

## ***Surveying 2.0 Digital Technologies, Market Intelligence and Social Media***

### **Programme**

**09.30** Arrival: registration & refreshments

**10.00** Introduction:

**Abigail Gilmore, Director, Northwest Culture Observatory** and **Andrew Miles, Senior Research Fellow, ESRC Centre for Research on Socio-Cultural Change (CRESC)**

**10.15** Keynote Presentations:

**Roger Burrows, Professor of Sociology, University of York** - new cartographies of knowing capitalism and the changing jurisdictions of empirical sociology

**Bill Thompson, Digital Critic** - from surveys to shared understanding

**11.30** Refreshment Break

**11.45** Think Pieces:

**Steve Coast, Director, ZXV, Founder of OpenStreetMap** - OpenStreetMap

**Yuwei Lin, Research Associate, National Centre for E-Social Science, University of Manchester** - research 2.0: this is how it should be done!

**Mike Rowe, Managing Director, 1000 Heads** - people, power, and potential

**13.00** Lunch

**14.00** Parallel Breakouts:

**Session 1 - State of 2008: Digital Marketing Intelligence** - raises questions about privacy, security and behavioural targeting and look at industry responses

**Lead: David Bird, Lecturer in Digital Marketing, MMU Business School** – state of digital 2008

**Discussant: Mike Ryan, Director, Idaho Technology & Futurologist**

**Session 2 - New infrastructures for Social Media: developing the culture for Web 2.0** - introduces the idea of an Institute for Social Media, and considers existing models for strategic development and collaboration in the context of the cultural sector

**Lead: Martin Cahill, Research Associate, Manchester Business School** - revolutions + computing + manchester = i4SM

**Discussant: Katie Lips, Social Media Strategist, Kisky Netmedia**

**15.00** Refreshment Break

**15.15** Plenary/Discussion Panel

**16.00** Close

## **Abstracts and bionotes**

### ***State of Digital 2008***

#### **David Bird**

A roller coaster survey of trends in the digital domain for 2008 in the language of normal human beings - we'll be looking at where social networking media is going; why privacy is going to be THE issue for digital marketers; the continued expansion of online advertising (bigger than radio this year); the growth of open-interconnectivity and its implications for marketers; the growth of the semantic web; why 2008 will be the year of mobile marketing; the boom for video advertising; the growth of localness and the impact of an imaginary recession on Digital.

**David Bird** is the Course Leader for the MSc in Digital Marketing Communications at MMU Business School, where I have been since September 2004. Prior to coming here I worked in the School of Computing and Management Science at Sheffield Hallam University for 2 years.

Before moving to Hallam I was the manager of the learning design team at Academee, whilst prior to that I worked at the Information Systems Institute at the University of Salford.

I have also been a director of a number of limited companies in the new media sector. I currently sit on the Council for Manchester Digital and run a variety of social networking media groups.

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### ***New Cartographies of knowing capitalism and the changing jurisdiction of empirical sociology***

#### **Roger Burrows**

Sociology has rarely made the legitimacy of its conceptual frameworks the basis for its claims to jurisdiction over the study of social phenomena. Rather such a jurisdiction has been claimed because of the methodological distinctiveness of the discipline. Up until about the mid-1990s sociologists were able to claim a series of distinctive methodological tools that allowed them to claim access to social relations which could not otherwise be gleaned. However, with the advent of widespread digitization processes it has become clear that social data is now so routinely gathered, analysed and disseminated, and in such myriad ways, that it is no longer clear what sociologists can contribute that is distinctive. The main source of challenge to academic sociology has been from various forms of 'commercial sociology' that can draw upon data that does not require any special effort to collect; data that is simply a digital by-product of the routine operations of large capitalist institutions. There is, though, another source of challenge which, although it is partially dependent upon the operations of commerce, is driven by a very different sort of dynamic. This is a challenge to academic sociology that derives from some of the possibilities that certain – so called - Web 2.0 applications afford. In this paper I want to focus on one particular example – mapping mashups – that form a crucial element of what some commentators have characterised as a 'new cartographic turn' in the human sciences.

**Roger Burrows** is Professor of Sociology at the University of York. He has research interests in social informatics, urban studies and the sociology of health and illness. Between 2005 and 2007 he was the co-ordinator of the ESRC e-Society Research programme.

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### ***Revolutions + computing + manchester = i4SM***

#### **Martin Cahill**

i4SM is an acronym for the soon to be launched 'Institute for Social Media', backed by the City of Manchester (a place that knows a thing or two about revolutions) and the University of Manchester (a place that knows a thing or two about computing). Social Media is arguably a fusion of both revolutionary and computing concepts, yet itself is a topic area that we are just beginning to explore; it is one in which we all have so much to learn. So much to gain.

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The i4SM aims to provide a new collaborative platform for social innovation which will explore how new technology and media support the development of new social infrastructure. These might emerge in the form of new businesses, new governance arrangements and new community interaction. The Institute is also looking towards Manchester as its physical and ideological home. As the 'original, modern' city it has been a centre of media innovation and social change for more than 200 years.

Ultimately i4SM will exist through the contributions of its members and this is where we start today. We want to hear your ideas, thoughts, and opinion. We want your constructive or even destructive proposals on how we become an institute for the 21st Century.

**Martin Cahill** is primarily committed to action research projects that explore key themes in information systems and the reinvention of modern organisations. The majority of this work has been situated within the public sector, notably the development of a Business Process Reengineering Method (SPRINT) adopted by over 200 UK local authorities, and the TALK project (Knowledge Management and Theory Building) with Department for Communities and Local Government (DCLG), Cabinet Office and other partners.

He is the lead author of a DCLG funded report entitled 'Designing the Council of the Future: A Vision for 2020' and secondary author to 'Social Computing: More Social than Computing'. Martin is also working towards a PhD that seeks to understand the effects of social computing on large media organisations including Channel 4 and The Guardian. This work sits under a wider proposal to develop an Institute for Social Media with the Manchester Digital Development Agency, Manchester Council, and Cooperative Group.

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### ***OpenStreetMap***

#### **Steve Coast**

OpenStreetMap.org (OSM) is a map of the world which anyone can edit where the data is given away freely. Much like wikipedia allows the collaborative creation of an encyclopaedia, OSM allows users to trace aerial imagery or use GPS units to create geometry. That geometry is then tagged with key/value pairs such as highway: motorway and name: Baker Street.

Started in August 2004, OSM is now approaching 25,000 users around the world. The majority are in Western Europe and the UK and Germany in particular.

OSM is not a complete map, however, mass participation and imports of TIGER (US public domain map dataset) and donated data from AND in relatively large areas and countries.

**Steve Coast** - Steve is founder of OpenStreetMap and has worked for many years on diverse heavy-lifting computing applications around open systems. Steve interned at Wolfram Research before studying computer science and then physics at UCL. He left early to pursue research and development work at universities and leading web companies prior to founding ZXV in 2006.

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### ***Research 2.0: this is how it should be done!***

#### **Yuwei Lin**

Research 2.0 is the term commonly used to describe the extension of Web 2.0 tools to support academic and other research. In this presentation, I will introduce how well-designed Research 2.0 sites can facilitate communications between scientists at different physical locations, and can encourage them or at least make it easier for them to share their data and findings, and possibly recreate and reuse these resources. Aside from its potentials, I will also discuss social, technical, organisational, methodological and epistemological issues that are challenging both developers and users in the development and adoption of Research 2.0.

**Yu-Wei Lin** is Research Associate at the ESRC National Centre for e-Social Science (NCeSS), University of Manchester. Her research work centres on how innovative ICT shapes social

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scientific research practices and cultures, and related usability issues involved in the development and uptake.

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### ***People, power and potential***

#### **Mike Rowe**

This will be a Powerpoint presentation which will focus on how brands can listen to, and engage with, consumers within Social Media with a focus on the ethics of the space.

**Mike Rowe**, 1000heads managing director has more than 20 years marketing experience, and has launched a number of successful agencies. Having become interested in social media over 15 years ago, he recognised the opportunity the medium had for helping brands measure and amplify Word of Mouth. He formed 1000heads in 2000 as one of the world's first Word of Mouth marketing agencies. He has worked with some of the world's leading brands implementing Word of Mouth strategies including 3 Mobile, Sky TV and Toshiba. He is a member of WOMMA and vice president of WOMUK.

1000heads is a global Word of Mouth agency and has been concepting and creating Word of Mouth campaigns since 2000. We have helped some of the world's largest companies use social media and Word of Mouth more effectively. Our approach to the formulation of campaigns starts with knowledge of what consumers are saying and where they are saying it. This establishes a base of relevance – a social currency. Coordination with marketing, product teams, communication and R&D is then needed in order to build a 360 degree campaign. Our expertise maximises social media relevance, whatever the direction. Ongoing analysis of campaigns is key to our offering. Campaigns are measured as they progress enabling us to see threats and opportunities on a daily basis. With this knowledge, optimisation can occur iteratively throughout the campaign.

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### ***From surveys to shared understanding***

#### **Bill Thompson**

Many of the strategies, techniques and tools that have been developed in the last ten years of mainstream web use are struggling to make the transition to the Web 2.0 world.

Just as media sites have had to turn from being one-way publishers of information, so researchers need to engage with the two-way Web. The research community needs new ways of collecting data, and new ways to connect with audiences.

Not only will this provide better data, allowing researchers to follow users to new services (like Twitter and Seesmic), new sites (like Dopplr) and new platforms (especially the mobile web), it will provide a way to ensure that the new generation of privacy enhancing technologies do not block data gathering.

In this talk I will look at the challenges facing researchers, the constraints they come across in this strange new world and ways forward that respect the online community.

New media pioneer **Bill Thompson** is a journalist, commentator and technology critic based in Cambridge, England. He has been working in, on and around the Internet since 1984. He currently has a weekly column which appears in the technology section of the BBC News website, and contributes to other publications both on and off-line, including *The Guardian*, *The Register* and *The New Statesman*. He writes a monthly column for new net users for BBC *WebWise*, and a technology column for *Focus* magazine

Bill appears weekly on 'Digital Planet' (formerly called 'Go Digital') on the BBC World Service and occasionally on other BBC radio and television programmes. Bill is the editor and systems administrator for the Working 4 an MP website.

He is a visiting lecturer at City University where he teaches Online Journalism in the Journalism Department, and an external editor for openDemocracy.net. You can find him online, working in one of Cambridge's many cafés, or at the bar of the ICA.

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### **List of Delegates**

Sania Ahmed	University of Manchester
Michael Allison	University of Central Lancashire
Mark Banks	CRESC, The Open University
Phil Birchenall	words&picures
Scott Butterfield	Hyndburn BC
Bronya Calderon	Spaces4Learning
Gemma Coupe	Creative Lancashire
Karl Creaser	English Heritage
Isabelle Croissant	Cornerhouse
Darren Crossley	South Ribble Borough Council
Anne Dornan	Manchester Knowledge Capital
Denise Fahmy	Trafford Council
Sarah Fisher	Arts Council
Kate Fox	Mersey Basin Campaign
Patrick Fox	TenantSpin
Elena Kate Gifford	Souuk
Sam Gray	MMU / The Manchester Beacon for Public Engagement
Anita Greenhill	University of Manchester
Mark van Harmelen	University of Manchester
Andrea Hawkins	Whitworth Art Gallery
James Hanks	Liverpool Philharmonic
Ruth Heritage	University of Salford
Wayne Holt	Multimap
Kirsty Johnson	ESRC
Georgios Kapogiannis	The University of Salford
John Keys	Manchester Digital Development Agency
Suhail Khan	higgiwahwah
Morten Kyed	CRESC, The University of Manchester
Damien Lanfrey	City University, London
Bernard Leach	Manchester Metropolitan University
Laura Leon	University of Manchester
Vivian Liang	University of Salford
Al Mcglone	Eyecatcher Productions Ltd
John McKerrell	Multimap
Linda Mason	Mimas, University of Manchester
Jane Mills	Ipsos Mori
Andrew Mohan	BCS
Taylor Nuttall	folly
Jennifer O'Grady	Democracy PR
Veronica Pezzuti	Manchester Metropolitan University
Elisa Pier	ESRC National Centre for e-Social Science
Meik Poschen	National Centre for e-Social Science
Denise Proctor	Noise Festival
Paul Rouke	PRWD
Ian Sanders	Arts & Business
Sandra Schmidt	University of Manchester
Karen Shannon	Lets Go Global
Adrian Slatcher	Manchester Digital Development Agency
Maria N Stukoff	Self Trader
Matthew Taylor	Liverpool Everyman and Playhouse
Eliza Tyrrell	Project Manager, Northern Edge (CPE)

*This one-day forum has been convened for the ESRC Festival of Social Science by the ESRC Centre for Research on Socio-cultural Change in collaboration with the Northwest Culture Observatory*



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*CRESC is a collaboration between the Open University and the University of Manchester*