

MOSCITO gruppe 1 - SöCAP-GX



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Point of departure:

Initial questions and research focus:

In this project we will first try to define the terms *social capital* and *social network*, and how they relate to and affect each other; what is disseminated through social networks, how is it passed on, and how does it affect social capital? How do social capital and the facilitating of it affect cooperation between companies working in a cross-cultural setting? How to optimize collaborations within an organization or a business environment and how to make them more efficient? Can social networks contribute to and give better access to knowledge and useful data than other more traditional methods? Are there any corporations/organizations that are

planning to integrate social networks based on social capital on a large scale, and if so, what would be the pros and cons?

Is there any software on the market that satisfies the need for creating social capital within an organization?

If time allows we would also like to do some research on the current software offerings; has the current software built around social networking taken social capital into account?

What can be improved? Intranet might be an attempt to integrate a social network and social capital into the workplace, but the question is whether there is a conscious thought behind it with regards to social capital? Does a system like intranet facilitate social capital at all?

People bring their spare time, hobbies and private life to work as well as the other way around, via different digital social networks. Why does Facebook, MSN, Skype etc. seem to cover an unsatisfied need? And why are so many people fascinated by them? Do organizations have concerns that integrating social networks to propel efficiency, might in fact turn into playgrounds (i.e. Facebook) for the end-users?

If this is a fact, where does this "need" come from and why have these applications been so successful?

Edwards and Foley, as editors of a special edition of the American Behavioral Scientist on Social Capital, Civic Society and Contemporary Democracy, raised two key issues in the study of social capital. First, social capital is not equally available to all, in much the same way that other forms of capital are differently available. Geographic and social isolation limit access to this resource. [Source definition of social capital on wikipedia]

What does mobility bring to social capital and in what way would mobility weaken social capital? Could mobile ICT enforce social capital through elevating geographic barriers, the same way ICT is enabling more and more offshoring and service globalization?

The methods and limitations of our project:

We will limit our project to organizations and applications. We want to do research on the topic, based on meetings with resources from Telenor, IFI and other persons/groups involved in the MOSCITO project.

Existing research literatures, Research on the current software offerings and analysis on the possible improvement, Qualitative research methods (i.e. observation, interview, investigation)

What we expect to find:

Get better understanding of how real end-users think of the way of utilizing ICT into their the daily working life;

By combining the knowledge of our group members with different backgrounds and based on the standing point from the ideas in the MOSCITO project of Telenor/ StatoilHydro, figure out some concrete solutions with our practical but probably creative thoughts.

We want to examine whether the MOSCITO-project is relevant and if it can be utilized in organizations.