

# Digital Natives, Netizens, eCommunities Civitas Solis or nightmare ?

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EC MEDICI Framework

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# EC MEDICI Framework

- Established in 1995 as an European framework of cooperation promoting and supporting the use of new technologies in the field of culture
- Supported by the European Commission and the Council of Europe
- In 1999 extended the activity outside the European borders
  
- Main activities:
  - Information sharing
  - Research
  - Education / Training
  
  - Examples
    - On culture in a world-wide information society (2000 - 2002)
    - Long term preservation of digital content (1999 – 2012)
    - Intangible heritage preservation (2004 )
    - European Directives on Cultural Heritage Working Group
    - European Legislation on Cultural Heritage
    - European Cultural Heritage Identity Card
    - Cultural Heritage “values”



# Abstract

*ICT is stimulating changes in the way most people earn their incomes; altering the balance between our roles as consumer and producers; changing the way we educate succeeding generation and train ourselves; changing the fruition of world's cultural heritage; transforming the delivery of health care; altering the way we govern ourselves; changing the way we form communities; altering the way we obtain and communicate information; contributing to bridge some cultural or physical gaps; and modifying pattern of activity among the elderly.*

*This is not a complete list of changes, but highlights some of the most prominent and important effects of ICT on our society. We are witnessing relevant changes due both to technological enhancements and modification of user requirements/expectations. In recent times the digital domain, once strictly populated by professional users and computer scientists, open up to former digitally divided. Technology is evolving toward a mature "calm" phase, "users" are overlapping more and more "citizens" and they consider technology and eServices as an everyday commodity, to buy a ticket, to meet a medical doctor, to access weather forecast even to initiate "social" relation. It is a common understanding that recent generations represent a discontinuity if compared with the past ones. How do we identify a digital native? They are the "eCitizens".*

*This paper presents views of a society changing under the influence of advanced information technology. Computers have been around for about half a century and their social effects have been described under many headings.*

# Foreword

*“In conducting research four years ago online to determine people's uses for the global computer communications network, I became aware that there was a new social institution, an electronic commons, developing. It was exciting to explore this new social institution. Others online shared this excitement. I discovered from those who wrote me that the people I was writing about were citizens of the Net, or Netizens.” (1995)*

Michael and Ronda Hauben's - "Netizens: On the History and Impact of Usenet and the Internet."

Computers have been around for about half a century and their social effects have been described under many headings. Society is changing under the influence of advanced information technology; we face fundamental transformations in social organisation and structure, as it will be outlined in the next set of slides. Such a change is much more evident in the recent period of time. This even because young citizens are changing and the change is not smooth it's a real discontinuity, young think different!



# ICT as a driver of change

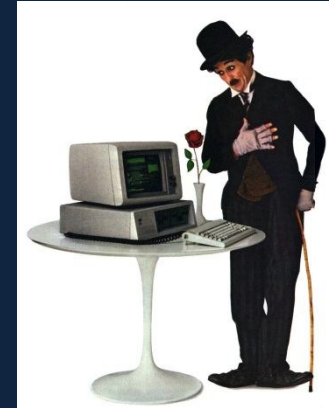
We are witnessing relevant changes due both to technological enhancements and modification of user requirements/expectations. ICT is stimulating changes in the way most people earn their incomes; altering the balance between our roles as consumer and producers; changing the way we educate succeeding generation and train ourselves; changing the fruition of world's cultural heritage; transforming the delivery of health care; altering the way we govern ourselves; changing the way we activate social relations, form and manage communities; altering the way we obtain and communicate information; contributing to bridge some cultural or physical gaps; and modifying pattern of activity among the elderly, last but not least potentially contributing to a green world.



# From “vision” to reality

Thirty years ago information scientist and computer users witnessed the unprecedented revolution due to personal computing. They came from the bottom and started to “eat” the computer market piece by piece. From the “professional” Charlie Chaplin promoting the first generation of IBM PCs to the APPLE Macintosh revolution against the Big Brother in 1984 and later on again the soft rebellion of *Think different!*

In the middle of the nineties it was the time to break the walls of the professional market and try the assault to households. It was the time of “*Where to you want to go today?*” and “*Information at your fingertips*”. Starting from '95 the focus of advertisement was enlarged to families and household customers.



# The human capital: the digital native generation

All these considerations are related to technologies and devices what about the “human capital”. Of course even users are evolving, there are a number of capacity building initiatives, their own requirements and expectations are changing. New opportunities offered by emerging technologies generate new behaviours and new services simply think about mobile phones and emails. It is evident that a new way to use or “consume” services, information & news is coming to the fore.



# Digital natives

Conventional speed	- > Twitch speed
Sequential access	- > Random access
Linear processing	- > parallel processing
Text	- > Graphic
Work oriented	- > Play oriented
Stand alone	- > Connected
Vertical	- > Horizontal





# Lost something, any concern, drawbacks?

Did we lose anything in the process? What about potential drawbacks and risks?

The idea, but it is more than a feeling, is that in such a process digital natives lost some basic assets. Their own “culture” seems to be much more a set of bi-dimensional “tiles” sometimes interconnected. Direct access to information or even knowledge atoms may cause the lack of understanding of the whole rationale beyond including logical relations/links. So it becomes very difficult to build up a mental model or to activate reflection in order to evaluate and criticise what they learn. They miss the opportunity to elaborate what they learn by doing, their experience.

Learning and working at “warp speed” does not provide them the opportunity to “pause” and assimilate, reconsider, amend or criticise what they are learning or doing.



# Social Media: opportunities and threats

The idea to share something with someone else, a group of people, sometimes generates a sense of belonging to a “community”. Memetics use to consider this “something” as the “meme”. A meme is a cognitive or behavioural pattern that can be transmitted from one individual to another one. Consider young people that wear clothes in an unconventional way or use signs and gestures that show that they belong to a particular community

... Open discussion



Thank you  
Большое спасибо

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