

The Changing Nature of the Audience in Politics and Medicine: Applying Communicative Informatics to Social Media.

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The Third Fujairah Media Forum

The New Media and the Changing World: "Many Ideas . . . A New World

Ajman University of Science and Technology Network Fujairah,
UAE

- 1.Explain Communicative Informatics (CI)
- 2.Apply CI to the Arab Spring
- 3.Apply CI to Occupy Wall Street in the United States
- 4.Apply CI to participatory online medicine in the US and the UAE

Communicative Informatics (CI)

1. The Audience is Active
2. The Audience is Creative
3. The Audience is Monitored
4. Feedback is important

Discursive Spheres of Communicative Informatics

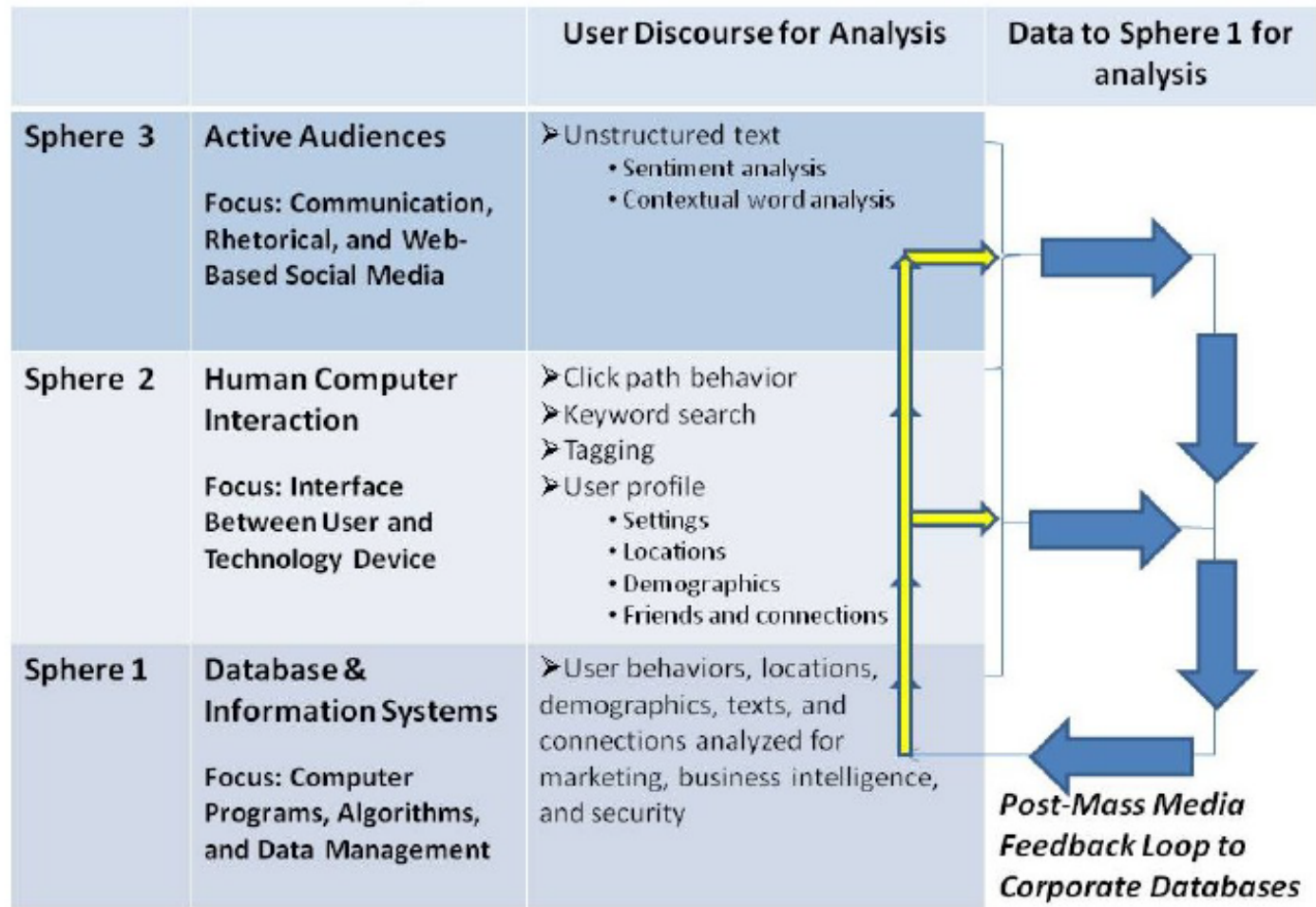


Figure 2. Feedback Loops. This figure illustrates the types of communication, including behaviors, that are captured in Spheres 2 and 3 to be fed back to Sphere 1 for surveillance, analysis, and commoditization. The data are in a continuous loop with information storage and access.

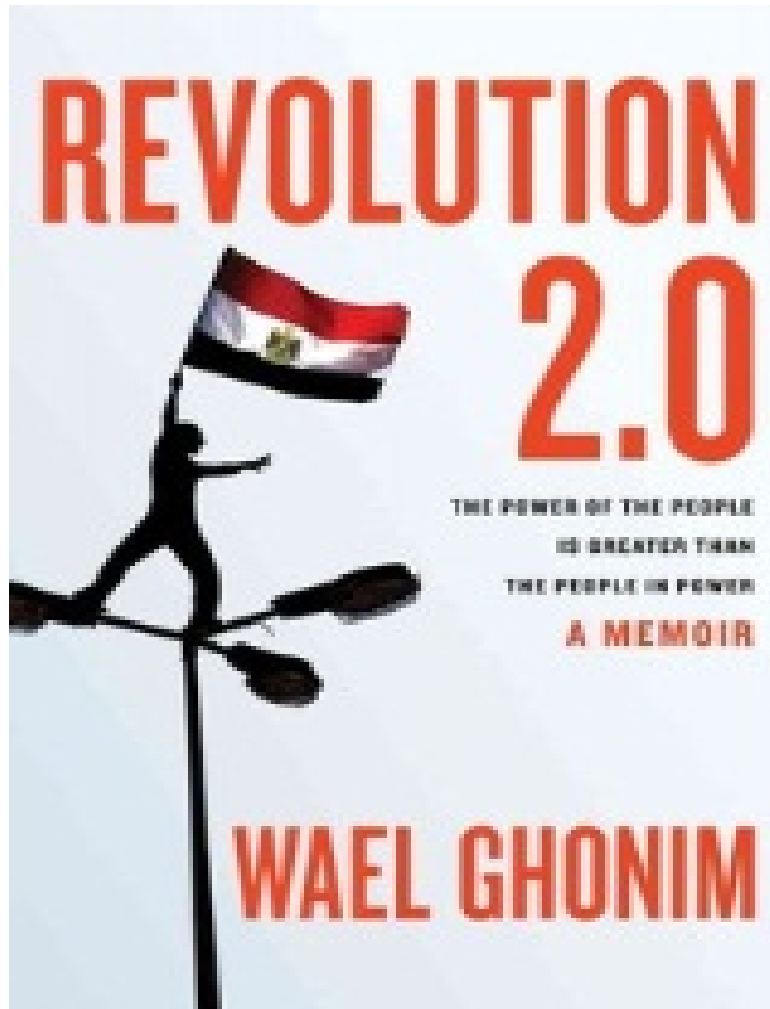
[Communicative Informatics: An Active and Creative Audience Framework of Social Media](#) by Linda M. Gallant, Gloria M. Boone in TripleC 2011

The Audience is the key focus of CI

“I think that the revolutions would have happened anyway but I think social media was a tool, a mobiliser, a conduit, that people found each other through.

For me, the most moving, the most powerful protest was the silent protests in 2010 in Alexandria, there, with the Mubarak regime at the height of its power, social media enabled protesters to skillfully organise, urging protesters to wear black and spread out along the Corniche so police could not arrest them for illegally demonstrating. ([Sultan al-Qassemi](#), 2011)

The Audience is Active In Arab Spring



In Egypt Before the revolution

4 million Facebook users

100,000 Twitter users

“A fifth of Egyptians and more than a third of Tunisians have broadband Internet at home, and the popularity of Internet cafés and cellphone web services means that almost everyone under 24 has daily access to the Internet. ([Sanders](#), 2011).”

Active on Mobile Media

“Social Media is people’s media, everyone carrying a phone became a producer” ([Mohammed Gohar](#), 2012)

Active in Arab Spring

“Our evidence shows that social media was used heavily to conduct political conversations by a key demographic group in the revolution ☐ young, urban, relatively well educated individuals, many of whom were women.

Both before and during the revolutions, these individuals used Facebook, Twitter, and YouTube to put pressure on their

governments. ([Project on Information Technology and Political Islam](#), 2011)”

The Audience is Creative In Arab Spring

“In some cases, they used new technologies in creative ways such as in Tunisia where democracy advocates embarrassed President Zine El Abidine Ben Ali by streaming video of his wife using a government jet to make expensive shopping trips to Europe. (Project on Information Technology and Political Islam, 2011)”

Viral Videos In Arab Spring

“There were four major types of content that typified Egyptian viral videos: raw protest and mobilization footage; citizen commentary; political punditry; and “soundtracks for the revolution.

Raw protest and mobilization footage was the most common, totaling nearly 5.5 million views from 23 videos. (Project on Information Technology and Political Islam, 2011)”

The Audience is Monitored

Censorship

93 percent of Egypt's Internet addresses and networks were shut down during the protests.

[Internet censorship](#) in the Middle East and North Africa is on the rise, and the scope and depth of filtering are increasing.

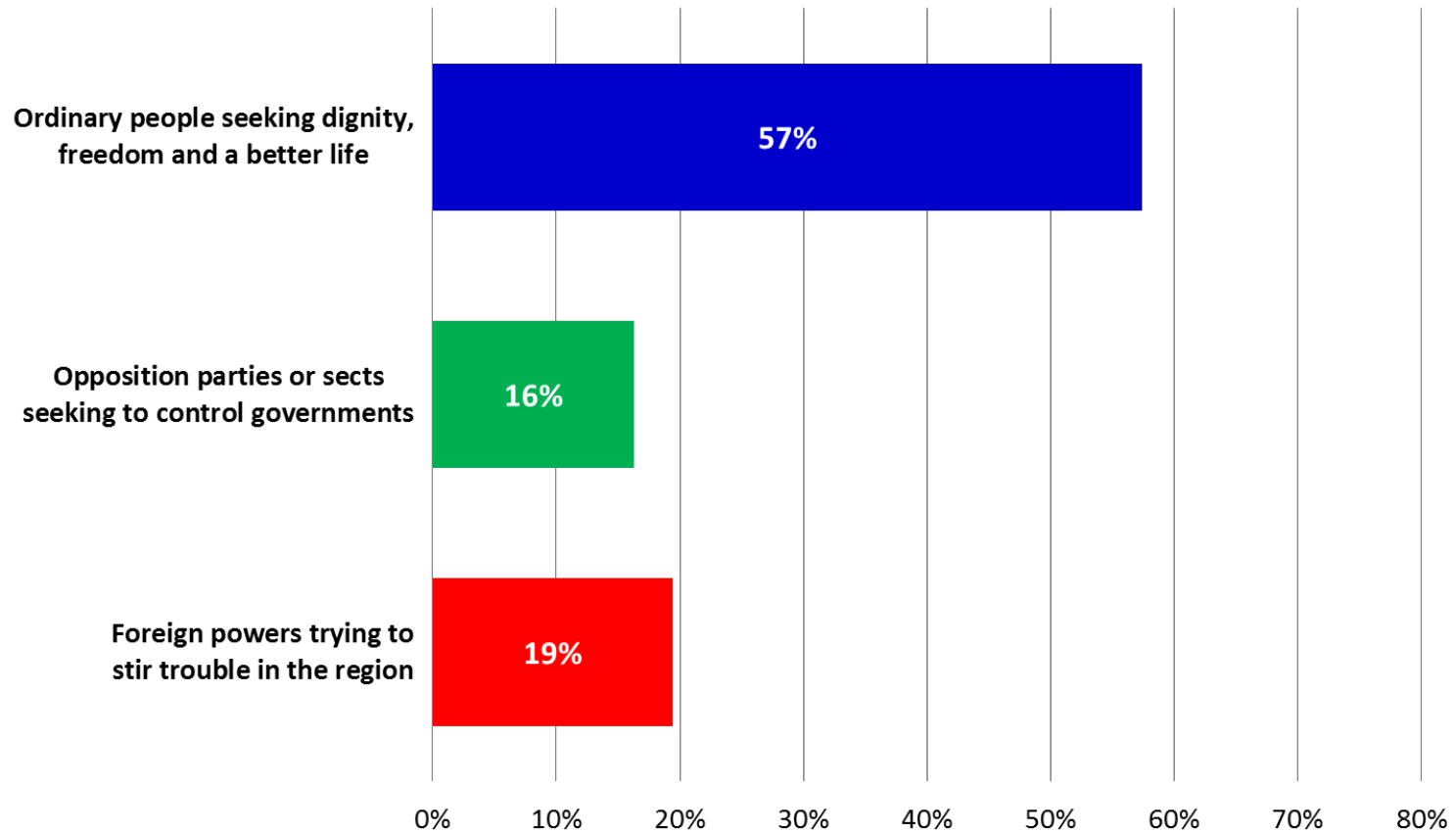
Awards -Tawakul Karman in Yeman

Followers

Likes

Feedback: Arab Public Opinion

Thinking about the Arab Spring, is it mostly:



Shibley Telhami, [Arab Public Opinion](#) survey October 2011 of 3000 in 5 countries

US Politics- Active and Creative Audience in Occupy Wall Street

For the Occupy Wall Street movements, the people are occupiers, nonviolent protesters, the voices of the people, the community, the 99%, culture jammers, and anonymous.

They seek to restore democracy from the corporate corruption of government. They strive to attack inequality, argue against war, poverty, homelessness, medical costs, and student debt.

“Perhaps the single biggest factor that helped lead to the Occupy movement’s success in capturing the media and public’s attention has been its creativity. Novel protest strategies have served as OWS’s foundation since its first days. The very idea of occupying, and sleeping in, a park twenty-four hours a day was new and exciting. ([Kilkenney](#), 2011)”



Promoting Participatory Medicine with Social Media: New Media Applications on Hospital Websites that Enhance Health Education and e-Patients' Voices

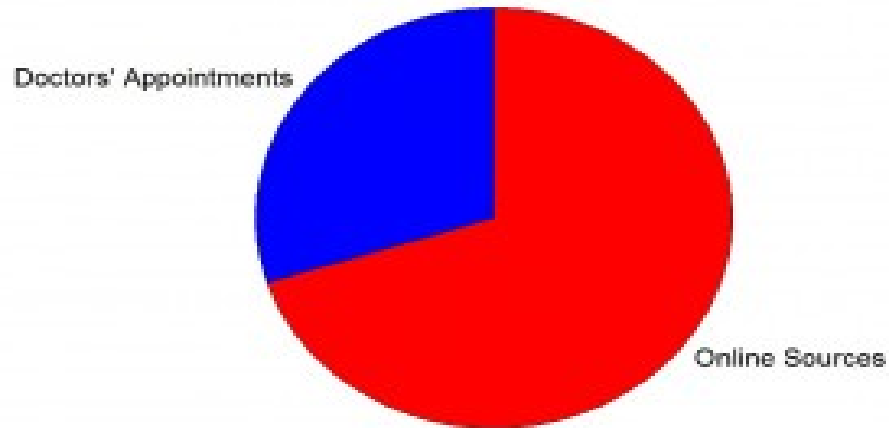
[Linda M. Gallant](#), [Cynthia Irizarry](#), [Gloria Boone](#) & [Gary L. Kreps](#) | [Research](#) | [Vol. 3, 2011](#) | October 31, 2011

Methods: An inductive content analysis was performed on the websites of 14 top-ranked US hospitals from January 5, 2011 to February 28, 2011. A total of 1,330 web pages were analyzed to identify the types of online communication technologies utilized by hospitals to provide e-patients with health information.

Benefits of Online Participatory Medicine

The convergence of interactive media formats with web-based communication tools will likely enhance e-patient education and promote patient involvement in ways that alter traditional health care interactions, and may lead to enhanced levels of participatory medicine

Mid-East Health Information Preferences



70% of people prefer going online for health information to actual doctors' appointments.

<http://expathealth.org/country-alerts/uae-internet-health-information/>

Occupy Wall Street: Feedback

[TIME poll](#), 54 percent of respondents had a “very favorable” (25 percent) or “somewhat favorable” (29 percent) view of the movement. Only 23 percent had an “unfavorable” view of the movement, while another 23 percent said they “don’t know enough” yet.

Audience in the UAE

UAE already ranks 5 on Government procurement of advanced technologies, 7 on importance of ICT to government vision, 14 on mobile phones penetration, and 15 on mobile cellular tariffs. At the same time, UAE ranks 55 on international internet bandwidth per user, 79 on e-Participation, 72 on mobile broadband penetration.

“Digital applications offer unprecedented potential for economic, social and political development,” said [Bahjat El-Darwiche, partner at Booz & Company.](#)