines*)
- Artur Serrano, NTNU/Norwegian University of Science and Technology, Norway (*Healthcare Information Dissemination through Social Networks*)

# Some Issues

- Social networks have always been a key part of society. How are they changing given the evolution of technology?
- Is technology for (constantly!) communicating with your preferred social networks harmful?
- Are privacy concerns any different?
- How can social science help address these issues?

# Some Conclusions

- Social networks allow communications to occur more rapidly, which may amplify sentiment (whereas slower methods allow some “cooling off”)
- Social networks allow individuals to communicate with a much larger audience than older methods
- Privacy concerns have become more important because technology, especially when automated, facilitates more rapid, thorough, and persistent invasion of privacy



# Creativity: A holy Grail or a reason to get drunk?

Dr Leonie Hallo, University of Adelaide



# Have we overdone creativity?

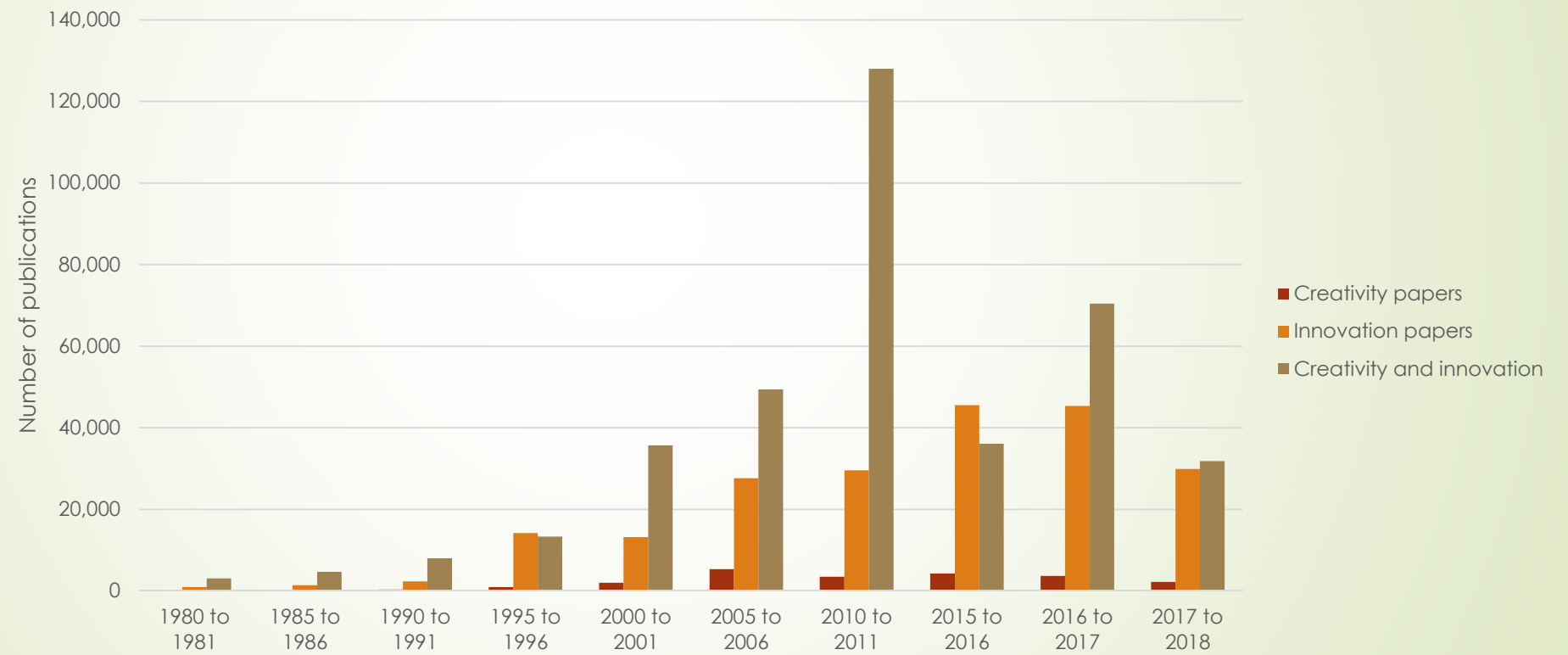
- ▶ Are we fostering creativity for its own sake rather than for its ability to solve problems?
- ▶ Our society places a very high value on creativity and innovation
- ▶ Innovation seems to be being elevated above other characteristics



# Let's have some data

- ▶ I searched a number of articles within Google Scholar using the terms "creativity and innovation" over several one-year periods
- ▶ I also searched Business Source Complete and looked at the number of papers about "creativity" and "innovation"
- ▶ It is clear that innovation in particular has grown phenomenally and is still growing

# Some evidence









# More data

- ▶ I also searched on **Seek.com.au**, Australia's top employment website
- ▶ I chose the classification **Accounting**, which offered in total 9507 jobs
- ▶ The keyword **creativity** produced 67 jobs
- ▶ The keyword **creative** produced 233 jobs
- ▶ The keyword **innovation** produced 421 jobs
- ▶ The keyword **innovative** produced 1059 jobs.
- ▶ That's a lot of jobs in which accountants and firms are supposed to be creative or innovative



# If we want to foster creativity, at least let's have some fun!

- ▶ Jarosz of Mississippi State University gave vodka and cranberry cocktails to 20 male subjects
- ▶ 20 matched subjects received placebos
- ▶ All subjects did word association problems
- ▶ Drunk subjects gave more correct answers more quickly than sober ones.



# Alcohol can help creative problem-solving..

- ▶ Alcohol unlocks a lesser focus
- ▶ It helps people incorporate seemingly irrelevant stuff
- ▶ This is the essence of creativity



# A clear application of this....

- ▶ Brainstorming should occur in the bar
- ▶ Drunk people also speak more fluently in a foreign language
- ▶ Perhaps we could try this out this evening?

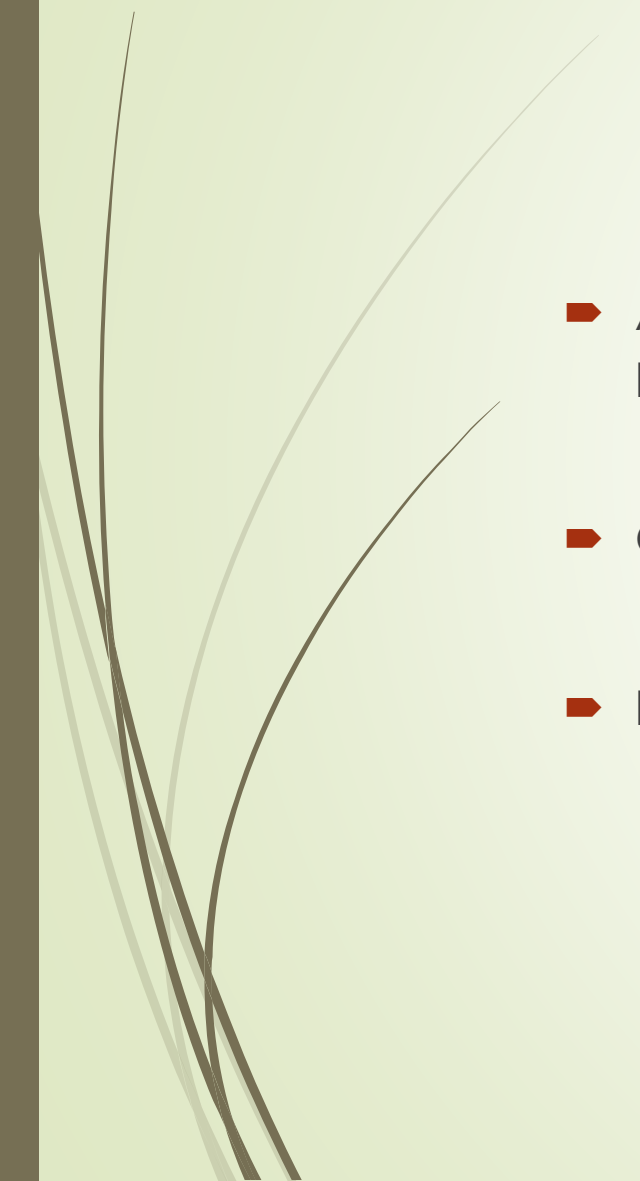


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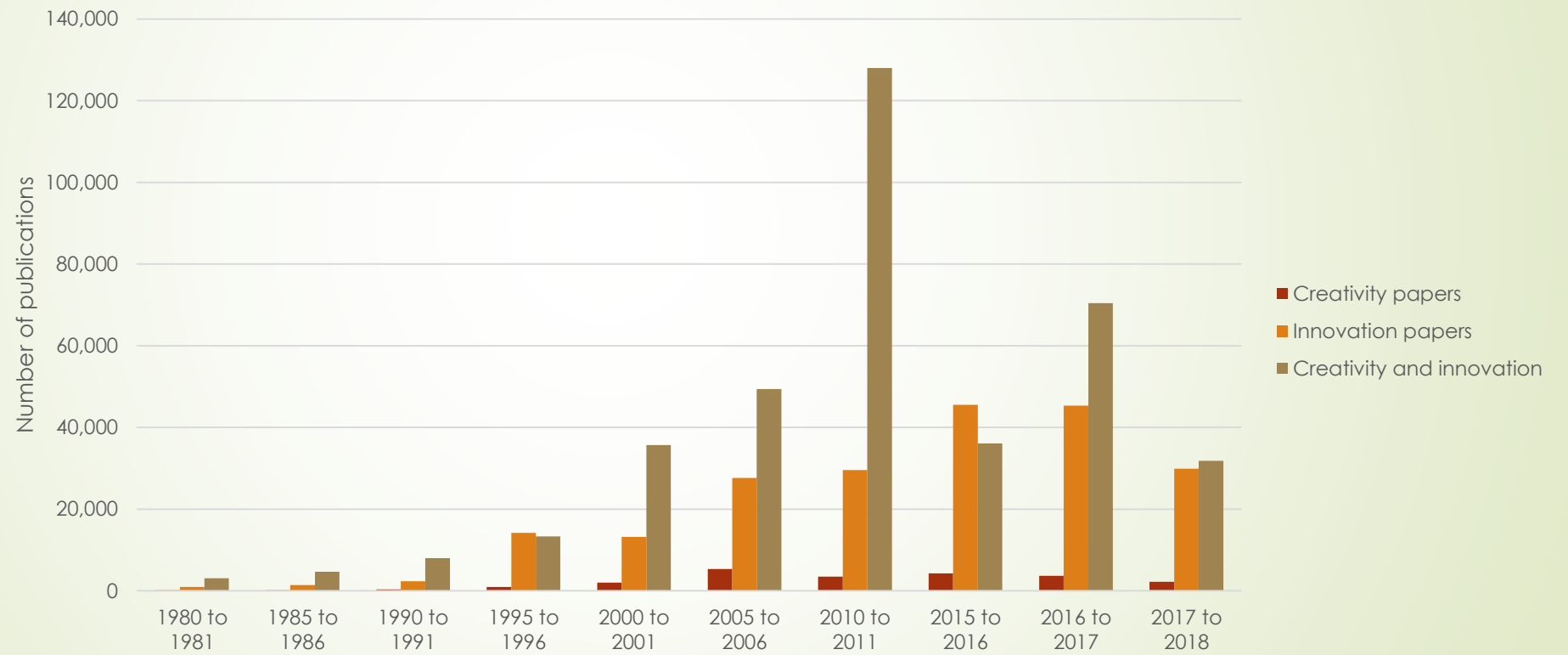
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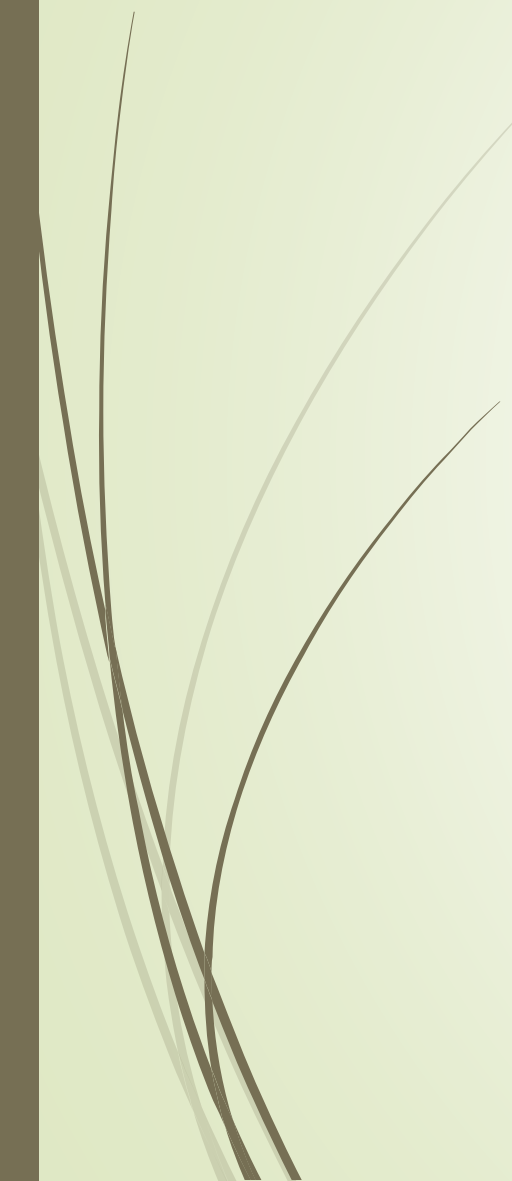


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# Digital Identity and Social Networks: Examples of Patients in Healthcare Interface Organizations and Compostela's Trippers in France

**Christian BOURRET**

**PANEL** - Future on Social Science and Social Networks  
HUSO - June 27, 2018



## Introduction : identity as a key challenge in the Globalization

- We propose to refer to people **emotions** and **feelings** around two specific types of **situations** : in Tourism and Healthcare. We propose to analyze new Digital Identities as highlighted by Social Networks in a perspective of “**human traces**”.
- **Identity** is an always challenge for the humankind. Now stressed by the globalization and the digital dimension.
- First challenge: **fragmented** identity.



## Introduction (2)

- A few years ago, the example of a young woman to Sultanhamet / **Istanbul**: veiled, handbag in the last western fashion, smartphone, and going to Mac Do. What is her main identity?
- Also the **tension** identity / augmented human and Internet of everything.
- Tension: world **globalization** and strong **local identities** and not only in the Middle East  
A single world culture / refusals?



# Importance of Human Traces

- The **memory** of the human kind : books, buildings, arts ... wastage and garbage also ...
- And especially now **digital traces**
- As an essential part of identity
- on Social Networks
- Two examples in Health and Tourism





## In Healthcare

- Importance for **traceability**: for example in patient's observance
- Personalized Patient's **Follow-up**
- Traces and Memory
- Traces an important part of **Language at work** in an idea of **activity traces** cf. patients **pathways** to avoid the breakdown of cure.
- And specific **tools** as **EHR** : Electronic Health Records and **platforms**.
- But **ambivalence** of technology (Ellul) : Digital **insertion** but also **exclusion** = an other form of inequality and a loss of identity and depreciated identity ! Additional suffering for older people and a loss of self-esteem. **Augmented self** (Arruabarena) but also **decreased self**.
- Also an issue of different **temporalities**.



## Compostela's Trippers

- Digital identity became an important part of the identity of Compostela's trippers.
- Especially through Smartphones (often pictures and some words) = **augmented human**.
- To know the road : new forms of interactive **maps** and good adresses to sleep, to visit ...
- To **share information** and to **interact** with other people and their relatives.
- Only a beginning ...



# Illustrating Huge Societal Challenges

- The problem of **ultra transparency** : a society of huge control
- **Ambivalence** of Technology (Ellul)
- Simondon : About the mode of existence of the technical objects and the sociology of the translation (Callon)
- From Internet of Thing to **Everything is Internet**
- Human people a **captor** or an object as an other one
- Linked with quantified and augmented self (Arruabarena) but now a form of suffering for old people (digital dependency) or expertise for others (self-esteem) = always ambivalence
- From obligation (duty) of memory to **right to forget** ...



## Digital Eternity ?

- Using traces and regular appointments (birthdays, etc), creating events around people traces and memory.
- An evolution / social networks as a form of another **life after the death** linked with interactions and memory
- Also changing human relations with temporalities and with space.
- Eternal dream of the human kind : **immortality** ?