GLOBAL CHARITY TRENDS

ENGAGING AN EVOLVING CIVIL SOCIETY

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ENGAGING AN EVOLVING CIVIL SOCIETY
• I think, therefore, I am.
• Everything is self-evident.
• An optimist may see light where there is none, but why should a pessimist always run to blow it out?
Steve Jobs

• iPhone, therefore, iAm.
• You can’t just ask customers what they want and then try to give it to them. By the time you get it built, they will want something new.
• I want to put a ding in the universe.
New College, Oxford
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• DEFINITIONAL PROBLEMS
  • According to some, “civil society” simply means the fundamental reduction of the role of politics and public policy in society to expanding free markets and individual liberties.
  • According to others, “civil society” is the most viable alternative to the authoritarian State and the tyrannical market
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• Civil society refers to the arena of uncoerced collective action around shared interests, purposes, and values.

• Its institutional forms are distinct from those of the state, family, and market, though in practice, the boundaries between state, civil society, family, and markets are often complex, blurred, and negotiated.

• London School of Economics, Centre for Civil Society
LYRE BIRD -- AUSTRALIA
Five Ages of History and Media Ecology

• Oral Tribal Culture – 195,000 years
• Writing Culture – 4,954 years
• Print Culture – 1454-1939
• Electronic Culture – 1939-2000
• Digital Era – 2000-?
Five Ages of History and Media Ecology

Timeline of Communication tools

- **3000 BC**: Papyrus
- **3000 BC**: Communication drums, horn
- **2400 BC**: Couriers; first postal systems
- **480 BC**: Telegraph
- **39 BC**: First newspaper
- **100 AD**: Paper
- **1000 AD**: Pens
- **1400 AD**: First European printing presses
- **1500 AD**: Pencils
- **18th century**: Maritime flags
- **1790 AD**: Semaphore lines
- **1800s**: Typewriter
- **1838**: Telegraph
- **1845**: Telephone
- **1896**: Radio
- **1897**: Computer
- **19th century**: Signal lamps
- **1927**: Television
- **1960s**: Computers and text editors
- **1969**: Computer networking
- **1983**: Internet
- **1980s**: Mobile; 1G networks
- **Early 1990s**: Mobile; 1G networks
- **Late 1990s**: Mobile; 2G & 2.5 networks
- **2000s**: Mobile; 3G networks
- **2012**: Mobile; 4G networks

Sources:
1. Wikipedia - History of Telecommunication
2. Book: Mobile Marketing, By: Alex Michael & Ben Salter
Mobile Marketing

People are spending more time on their mobile phones than ever before. This new marketing world consists of terms like smartphones, SEO, mobile sites, geolocation, and social marketing. As marketers we have to understand these new types of consumers and how best to reach them. Technologies like geolocation and mobile tagging can help us better understand the mobile consumer and deliver more relevant messages. Learn the state of mobile marketing in the following infographic, brought to you by Microsoft Tag.

What is the size of the mobile market?

- Of the world’s 4 billion mobile phones in use, 1.08 billion are smartphones and a whopping 3.05 billion are SMS enabled (950 million are not SMS enabled)

How fast is mobile internet growing?
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Facebook compared to countries

- Facebook: 400 million
- USA: 308 million
- Russia: 141 million
- Japan: 127 million
- Germany: 81 million
- UK: 61 million
Global Trends – New Media

Facebook Vs Twitter

However Facebook faces another contender to the “most popular” title. During the last 3 months, Twitter.com jumped 414 positions up in popularity ranking. 50% more people visit the site now than they did 3 months ago. So which site is better – and for what?

Population:
- Indonesia: 230 million people
- Facebook: 200 million members
- Brazil: 190 million people

Financial
- Microsoft points
- 1.6% share
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Are We Addicted to Social Media?

- 28% of iPhone users check/update Twitter before they get out of bed.
- 26% of iPhone users check/update Twitter before they turn on their TV.
- 23% of iPhone users rely on Twitter for their morning news.
- 48% of people check/update Facebook and/or Twitter after they go to bed.
- 18% of people under 25 years old can’t go more than a couple hours without checking in on Facebook.
- 61% of people under 25 have to check in on Facebook at least once a day.
- 11% of people over 25 years old can’t go more than a couple hours without checking in on Facebook.
- 53% of people over 25 have to check in on Facebook at least once a day.

Source: http://www.netrevo.com
Global Trends – New Media

The Blogosphere We Call HOME
An Infographic

Who’s Blogging Right Now?

Males (2/3)
Females (1/3)

College Grads (25%)
Not (25%)

Earn more than $100k per year (10%)
Less than $100k (90%)

US 48%
Asia-Pac 10%
EU 26%
Other 16%

Bloggers

35% (of bloggers)
Professional Journalists
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- Gaming: 1h
- Social Networking: 1.25h
- News: 2.5h
- Entertainment: 3.5h
- Microblogging: 0.75h
- Podcasts: 1h
- Online Video ( Hulu / YouTube): 1h
- Aggregators and Blogs ( RSS Readers / References / Search): 1h
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Age distribution on social network sites
United States, data sorted by average age per site, youngest at the top

Data source: Google Ad Planner (United States demographics data)
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Global Trends – New Media

SOEIAL WEB - REPUTATION MANAGEMENT CYCLES
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Active Reputation Management
Passive Reputation Management

REPUTATION
Evolves from activity in the network - tone and quality, content submitted, comments, discussion, roles voluntarily undertaken

IDENTITY
The profile deepens through our choice of avatar/image and connections with friends, groups, events, applications/widgets selected

PROFILE
Initial cursory description in My Account or My Profile page

TRUST
Is the end product judged by other members based on your profile, identity, and reputation in the network.
The network perceives high trust members as influencers and evangelists

improve content
more targeted connections

www.laurelpapworth.com
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10 LEVELS OF INTIMACY IN TODAY’S COMMUNICATION

10. TALKING
9. VIDEO CHAT
8. PHONE
7. LETTER
6. IM
5. TEXT MSG
4. EMAIL
3. FACEBOOK MSG
2. FACEBOOK STATUS
1. TWITTER
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AND NOW THIS:

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What Does This Mean?

• Decentralization Passivity
  • Absentivity
  • Disincarnation
  • Isolation -- Absence
  • Narcissism

• Instant Gratification vs. Deferred Gratification
  • Goallessness.