

Keynote presentation – Open: unlocking value

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Open: Unlocking value

CILIP Copyright Conference #CILIPCopy18

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JAN
2018

DIGITAL AROUND THE WORLD IN 2018

KEY STATISTICAL INDICATORS FOR THE WORLD'S INTERNET, MOBILE, AND SOCIAL MEDIA USERS

TOTAL
POPULATION



7.593
BILLION

URBANISATION:
55%

INTERNET
USERS



4.021
BILLION

PENETRATION:
53%

ACTIVE SOCIAL
MEDIA USERS



3.196
BILLION

PENETRATION:
42%

UNIQUE
MOBILE USERS



5.135
BILLION

PENETRATION:
68%

ACTIVE MOBILE
SOCIAL USERS



2.958
BILLION

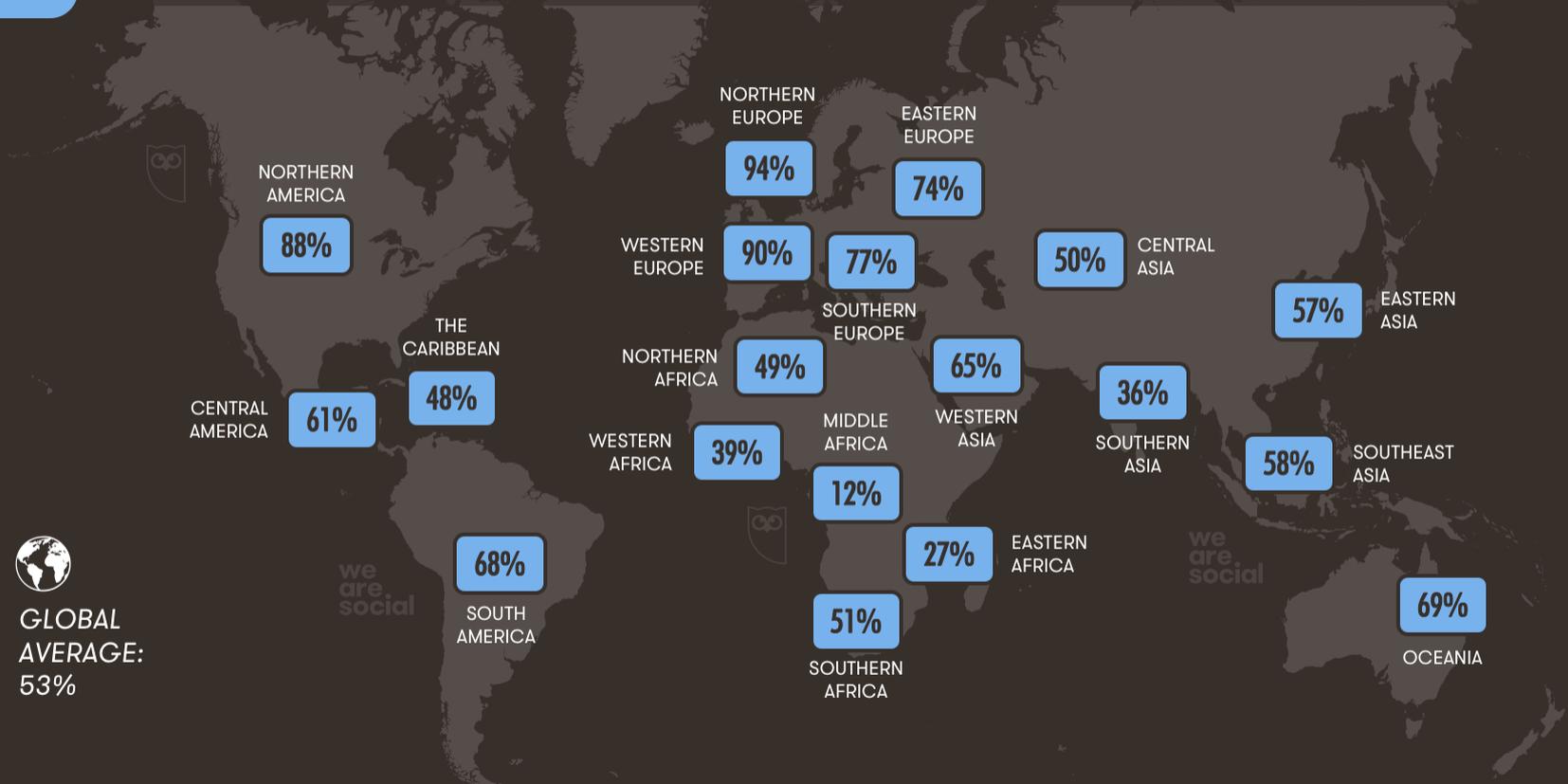
PENETRATION:
39%



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INTERNET PENETRATION BY REGION

REGIONAL PENETRATION FIGURES, COMPARING INTERNET USERS TO TOTAL POPULATION



GLOBAL
AVERAGE:
53%

we
are
social

we
are
social

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GLOBAL MOBILE DATA GROWTH

TOTAL MONTHLY GLOBAL MOBILE DATA TRAFFIC (UPLOAD & DOWNLOAD), IN EXABYTES (BILLIONS OF GIGABYTES)



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ANNUAL GROWTH OF SOCIAL MEDIA USERS

YEAR-ON-YEAR INCREASE IN THE NUMBER OF PEOPLE USING SOCIAL MEDIA IN EACH COUNTRY vs. JANUARY 2017



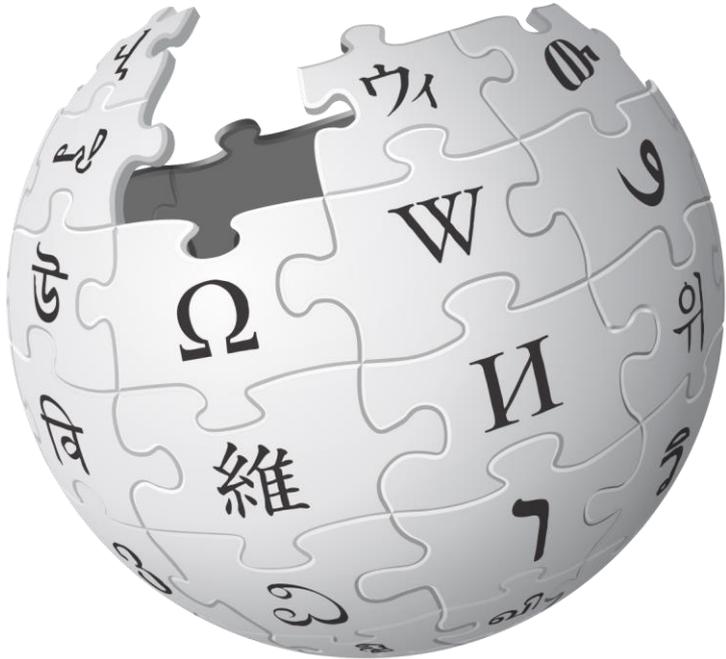


2002: First [Creative Commons](#) Licence

2010: UK Open Government Licence

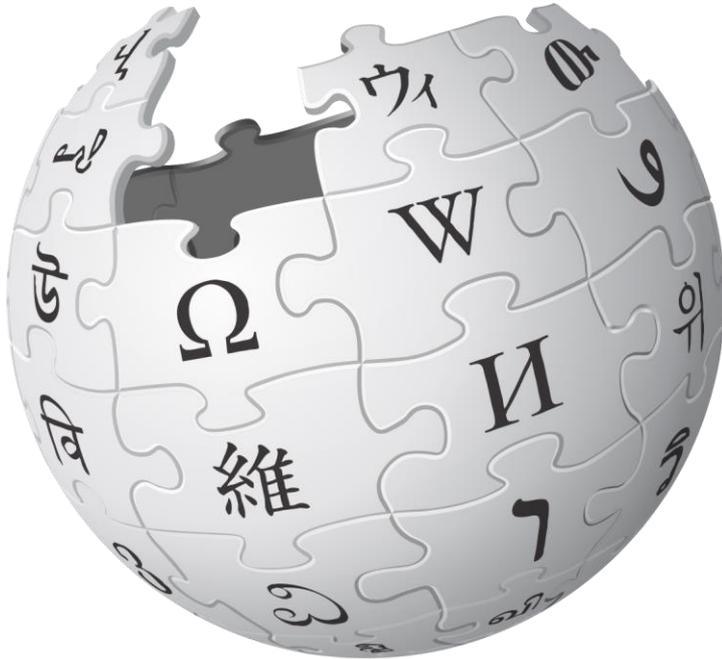
2013: Revised directive on the re-use of public sector information (the 'PSI Directive')

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Wikipedia



- 15,000,000,000 visits per month
- 5 million new articles in 2017
- English Wikipedia has 5 million + articles
- 290 Wikipedia encyclopedias
- 40 million articles in 299 different languages
- 119 Wikimedia chapters and user groups in more than 50 countries

Is data the new oil? Similarities

- Needs extracting and processing
- New uses
- New industries and jobs
- Social impact
- Emergence of oligopolies

Powers the industrial economy

- Needs extracting and processing
- New uses
- New industries and jobs
- Social impact
- Amazon, Facebook, Google

Powers the digital economy

Is data is the new oil? Differences

- Finite resource
- Took a while to get off the ground
- Single use
- Adding more oil to oil doesn't increase quality
- More oil = more value
- We can make more
- Fast growth with huge social impact
- Best reused and shared
- Combining data = new solutions, better targeted uses, new innovation
- Value in reuse, analytics and combinations



Picture credit:
Tim Evanson
[Sergeant](#)
[Major oil tanks](#)
(2013) Shared
under [CC BY-
SA 2.0](#)

“Open data and content can
be **freely used, modified, and
shared by anyone for any
purpose**”

The Open Definition <http://opendefinition.org>

The 5 Rs of Open

Retain

- Make and own a **copy**

Reuse

- **Use** in a wide range of ways

Revise

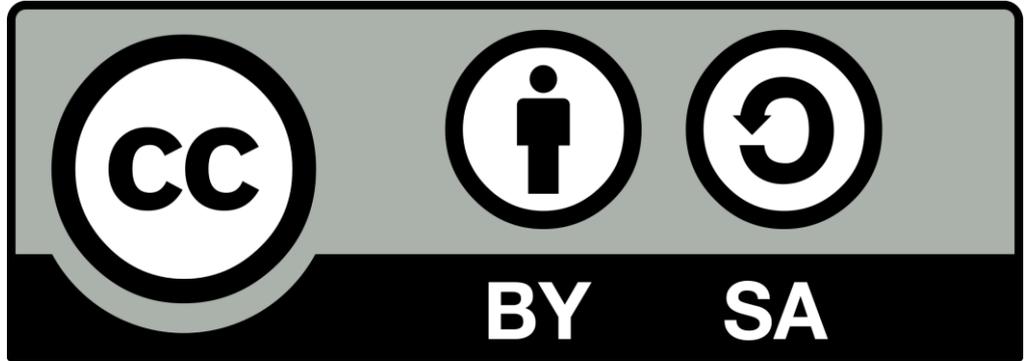
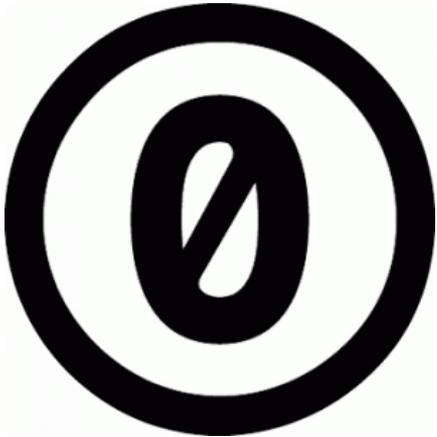
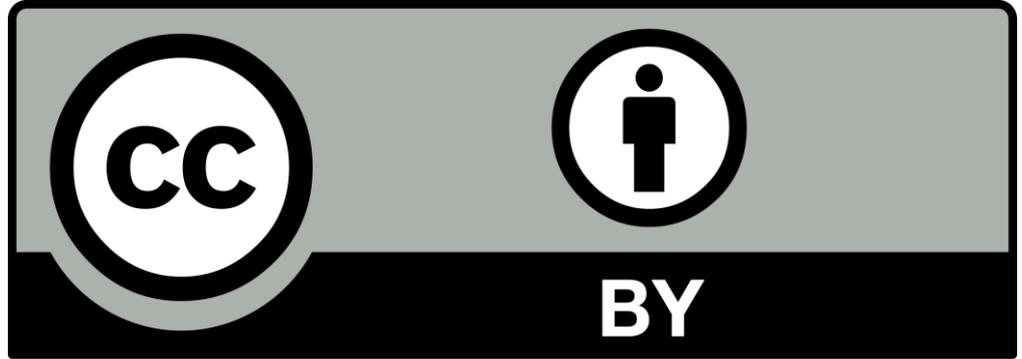
- **Adapt**, modify, and improve

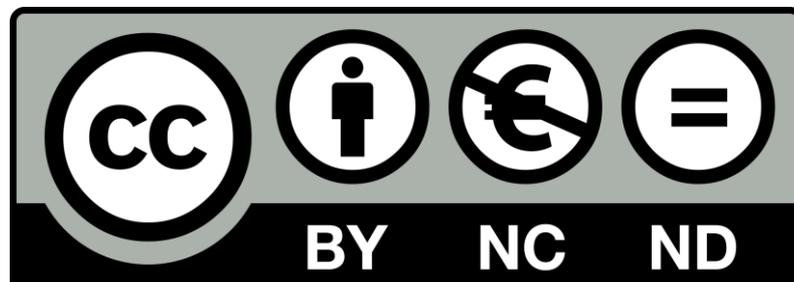
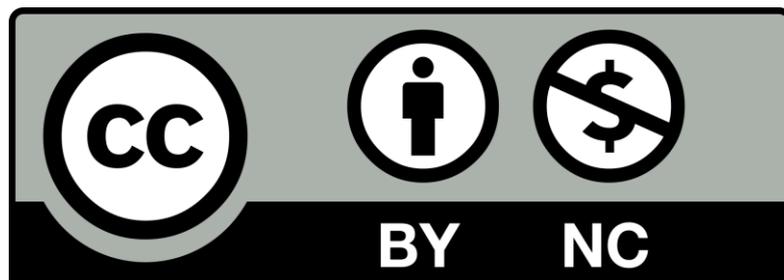
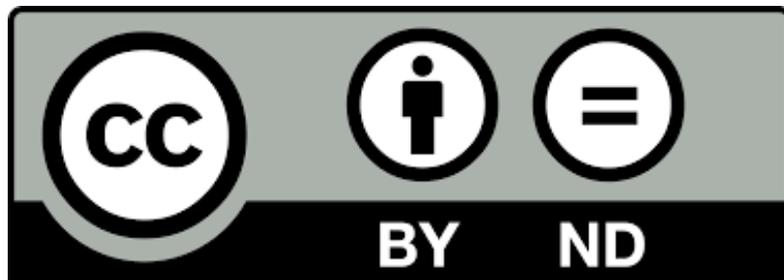
Remix

- **Combine** with other content

Redistribute

- **Share** with others







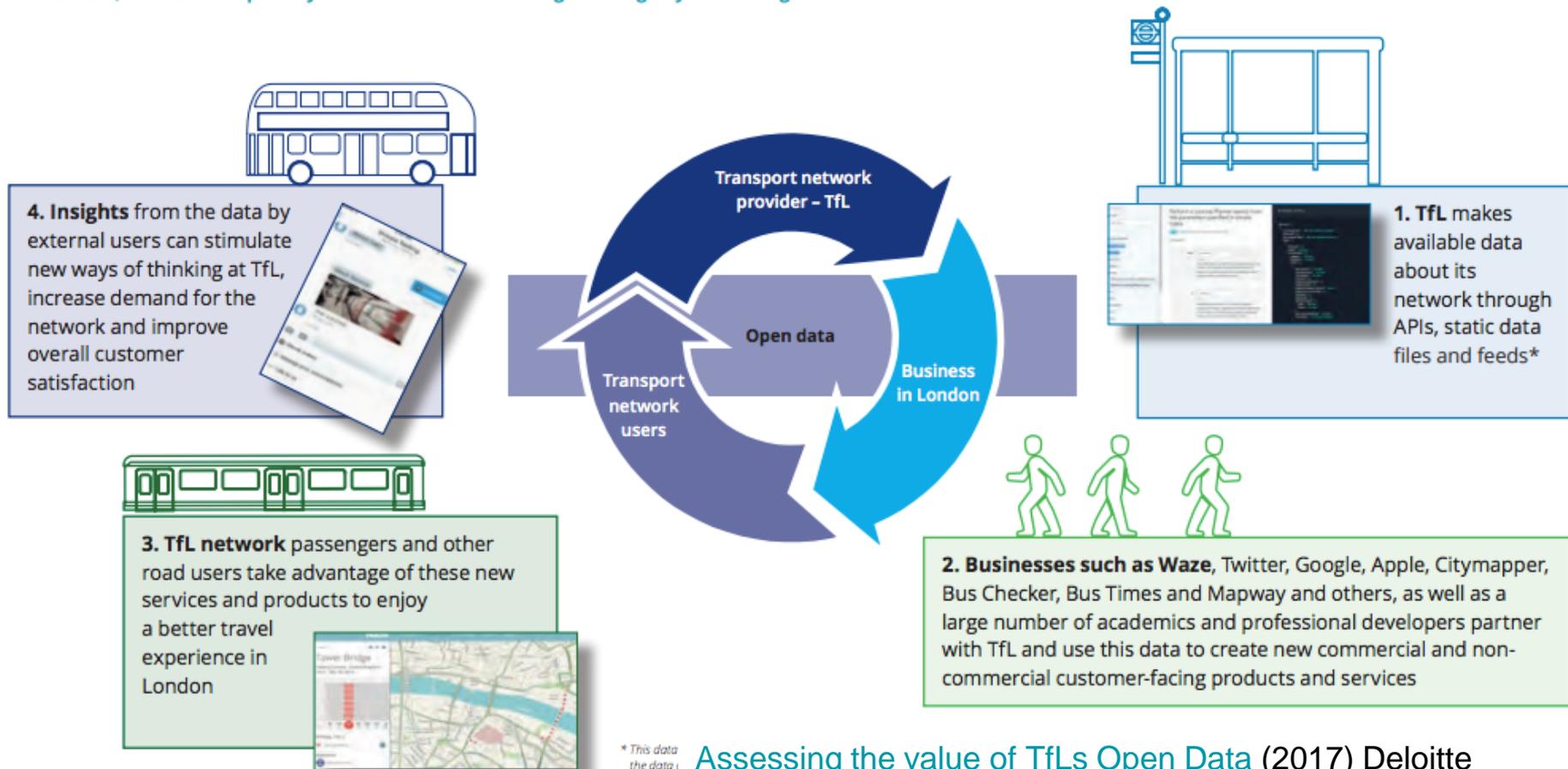
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Open value

- Providing researchers and SMEs with the raw material to innovate
- Targeting and feeding sectors with open resources to establish and grow ecosystems
- Ensuring the widest possible reuse of, and collaboration and development around, digital resources - i.e. saving time and money
- raising a wide range of student and workforce digital skills through understanding, finding and using open resources
- Supporting social inclusion through free, open access to resources

Publishing open data creates a virtuous circle that benefits those using and delivering transport networks in the Capital

Transport Open data that can be freely used, re-used and redistributed by anyone can support operational service improvements, the development of new customer facing products and services, increase transparency and innovation and challenge existing ways of working.



Introducing the Citymapper Smartbus



This has been a long time coming. We're proud to unveil our biggest kept secret: Project Grasshopper (previously known as Project Caterpillar, (previously known as Project "yo, we should buy a bus. totally.")).

We're running a (smarter) bus service

In fact, we're reinventing the entire software stack for running and operating a bus. We believe smarter buses lead to better mobility and cities.



Picture credit: Tilly Lockey, ambassador, Open Bionics. Tilly is wearing two Hero Arms.

Hero Arm is the most affordable multi-grip bionic arm ever, less than half the price of its nearest competitor. Each Hero Arm is custom-built, and for the first time ever is available for upper limb amputees as young as eight.



Image
credit:
Alan
Levine [The
Mountains
Are Open](#)
(2011)
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UN Sustainable Development Goals





“To meet the education challenges, we can’t use the traditional way. In remote and developing areas, particularly for girls and women, OER are a crucial, crucial means to reach SDGs. OER are the key.”

Qian Tang, CC BY, Slovenian Press Agency



Wikipedians in Residence

- Establish links between the organisation and open knowledge communities
- Provide professional development and capacity building for organisations
- Support organisational development of strategy and practice in relation to outreach, engagement, profile raising, education programmes, inclusion
- Increasing the use of collections for **research, commerce, the arts and learning and teaching**

Wikipedians in Residence: reach (2017)

- Bodleian Libraries [74 million views](#), [8007 files](#) (2.88% in use)
- National Library of Scotland - [86 million views](#), [1445 files](#) (24.5% in use)
- National Library of Wales [334 million views](#), [16,464 files](#) (53.9% in use)
- University of Edinburgh [12 million views](#), [59 files](#) (32.2% in use)
- Wellcome Images - [981 million views](#), [101,670 files](#)* (4.73% in use)

*Wellcome statistics relate to the work of Wikimedia UK volunteers prior to the appointment of the resident, as well as the impact of the residency itself

**1. What do we as a
movement want to
achieve? Do we run a
website or foster free
knowledge? done**



Open: not only desirable but necessary

- Saves time - avoids duplication
- Saves money - avoids re-inventing the wheel
- Maximizes value - supports use, reuse, reconfiguration and recontextualisation
- Powers innovation – facilitates new ways of working
- Transforms markets - feeds new products, services

Open makes things possible that would otherwise be impossible

Questions

- Does the organisation understand open?
- In what ways does restricting digital resources limit the ways in which we meet our mission?
- In what ways does not opening resources divert energy and effort away from our mission?
- Is the organisation looking at how open licenses and practices can help us to deliver our mission?
- Do our strategies, policies, and practices support us to make use of opportunities as they arise?

Thank you
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@josiefraser