

Digital Economy Research

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Bangalore 5th Feb 2014





The opportunity

The lifelong contextual footprint

- The *footprint* – the digital traces we create explicitly and implicitly as we go about our everyday lives at home, at work and at leisure.
- The *contextual* – these digital traces enable personal technologies to infer our activities and provide appropriate services.
- The *lifelong* – an inclusive digital society must consider how these digital footprints are handled throughout our lives, literally from cradle to grave.

The current projects



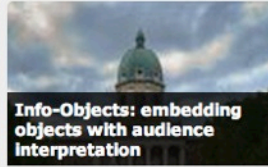
AesthetICODES



Affective Computing



Art Maps



Info-Objects: embedding objects with audience interpretation



Intergenerational Interpretation of the Internet of Things



Legal Aspects of Transmission of Digital Assets on Death



Artefact Café



Automics II



Becoming Dataware



Mapping The Digital Economy



Neo-demographics



ORCHID



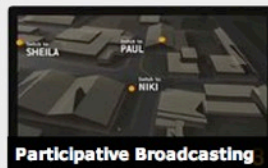
Bridging the Rural Divide



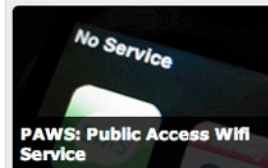
Business Modelling



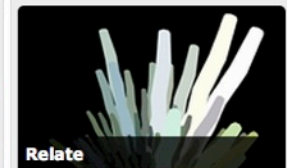
C-Aware



Participative Broadcasting



PAWS: Public Access Wifi Service



Relate



Communicability in the massive social networks



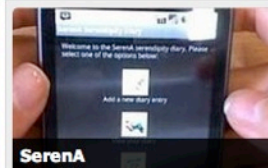
Creativity Greenhouse



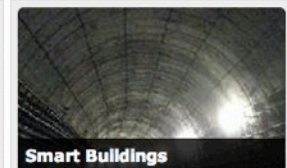
Crowd Sourcing



Scaling the Rural Enterprise



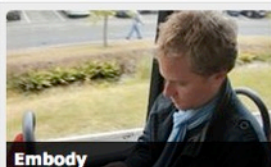
SerenA



Smart Buildings



Desimax



Embody



Framework for Responsible Research & Innovation in ICT



Social network based interventions for behaviour change



The role of social media and complex social networks with threats to security and defence



Transforming the UK Energy System



Transport Decision Making



Ubiquitous Positioning



Understanding the Multi-Screen Household



User Innovation Communities



Vicarious



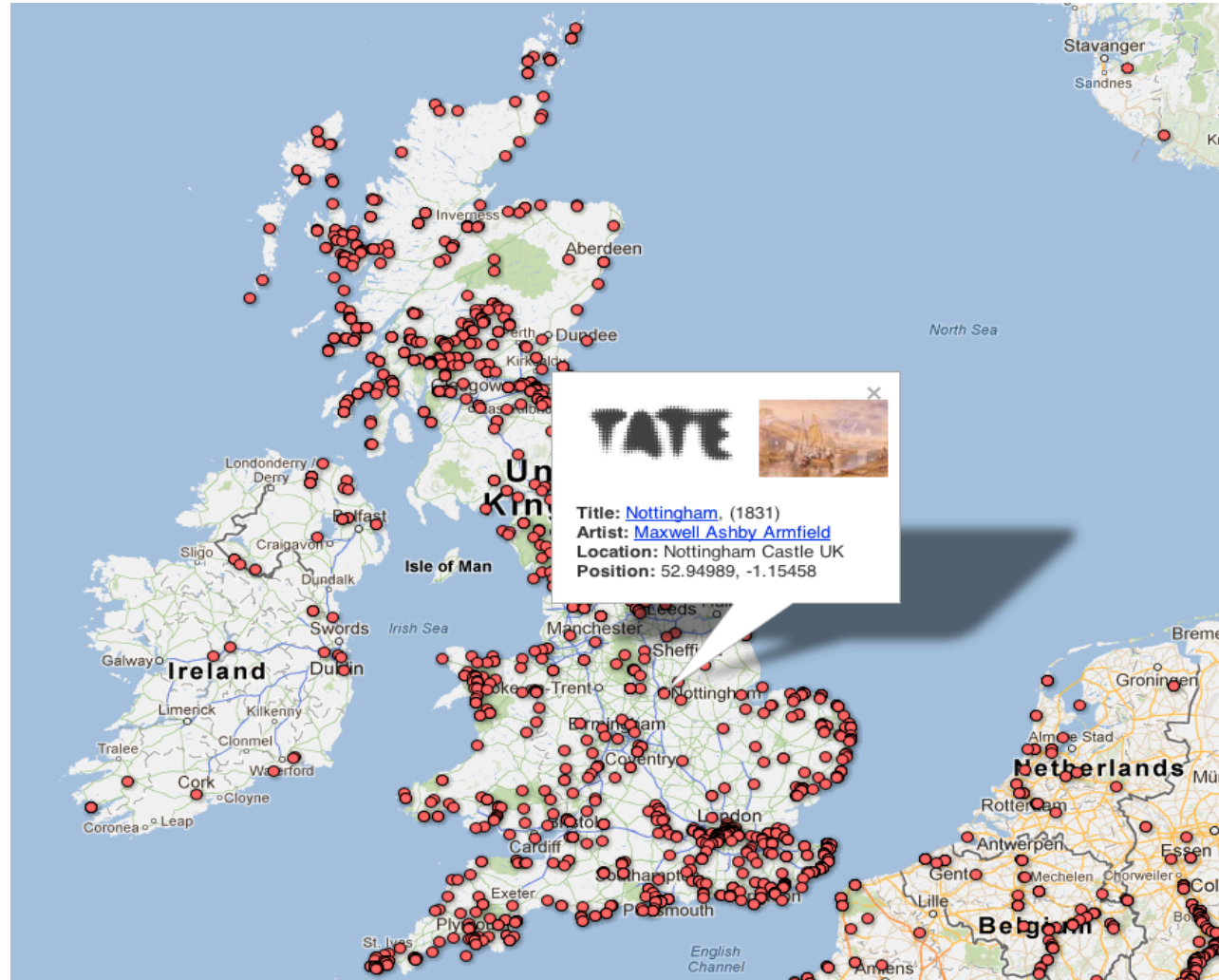
WI-be

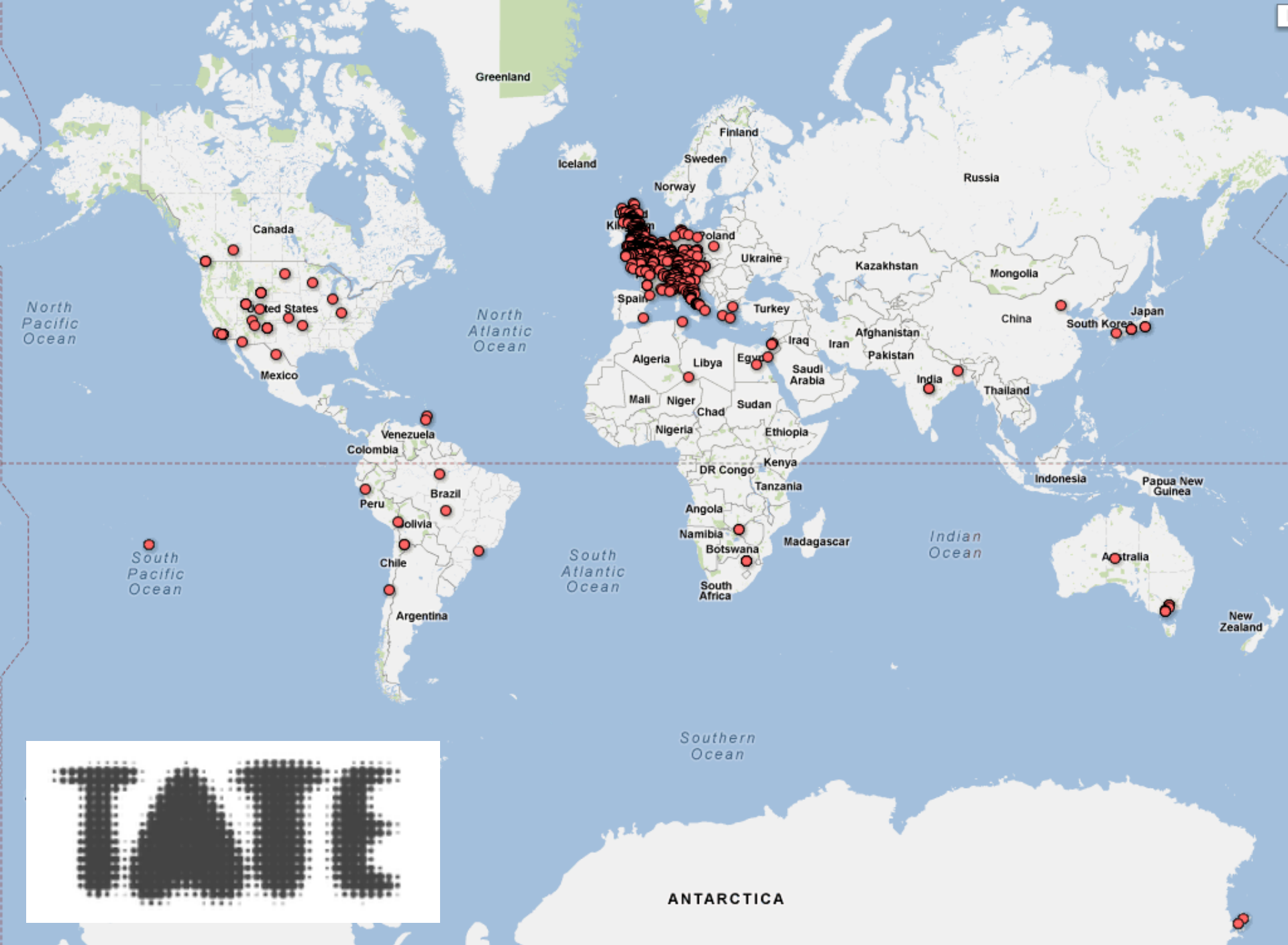
ArtMaps

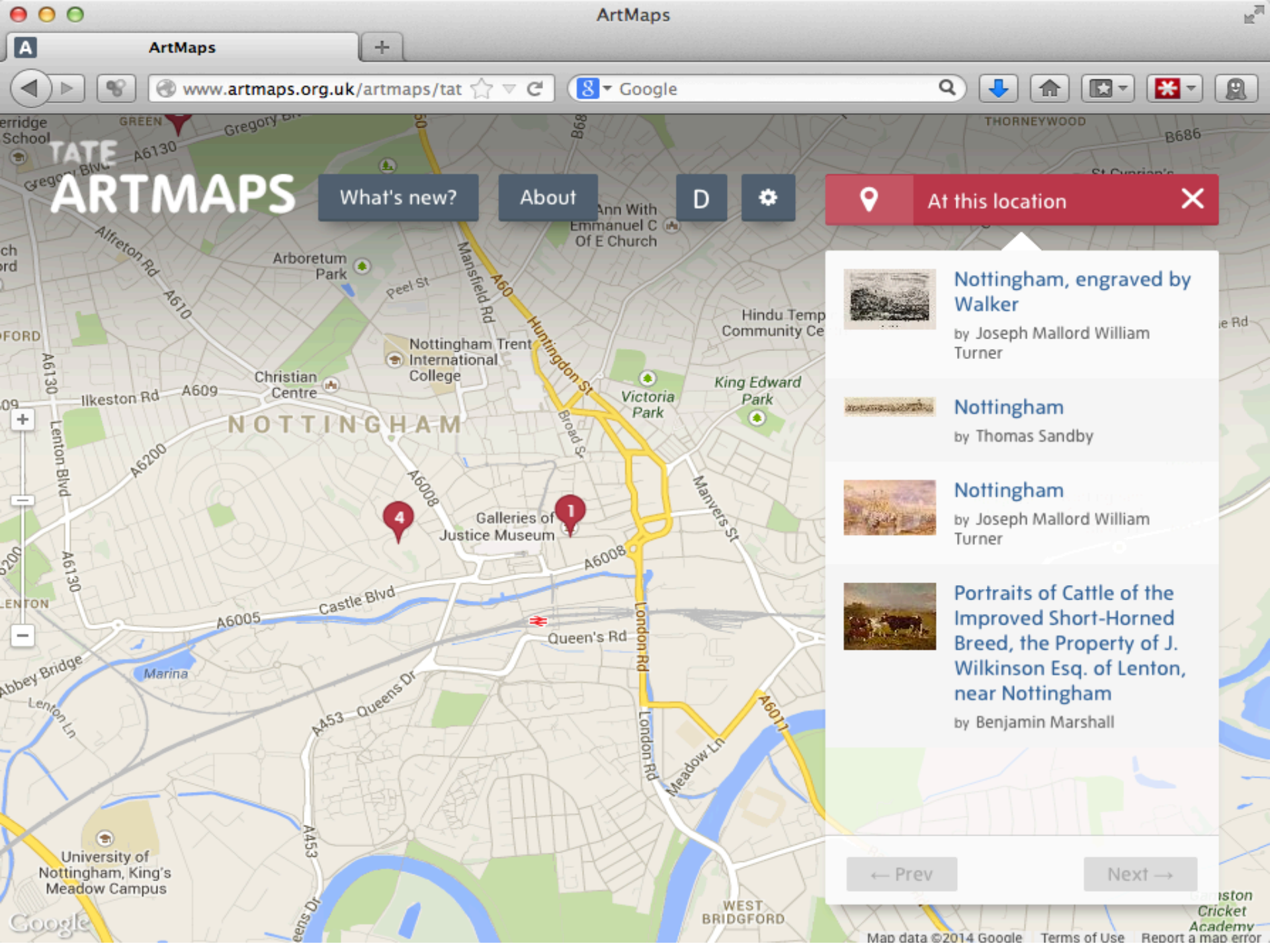
Relate Art to Place

Relate Place to Art

Create dialogues







TATE
ARTMAPS

What's new?

About

D

Settings



At this location



Nottingham, engraved by Walker

by Joseph Mallord William Turner



Nottingham

by Thomas Sandby



Nottingham

by Joseph Mallord William Turner

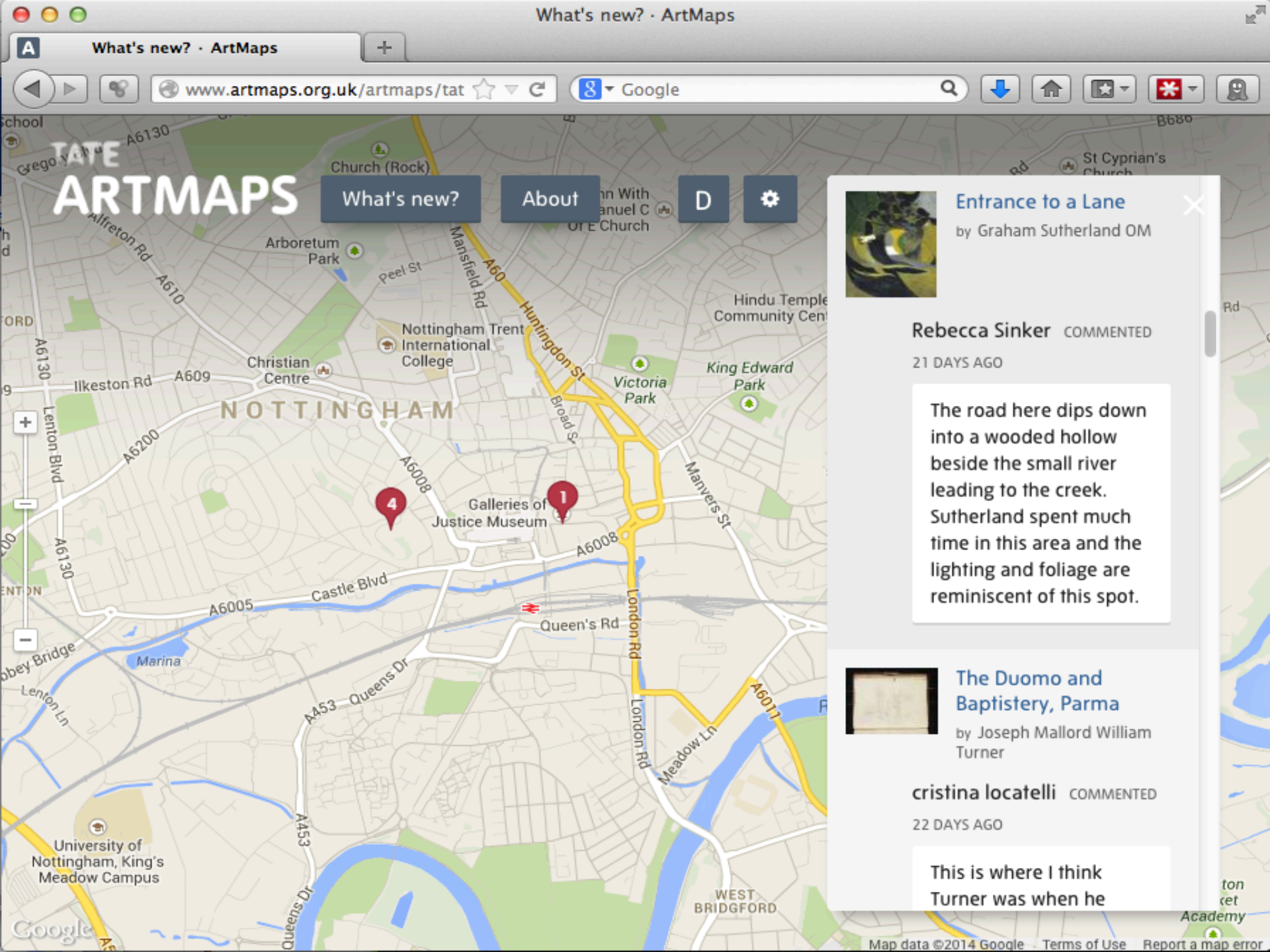


Portraits of Cattle of the Improved Short-Horned Breed, the Property of J. Wilkinson Esq. of Lenton, near Nottingham

by Benjamin Marshall

← Prev

Next →



ARTMAPS

What's new?

About

D

Settings

NOTTINGHAM

Galleries of Justice Museum

University of Nottingham, King's Meadow Campus

Entrance to a Lane

by Graham Sutherland OM

Rebecca Sinker COMMENTED

21 DAYS AGO

The road here dips down into a wooded hollow beside the small river leading to the creek. Sutherland spent much time in this area and the lighting and foliage are reminiscent of this spot.

The Duomo and Baptistery, Parma

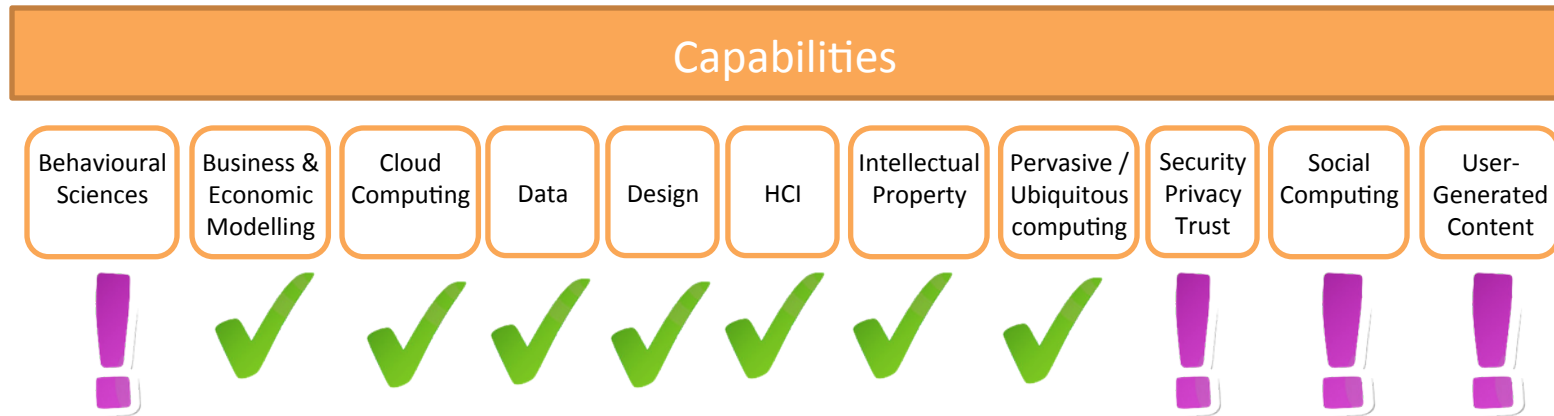
by Joseph Mallord William Turner

cristina locatelli COMMENTED

22 DAYS AGO

This is where I think Turner was when he

ArtMaps the profile

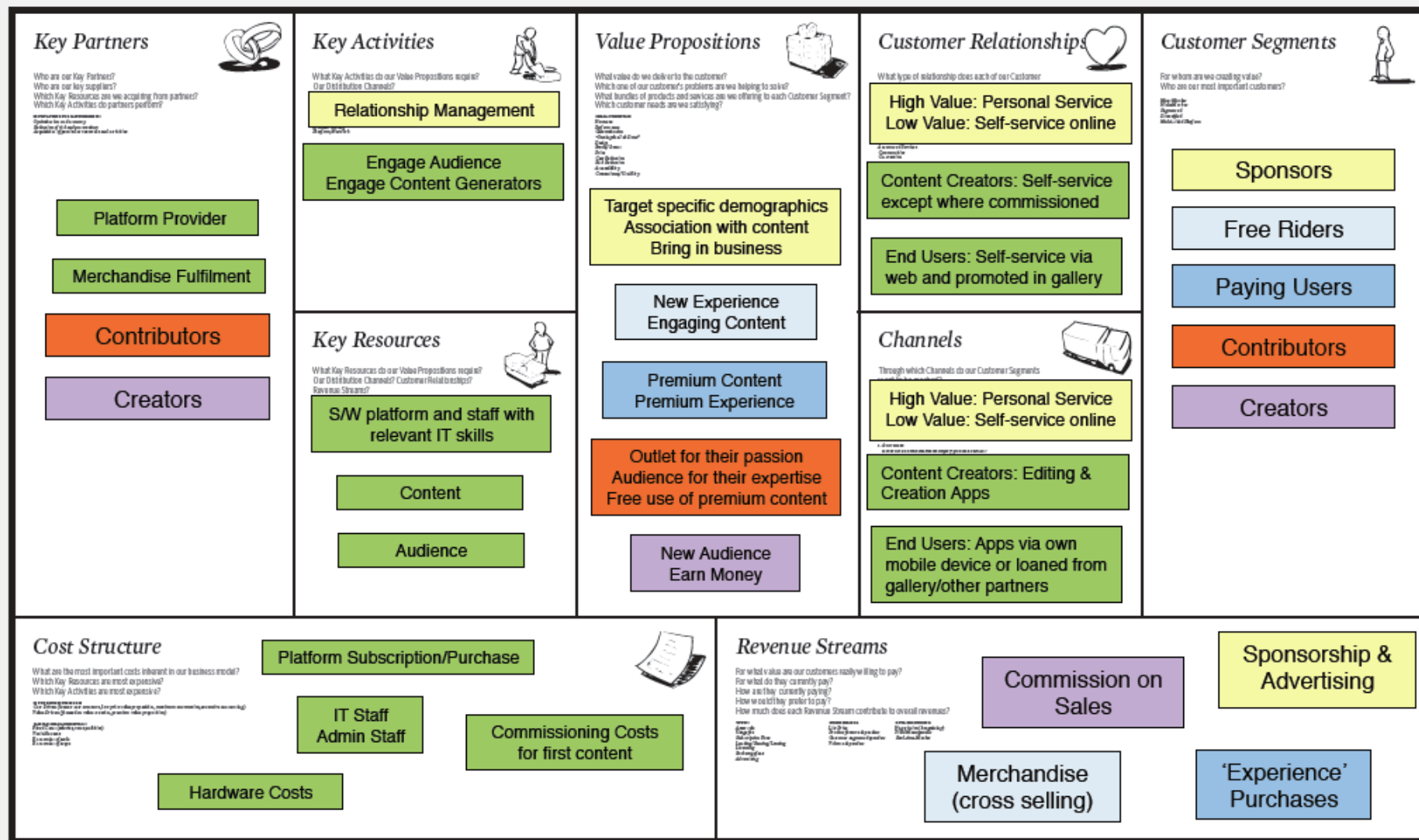


Target new technology

– Dynamic and transient social groupware



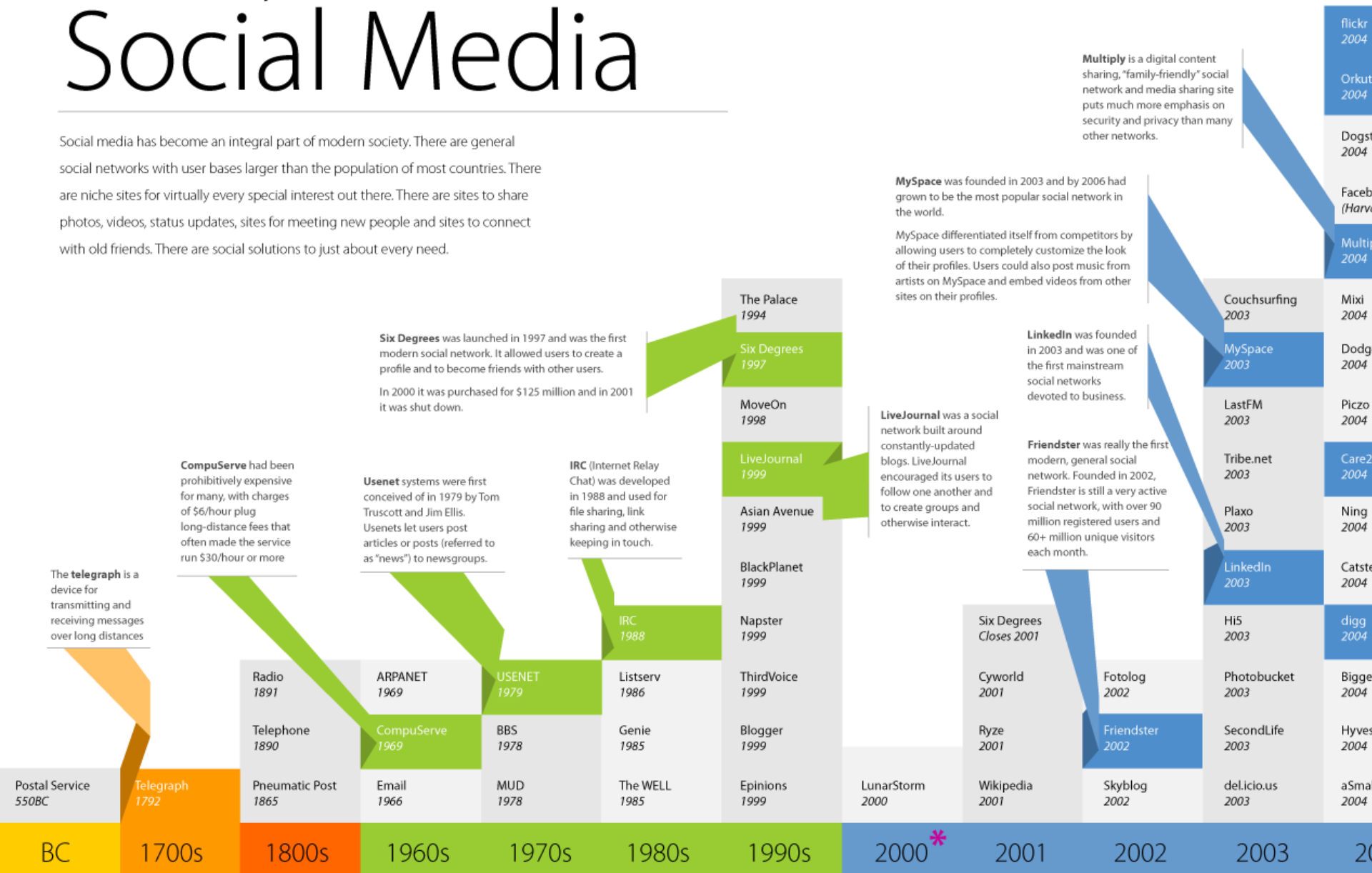
...has required a major change in one of our cultural institutions



<h3>Key Partners</h3> <p>Who are our Key Partners? Who are our key suppliers? Which Key Resources do we acquire from partners? Which Key Activities do partners perform?</p> <p>Q. Is it possible to acquire other 'founding' partners? A. Organise demonstrations to would be partners.</p>	<h3>Key Activities</h3> <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships?</p> <p>Q. Is it possible to build an effective sales channel? A. Start the sales process now by marketing to potential partners.</p> <h3>Key Resources</h3> <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships?</p> <p>Q. Is it possible to acquire the right mix of skills to build the platform? A. Market the project as an opportunity among Horizon staff.</p>	<h3>Value Propositions</h3> <p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p> <p>Q. Are there organisations/ developers that will want to use the platform as a vehicle for their content? A. Start 'pitching' the platform to other organisations to gauge their interest.</p>	<h3>Customer Relationships</h3> <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established?</p> <p>Q. Is self-service support sufficient for customers? A. Seek examples of other effective self-service models</p> <h3>Channels</h3> <p>Through which Channels do our Customer Segments want to be reached? How many channels does each Customer Segment need?</p> <p>Q. Will running the service through mobile devices be a limiting factor? A. Research mobile device usage trends among general public and among Tate visitors specifically.</p>	<h3>Customer Segments</h3> <p>For whom are we creating value? Who are our most important customers?</p> <p>Research Organisations</p> <p>Developers</p>
<h3>Cost Structure</h3> <p>Q. Is it possible to get government funding? A. Talk to Horizon team and assess fit with available funding.</p> <p>Q. Possible to bootstrap until achieve critical mass A. Design pilot/basis for bootstrapping</p>		<h3>Revenue Streams</h3> <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p> <p>Q. Will revenue cover costs? A. Do research into likely cost structure.</p>		

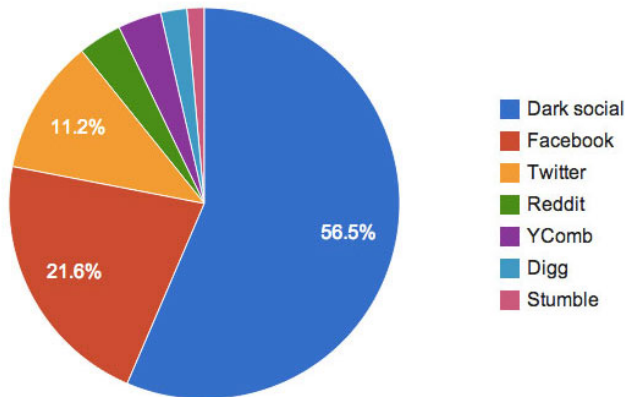
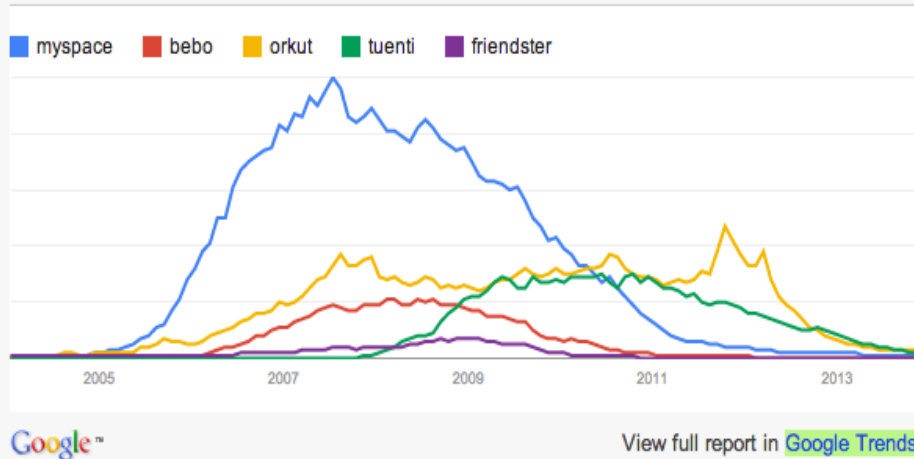
History of Social Media

Social media has become an integral part of modern society. There are general social networks with user bases larger than the population of most countries. There are niche sites for virtually every special interest out there. There are sites to share photos, videos, status updates, sites for meeting new people and sites to connect with old friends. There are social solutions to just about every need.



Whither innovation

Interest over time. Web Search. Worldwide, 2004 - present.



Jeff Bercovici, Forbes Staff

I cover media, technology and the intersection of the two.

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TECH | 11/13/2013 @ 2:57PM | 80,020 views

Facebook Tried To Buy Snapchat For \$3B In Cash. Here's Why.

[+ Comment Now](#) [+ Follow Comments](#)

How seriously is Facebook taking the issue of declining engagement among its teenage users? So seriously, it was willing to drop \$3 billion in cash to stop the bleeding.

That's how much Mark Zuckerberg recently offered the founders of Snapchat to purchase their photo-sharing app, [according to The Wall Street Journal](#). They said no.



Would-be big spender Mark Zuckerberg. (Photo credit: Wikipedia)

Public from private

- Value in converting private to public via aggregation and anonymization
 - Census for 210 years!
 - Today:
 - Smart meters
 - Mobile apps
 - **m**idata
 - ...
- *Privacy by design*



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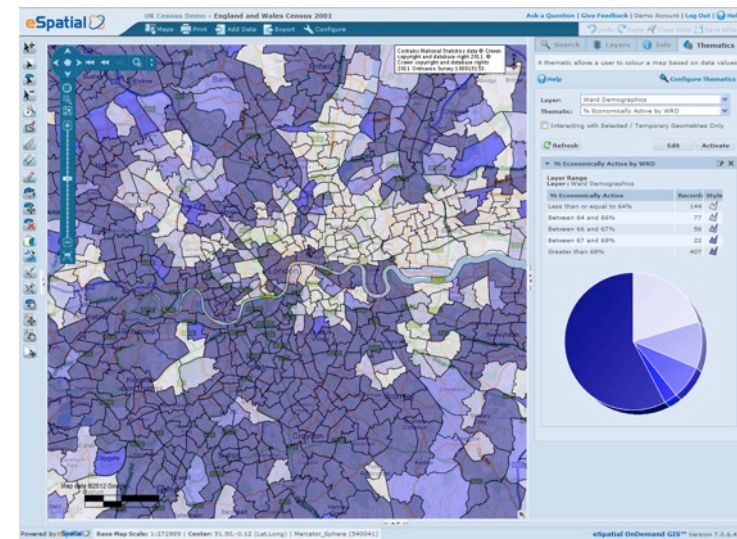
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Personal data

midata

Midata - access and control your personal data

Polices
Consumer Issues
› Buying and selling
› Credit and debt
› Consumer empowerment





<http://www.horizon.ac.uk>



Questions?

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The University of
Nottingham

