



SOMUS - SOCIAL MEDIA FOR CITIZENS AND PUBLIC SECTOR COLLABORATION

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The Somus project creates new understanding of citizenship, publicity and participation in the era of social media. The project creates concepts for open, citizen-driven media that support the different phases of participation: public definition of common problems, collection and accumulation of knowledge and other competencies, development of socially grounded innovations, and actual decision-making.

SOMUS objectives:

- Basic knowledge about dynamics of information, knowledge and citizenship in the participative media environment
- Validated demonstrations of social media concepts that are enabled through open interfaces between public sector, mass media and citizen groups
- Web platform for user-driven media service development
- Model for open Internet-based research

The research is done via three case studies, in which new media concepts are designed, developed and evaluated in close collaboration with user communities and citizens.

PARTICIPATORY MEDIA

Citizen participation in social media is studied by planning and implementing a climate change challenge campaign with two groups of high school students. The students participate in designing the campaign website and producing the content as well as distributing the challenges via social media.

IMMIGRANT MEDIA

Social media tools will be developed for immigrant groups in the Helsinki metropolitan area to enable participation in knowledge building and public discussion. The case study aims at establishing open interfaces and interaction between immigrants, public sector, mass media and all Finnish people.

INSTANT MEDIA

Instant media case studies collective actions and collective intelligence on the open Internet environment. The aim is to study how citizens and various actors, like public sector, mass media and associations use the Internet in real time. The use of different tools and channels will be observed.

MASHUP TECHNOLOGIES

Media services are implemented as mashups - web applications that collect, develop and redistribute information from public sector data resources, mass media outlets and social networks. In addition to piloted services we will create a platform for citizens to create their own mashups.

COMMUNITY-DRIVEN PARTICIPATORY DESIGN

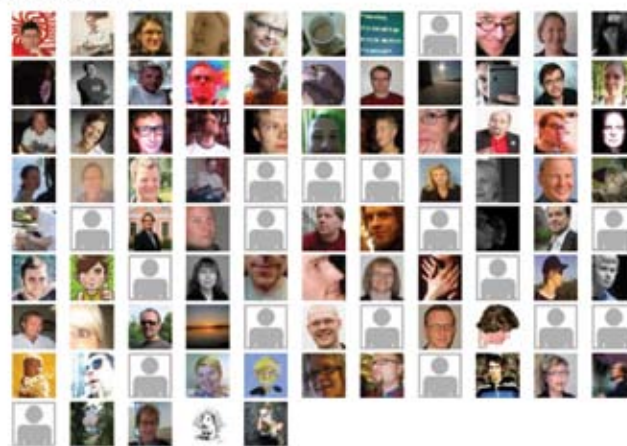
Social media enables people to act as service designers and developers, when they are provided with tools that fit their needs and are easy enough to use. Online tools that support participatory and user-driven service design are explored, evaluated and developed.

OPEN INTERNET-BASED RESEARCH

Somus incorporates elements of open science both in the research processes and project management. The research is conducted and documented openly on the Internet using a variety of social media tools. Anyone can participate both in discussion and actual research work via Research swarm.

#somus: Members

Current members



KEY PUBLICATIONS TO DATE:

- Harju, A., Heiskanen, T., Kola, P., Näkki, P., Ropponen, T. (2009). *SOMUS – an open research group work case study. OPEN 2009 Symposium, Nov 5-6, 2009, University of Art and Design Helsinki, Finland.*
- Hintikka, K. A. (2009). *Citizens, movements, parties and the Internet. In Mickelsson, R. (ed.) The Future of the Political Party. Ministry of Justice, Unit of Democracy, Finland.*

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Programme web pages: www.aka.fi/motive



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