



Ubiquitous Learning through MoSoSo

an open general-purpose social platform

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Something about me...

2000	2002	2003	
Erasmus exchange in Helsinki	Master's thesis on educational technology	MSc Computer Science, Univ. of Bologna	Visiting researcher at HIIT

2004-08	2005-2010	2010	
Researcher at TeliaSonera	PhD Cognitive Science, Univ. of Jyväskylä	Intern at Nokia Research Center Helsinki	



1. Camerino



2. Bologna



3. Helsinki



3. Jyväskylä



From Educational Technology to Mobile Social Software (MoSoSo)

Research path

Groupware

CSCL

Context – Awareness

Mobile Social
Networking

UNIVERSITA' DEGLI STUDI DI BOLOGNA
FACOLTA' DI SCIENZE MATEMATICHE FISICHE NATURALI
Corso di Laurea in Informatica

FINNISH AND ITALIAN TECHNOLOGY IN THE
GLOBAL ENVIRONMENT OF EUROPEAN
COMMUNITY: A COMPARISON OF ICT STRATEGIES
IN EDUCATION

Presentata da:
GIUSEPPE LUGANO

Relatore:
Prof. GIORGIO CASADEI

Correlatore:
Dr. JAAKKO KURHILA

Sessione III
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JYVÄSKYLÄ STUDIES IN COMPUTING
114

Giuseppe Lugano

Digital Community Design

Exploring the Role of Mobile Social Software
in the Process of Digital Convergence



Social Computing: a classification

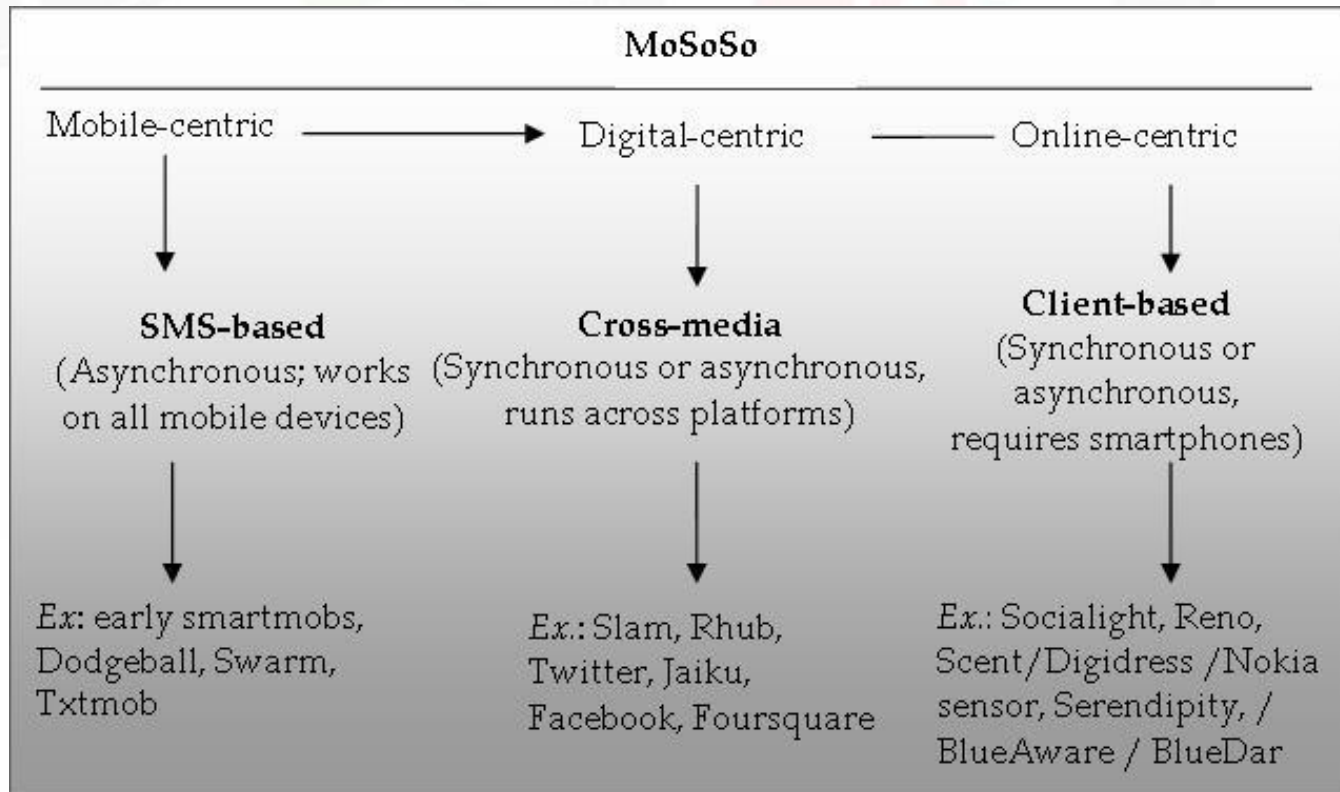
- **Social computing** is a paradigm of human-computer interaction (HCI) describing “any type of computing application in which software serves as an intermediary or a focus for a social relation” (Schuler, 1994)
- MoSoSo, Groupware and Social Software as complementary paradigms of social computing

	Formal interaction	Informal interaction
Static context	Groupware	Social Software
Mobile context	Groupware	MoSoSo

- **MoSoSo** is a class of mobile applications whose scope is to support **informal mobile social networking**

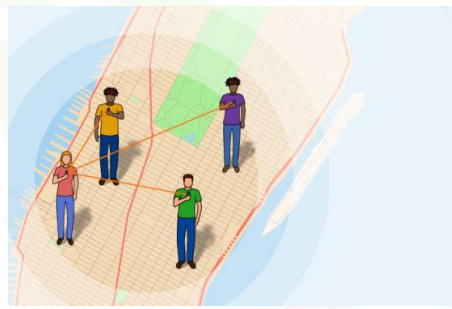
What is MoSoSo?

- As a technology, MoSoSo is the result of the convergence between mobile services and social software



State of the art of MoSoSo

Social proximity applications let users “scan” the social environment through sensors



- **Friend-finders** (e.g. [Dodgeball](#), [Nokia Sensor](#))
- **Mobile dating applications** (e.g. [Lovegety](#), [MeetMoi](#))
- **Pervasive urban gaming** (e.g. [Human Pacman](#))

Typical users: teenagers / young adults living in cities and with active social lives

Typical usage contexts: bars, clubs, streets, large-scale events (e.g. concerts)

State of the art of MoSoSo


Social awareness applications let users share their “life feeds” with social networks



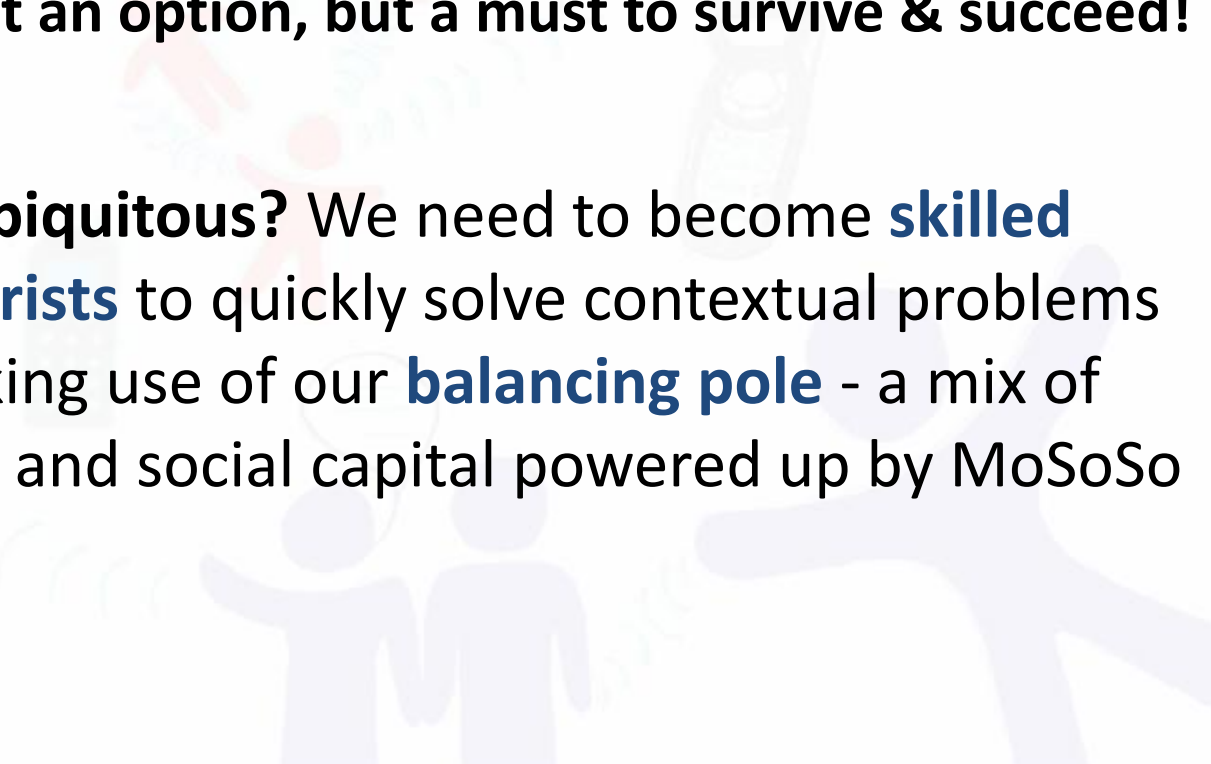
- **Mobile access to online social networks** (e.g. Facebook)
- **Social aggregators:** access to multiple social networks at once (eg. Funnelry)
- **Mobile media sharing:** single update to multiple social media sites (eg. [Shozu](#))
- **Presence-enhanced mobile phone-book** (e.g. ContextContacts)

MoSoSo and Ubiquitous Learning

- **Citizens needs to take an increasing responsibility on their lives**
 - **opportunity**: more inclusive, participatory and sustainable Inf. Society
 - **requirement**: ability to cope with the reduced support of welfare states and to adapt to minimize impact of global challenges (e.g. climate change)
- **Lifelong learning: not an option, but a must to survive & succeed!**

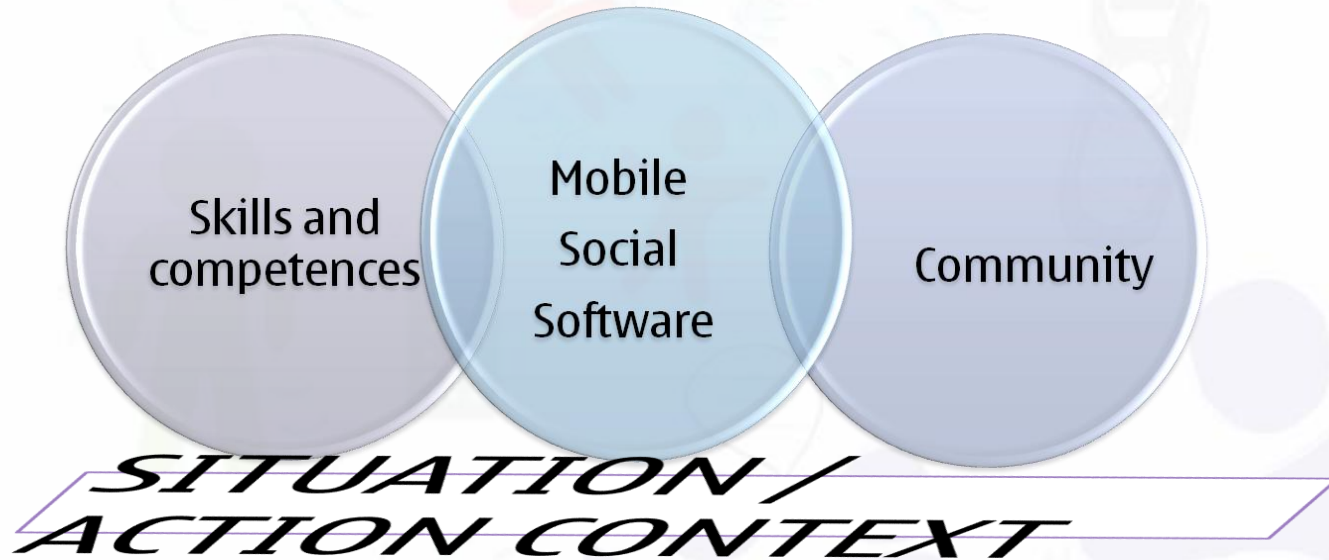


Why ubiquitous? We need to become **skilled equilibrists** to quickly solve contextual problems by making use of our **balancing pole** - a mix of human and social capital powered up by MoSoSo



MoSoSo as critical element of the “balancing pole”

- The real potential of Mobile Social Software (MoSoSo) consists in creatively using information and/or resources embedded in one’s social network as a problem-solving strategy to address contextual needs



Ubiquitous Learning through MoSoSo: a recent case

- **Context:** In April 2010, the Icelandic ash cloud caused severe **disruptions to airplane traffic**
- **Contextual problem:** **Alternatives** for completing a journey (trains, buses, car rentals) became **hard to obtain and expensive** because of speculations
- **Problem-solving strategy:** Instead of fighting for gaining exclusive access to scarce resources, **passengers self-organized** in small groups
- **Added value through MoSoSo:** Through mobile access to Facebook, passengers managed to quickly and cheaply implement an efficient **ad-hoc car-sharing service**



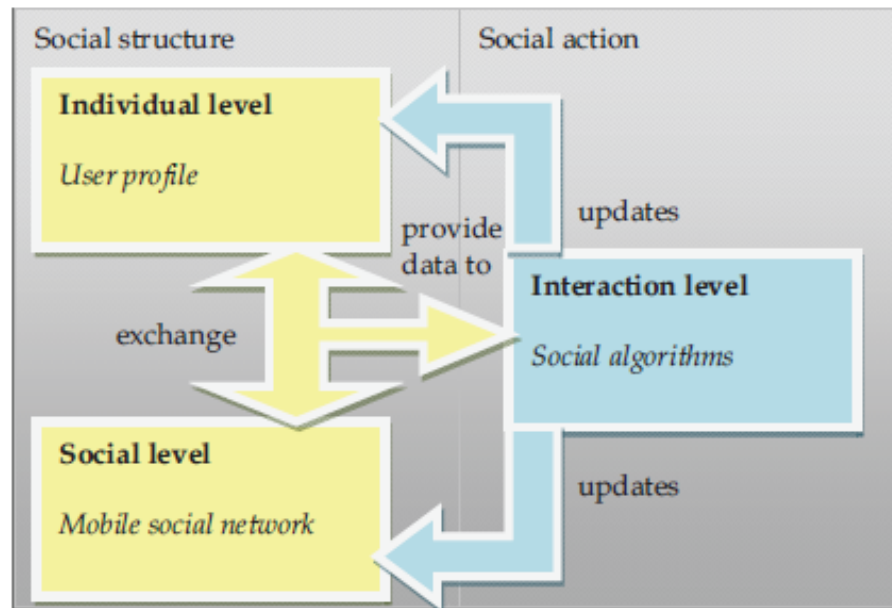
The power of open and general-purpose social platforms

- **Facebook** is a powerful general-purpose social platform that can be used on mobile devices
 - But... Facebook is not the optimal solution!
- **The “Swiss knife” dilemma:**
 - It does only one thing, but it does it well
 - It does everything, but it does nothing perfectly
- MoSoSo should be conceived similarly to the WWW as a **general purpose social platform** in which *“anything can be linked to anything”* (Berners-Lee, 1999 p.4)



A Conceptual Model for Enhancing MoSoSo Design

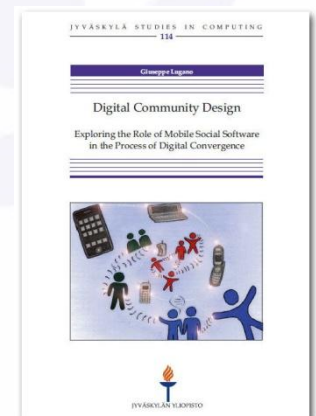
- **User profile, mobile social network and social algorithms** are the building blocks of the holistic model of MoSoSo design



- **The goal of MoSoSo interaction** is to **facilitate the attainment of personal/collective action goals** through digital resources embedded in mobile social networks

Conclusion

- **We got acquainted with MoSoSo**
 - a tool for informal mobile social networking and informal learning in the everyday life
- **Through ubiquitous learning, MoSoSo empower us becoming "skilled equilibrists"**
 - think of the creative and collaborative solution to the ash cloud disruption!
- **Task: think of situations in which MoSoSo would be useful to you, or explain why you see it useless**
 - useful knowledge to enhance its design



Kiitos!!

Thanks!!

Grazie!!

Your comments / questions are welcome!