

Voluntarios desde casa, la oficina o el tren: voluntariado online, redes sociales y smartphones

Ismael Peña-López

Universitat Politècnica de València

24 de noviembre de 2011

Ciclo de Conferencias TIC para el Desarrollo



Cooperación / Solidaridad

Acción Humanitaria

Desarrollo

Sostenibilidad

+ conocimiento



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Cooperación / Solidaridad

Acción Humanitaria

Desarrollo

Sensibilización

Cooperación / Solidaridad

Acción Humanitaria



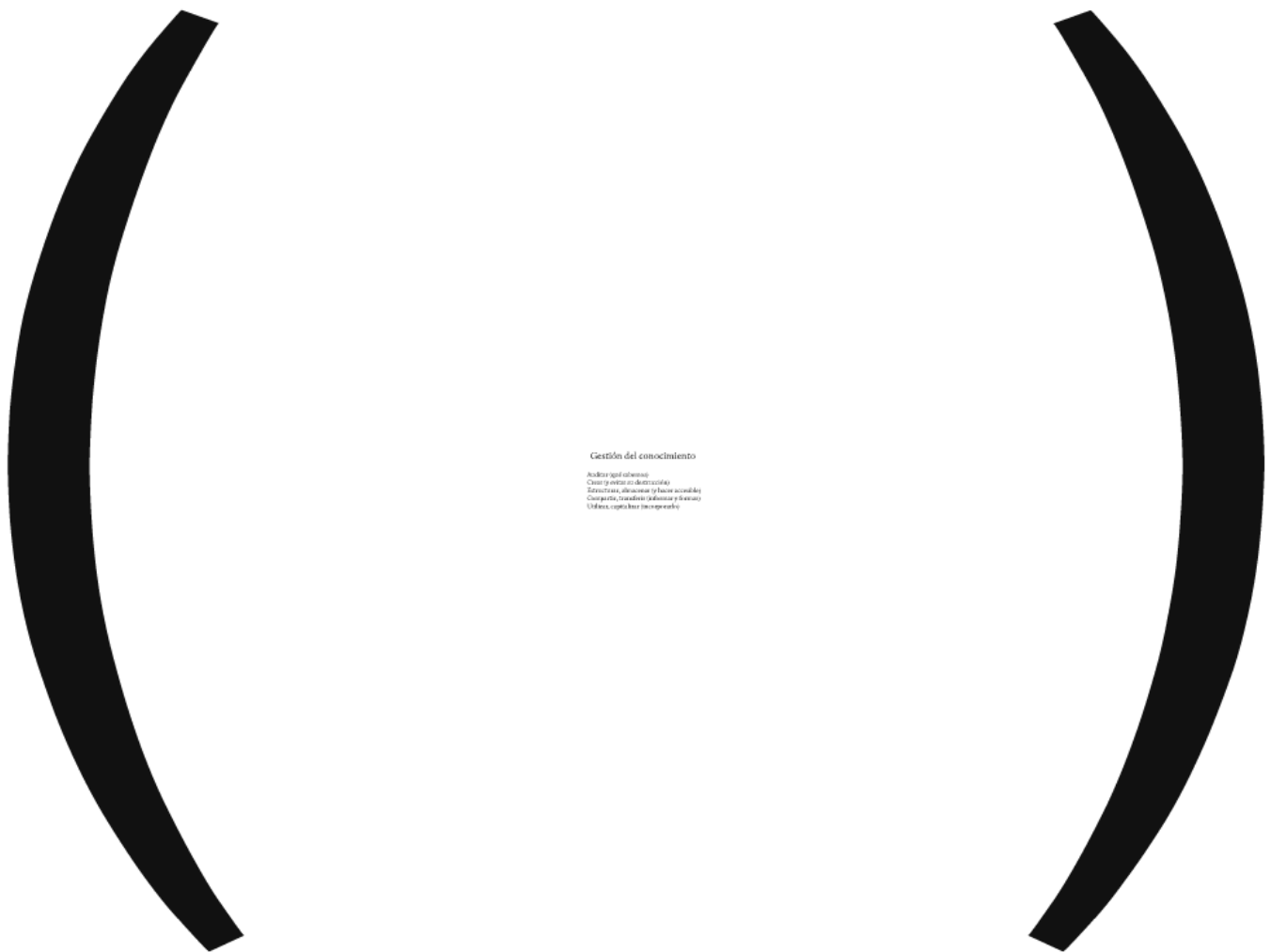
Desarrollo



Sensibilización



+ conocimiento



Gestión del conocimiento

Academia de Ciencias
Científicas y Exactas (ICITECH)
Dirección de Investigación y Desarrollo Científico
Compartir el conocimiento de la ciencia y la tecnología
Udacity, copyleft por siempre

Gestión del conocimiento

Auditar (qué sabemos)

Crear (y evitar su destrucción)

Estructurar, almacenar (y hacer accesible)

Compartir, transferir (informar y formar)

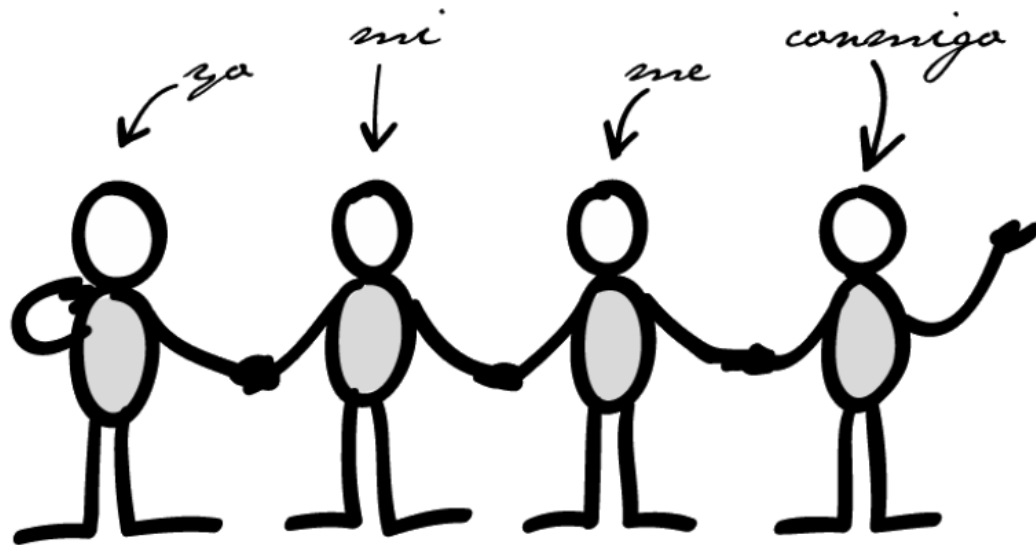
Utilizar, capitalizar (incorporarlo)



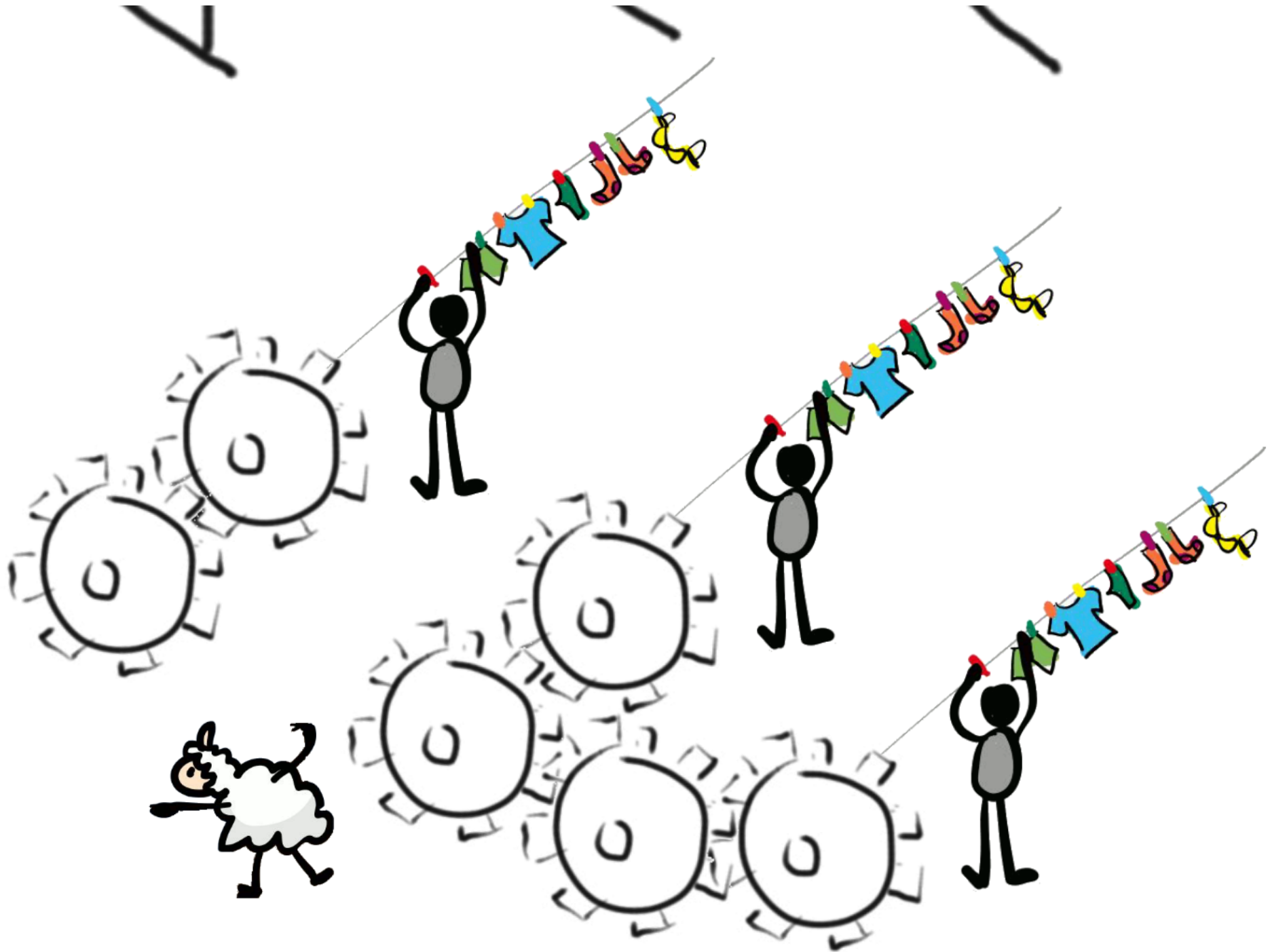
Producción

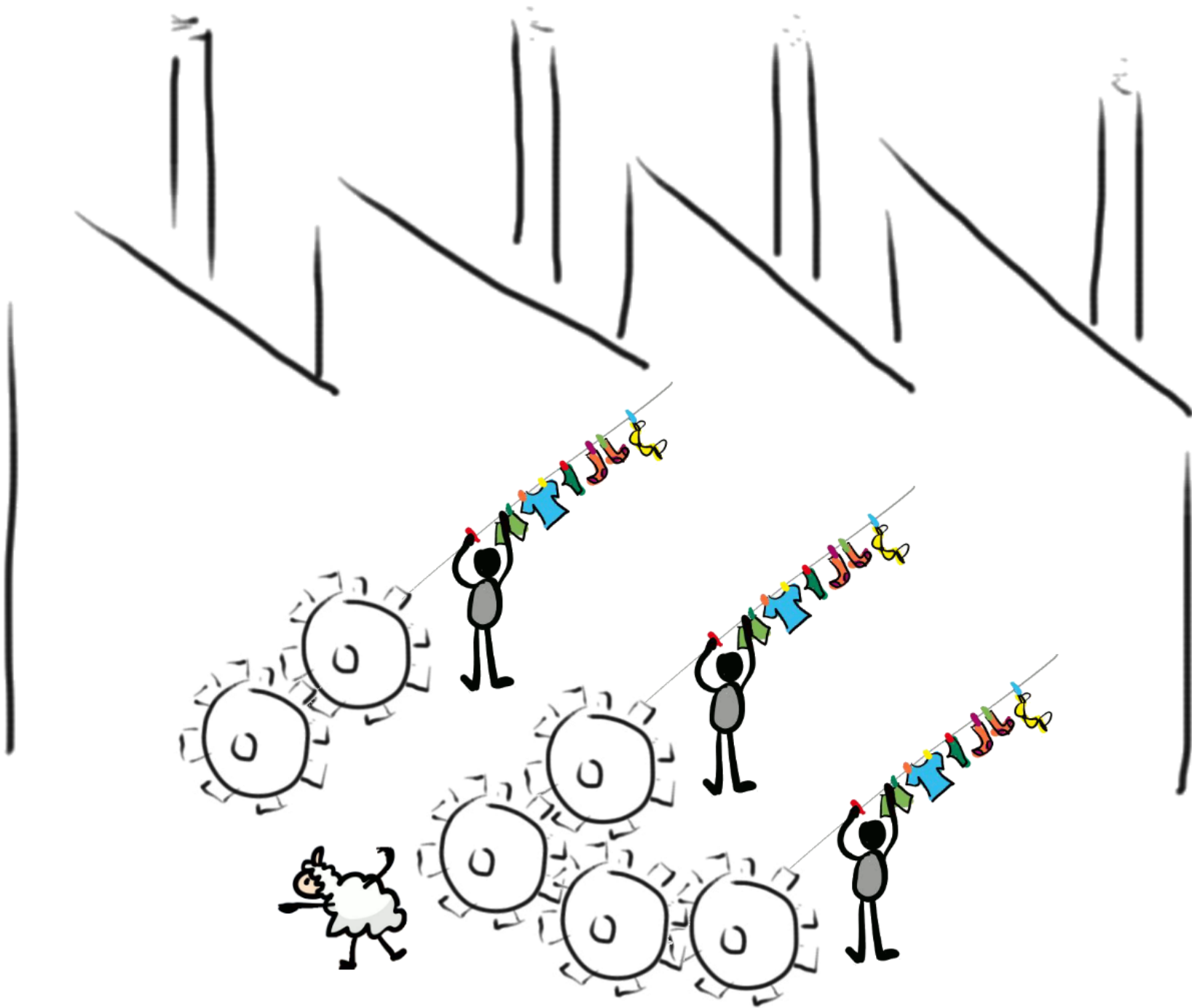


Cooperación

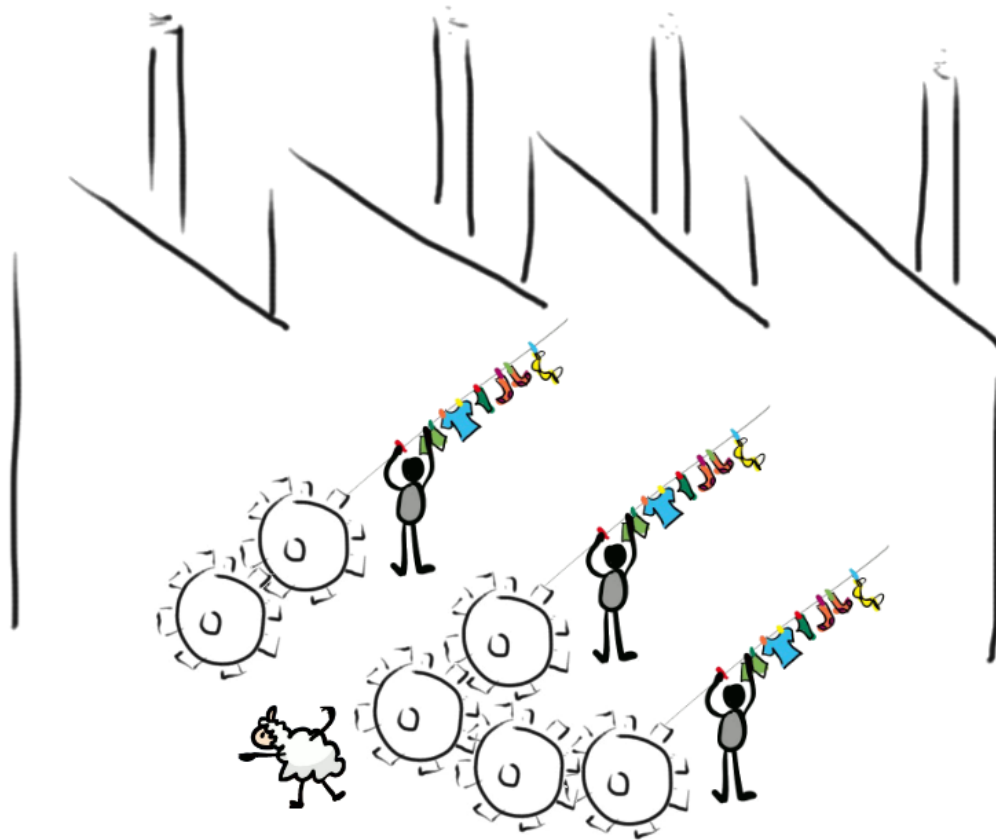






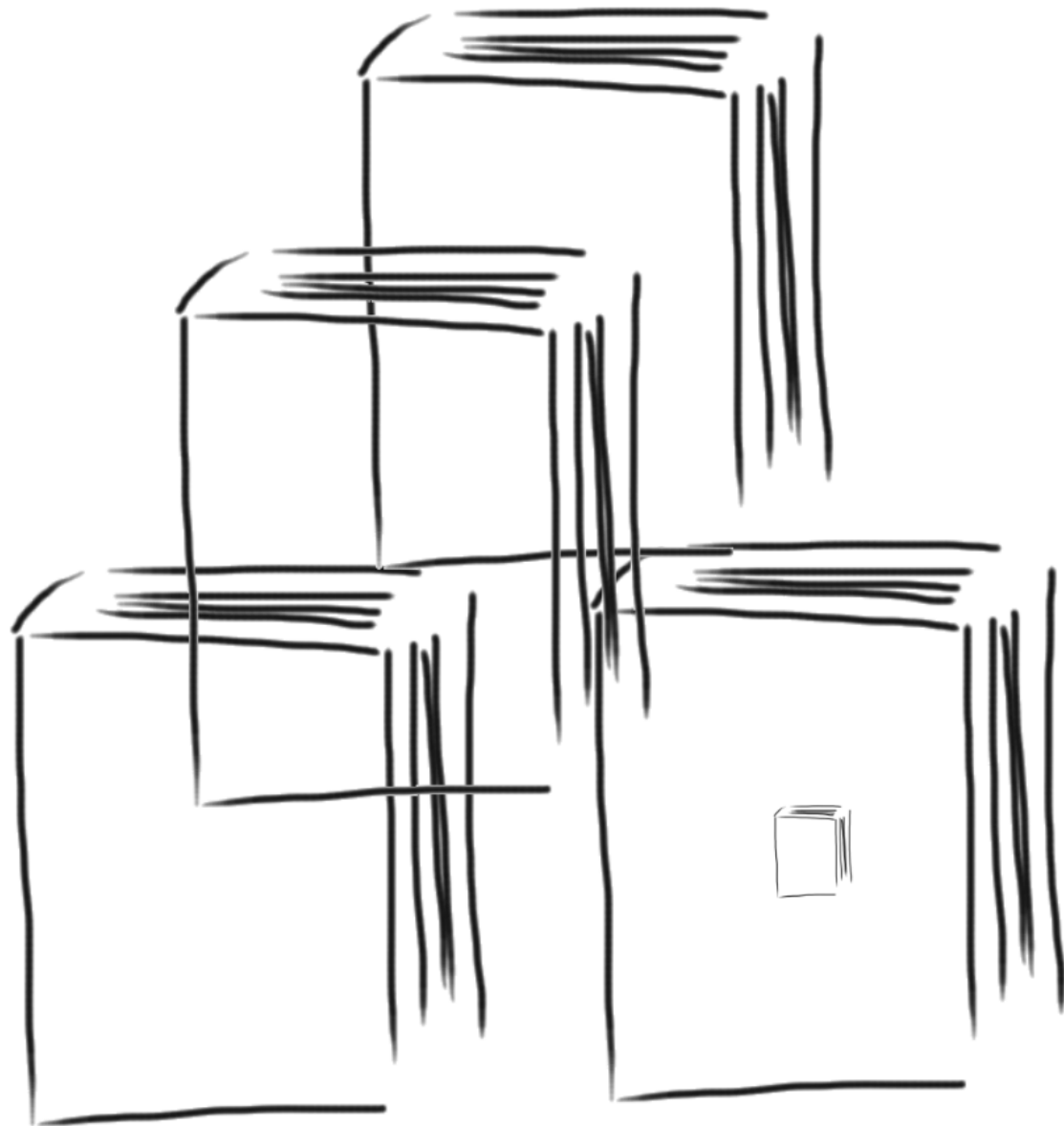


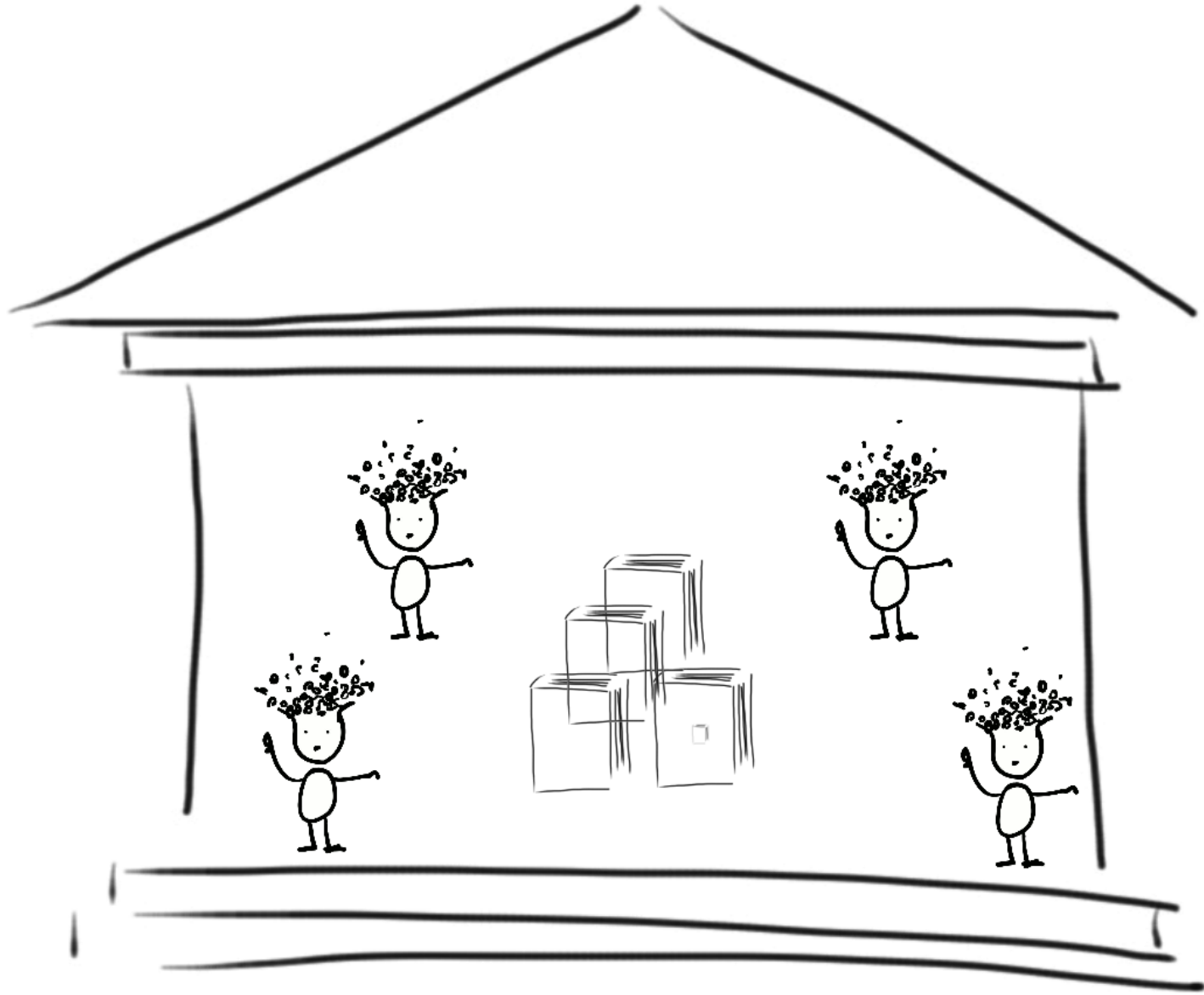
Producción Industrial

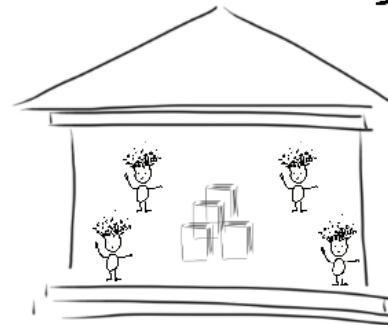
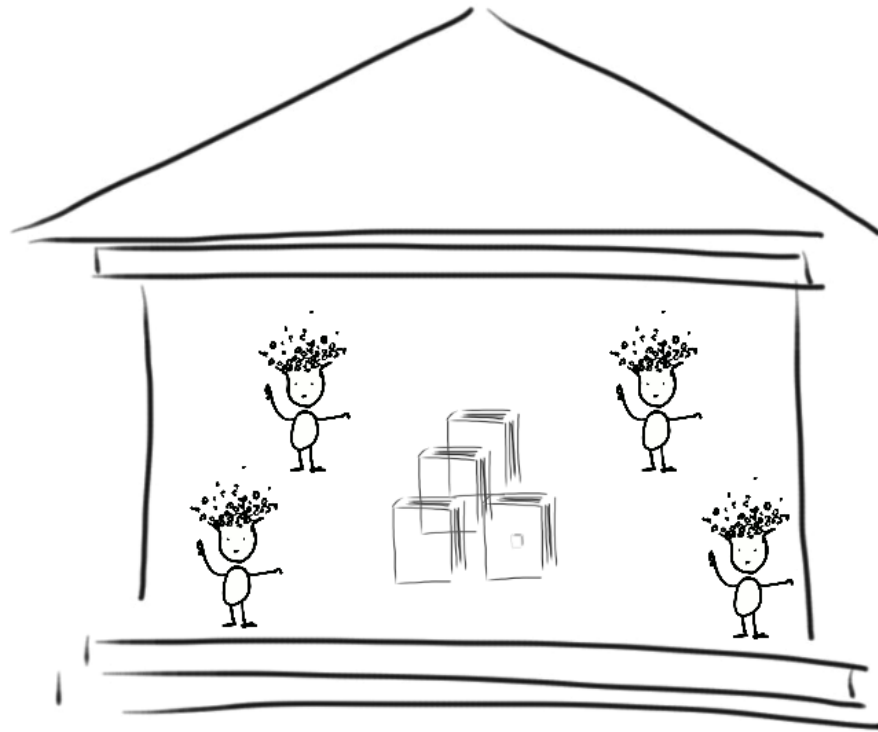


Escasez
+
Costes de
Transacción
+
Intermediación
=
Eficiencia
Eficacia







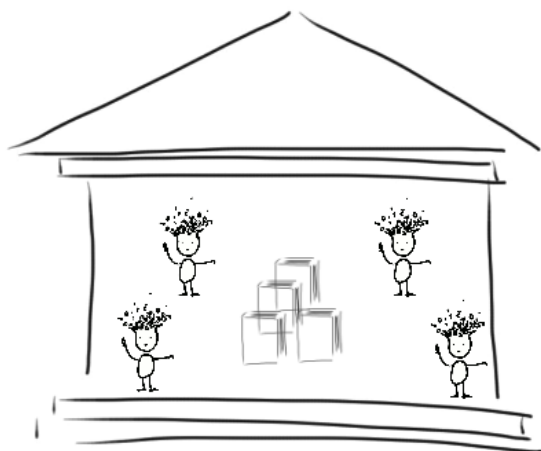


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Cooperación Industrial

Escasez
+
Costes de
Transacción
+
Intermediación
=
¿Eficiencia?
¿Eficacia?



2011		
enero 2011	febrero 2011	marzo 2011
01	01	01
02	02	02
03	03	03
04	04	04
05	05	05
06	06	06
07	07	07
08	08	08
09	09	09
10	10	10
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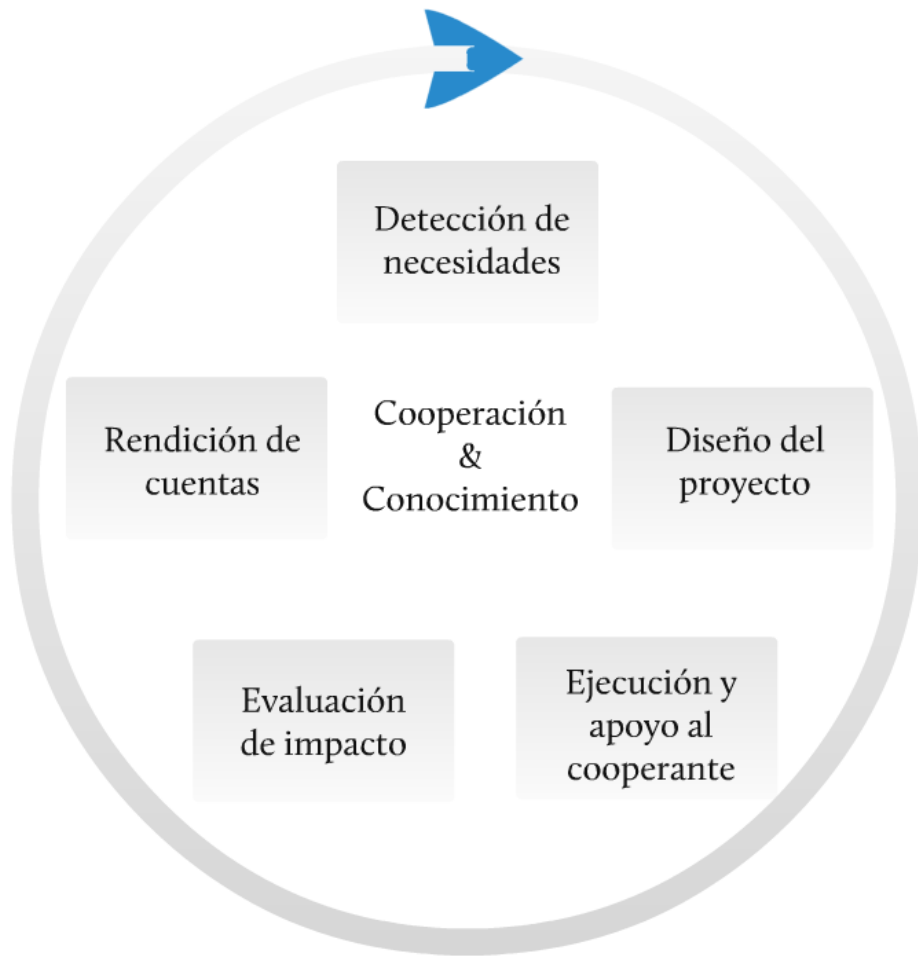




Optimización de costos
por intermediación

ONG
Contrapartes
Gobiernos
Sociedad civil





Optimización de costes
por intermediación

ONG
Contrapartes
Gobiernos
Sociedad civil

10
01





Sociedad Digital



Escasez

+



Costes de
Transacción

+



Intermediación

=

¿¿¿Eficiencia???

¿¿¿Eficacia???

Se coopera en la sede
o en el terreno



Se puede cooperar desde
casa, en zapatillas

Se coopera en horas
de oficina



Se puede participar a
cualquier hora

Alguien escogido
deviene cooperante



Cualquiera es cooperante,
y coopera con cualquiera

La co-cooperación y la cooperación
sur-sur son difíciles de mantener



La jerarquía y la unidireccionalidad
son difíciles de mantener

Involucrar a los grupos de
interés es caro



No involucrar a los grupos de
interés puede salir caro

Colaborar es caro



Competir sale caro,
reinventar la rueda sale caro

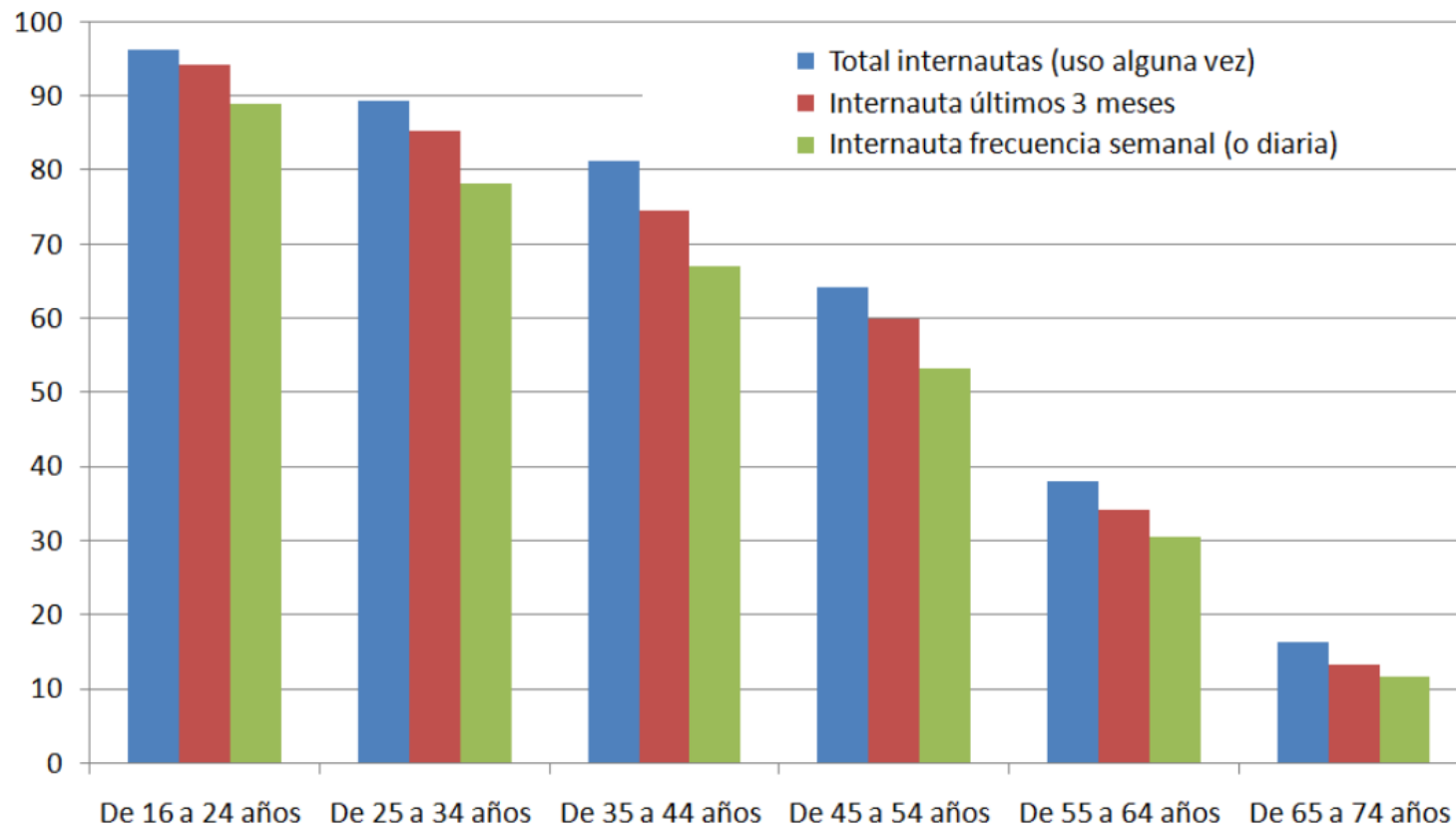
Contenido y contenedor
son inseparables



El contenido es volátil,
contenedor son las personas

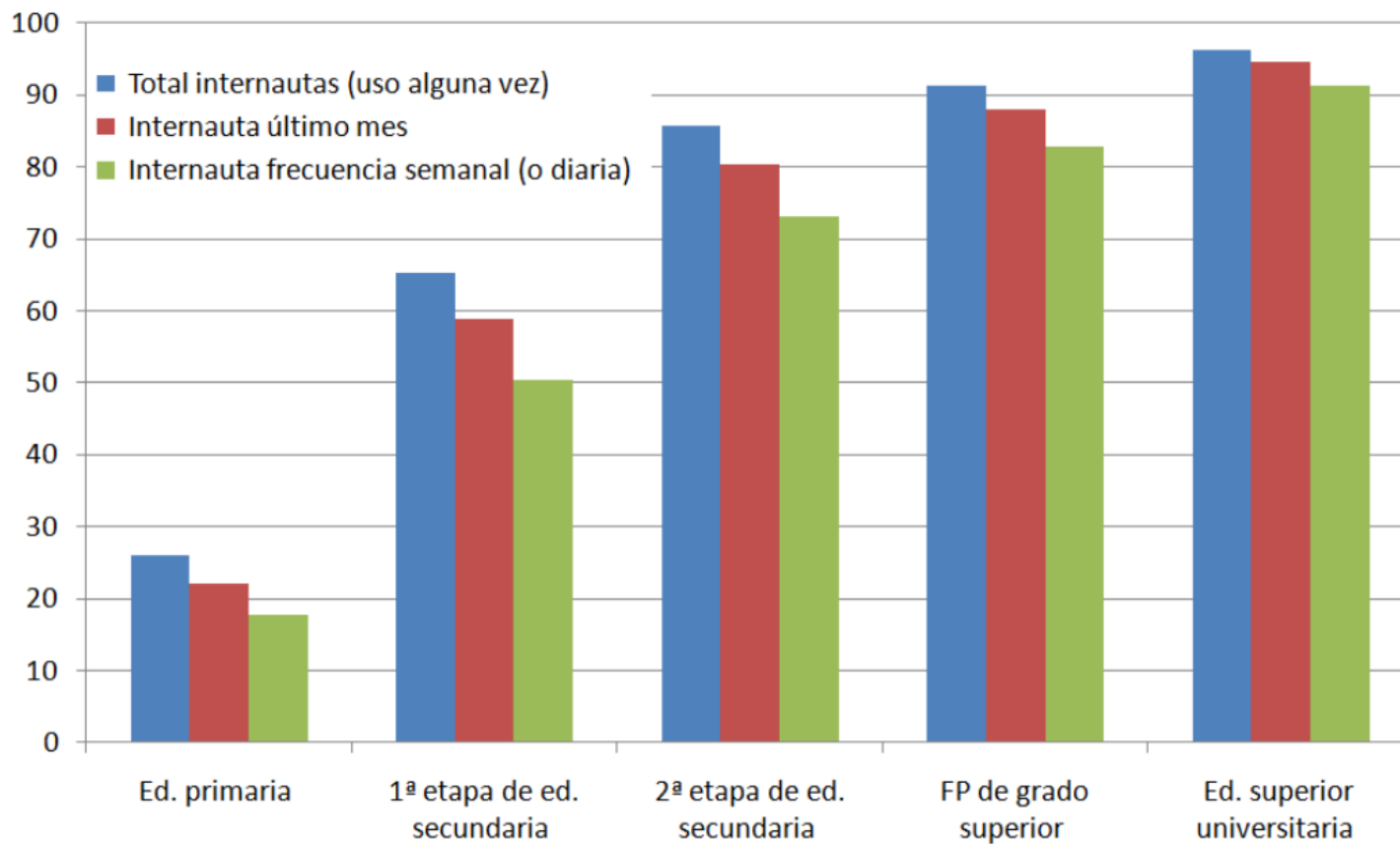
¿Cómo está
la cuestión?

Uso de Internet por edad (%)



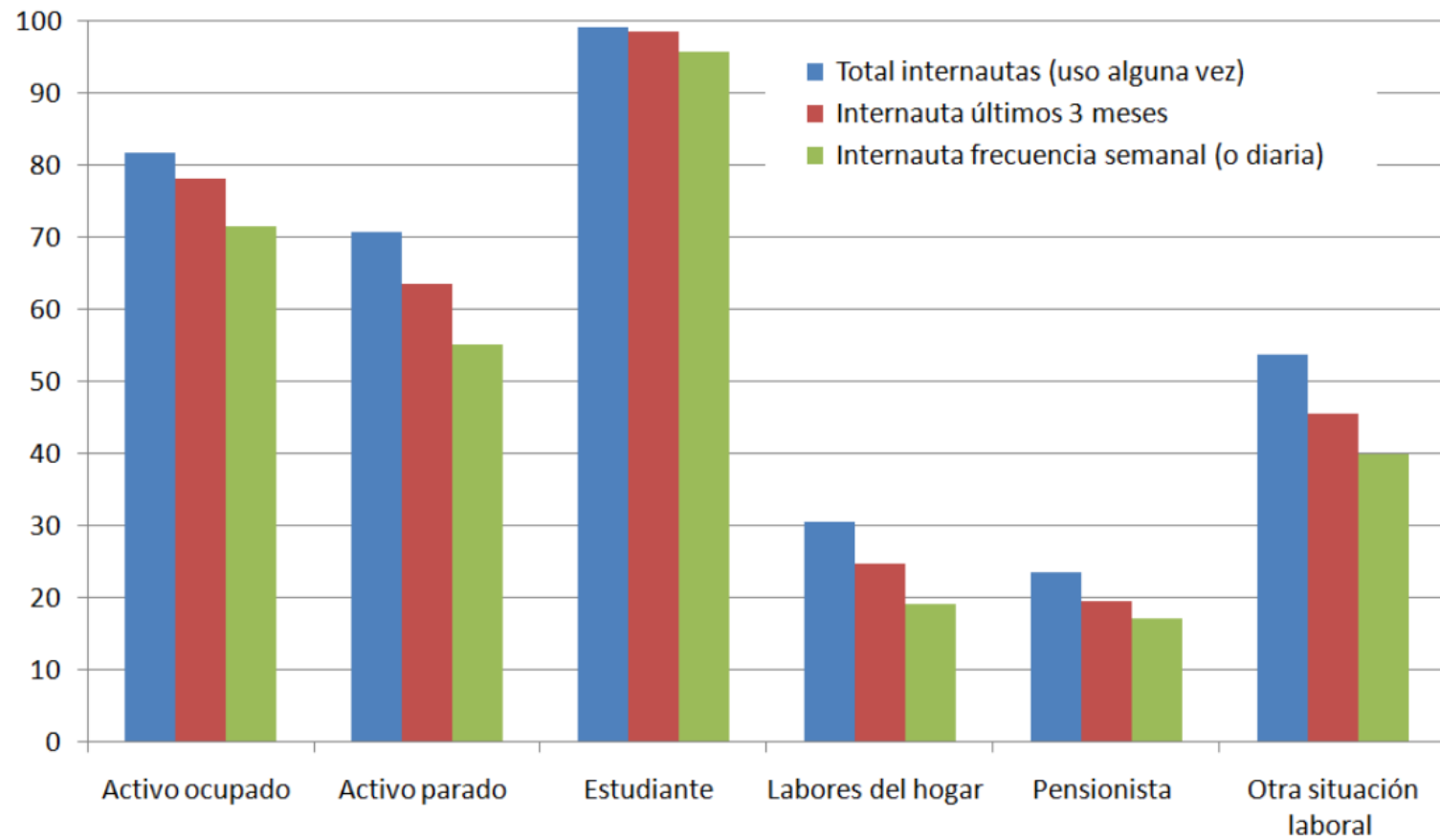
Fuente: Ismael Peña-López sobre datos INE 2010

Uso de Internet por educación (%)



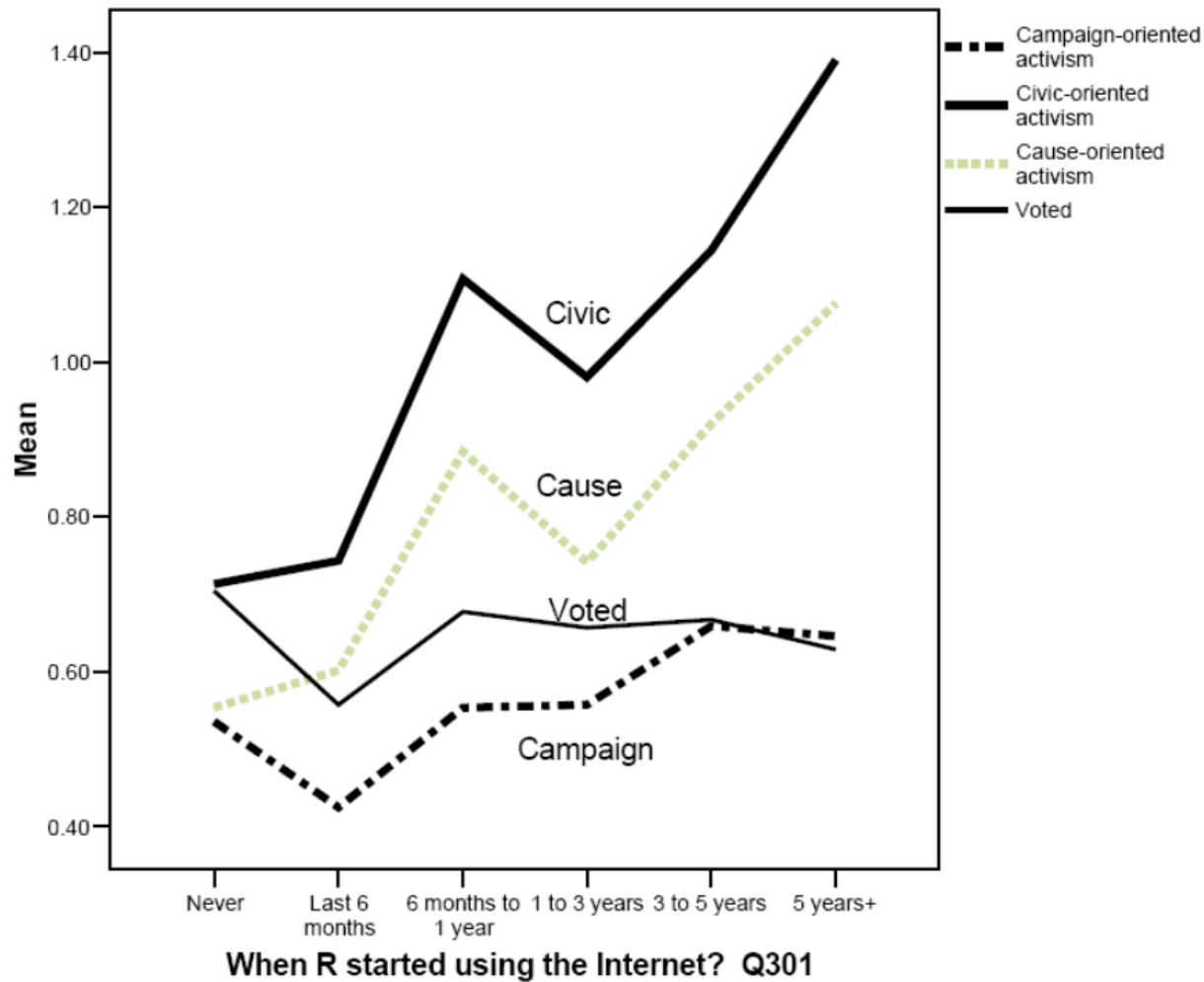
Fuente: Ismael Peña-López sobre datos INE 2010

Uso de Internet por ocupación (%)



Fuente: Ismael Peña-López sobre datos INE 2010

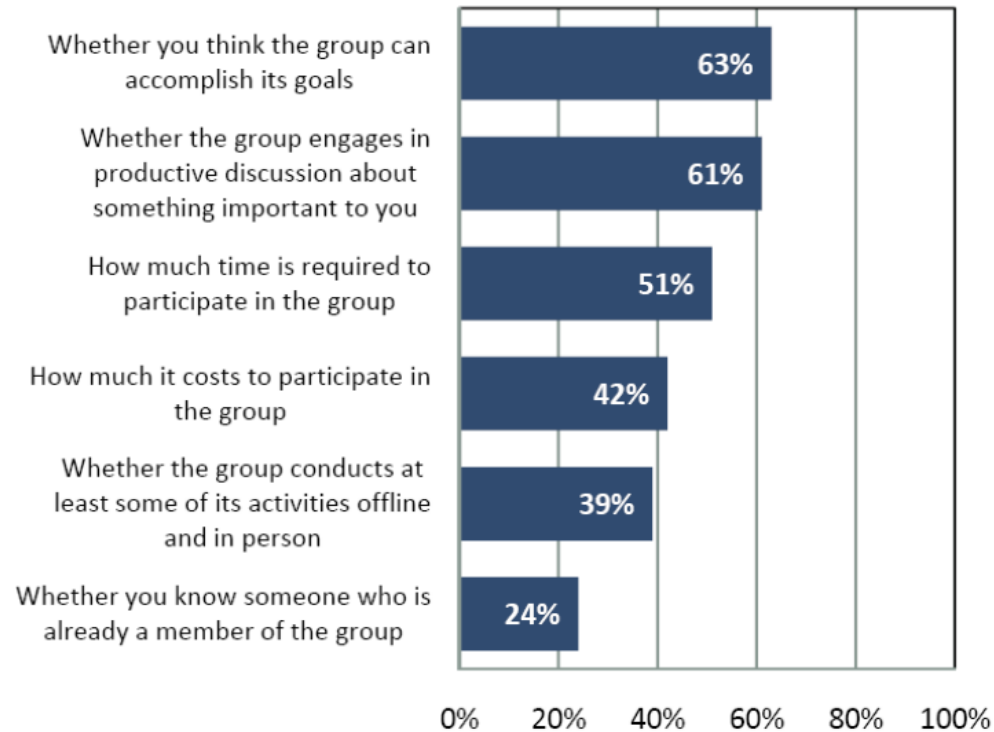
Figure 4. Civic engagement by length of experience of using the Internet



Source: *The British Social Attitudes surveys, 1999-2003*

What factors affect the decision to join a group

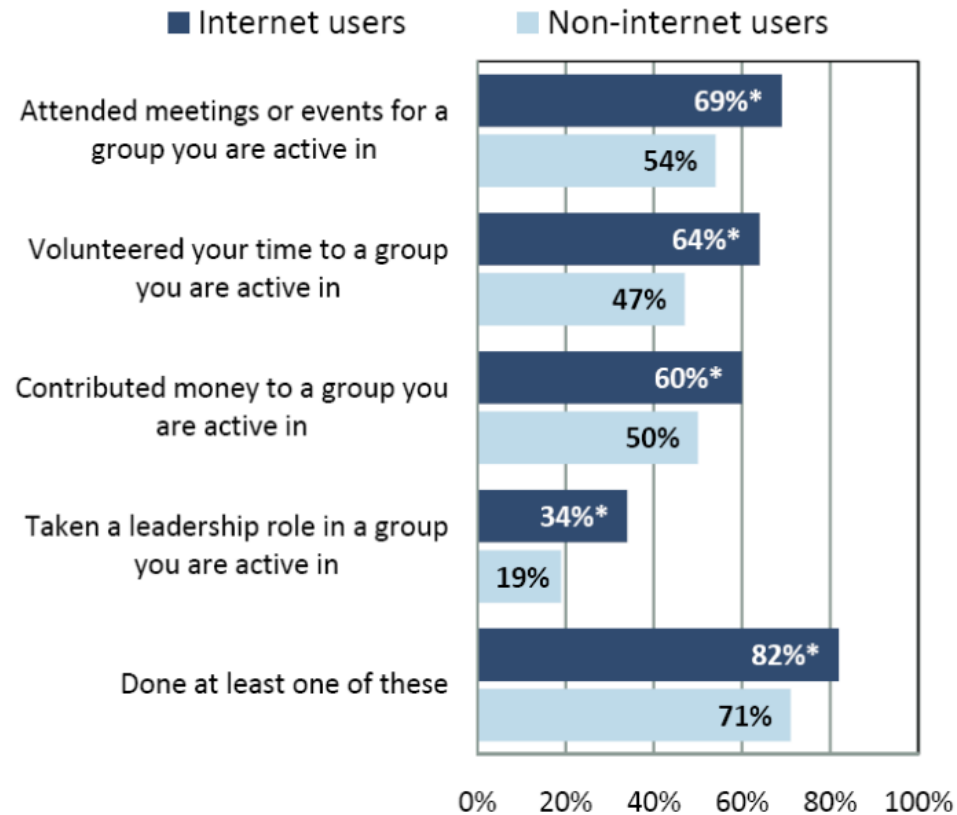
% of active social or civic group members who say each is very important in their decision to join...



Source: Pew Research Center's Internet & American Life Project, November 23-December 21, 2010 Social Side of the Internet Survey. N for active members of groups=1,833.

Internet users are more active in their groups than non-users

In the past 30 days, have you...

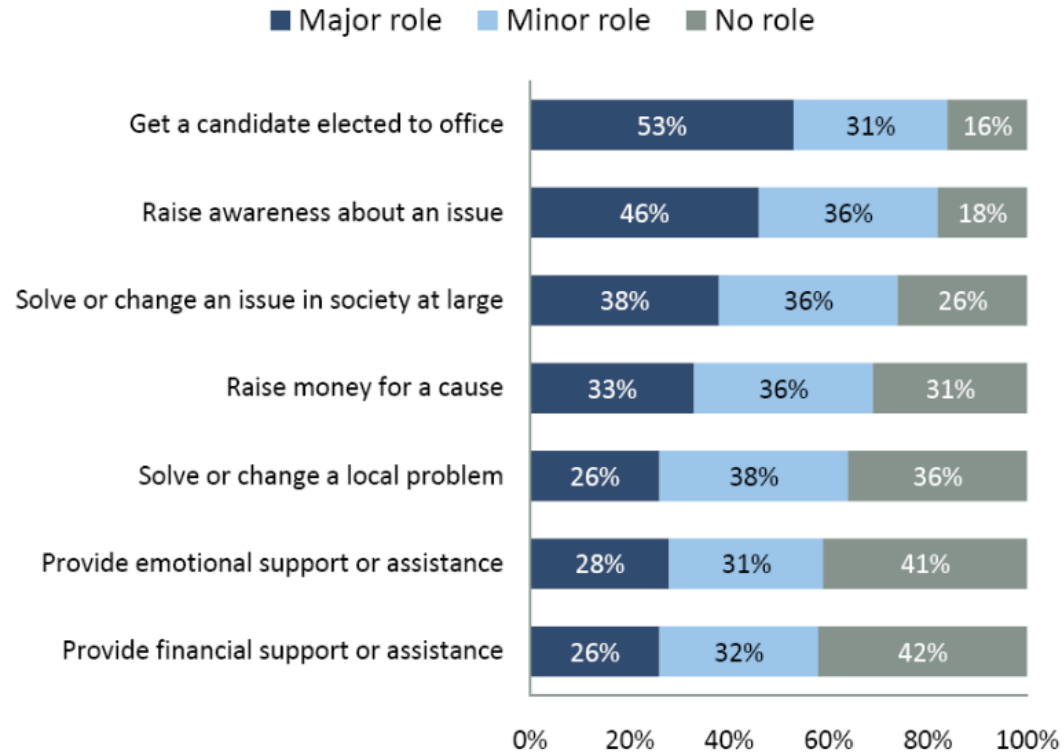


* indicates a difference that is statistically significant at the 95% level.

Source: Pew Research Center's Internet & American Life Project, November 23-December 21, 2010 Social Side of the Internet Survey. N for active members of groups=1,833

The role of the internet in achieving group goals *among groups whose goals were achieved*

% among those who are members of a group that achieved each goal in the preceding 12 months



Source: Pew Research Center's Internet & American Life Project, November 23-December 21, 2010 Social Side of the Internet Survey. N=2,303 adults 18 and older, including 748 reached via cell phone.

Attitudes towards the impact of the internet on groups

% of adults who say the internet has a "major impact" on ability of groups to...



Rainie, L., Purcell, K. & Smith, A. (2011). The social side of the internet

¿Voluntariado
virtual?

proyecto

reactivo

tareas
(*telecommuting*)



teletrabajo
(*teleworking*)



proactivo

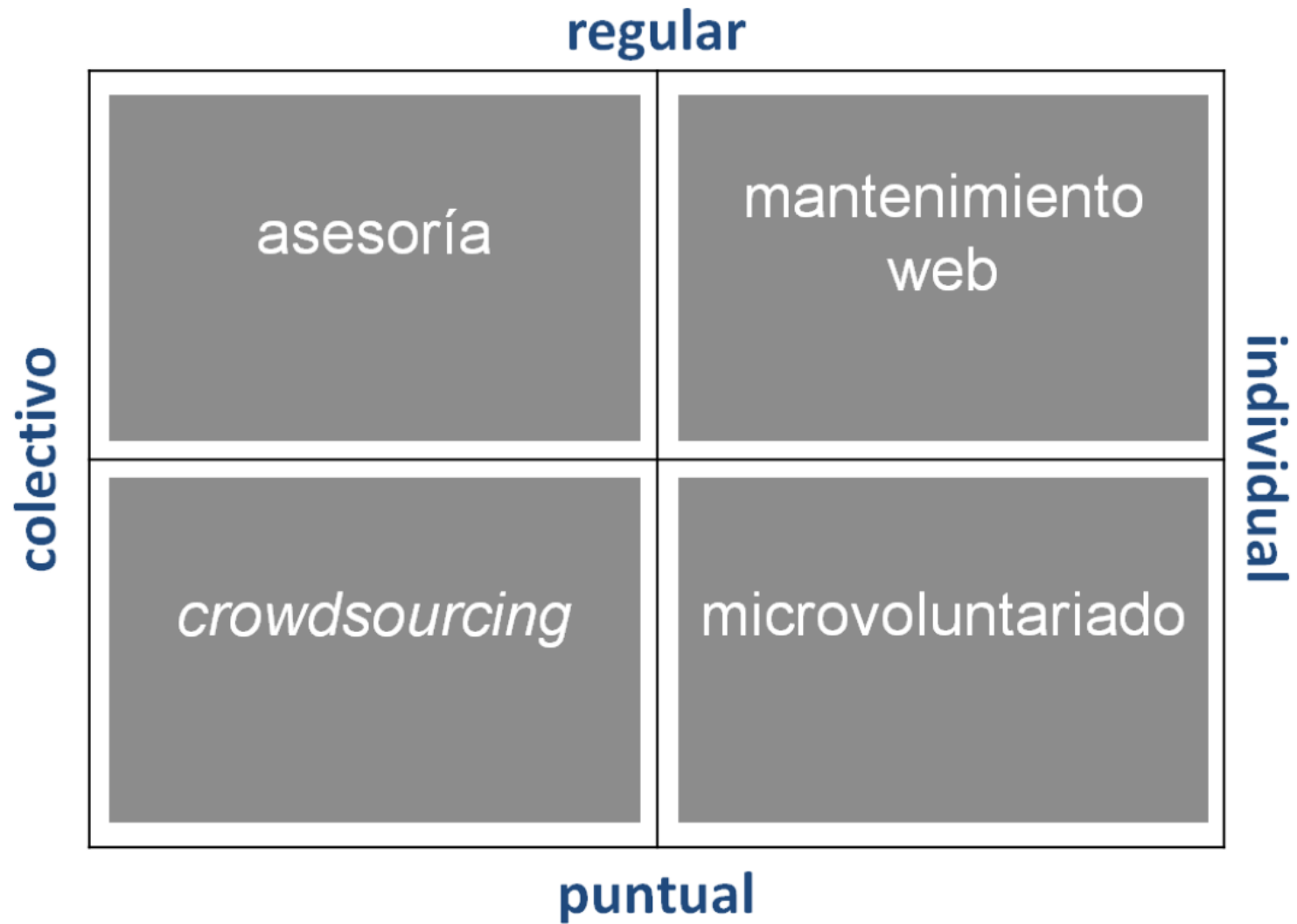
sensibilización

actuable

asesoría

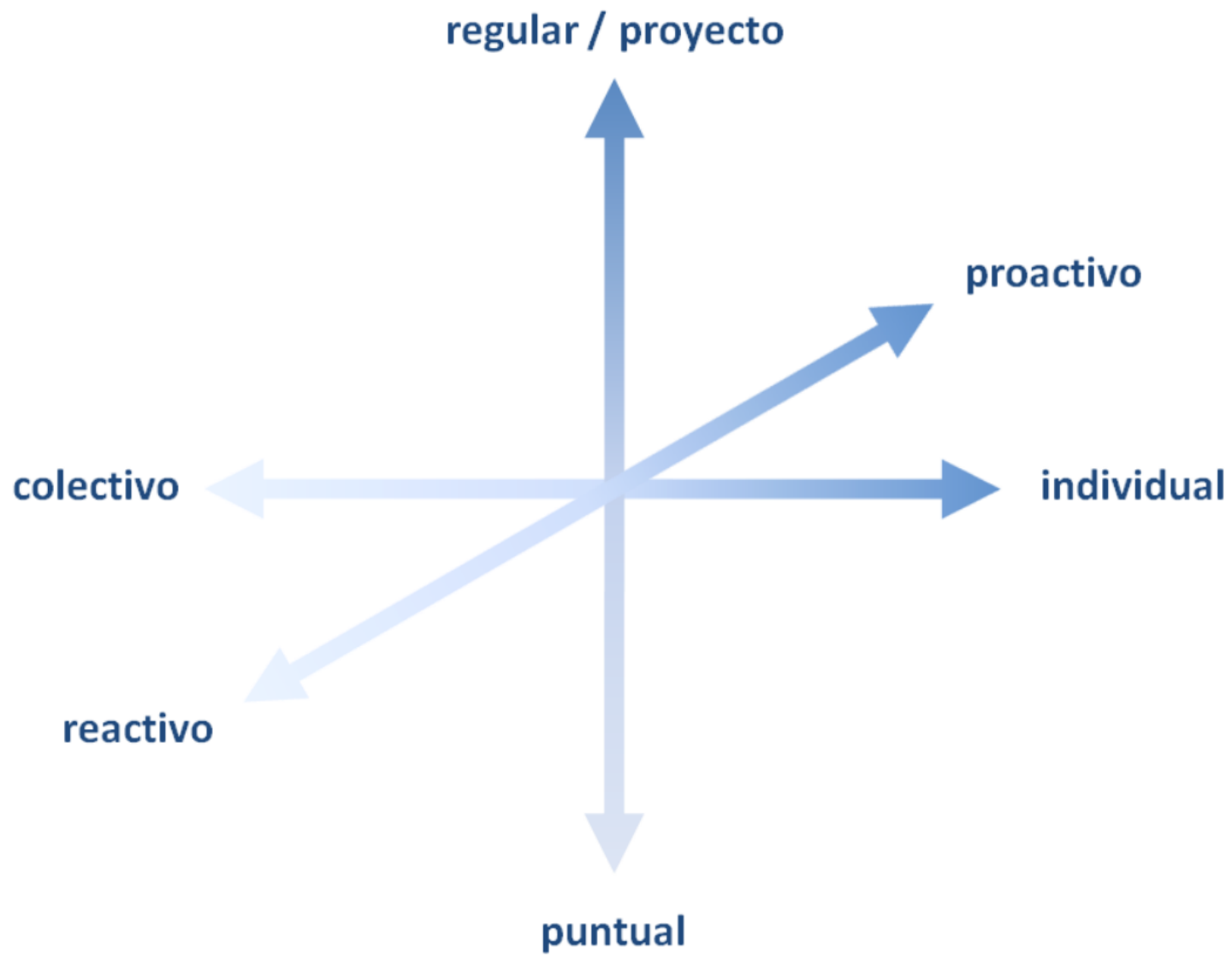
SolucionesONG.org

puntual

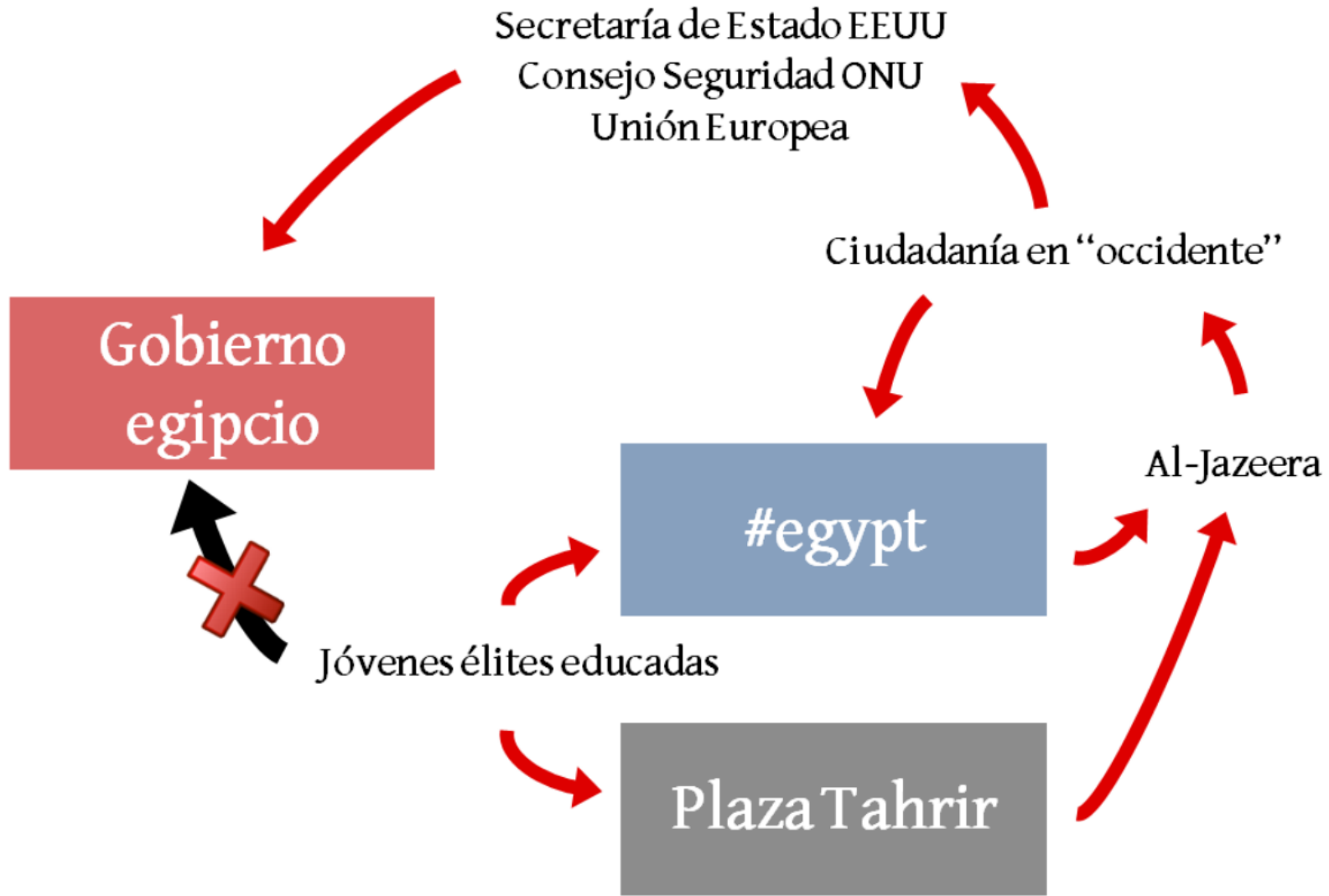


Tecnol**ONG**ia

<http://www.tecnologia.org/?p=1232&lang=es>



Un comentario
sobre activismo,
protestas y
revoluciones



Ismael Peña-López

Universitat Politècnica de València

24 de noviembre de 2011

Ciclo de Conferencias TIC para el Desarrollo

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<http://ictlogy.net/presentations/20111124_ismael_pena-lopez_-_voluntariado_online_redes_sociales_smartphones.zip>

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Voluntarios desde casa, la oficina o el tren: voluntariado online, redes sociales y smartphones

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