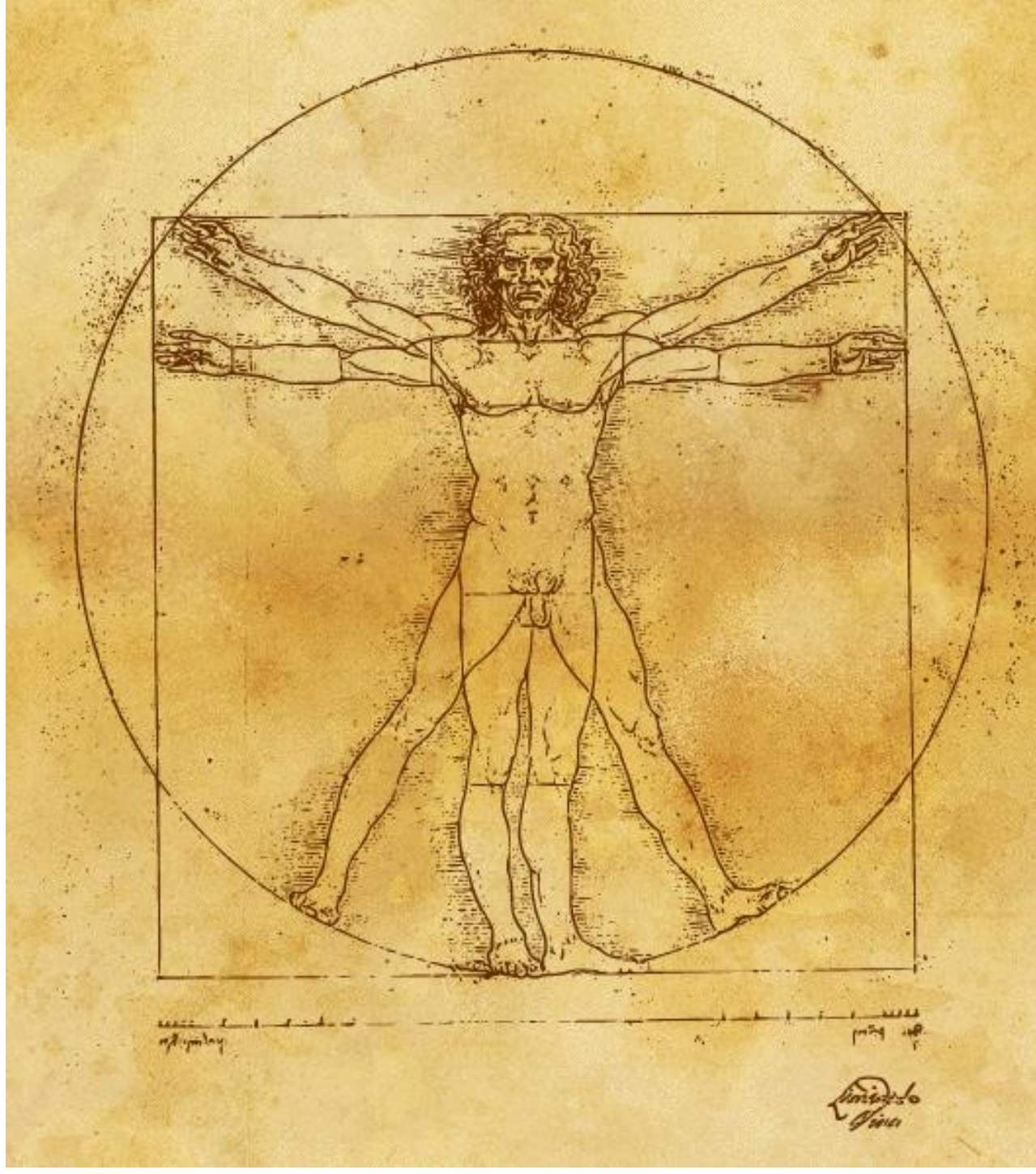


BIG DATA FOR A NEW SOCIABILITY

Davide Bennato
Università di Catania
dbennato@unict.it





SOCIETY

DATA

VALUESCAPE



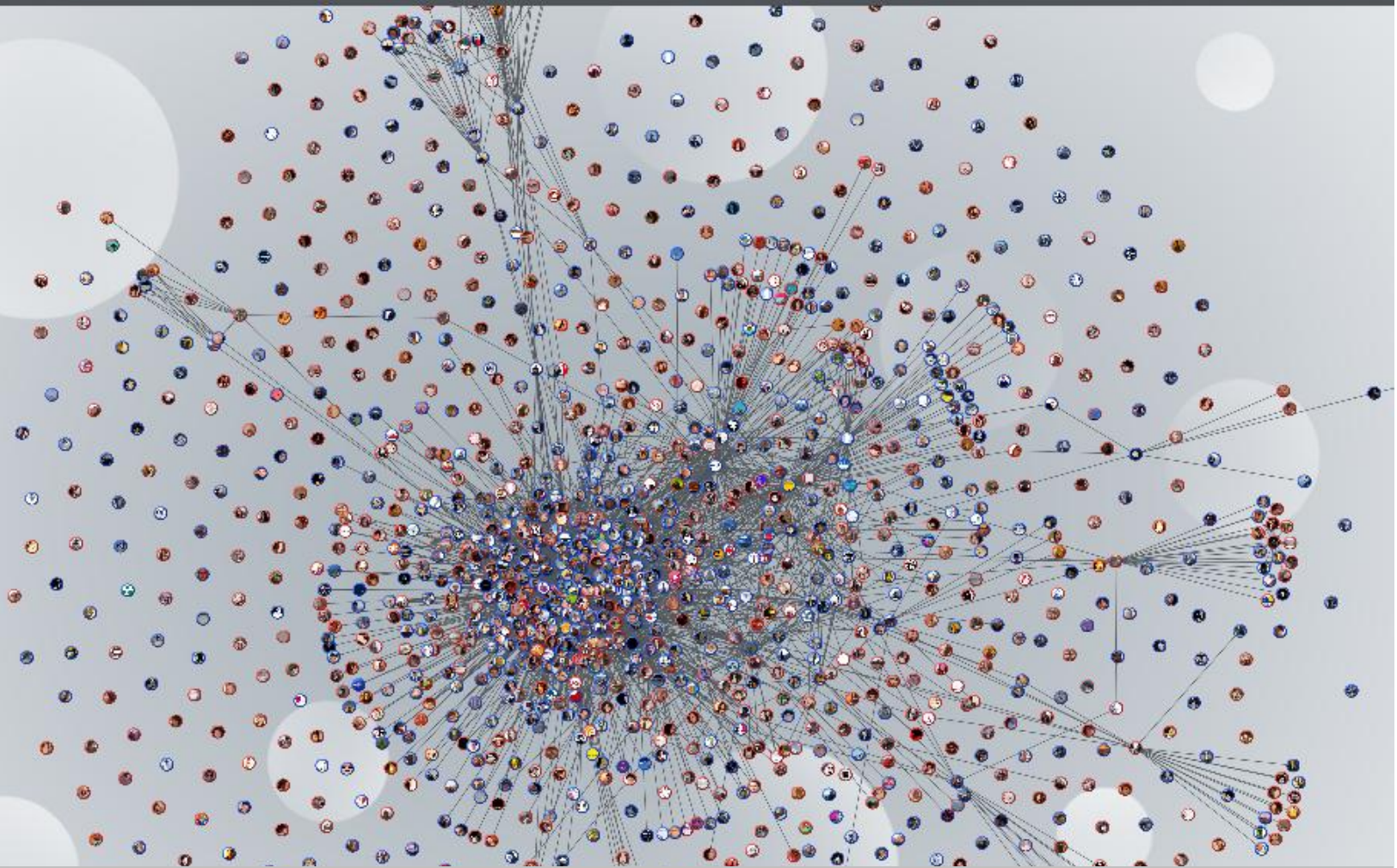
SOCIETY

DATA

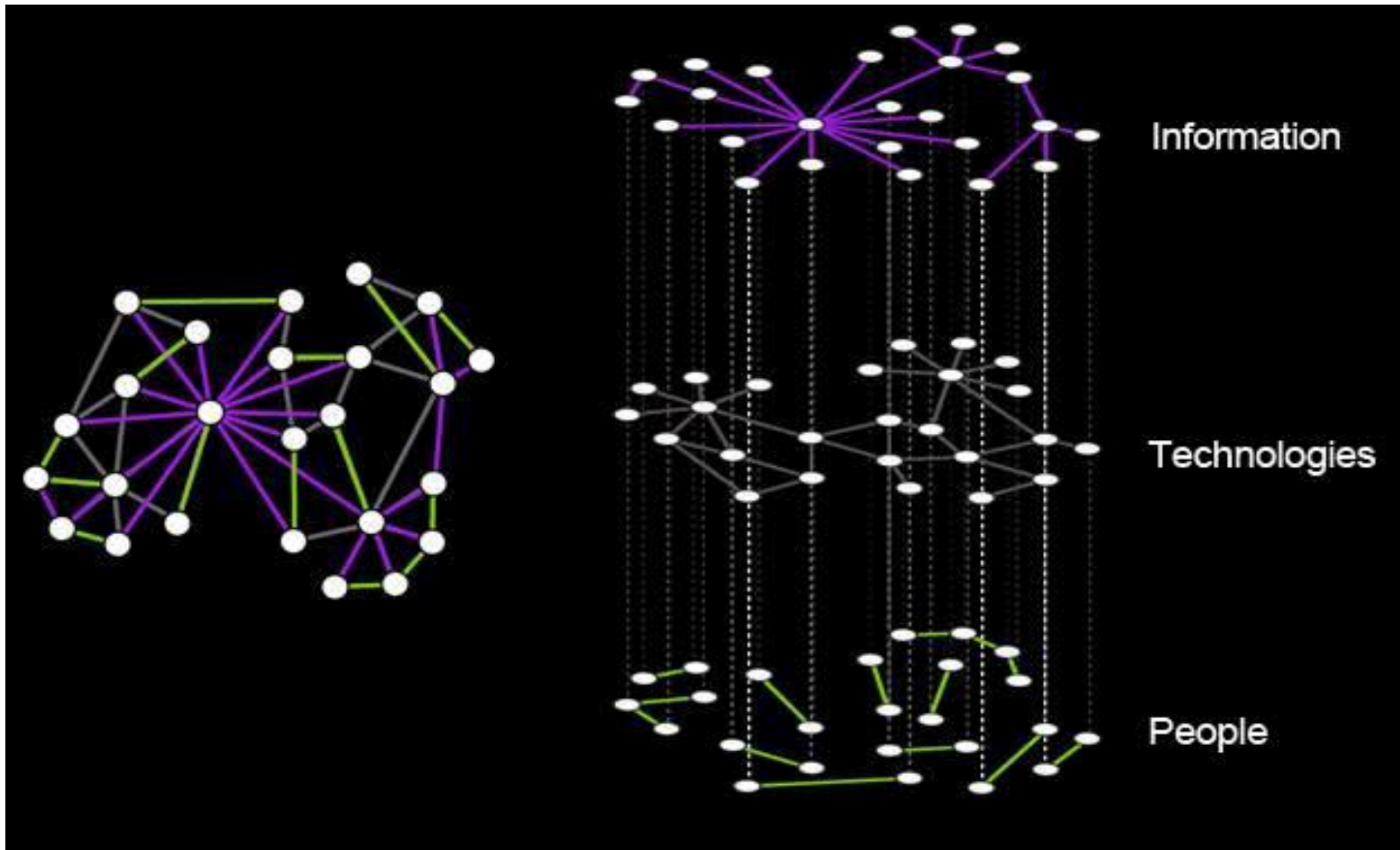
VALUESCAPE



SOCIETY NOWADAYS

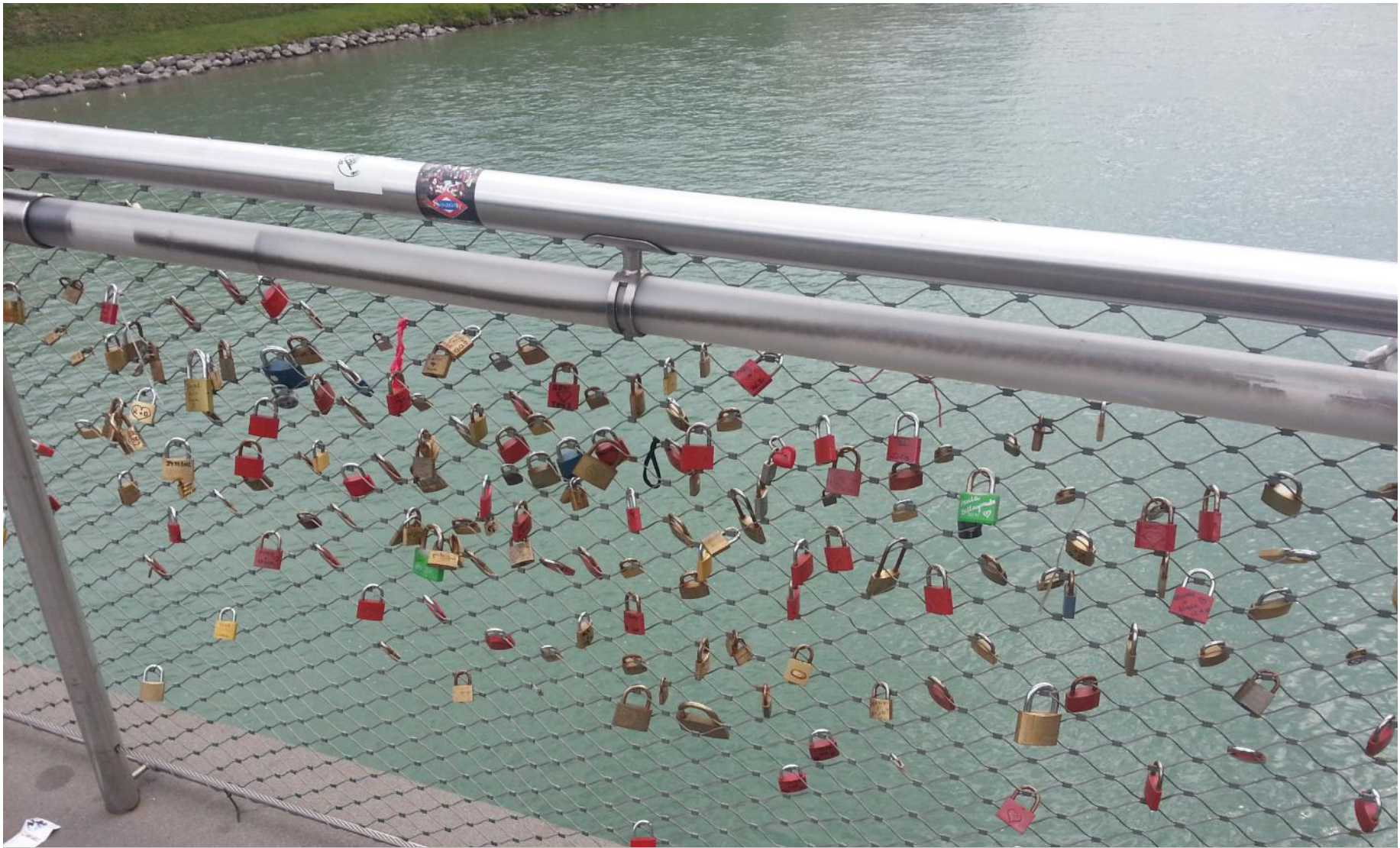


- From a monolytic concept of society to an aggregation of social clusters

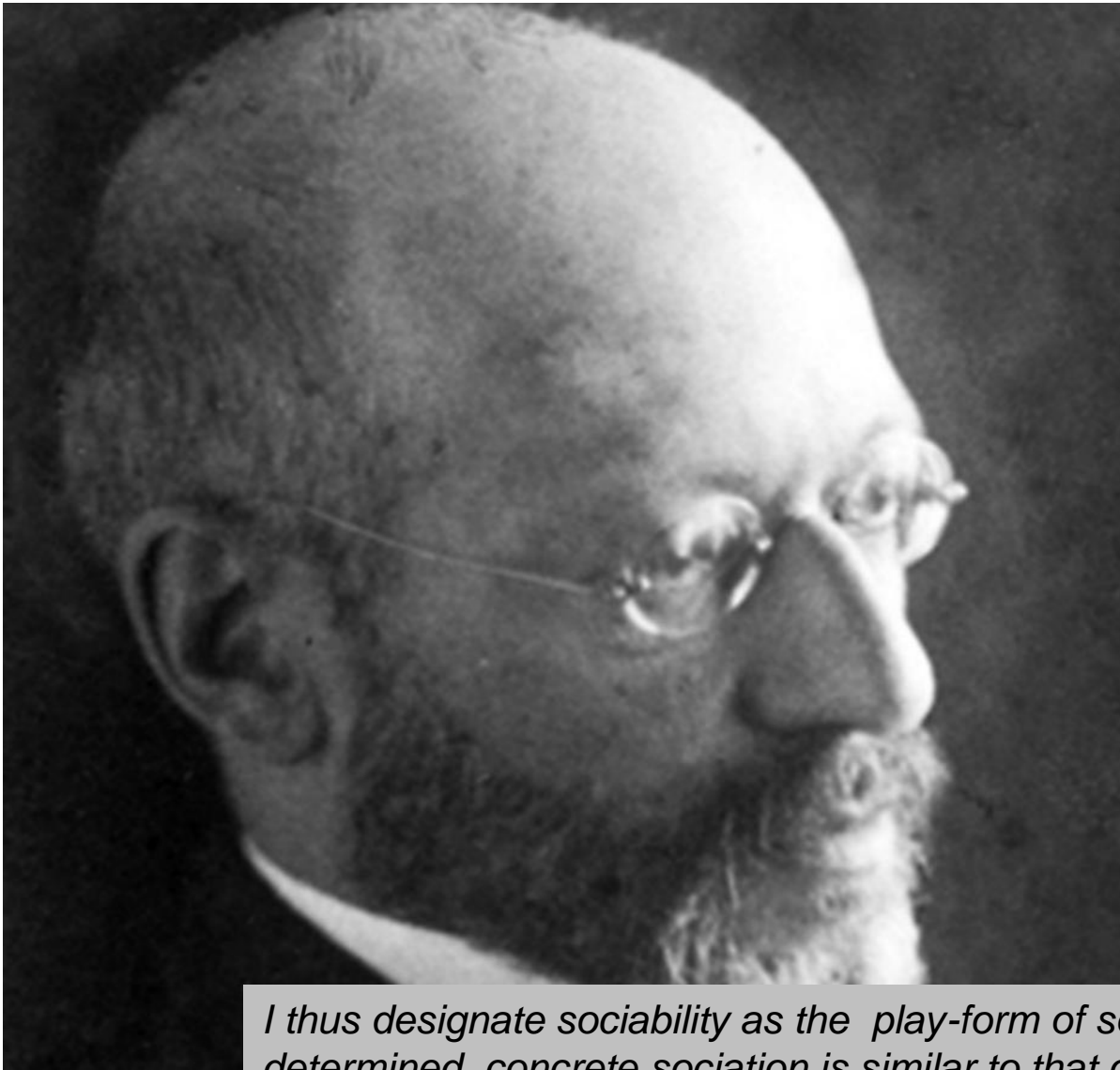


- Society as interaction between different components





- Society comes from the relationships we have with the others (emergent property)



DAVIDE BENNATO

I thus designate sociability as the play-form of sociation. Its relation to content-determined, concrete sociation is similar to that of the work of art to reality. [...] Sociability has no objective purpose, no content, no extrinsic results, it entirely depends on the personalities among whom it occurs. Its aim is nothing but the success of the sociable moment and, at most, a memory of it. Hence the conditions and results of the process of sociability are exclusively the persons who find themselves at a social gathering. (G. Simmel, 1908)



- Technological relationship (e.g. social media)



- Spatial-related relationships (e.g. neighbourhood)



- Value-based relationships (e.g religion, politics)



- And the sum of the three (e. g. social street)



SOCIETY

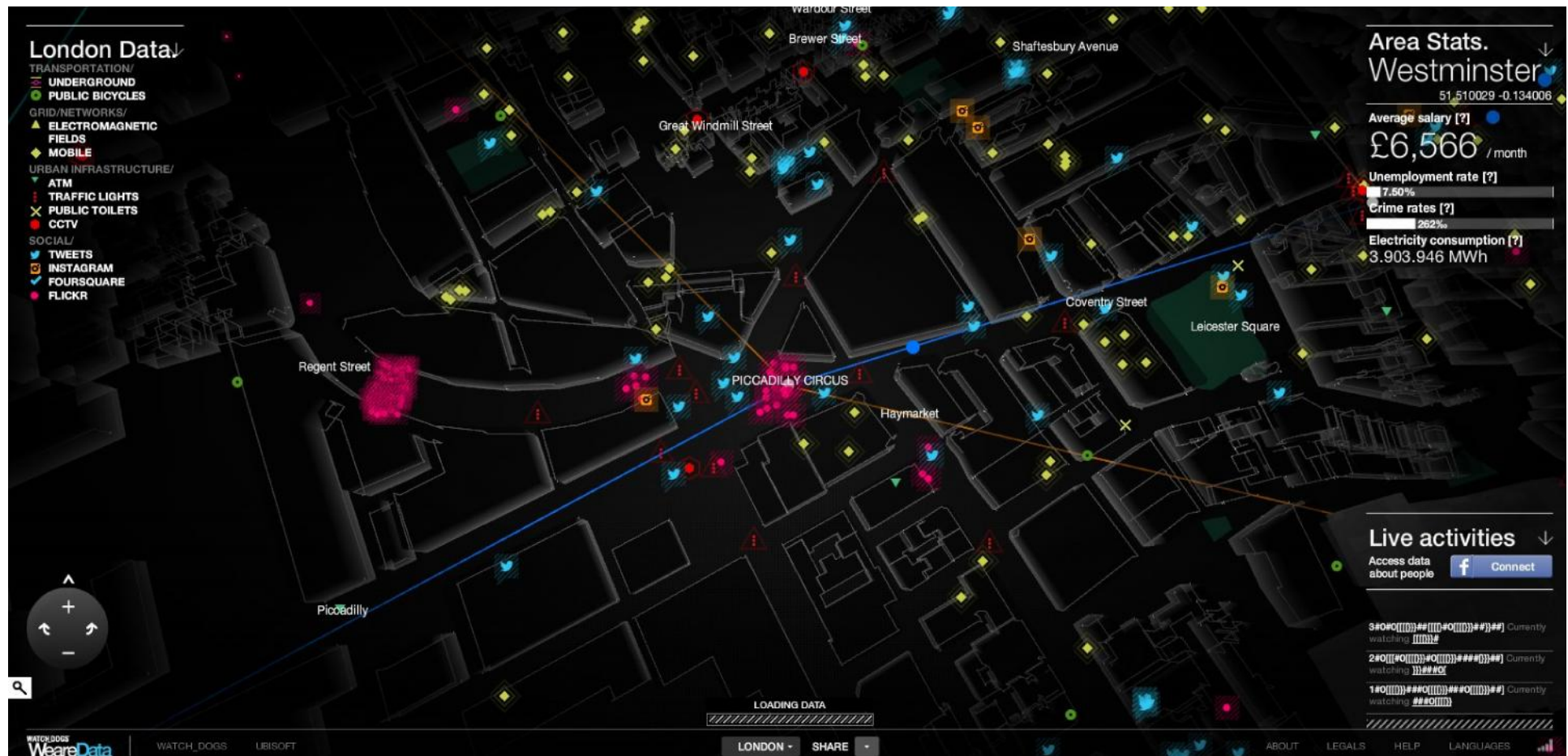
DATA



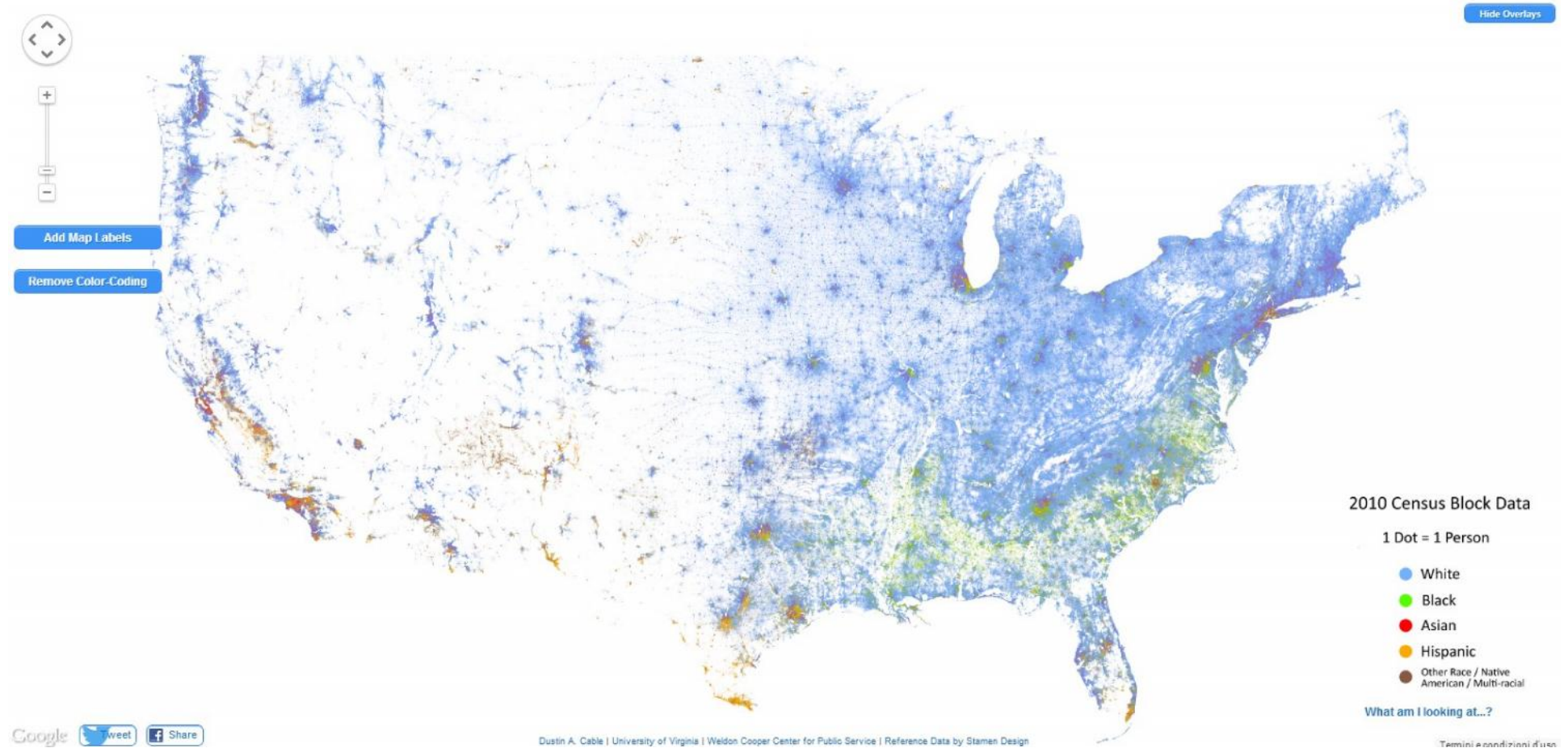
VALUESCAPE



WHY DATA?



- Data are a new layer enhancing social relationships

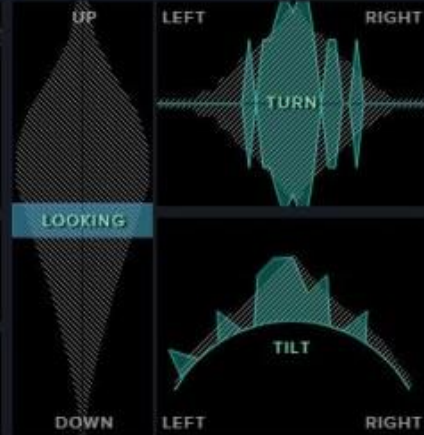


- An interpretative layer (e.g. The Racial Dot Map)

DEMOGRAPHICS



POSE



FEATURES



MOOD



20 of 3200 selfies.

Normal

Crop

Crop & rotate



- A collaborative layer (e.g. digital humanities)



Join the best free dating site on Earth.
Start meeting people now!

I am

Male

and

Straight

Continue

"A favorite
hangout for
internet goers"
– *The Village Voice*

"The best free
dating site"
– *About.com*

"The Google of
online dating"
– *The Boston Globe*

"Pretty legit"
– *Some guy on Yelp*

- An algorithmic layer (e.g. dating match-based)

[WHAT IS QUILL](#)

Businesses Need Insight, Not Just Numbers

Quill gives you the power to move beyond the numbers and leverage true insight. Quill is an **artificial intelligence platform** that applies **Narrative Analytics** to give voice to ideas as it discovers them in the data.



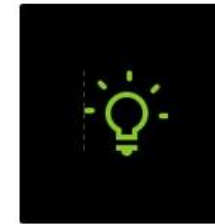
Analyzes Data

Quill analyzes your data and creates an appropriate narrative structure to meet the goals of your audience.

[LEARN MORE](#)

Creates Narrative

Using complex Artificial Intelligence algorithms, Quill extracts and organizes key facts and insights and transforms them into narratives, at scale.

[LEARN MORE](#)

Delivers Insight

Quill uses data to answer important questions, provide advice and deliver powerful insight in a precise, clear narrative.

[LEARN MORE](#)

- A cultural layer (e.g. mash up storytelling and machine learning)



SOCIETY

DATA

VALUESCAPE



- Arjun Appadurai and the 5 global “scapes”
 - Mediascape, technoscape, ideoscape, financescape, ethnoscape

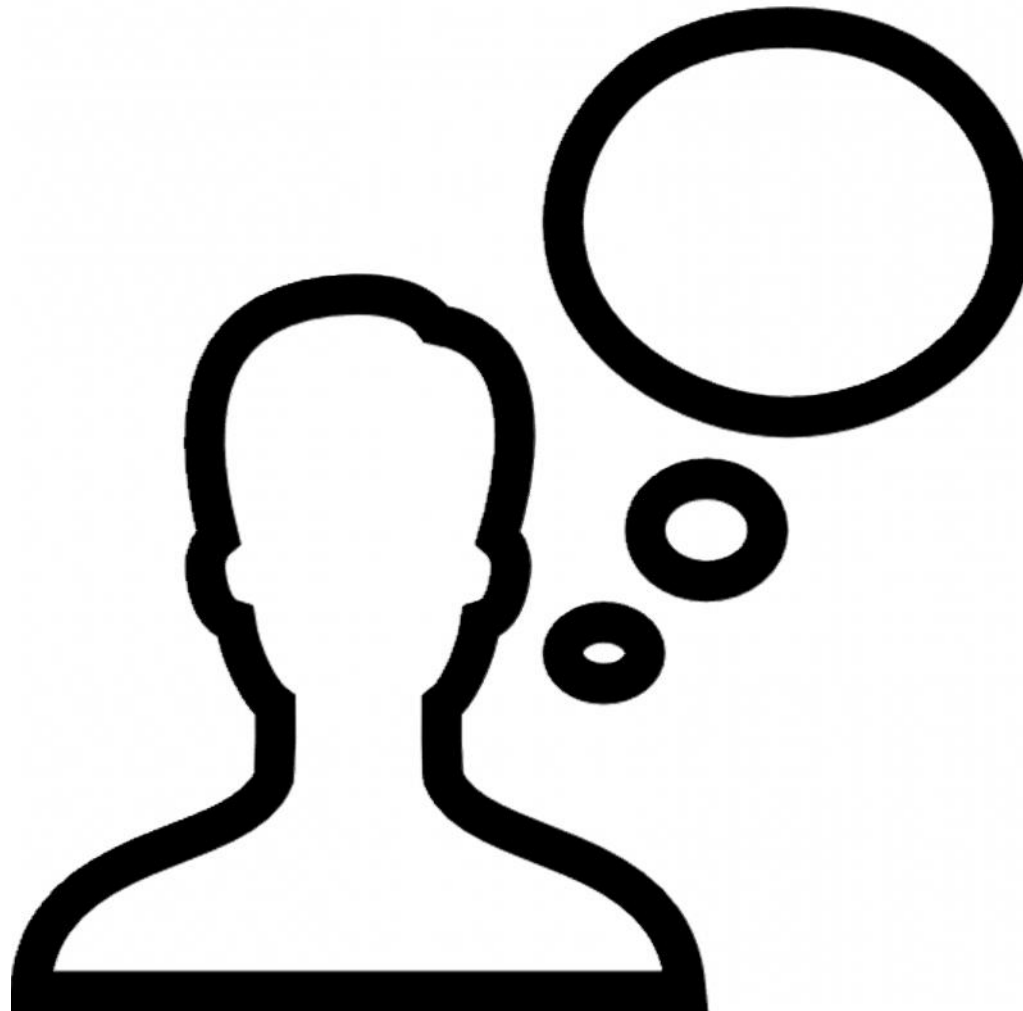
A vibrant, busy street scene in India, likely a market or commercial district. The street is filled with people, including men, women, and children, some walking and others standing. There are several cars and a motorcycle visible. The background is filled with colorful signs and buildings, including one with a sign that says "CONTACT EMPIRE DEMOGRAPHY TEL: 223 73". The overall atmosphere is one of a bustling, everyday life scene.

WE NEED A NEW “SCAPE” FOR A DATA-BASED SOCIETY: THE VALUESCAPE

PARTICIPATION DATA-BASED

RESPONSIBILITY DATA-BASED

- Different ways of data-based participation (at an individual level):...

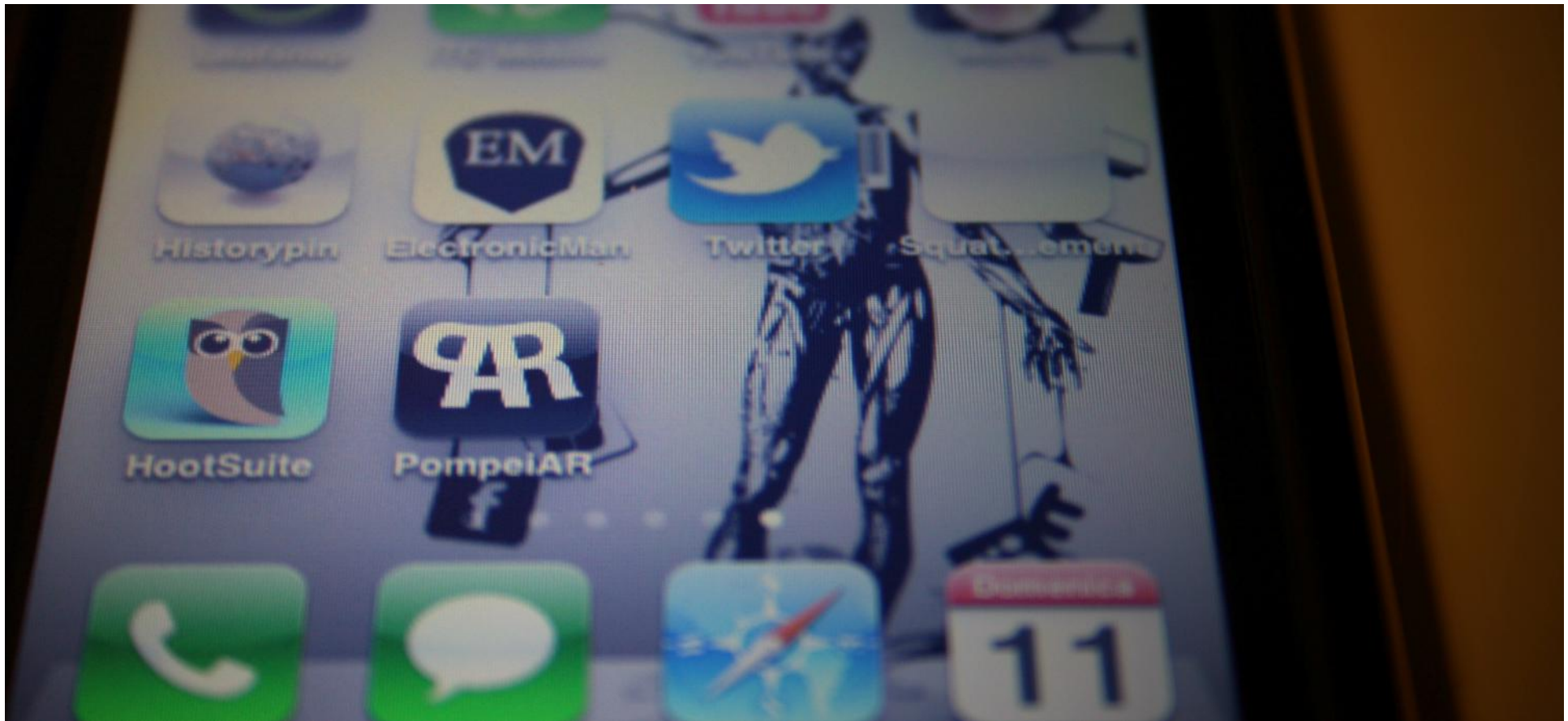




- Participation by producing data (e.g. social sensing)



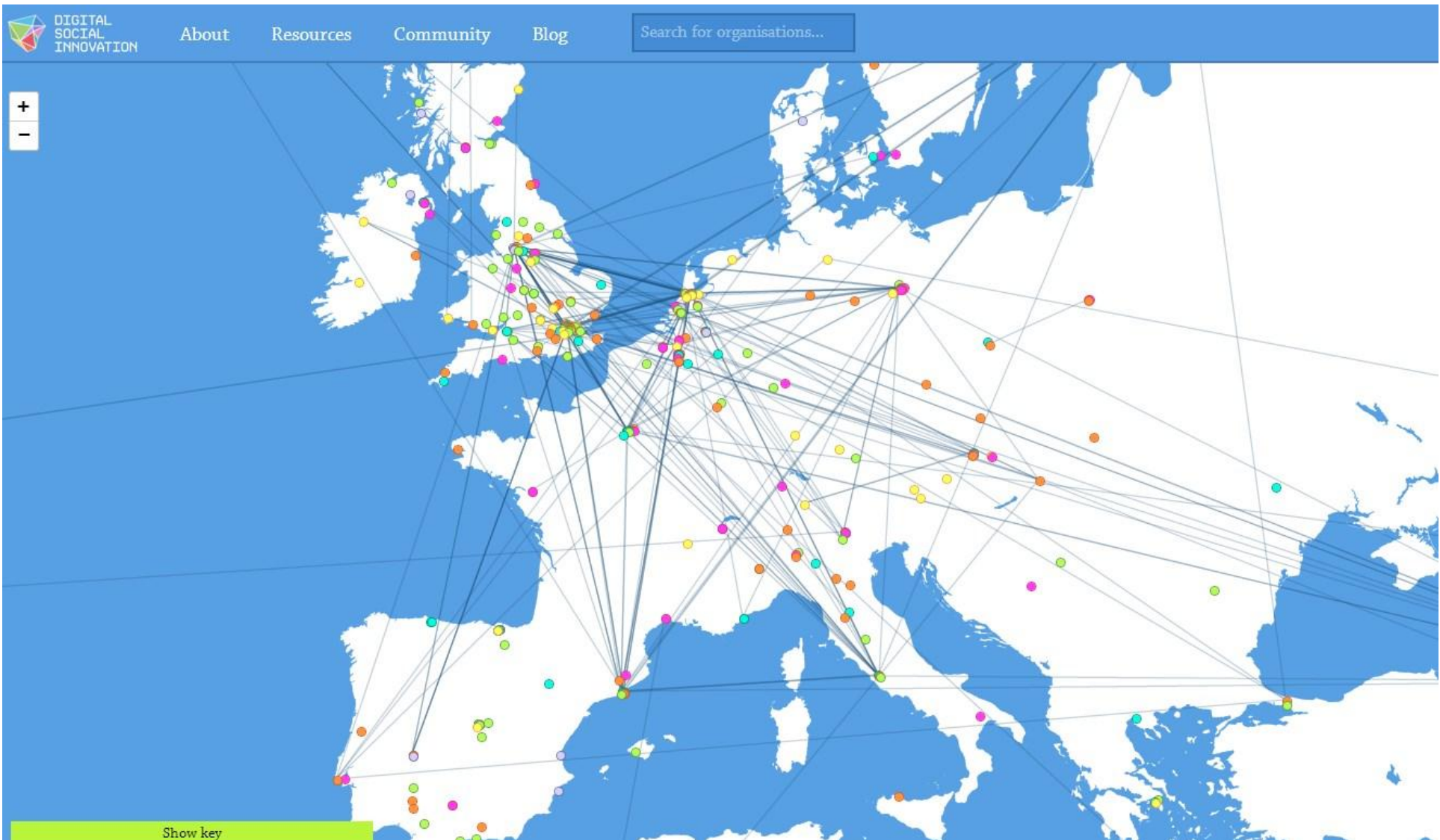
- Participation by using data (e.g. the homeless coder)



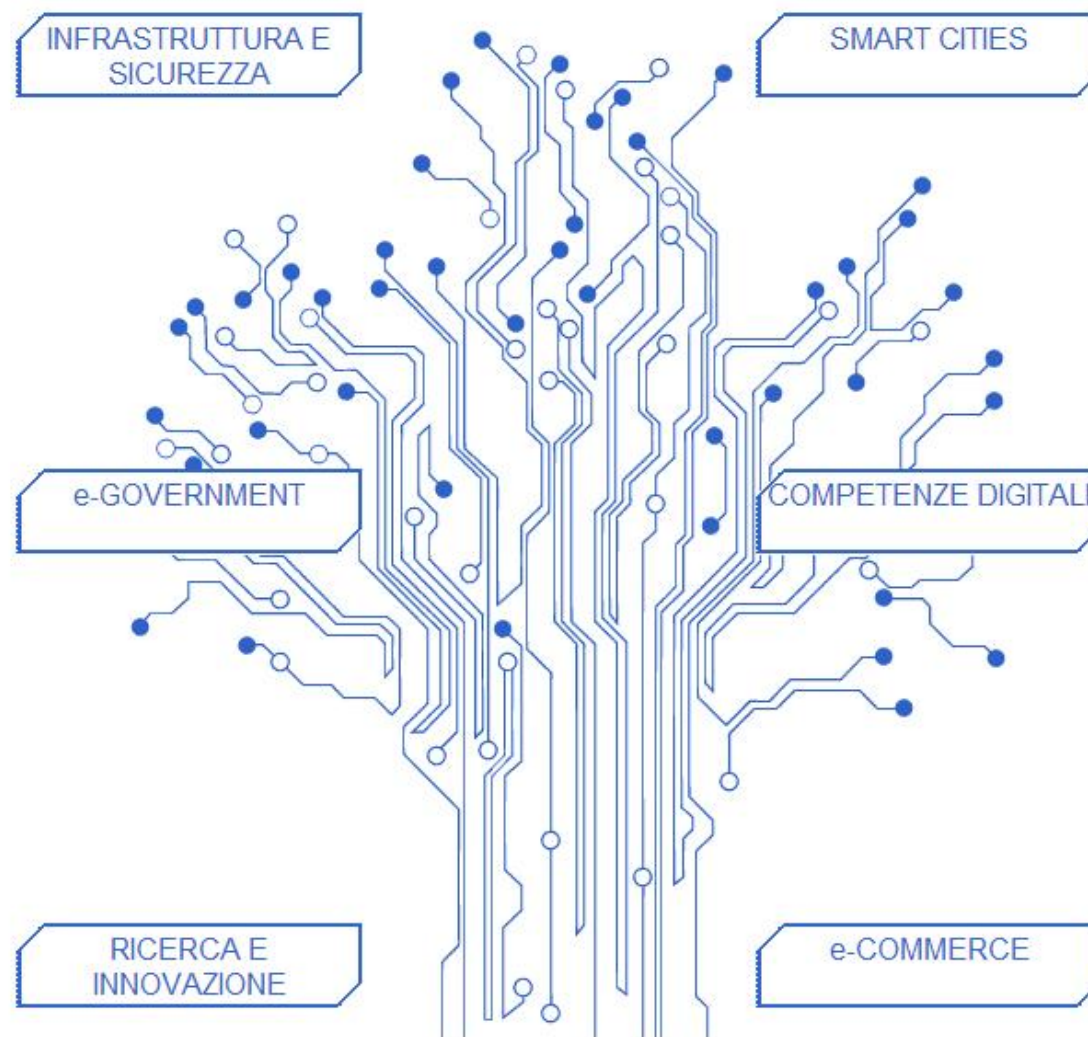
- Participation by sharing data (e.g. smart communities)

- Different ways of data-based responsibility (at an institutional level):...





- Responsibility in management with the data (at a administration level)



- Responsibility in deciding with the data (at a political level)

The home of the U.S. Government's open data

Here you will find data, tools, and resources to conduct research, develop web and mobile applications, design data visualizations, and more.

GET STARTED

SEARCH OVER 106,592 DATASETS





BROWSE TOPICS



Agriculture



Climate



Education



Energy



Finance



Geospatial



Global



Health



Jobs & Skills



Public Safety



Science &



Weather

- Responsibility in monitoring with the data (at a security level)



Hello, starterper!

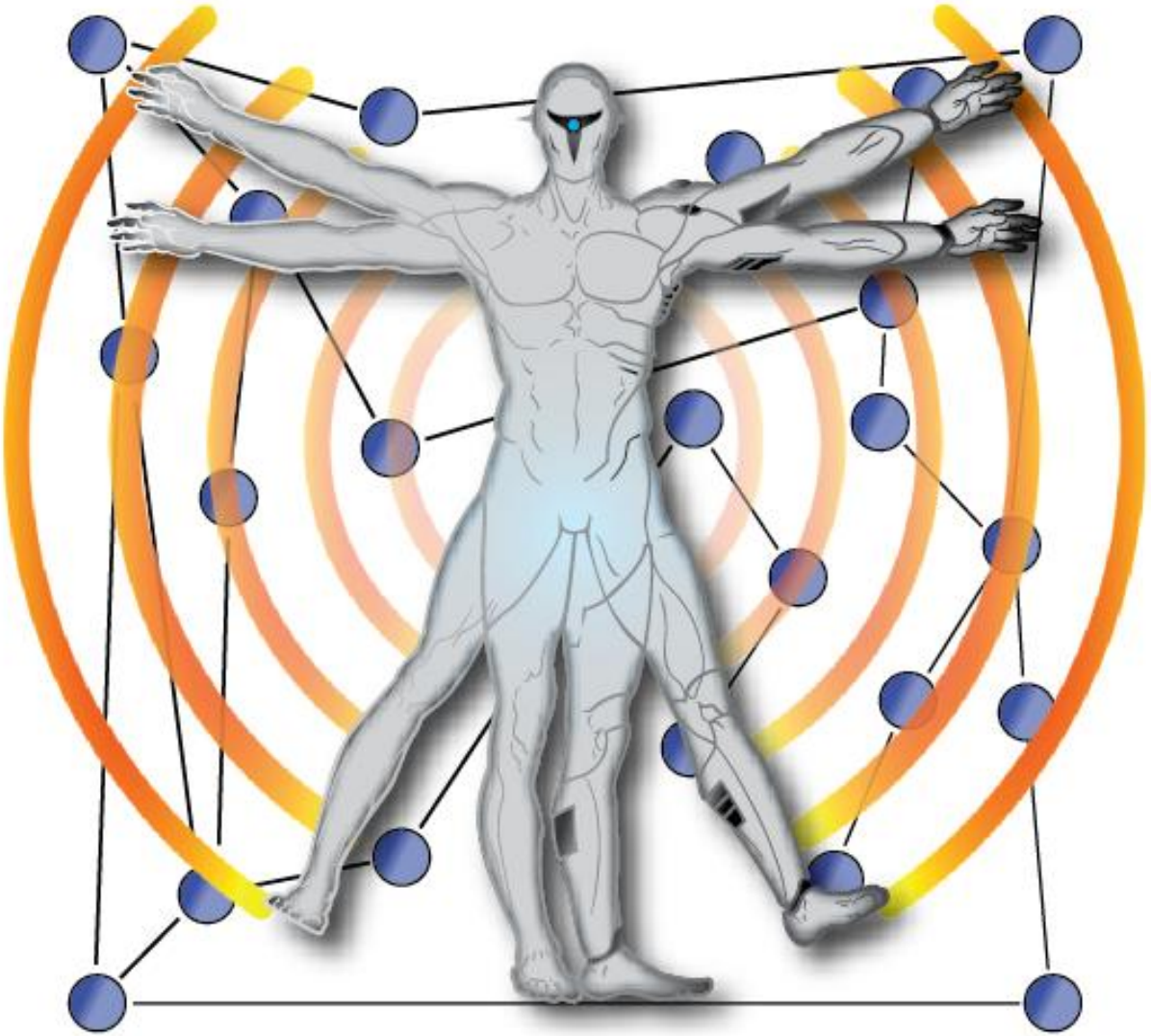
Da un po' di tempo si parla di ecosistema delle startup in Italia e sempre più spesso, all'interno delle comunità principali italiane, si parla di fare sistema e creare una rete di relazioni che permettano a questo sistema di svilupparsi ed evolvere. Proprio partendo da questo punto, ci siamo posti una domanda: a che punto è l'ecosistema delle startup Italiane e soprattutto, quali sono le relazioni sociali che si sono sviluppate sul territorio e hanno permesso questo evoluzione? Per rispondere a questa domanda, il primo step è creare la mappa. Proviamoci insieme.

[Vai alla mappa delle Startup italiane! »](#)

Startup pubblicate

602

- Responsibility in making money with the data (at an economic level)



THANK
YOU



- Photo Credits

- Slide 5: Stuart Richards, <https://www.flickr.com/photos/left-hand/1545584483>
 - Slide 8: Catechism, <https://www.flickr.com/photos/catechism/4692317799>
 - Slide 11: ByronV2, https://www.flickr.com/photos/woolamaloo_gazette/7814508804
 - Slide 12: Lauren Wellicome, <https://www.flickr.com/photos/laurenkeith/4456181936>
 - Slide 16: R2Hox, <https://www.flickr.com/photos/rh2ox/9990024683>
 - Slide 23: Wikipedia http://it.wikipedia.org/wiki/Arjun_Appadurai#mediaviewer/File:ArjunAppadurai.jpg
 - Slide 24: Ryanready, <https://www.flickr.com/photos/ryanready/5730298060>
 - Slide 34: Techno Vitruvian Man, Concept: Davide Bennato, Design: Eugenio Traballano
- ...the others are mine or screenshots ☺

- Davide Bennato is professor of Sociology of culture and communication and Sociology of digital media at the Department of Humanistic Sciences at the University of Catania.
- He was professor for a number Italian universities: Roma “La Sapienza”, LUISS, Università di Siena, Università del Molise.
- He is one of the founding members and vice-president (2005–08) of **STS-Italia** (Italian Association of Science and Technology Studies). He is also founding member of **Startup CT**, association for the promotion entrepreneurial startup business culture. He is member of the board of **Bench s.r.l.**, a University of Catania spin off in social and marketing researches.
- His researches are based on computational social science, a computer based approach on human relationship and cultural modelling
- Books: *Le metafore del computer. La costruzione sociale dell'informatica* (Meltemi, 2002), *Sociologia dei media digitali* (Laterza, 2011).
- Book chapters and papers: (2010) voce *La circolazione delle tecnologie*, in *XXI Secolo*, Istituto dell'Enciclopedia Italiana Giovanni Treccani, (2011) *Strategie di relazione sociale nelle piattaforme di social network*, (2012) *Etica dei social network. Valori e comportamenti sociali in Facebook*, (2013); *Etica dei Big Data. Le conseguenze sociali della raccolta massiva di informazioni* (paper, 2014)



Skype

[davide.bennato](https://www.skype.com/user/davide.bennato)

Blogs

www.tecnoetica.it

www.processiculturali.it

www.sociologiadeimediadigitali.it

Socialmedia

<http://twitter.com/tecnoetica>

<http://www.facebook.com/davide.bennato>

<http://www.linkedin.com/in/davidebennato>

<http://www.youtube.com/tecnoetica>

<http://pinterest.com/davidebennato/>