Your keys to a digital well-being culture

nternet.org

J'AI UN SITE INTERNET !
JE SUIS CONNECTÉ !
JE SUIS SUR LE WEB !

ON S'EN FOUT !
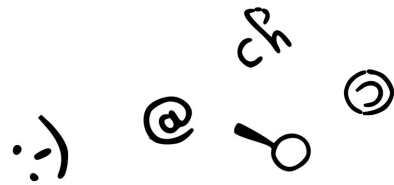
MIX & REMIX

Philippe Becquelin (Mix & Remix)
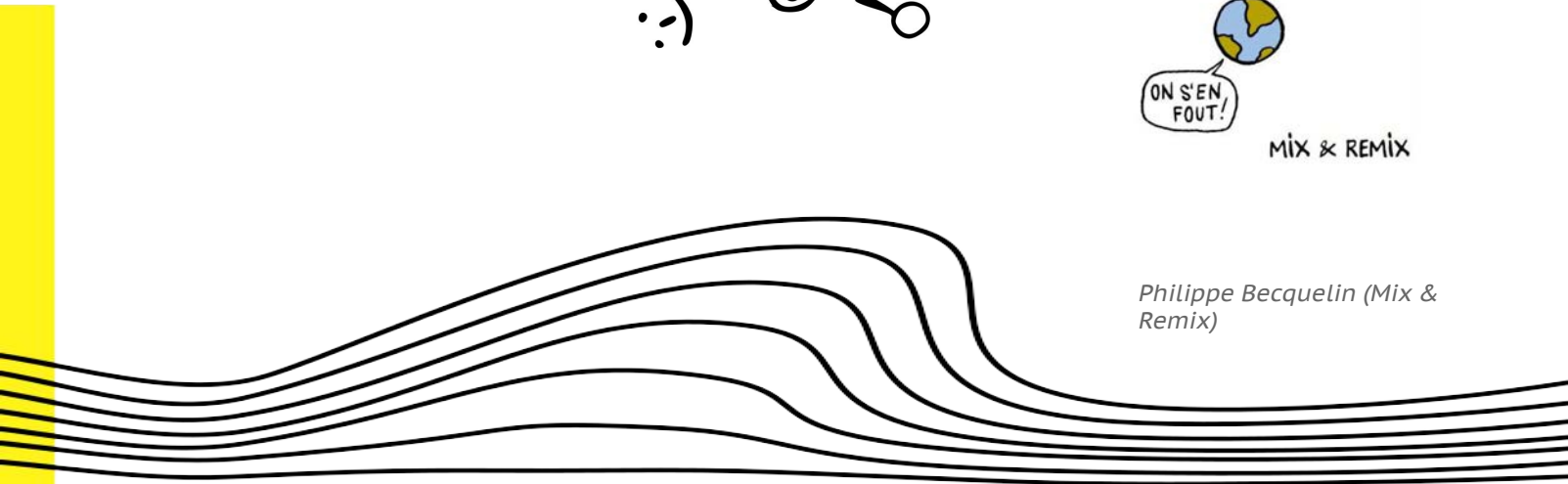
Contents
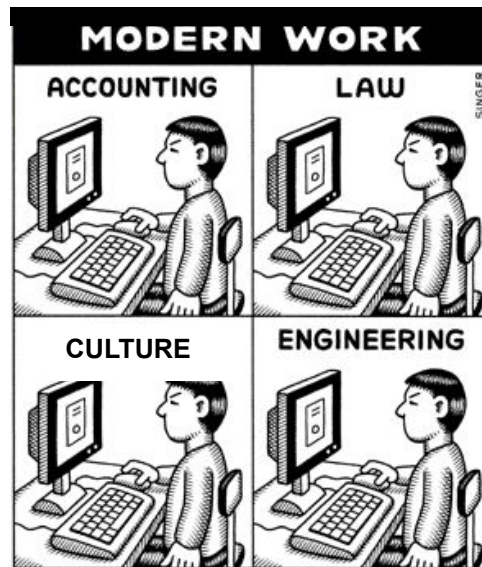
La Vie Moderne" (Modern Life)
Andy Singer - Licence CC BY-SA 3.0

HOW TO READ THIS BOOKLET

1 chapter = 1 internet key = 4 pages

:·)

1 An explanation

2 Definitions

3 Did you know that?

4 An illustration

ARE WE ALL NETIZENS?

Today, it's difficult to do without digital communication, difficult not to be an Internet user. It is also difficult not to be a citizen in this globalized society. **Citizens + internet = netizen.** In fact, are we all netizens? If not now, then maybe tomorrow? And who has the **license to drive on the information highways?** Who understands the jargon of the internet and the stakes involved? Who knows, for example, how to avoid trolls? How to **enhance one's online identity while protecting one's double, or triple, digital identity**? Who knows how to produce participatory session minutes? Who manages to **understand the digital economy, its codes, its laws**? Who knows how to stay in good physical and mental health with all these constant digital demands? This booklet gives **basic keys to becoming conscious netizens.**

Florence Devouard is vice-president of the Ynternet.org Foundation. She is the first woman to have chaired Wikimedia, the Foundation managing the free encyclopedia Wikipedia. Florence dedicates her career to the proper sharing of knowledge and common goods in the information society.
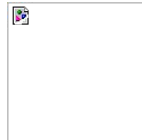
Jean-Philippe Trabichet is a professor at HEG Geneva. He heads the management information technology department. Since 1995, he has been interested in the impact of technology on society. He teaches the keys to living in a society influenced by technological determinism. He strives to prepare his students to become coaches for the citizens of a digital society. Jean-Philippe is also President of Caritas Geneva and strives to find synergies between his field of teaching and social actions. Watch his TEDx conference here: www.tinyurl.com/Trabichet.

Théo Bondolfi is President of the Ynternet.org Foundation for eCulture, dedicated to responsible practices on the Internet. Since 1998, he has brought together visionaries of the common good of the digital world, founding fathers, to explain how the Internet is changing the world and how to navigate it well. Watch his TEDx conference here: www.tinyurl.com/Bondolfi.

NETIZENS DEFINITIONS

Netizen: a combination of the English word "citizen", and "net" for the Internet. We could say netoyenneté in French, but that sounds like cleaning when there is no link. So at Ynternet.org we chose Netizen.

eCulture: refers to the culture of electronic communication that encompasses the codes of conduct and practices used in digital information networks. It can be found under the headings of digital era, digital world, information society, or cyberculture.

Bazaar: nickname given to the management culture specific to the digital world, in which merit from contributions takes precedence over status (director, president, trainee). Instead of old hierarchies, known as cathedrals. The bazaar culture is a horizontal relationship based on the result.

A benevolent dictatorship: by a user exercising superior power over the "users" of a community justified by the general benefit of the community.

Collective intelligence: is based on the exchange and reciprocal influence resulting from the debate: forums, constructive and transparent virtual communities. It does not necessarily contribute to a common project.

Crowd wisdom: theory popularized by James Surowiecki. It presupposes that the perception and resolution of a problem is more effective by a crowd than by any group of experts.

Neutrality of the clear founding principle: in these networks, information must transit in an undifferentiated manner, whatever its origin, destination or content, without favouring a communication protocol and without modification or examination of the content.

COMMON CORE
FOR ALL INTERNET USERS!

All our telecommunication tools are digital: smartphones, laptops, tablets, car or plane piloting systems, satellites, medical devices etc. Cut off the internet, and human society malfunctions in a few hours. The electrical flows that make up digital technology respect very specific properties. Like water and air, these properties are the source of life and death. Take water: so soft when it rests, so essential to quench thirst, but so dangerous when it becomes a tsunami, avalanche or burning fumes. The same goes for digital environments: they are sources of risks and opportunities. Whatever the digital policies of governments, schools, ISPs, Google, Facebook, Amazon or Apple, there is no way around these properties. We have everything to gain by taming these invariant properties, to better control our destiny.

DEFINITIONS: COMMON CORE

Cyberculture refers to the behaviors and practices in a digital ecosystem, both at the individual and collective level.

Cyberspace according to the Petit Robert, "a set of digitized data constituting a universe of information and a communication medium, linked to the global interconnection of computers". It is derived from the English word cyberspace.

Homo numericus expression of the French researcher Pierre Mounier referring to the next stage in the evolution of Homo sapiens

NICT (ICT) New Information and Communication Technologies, refers to all the technologies used in the digital age.

Digital era in opposition to the analogical era corresponds to the passage to a systematic mode of representation of data or physical quantities by means of digital characters, quantified and sampled data, in particular of figures.

A digital migrant who is a digital user and who must gradually "reprogram" himself to adopt new practices and not find himself excluded".

Native digital user having integrated from childhood digital tools such as the computer and cell phone.

Netiquette set of rules of know-how and politeness as universal as the Internet designating the codes and procedures in force on digital media.

5 FUNDAMENTAL PROPERTIES OF DIGITAL TECHNOLOGY

Decentralization
There is no central body through which all the information in digital ecosystems would flow.

Persistence
In electronic environments, information persists. As they say: "the written word remains". We leave traces.

Multilaterality
We are all transmitters & receivers of texts, sounds, videos, without depending on radio, TV or newspapers.
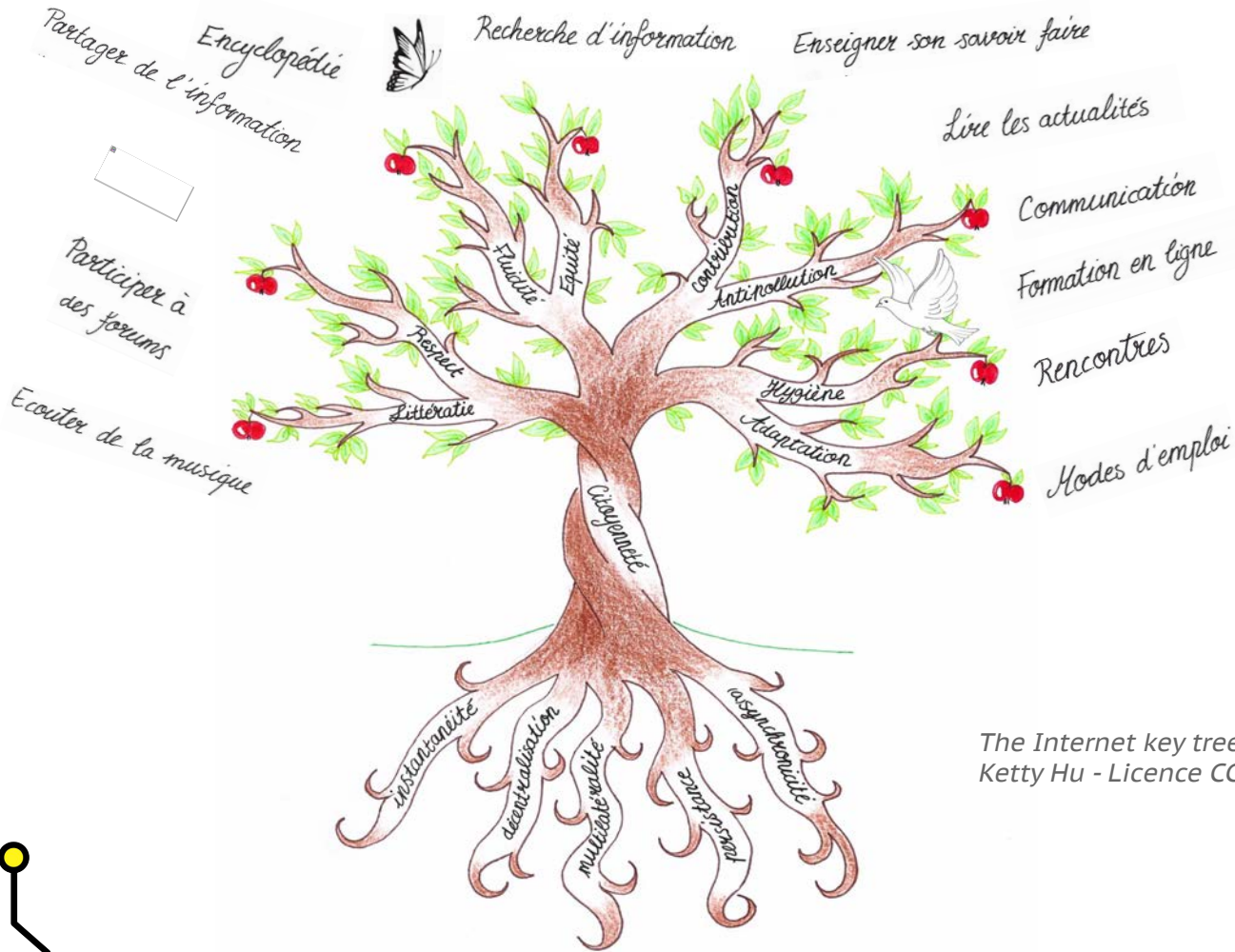
(A)synchronicity
Everyone acts at their own pace. This is the only property that is not invariable. One can choose to exploit it or not.

Instantaneity
The digitized information, the bits, 1 and 0, travel at the speed of light. Instantaneously. No more waiting.

Partager de l'information

Encyclopédie

Recherche d'information

Enseigner son savoir faire

Lire les actualités

Communication

Formation en ligne

Participer à des forums

Rencontres

Ecouter de la musique

Modes d'emploi

Fluidité

Équité

Contribution

Antipollution

Respect

Hygiène

Littératie

Adaptation

Citoyenneté

instantanéité

décentralisation

multilatéralité

résistance

asynchronicité

The Internet key tree. Illustration by Ketty Hu - Licence CC BY-SA 3.0 CH

LITERACY FOR DIGITAL WELL-BEING

Just as there are 26 Latin characters, 10 numbers (from 0 to 9), punctuation, bold, underline, etc., there are also 26 Latin characters. These are some of the artifacts of literacy. In the digital world there are others such as @, HTTP, IP, mouse and cursor, keyboard shortcuts, navigation and form field options, save routines, access codes, emoticons :-)

What about you? Do you feel formally literate or are you just about to find out? Have a look at our glossary with some numerical expressions that you need to know in order to navigate on the net.
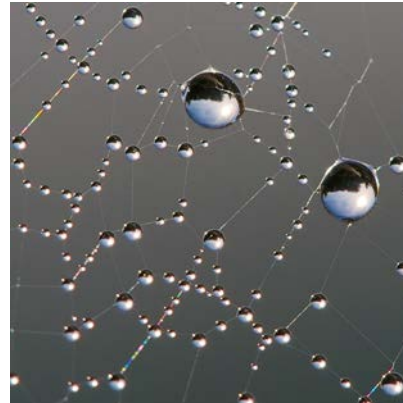

Photo by Luc Viatour - Licence CC BY-SA 3.0

LITERACY DEFINITIONS

IP Address: An identification number that is permanently or temporarily assigned to each device connected to a computer network using the Internet Protocol.

Invisible Carbon Copy (CC) (CCI): function that allows you to place people in copy of the message you are sending. They receive the message as if they were the direct recipients, but it is clear that the message is not directly addressed to them. People placed in CCI are invisible to other recipients.

Internet of Things (IoT): extension of the internet to physical objects and places. While the Internet does not usually extend beyond the electronic world, the IoT aims to extend to the real world by associating tags with codes, RFID chips or URLs to objects or places.

Search engine: a digital tool used to search the internet.

Multimedia: comes from the plural of the Latin term medium and designates an application, a service or a device using several media (image, sound and video).

Browser software: used to surf the internet.

World Wide Web "World (Spider) Web" or Web: is a public hypertext system operating on the Internet. It allows you to consult, with a browser, pages accessible on sites.

Office software: family that meets the majority of common uses: word processing, calculation tables, presentation/slideshow, drawing, etc. The best known is MS-Office with MS-Word, but the most popular is LibreOffice.

🔍 Did you know?

Web 1-2-3-4-5 is above all a means to get the message across that the web is evolving.

Since 1991 - Web 1: the contents. Born at CERN, the language. Remote access to texts, images, sounds, mail, research, forms and forums, on servers around the world. It is the daily basis of our daily use of the Internet, to consume information.

~2000 Web 2 (known as 2.0): collaboration. This is the era of Co. It allows to personalize (contents, graphics, services), to network in social media, to become "consum'actors" and "consum'authors".

~2012 Web 3: the context. Also called semantic web, it exploits our past actions to better "automatically" anticipate our future needs.

~2020 Web 4: **The Internet of objects** that manage each other in good intelligence. Vehicles with satellites, fridges filled by our houses via delivery man...

~20?? Web 5: Artificial intelligence. Robots that do the dishes? Giving tenderness? Difficult to distinguish the realistic future from the elucubrations.

The more the web evolves, the easier and more intuitive everything is, but also its makes things more complex and scandalous for our liberties. It's a question of adapting to users' behaviours, habits and preferences.

To go further… see page 150 of the book "Citizens on the Net".
www.ynternet.org/page/livre

This gesture that seems so familiar to us in 2018, was not at all in 2005.

The big question: at what age should we start using digital tools?

RESPECT

TO ENSURE SUSTAINABLE LINKS

What is respect if everyone is isolated behind his screen? Ensuring positive connections, yes, but which ones? The ones we maintain with our friends via social media, but also the links we leave in our digital footsteps. Yes, on the net, the notion of respect takes other forms: respect for traces, for merit, for the culture of giving, for the licenses that govern works. These rules of good manners on the Internet are also natural characteristics of digital properties. For example: do we have the intellectual honesty to mention sources to avoid plagiarizing without announcing it? Are we able to identify falsifications in a discussion, knowing that they are the source of most trolls on the Internet? Do we know how to recognize and prevent cyberbullying at work, in training and even in the family?

DEFINITIONS: *RESPECT*

Guardian angel of the advanced net: user who uses his above-average knowledge to help or warn less talented users.

Charter rules of use: signed by several actors to define an objective and sometimes common means.

Cyberbullying/Cyberintimidation/Stalking: abuse of all types amplified by the power of the net. Threats of insults (often from anonymous sources), attacks, etc.

Fallacies: unverifiable arguments that use the threat as support for their purpose. Everybody thinks like me, it's obvious. "Windows is better than GNU/Linux".

Intrusion: acts of hacking against personal accounts (email box or web pages). The attacker obtains the victim's password by illicit or abusive means.

Troll: digital users who adopt misleading attitudes to draw attention to themselves.

Flame war: refers to situations where, in a forum/blog, the debate gets inflamed (insults, etc.).

Godwin point: (or numeric G-point) closes the debate, often after using of the terms "Nazis" or "Hitler".

Happy Slapping: consists of choosing a victim, humiliating, assaulting, beating or sexually abusing them while filming the scene using a smartphone. The video is then shared with the rest of the community.

COUNSELLING FOR (YOUTH) VICTIMS OF CYBERBULLYING

🔍 Did you know?

- Do not respond to messages or postings from cyberbullies. If possible, block the sender of emails or messages.
- Keep a copy of received messages. You don't have to read them, but you will need a copy if you decide to report cyberbullying.
- Talk to someone; a parent, teacher, police officer or an adult you trust.
- If the messages have been posted on a web site or page, the Internet Service Provider (ISP) should be contacted. Many sites contain a link or button to report inappropriate content. In some cases, site owners can remove the content themselves and notify the person who posted it, but in other cases, a complaint must be filed.

You can also :
- Develop rules for dealing with cyberbullying in your school with the help of other students, teachers and administration staff.
- Raise awareness of cyberbullying in your community by holding meetings, distributing pamphlets or posting posters.

If you cyberbully others:
- You need to realize that cyberbullying is just as bad or even worse than traditional forms of bullying.

- Remember that you shouldn't say online what you wouldn't say face to face; respect others online as you would like to be respected

To go further... see page 282 of the book Citizens on the Net
www.ynternet.org/page/livre

"Travelling without being plucked" Philippe Becquelin (Mix & Remix)

"The interrogation "Philippe Becquelin (Mix & Remix)

FLUIDITY
TO AVOID RISKS

In any area of our lives, a good knowledge of the tools we use and an understanding of how the mechanisms work allow us to take full advantage of the benefits offered. The digital domain is no stranger to this fundamental rule. Other users of the net can always try to take advantage, or even abuse, our poor knowledge of digital tools to deceive us and cause us more or less serious harm.

DEFINITIONS: *FLUIDITY*

Blog: used to publish photos, texts without webmaster intermediary, periodically to report on a news around a given subject. We talk about Vlog when we use video as a medium.

Confidentiality/Privacy: is a digital property by which other users do not have access to your personal information.

RTFM: ("Read The Fucking Manual") is an English expression used to indicate to a user to first consult the web to see if the answer to his question is not already available.

ePortfolio: is the controlled part of your digital identity, an enhanced CV (or professional website) targeted and chosen.

Scam 419: is a classic scam in which a stranger offers a jackpot with a story that attracts you and asks you to help him pay you by sending small amounts of money first.

The Cloud: is a system of remote servers interconnected by means of links with excellent bandwidth, which is essential for the fluidity of the system; applications and data are no longer located locally.

Social networks: also called virtual communities. They offer online means implemented to connect individuals or legal entities between them both personally and professionally.

Streaming: refers to a principle used mainly for sending content "live".

DIGITAL DIVIDE

🔍 Did you know?

The circulation of information, often free of charge, promotes equity of opportunity and brings people together. Digital technology helps to reduce social differences among its users. But, paradoxically, the Internet has also contributed to widening the gap between users and non-users of the net, thus amplifying certain pre-existing inequalities:

- o   Economic divide
- o   Geopolitical divide
- o   Cultural divide
- o   Educational divide
- o   Generational divide

To go further…
www.tinyurl.com/FractureNumerique

1 POINT CALIMERO

Pour avoir tenté de convaincre un auditoire sur une base purement émotionnelle.

[appel à la pitié]

[appel à la pitié]

[Ministère des Biais et Sophismes]

RHÉTORIQUE FALLACIEUSE

Ironic image aimed at digital users who try to convince other users using incomplete or false arguments.

Source : Facebook page "Un Monde Riant", album : "Biased Points and Sophisms"

EQUITY
FOR OUR FREEDOM AS CITIZENS

In the digital world, how can we guarantee equal opportunities for all? It is difficult to define what is fair or unfair. Should we accept advertising or not? And the software that spies on us, how can we avoid them if we are not computer experts? Google is free, but does it offer fair trade? If we want to communicate useful information to a large audience, do we have the choice to avoid Facebook? Where does our data go? Why are .odt attachments 100% compatible from one computer to another, while .docx attachments are not? With patents, the sale of water and now the omnipresence of a few digital multinationals, is the world being privatized? Not really.

There is a territory where a digital justice law reigns without any discrimination. It is that of free culture. In short, it gives access to functional works (software, user manuals and recipes, definitions on Wikipedia...). One can read them, copy them, see their origin, verify their intentions, it is an environment of transparency for those who learn to decode it. Initiated by free software licenses, it has developed further to enter the art world (CreativeCommons licenses - alias CC), videos (the famous TED & TEDx conferences are under license), science (free publications), architecture (free plan), cooking recipes?

DEFINITIONS: *EQUITY*

Creative Commons: free licenses for authors who prefer to share their work and enrich the common heritage of culture and information freely accessible.

Copyleft attitude: also called Free Culture; attitude born from the world of RMS software and many contributors with a common point: their sense of common good.

Copyright: licenses created in the 18th century to guarantee the authors income in compensation for their creations.

Big Brother: expression created by George Orwell for his novel 1984 in which he describes a futuristic world. The slogan "Big Brother is watching you" reminds people that everywhere, at all times, they are watched by a "soft dictatorship". After the success of the novel, the figure of Big Brother becomes over time the allegory of a form of totalitarian power.

Free software: without license, appealing to the sense of the common good.

Free license: license that allows copying, modifying and redistributing a creation as long as the initial license and the authors are mentioned (for example CC-BY-SA).

Computer hardware: basic components (memory, screen, keyboard, battery...), present not only on the fixed and portable stations of our offices, but also in smartphones, cars, building door codes...

Software (software): codes of conduct (program, succession of commands) that run to operate the various computer hardware. A distinction is made between operating software (which manages the display on the screen, keyboard, sound...) and application software which offers functions that are really useful for our daily lives (processing text, images, videos, contacts, games, forms...) On the web, the same application software can be found, we talk about web applications (online contact management, online videos...).

Networks (computer): system to connect various computers. This facilitates access to information in real time (where are you, darling? I'm waiting for you), but can also create dependencies, a form of dictatorship of immediacy.

DIFFERENT OPTIONS/FORMATS FOR DIGITAL TOOLS

🔍 Did you know?

Digital tools	Open formats	Private formats
Web pages	HTML	Theoretically none, but several essential plugins (plugins-addons) take away the universal aspect of the web.
Word processing	.odt	.doc, .docx
Spreadsheet	.ods	.xls, .xlsx
Assisted presentation	.odp	.ppt, .pptx
Image	.png, .pjg, .svg, .gif	.psd, .wmf
Sound, music	.ogg, .wav	.mp3, .wma, .ram
Video, film	.avi, .ogg, .mkv, .nut	.avi, .mp4, .mov, .flv
Digital book	.epub, .fb2	.azw

To go further... see page 133 of the book Citizens on the Net
www.ynternet.org/page/livre

NET NEUTRALITY
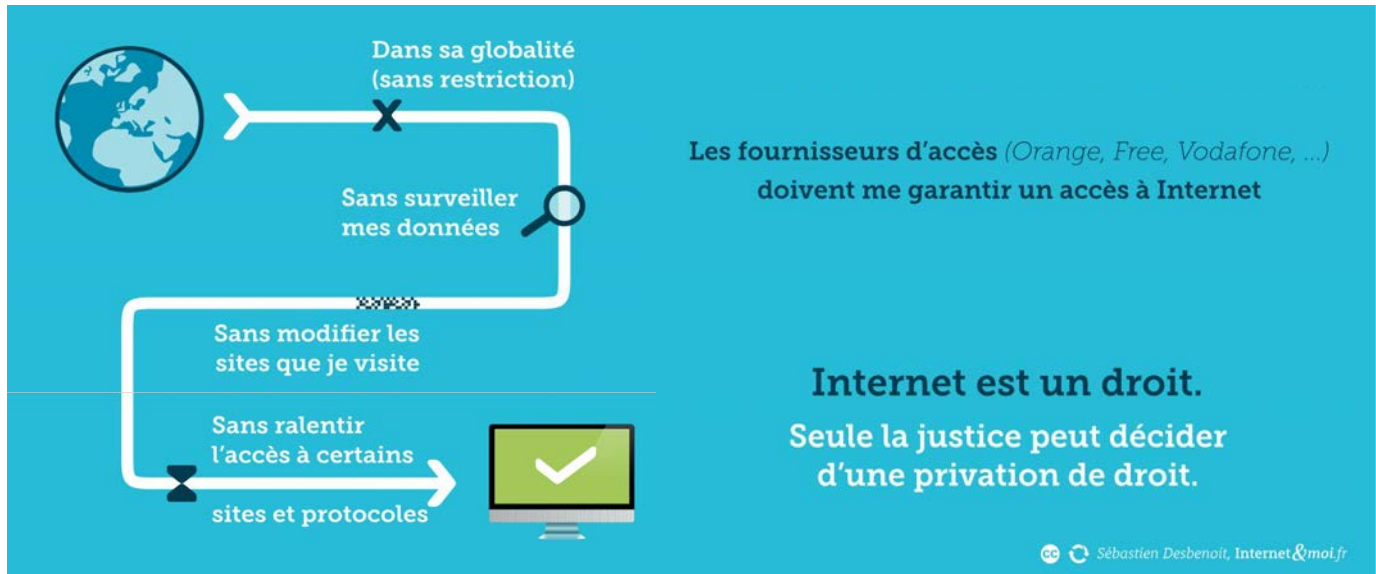
Diagram by Sébastien Desbenoit - Licence CC BY - 3.0

CONTRIBUTIONS
TO THE INFORMATION SOCIETY

A beautiful cathedral is often given more attention and prestige than an anarchic bazaar.
The so-called "cathedral social system" functions according to the hierarchy of status, in a pyramidal form. The best status, the supreme power, is at the top; many intermediate levels separate it from the base.
Quite different is the functioning of a bazaar! There is no permanent dominant position. Depending on the situation, everyone contributes knowledge, know-how and interpersonal skills.
These two logics have always existed. But the arrival of digital technology has enabled a more nuanced approach to the bazaar to emerge, one that is not so anarchic.
The success of Open Source software, although little-known, is dazzling in the global economy.
The majority of web pages run on this type of software, designed in bazaar-like hierarchies. Two notorious successes:

- o **GNU/Linux, coming from the hacker world, leader on web servers**
- o **Wikipedia, it is among the ten most visited sites in the world.**

DEFINITIONS*: CONTRIBUTIONS*

Crowdfunding: this approach allows projects to be financed by calling on a large number of people (Internet users, contact networks, etc.) to make small investments.

Crowdsourcing: uses the creativity, intelligence and know-how of a large number of people to carry out certain tasks traditionally performed by an employee or a contractor. This is done through an open or targeted call to other actors. Wikipedia is the best known illustration of this.

Karmic democracy: is a principle of self-regulation in order to avoid any abuse, by which every user of a website or network has a virtual karma that increases with every contribution improving the quality of the site. Conversely, the karma decreases if the contributions are judged useless or biased.

Whistleblower: moral figure or spy? One day, at the office, he/she comes across documents that reveal a conflict of interest, a state lie, a financial scam, etc. Thus begins the adventure of a whistleblower.

Newsletter information and other news received in the mailbox by a user who has explicitly and consciously chosen to give his email address to a (often commercial) site.

- Open source expression is increasingly used to describe new modes of IT, technological and economic innovation.
- Wiki platform type of internet platform created so that everyone can participate quickly and easily. A trace of everyone's contributions remains visible for each page and a participatory control system with an alert system that prevents vandalism.

Declaration of Independence of Cyberspace

🔍 Did you know?

Davos, 1996, World Economic Forum John Perry Barlow; farmer, psychedelic lyricist Grateful Dead, editor of Wired magazine, speaks to the world's economic elites and says:

"Governments of the industrial world, weary giants of flesh and steel, I come from cyberspace, the new home of the spirit". In the name of the future, I ask you of the past to leave us alone. You are not welcome among us. You have no right of sovereignty over our meeting places."

"We have no elected government and we are not close to having one, so I address you with the only authority that freedom itself gives when it is expressed."

"Governments derive their legitimate power from the consent of the governed. You have not asked us for it, and we have not given it to you."

"You are terrified of your own children, because they are the inhabitants of a world where you will never be anything but strangers."

To go further...
www.tinyurl.com/DeclarationIndependance

COMMUNITIES AND SOFTWARE THAT CONTRIBUTE TO A CITIZEN'S INFORMATION SOCIETY

Mozilla Firefox project to create a free browser thanks to the collaboration of programmers from all over the world.

Framasoft popular education network dedicated mainly to free software.

Debian is a community and democratic organization, whose goal is the development of operating systems based exclusively on free software.

LibreOffice; free and open source office suite, derived from the OpenOffice.org project

INFORMATION MANAGEMENT

TO AVOID INFOBESITY

To start on the Internet is to risk giving in to stress. So what to do? Trembling in the face of scammers and infobesity (excess of information) that await us? Drop everything and go back to the cave age? Wait until we have unconsciously done a lot of virtual nonsense to see the damage, then cry out in scandal and take the "appropriate measures"?
Or stay in the inertia of your cocoon of friends on a social network, where you can talk about light stuff, have a good laugh without worrying about the impact of your actions?

There is a simple solution: discover the various diets and choose the ones that suits you best.

DEFINITIONS: *INFORMATION MANAGEMENT*

Tag/Folksonomy: Combination of the words "folks" (the people) and "taxonomy" ("the art of categorization") defining a content description system without any higher authority that decides the right keywords to categorize a content it publishes on the web (article in a blog, video, photos, etc.). Everyone chooses to associate to a video, a text, an image, the keywords they want.

Infobesity: or informational overload, a concept designating the excess of information received by a person, which he or she cannot process and which causes him or her harm.

FUD strategy: a strategy used by merchants who use and amplify human emotions related to fear to divert consumers from competing brands

Cookies: or spyware, tracking our behaviour as we browse the site.

Phishing: scam technique in which you receive a message whose author passes through a service to which you may have subscribed; the message redirects you to a new page in which you are asked for personal data that will later be used to usurp your personality.

Malware (malicious software): program developed with the aim of harming a computer system without the consent of the user whose computer is infected.

Fake news: deliberately false or faked information (fake means "false, faked") from one or more media outlets, an organization or an individual, with the intent to mislead in order to obtain a financial or political advantage.

Co-operative sharing of information and projects between competitors, stimulating their common market.

Interoperability: promotes smooth operation between data management systems.

🔍 Did you know?

Hardware

- o Make the life of the equipment last as long as possible
- o Avoid the distribution of advertising USB keys
- o Manage the power consumption of your digital devices
- o Remember that green labels also exist in the IT sector.
- o Anticipate the end of life of your equipment and choose between: maintain and transform, recycle, give a second life...

E-mails

- o Rationalize the number of recipients
- o Print only if necessary
- o Reduce the size of attachments
- o Sort and clean your emails regularly

Search

- o Enter the URL directly in the navigation bar
- o Use the favourites option
- o Optimize and target your searches
- o Close unused tabs

To go further... see page 276 of the book Citizens on the Net
www.ynternet.org/page/livre

COMMUNITIES AND SOFTWARE THAT CHANGE THE WORLD

OpenStreetMap
The Free Wiki World Map

OpenStreetMap (OSM) is a project that aims to build a free geographic database of the world, using GPS and other free data.

WIKIPÉDIA
L'Encyclopédie libre

Wikipedia is a project for a collective online, universal, multilingual encyclopedia based on the Wiki principle.

Minecraft is a video game from which, Internet users from all over the world have collaboratively developed different "mods" of the game

creative commons

Creative Commons (CC) is a non-profit association whose aim is to offer a legal alternative solution to people wishing to free their works from the standard intellectual property rights of their country, which are considered too restrictive.

GPL 3
Free Software
Free as in Freedom

The GNU General Public License (its only official name in English, commonly abbreviated GNU GPL, or simply "GPL") is a license that sets the legal conditions for distributing free software from the GNU project.

HYGIENE
TO STAY HEALTHY

The use of digital technology places us in a context for which our body is only partially prepared; long periods of time during which we keep several parts of our body immobile or even our entire body can cause problems in our health.

As we teach children to eat, we also need to teach them good habits when using a personal computer, a smartphone, a tablet, etc. Their future health will depend more and more on their behaviour towards digital tools.

DEFINITIONS: *HYGIENE*

Airplane mode: function present in smartphones that blocks high-frequency communications

Ecosurf attitude: attitude that can be adapted when using the net to try to harm the planet as little as possible

Radiation: the process of emitting or propagating energy and momentum involving a wave or a particle.

Cyberaddiction: is a psychological disorder that leads to an excessive and obsessive need to use a computer and interferes with daily life. Internet addiction can be considered pathological.

Average carbon energy cost: spent by an Internet user using the Internet. For example, a European, for his research on the Internet represents the emission of 9.9 kilograms of CO2 equivalent per year, according to a report by the French Public Agency for the Environment and Energy Management (Ademe).

Noosphere: third succession of phases of the Earth's development, after the geosphere (inanimate matter) and the biosphere (biological life). The Noosphere represents the thinking (human) layer of the Earth, constituting a new kingdom, a specific and organic whole.

INTERNET USE
AND DEVICE OWNERSHIP AMONG 12-19 YEAR OLDS (2016)

And you, what do you consume? What is your diet?

Did you know?

95% usage plusieurs fois par semaine

95% ◄► 97%

99% téléphone portable

76% ordinateur/ laptop

39% tablette

8.5% usage problématique*

7.7% ◄► 9.0%
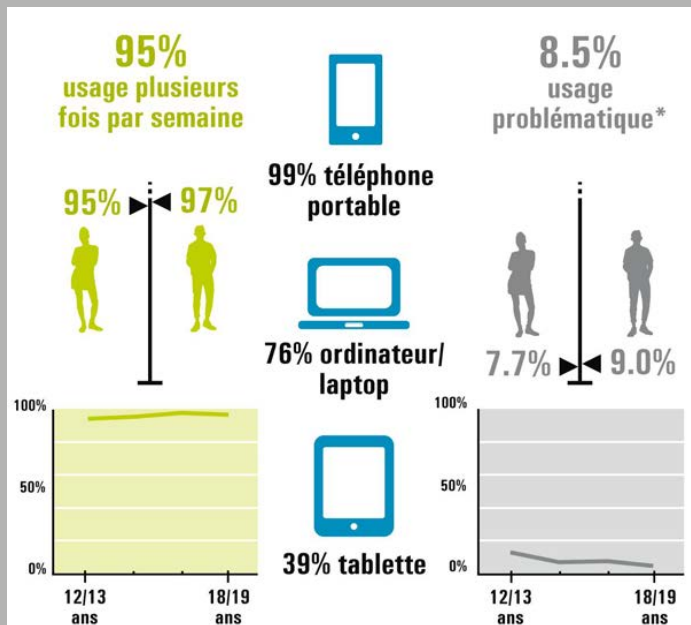
*according to the short Internet Addiction Test (s-IAT: >= 42 points

ADDICTION | SUISSE

JAMES (Waller et al., 2016; Willemse et al., 2017)

To go further...
www.tinyurl.com/AddictionSuisse

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We must be careful about the positions we adopt when using digital tools, health concerns may appear in the short and/or long term.

ADAPTATION TO THE DIGITAL ECONOMY

And don't forget:
"If it's free, you're often the product. »

In the socio-economic models of free software, particularly in those based on rules of governance discussed by all the contributors, it is almost the same thing.

Only the most deserving can claim a leadership role: they must first have acquired an overall vision of the project, demonstrated a capacity for rapid adaptation and a global experience of the community's activities.

Thus, one learns first by doing from the simplest to the most complex, one gets help from the most experienced who guide and help us. Then you become an expert, you can help others and sell your skills.

DEFINITIONS: ADAPTION

Freemium model: commercial strategy combining a free offer, with free access, and a paid "premium" offer which is more upscale.

Big Data: or megadata, data sets that have become so large that they are beyond human intuition and analysis capabilities and even those of conventional computer tools.

Startup: means a new innovative company, usually looking for investment funds, with very high potential for economic growth and financial speculation on its future value.

Wikinomy: ("economy of collaboration between human groups") economic system based on massive collaboration and intensive use of open source technologies such as Wiki.

Yield Management: is a system for managing available capacity, such as rooms in hotels or seats in air transport, which aims to optimize revenue.

Scrum: or agile methods, practices that are currently rather limited to development projects in computer science (software design). This process revolves around a close-knit team, which seeks to achieve a goal and develop new products in an accelerated timeframe.

eLearning: or online training. Set of solutions and means allowing learning by electronic means (educational web, teletraining, telematic teaching, etc.).

Augmented Reality: the emergence of environments where information about everything around us increases our perception of reality.

Some trends in the new digital economy

🔍 Did you know?

The long tail: says that the weight represented by the rare products is at least equivalent to that of the flagship products. To work, these models must have low storage costs and optimal distribution platforms, including good product visibility. Example: eBay, YouTube, Lulu, etc.

Metcalfe's Law: where the utility of a network grows in proportion to the square of its members (to be qualified because some members are more active than others); Metcalfe's Law simply says that the more users there are in a network, the more value that network will have.

Participative media law: or 1/10/89% law: 1% of Internet users publish content, 10% participate (comments, votes, ratings) and 89% simply consult the information without intervening.

The small world effect: (or "six degrees" effect) is the hypothesis that everyone can be connected to any other individual through a chain of social relations. It is observed through social networks, where the average distance between two individuals (i.e. the number of intermediaries between two people) is 5 or 6.

Moore's conjecture: or the processing power of digital data is multiplied by two every 12 to 24 months. For this reason, hard drives, computers and phones on the market are decreasing in price and increasing in processing and storage capacity every year.

ELLE SE RÉPAND DANS LES VILLES SUISSES

LA TECHNOLOGIE SANS FIL

AU BIEN DE CHEZ NOUS

SPÉCIALITÉ
LA FONDUE
Wi-Fi

MIX & REMIX

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Wireless technology".
Philippe Becquelin (Mix & Remix)

Digital technology is transforming our environment and our way of life

Quiz: Which type of netizen are you?

1) When you send an e-mail, do you think to put an appropriate subject: clear, precise, with keywords, mentioning if and when a reply would be expected?

2) Do you reply to e-mails by inserting your answers between each paragraph that deals with a different subject?

3) Do you know how to use advanced search in a search engine?

4) Do you edit, save and share your business documents using an open document format (ODT, ODS)?

5) To avoid information overload, do you   advertising blockers on your browsers?

6. Before registering for an online service, do you read the terms and conditions of use?

7. Do you manage your online presence by carefully selecting what you publish and visibility options?

8. Do you use the "edit" button on Wikis such as Wikipedia? Do you make contributions in forums?

9. Do you share your creations under free and reusable licenses such as "Creative Commons", CC-BY-SA?

10. Do you practice collaborative note-taking during work sessions?

Your result :

0-7 - Low: it's time to learn your digital citizenship skills and apply them in your everyday life!

8-15 - Beginner : Maybe it would be good to find other digital citizens and learn in a group?

16-24 - Good: You have the skills to lead teams in our digital age. Learn more!

24 and more - Wow: We're interested in hiring you, contact us, we're serious!

KEYWORD INDEX

OUR BOOK: CITIZENS OF THE NET - NETIZENS
is available in French

Version BETA 1.0
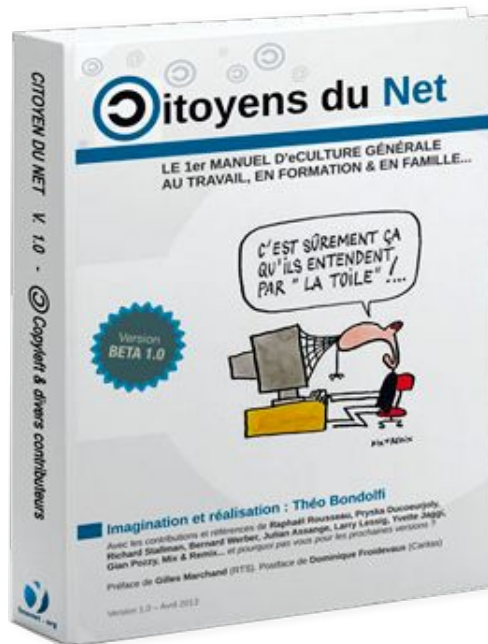
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... SURTOUT PENDANT LES PUBS...

... JE CROIS QU'ON NOUS MANIPULE !...

Patrick Becquelin (Mix & Remix)

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