

## CPTED in Bytes

*The Blurring Lines of Community*

Barry Davidson  
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## Today's Task

- Broaden our perspective of the effectiveness of technology in community engagement & crime prevention.
- Identify technology tools that are current (for the moment)
- Begin looking forward (Instead of playing catch up!)

2-1

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"Identify the future that has already happened"

Peter Drucker

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## JAN 2015 GLOBAL DIGITAL SNAPSHOT

A SNAPSHOT OF THE WORLD'S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION	ACTIVE INTERNET USERS	ACTIVE SOCIAL MEDIA ACCOUNTS	UNIQUE MOBILE USERS	ACTIVE MOBILE SOCIAL ACCOUNTS
<b>7.210 BILLION</b>	<b>3.010 BILLION</b>	<b>2.078 BILLION</b>	<b>3.649 BILLION</b>	<b>1.685 BILLION</b>
URBANISATION: 53%	PENETRATION: 42%	PENETRATION: 29%	PENETRATION: 51%	PENETRATION: 23%

We Are Social - Twitter, Wikipedia, International, InternetWorldStats, Facebook, Search, Wordpress, Chalkbeat, CIMI, Instagram

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## Why We Need To Pay Attention

### Internet Users in the World Distribution by World Regions - 2015 Q2

Region	Percentage
Asia	47.8%
Europe	18.5%
Lat Am / Carib.	16.2%
North America	9.6%
Africa	3.6%
Middle East	3.5%
Oceania / Australia	0.8%

Source: Internet World Stats - [www.internetworldstats.com/stats.htm](http://www.internetworldstats.com/stats.htm)  
Basis: 3,270,490,584 internet users on June 30, 2015  
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## Why We Need To Pay Attention

### WORLD INTERNET USAGE AND POPULATION STATISTICS

JUNE 30, 2015 - Mid-Year Update

World Regions	Population (2015 Est.)	Internet Users Dec. 31, 2009	Internet Users Latest Data	Penetration (% Population)	Users % of Total	Growth 2009-2015
Africa	1,168,365,663	4,514,400	313,297,074	27.0 %	9.6 %	8,839.1%
Asia	4,032,466,882	114,304,000	1,563,268,143	38.8 %	47.8 %	1,267.6%
Europe	821,555,904	105,096,093	604,122,380	73.5 %	18.5 %	474.8%
Middle East	236,137,235	3,284,800	115,823,982	49.0 %	3.6 %	3,426.1%
North America	357,172,209	108,096,800	313,862,863	87.9 %	9.6 %	190.4%
Latin America / Caribbean	617,776,105	18,068,919	333,115,928	53.9 %	10.2 %	1,743.6%
Oceania / Australia	37,157,120	7,620,480	27,100,334	72.9 %	0.8 %	255.6%
<b>WORLD TOTAL</b>	<b>7,260,621,118</b>	<b>360,948,492</b>	<b>3,270,490,584</b>	<b>45.0 %</b>	<b>100.0 %</b>	<b>806.0%</b>

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## Your Corner of The World

### Canada

#### Internet Usage and Population Growth:

YEAR	Population	Users	% Penet.	Usage Source
2000	31,496,800	12,700,000	40.3 %	ITU
2003	32,050,369	20,450,000	63.8 %	C.I.Almanac
2005	32,440,970	21,900,000	67.5 %	C.I.Almanac
2008	33,212,696	28,000,000	84.3 %	I.T.U.
2012	34,300,083	28,469,069	83.0 %	I.T.U.
2013	34,834,841	31,661,670	90.9 %	I.T.U.

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## You Know You Wanted to Know

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Paratography Issue Statistics
• Every second - \$3,075 \$4 is being spent on paratography
• Every second - 28,150 internet users are viewing paratography
• Every second - 372 internet users are typing adult search terms into search engines
• Every 38 minutes, a new paratographic issue is being created in the United States

6-2

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Paratography Issue Statistics	
• Every second - \$3,075 \$4 is being spent on paratography	
• Every second - 28,150 internet users are viewing paratography	
• Every second - 372 internet users are typing adult search terms into search engines	
Children Internet Paratography Statistics	
Average age of first internet exposure to paratography	11 years old
Largest consumer of internet paratography	25 - 49 age group
25-34 year olds having multiple fixed-line exposures	80%
3-18 year olds having internet access	80% (mostly white, young, female)
7-17 year olds who would freely give out home address	79%
7-17 year olds who would freely give out email address	76%
Children's character names listed to thousands of parents	28 (including Pokémon and Action Man)

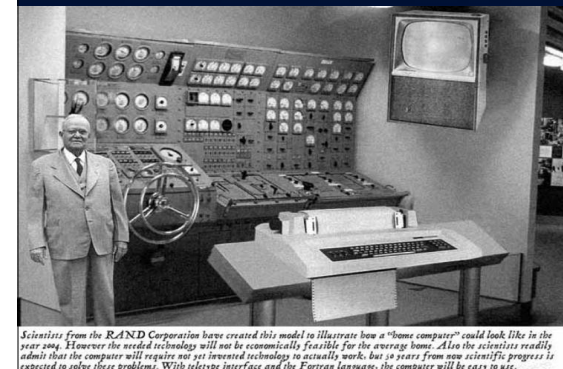
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Internet Paratography Statistics	
Paratography websites	4.2 million (1.2% of total websites)
Paratography pages	470 million
Daily paratographic search engine requests	80 million (25% of total search engine requests)
Daily paratographic assets	2.5 billion (8% of total assets)
Internet users who view porn	47.7%
Bandwidth unaccounted exposure to sexual material	34%
Average daily paratographic email size	4.5 per internet user
Monthly Paratographic downloads (free-to-use)	7.5 billion (15% of all downloads)
Daily On-line "chat paratography" requests	716,000
Weblogs offering legal chat paratography	700,000
Search subscriptions of youth made in viral rooms	50%
Youths who revealed sexual participation	7 out of 1000 from 2002 chat of 1 to 10
Monthwide visitors to paratographic web sites	77 million visitors to paratography Monthly
Internet Paratographic Sites	81.9 billion

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## The Past



Scientists from the RAND Corporation have created this model to illustrate how a "home computer" could look like in the year 2000. However the needed technology will not be economically feasible for the average home. Also the scientists readily admit that the computer will require not yet invented technology to actually work, but 30 years from now scientific progress is expected to solve these problems. With a simple interface and the Fortran language, the computer will be easy to use.

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## “Old” Tech Tools

### The Usual Suspects:

- Email
- Static Websites
- Forums/Blogs
- On-line News Sites



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## The Past

- We are reactive to social disorder issues
- Attitude of mistrust of technology by safety professionals
- More hindsight than foresight:
  - 1994 – Email has no place in the office
  - 1996 – Internet has no place in the office
  - 1998 – eCommerce is too dangerous
  - 2002 – IM is never going catch on
  - 2005 – Social Networking sites are just a fad
  - 2006 - Google maps will not be a usable tool or concern
  - 2008 – YouTube is just a passing fancy for kids



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## Join the Social Networking Revolution



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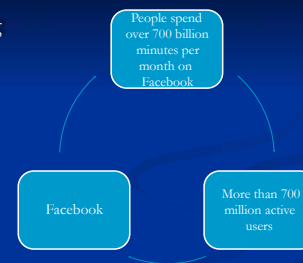


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## The NEW Technology Tools

### Social Networking Providers:

- Facebook
- Twitter
- MySpace
- Nexopia
- Plaxo
- Yahoo
- YouTube
- RSS Feeds



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## What is Community?

### A group of human beings that:

- have a common interest.
- common vision.
- work collaboratively towards a common goal or good.
- Has no physical or geographic borders

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Virtual communities all encourage interaction, sometimes focusing around a particular interest or just to communicate. Some virtual communities do both.

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## Communications by the thumb . . .

facebook	900,000,000 - Estimated Unique Monthly Visitors	tumblr.	110,000,000 - Estimated Unique Monthly Visitors
twitter	310,000,000 - Estimated Unique Monthly Visitors	Instagram	100,000,000 - Estimated Unique Monthly Visitors
LinkedIn	255,000,000 - Estimated Unique Monthly Visitors	VK	80,000,000 - Estimated Unique Monthly Visitors
Pinterest	250,000,000 - Estimated Unique Monthly Visitors	flickr	65,000,000 - Estimated Unique Monthly Visitors
Google+	120,000,000 - Estimated Unique Monthly Visitors	Vine	42,000,000 - Estimated Unique Monthly Visitors

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## Top 4 Social Networking Communities

- Facebook - Founded by Mark Zuckerberg, Facebook was designed as a social networking site for Harvard students. After spreading from Harvard through the university ranks and down into high school, Facebook was opened to the public in 2006.
- Twitter - the brainchild of a programmers who worked at the podcasting company Odeo Inc. in San Francisco. The founders are Jack Dorsey (@jack), Evan Williams (@Ev) and Biz Stone (@Biz). They were looking for a way to send text on their cellphones and a way to reinvent a dying company. On March 21, 2006, @jack sent the first tweet: "just setting up my twtr:." And thus a communications revolution was born, one renown for brevity and bad spelling.

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## Top 4 Continued . . .

- LinkedIn - In 2002 LinkedIn started out in the living room of co-founder Reid Hoffman and the site officially launched on May 5, 2003. It is one of the oldest mainstream social platforms, older than YouTube, Facebook and Twitter. In 2015 LinkedIn has topped 315 million users globally. The platform has grown steadily with the current rate at two new user accounts being created per second.
- Pinterest is a web and mobile application company, which operates an eponymous photo sharing website. It is funded by a small group of entrepreneurs and investors. Pinterest CEO Ben Silbermann summarized the company as a "catalog of ideas," rather than as a social network, that inspires users to "go out and do that thing." Currently have more than 100 million users.

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## But How Many Are There?

Adult FriendFinder	Passportstamp	Skrock	Jaku	OKCamp
Advogato	PerSpot	Sanico.com	Isao	Orbit
ANobit	Pingatr	Sandepia	Isao	OLTeverywhere
ASoftWorld	Pinax	Sporatic	Isao	Orbit
ASULI.Pink.us	Pinax	Stackam	Isao	Orbit
Audiomart	Pinax	Sudant.com	Isao	Orbit
Badoo	Pinax	Sudant.com	Isao	Orbit
Badoo	Pinax	Sudant.com	Isao	Orbit
Baba	Pinax	Sudant.com	Isao	Orbit
Baba	Pinax	Sudant.com	Isao	Orbit
Bin	Pinax	Sudant.com	Isao	Orbit
BlackPlanet	Pinax	Sudant.com	Isao	Orbit
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BroadStreet.com	Pinax	Sudant.com	Isao	Orbit
Buzznet	Pinax	Sudant.com	Isao	Orbit
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## But How Many Are There?

Adult FriendFinder	Passportstamp	Skrock	Jaku	OKCamp
Advogato	PerSpot	Sanico.com	Isao	Orbit
ANobit	Pingatr	Sandepia	Isao	OLTeverywhere
ASoftWorld	Pinax	Sporatic	Isao	Orbit
ASULI.Pink.us	Pinax	Stackam	Isao	Orbit
Audiomart	Pinax	Sudant.com	Isao	Orbit
Badoo	Pinax	Sudant.com	Isao	Orbit
Badoo	Pinax	Sudant.com	Isao	Orbit
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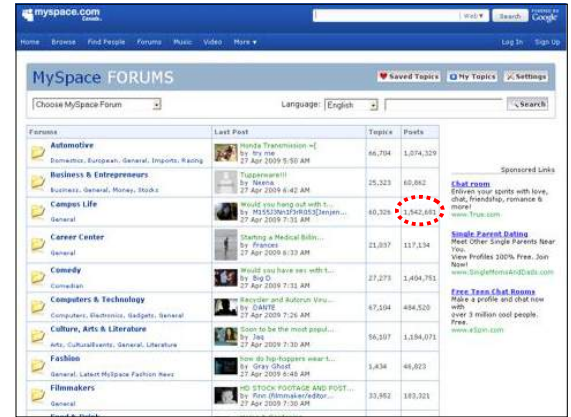
15 Sites have over 100 Million Users!



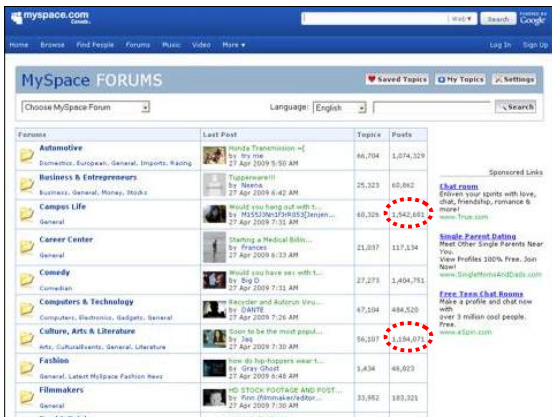
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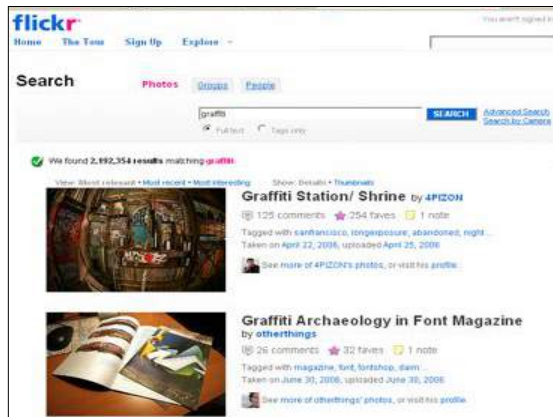
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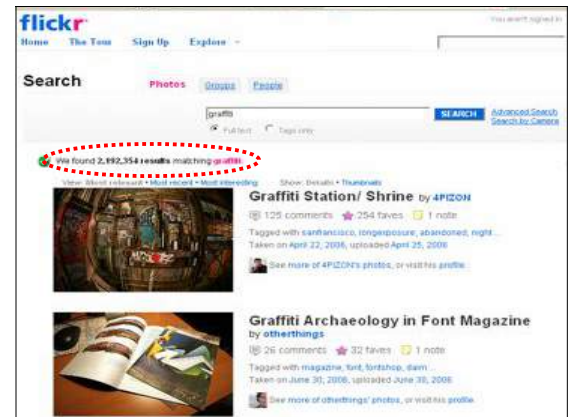
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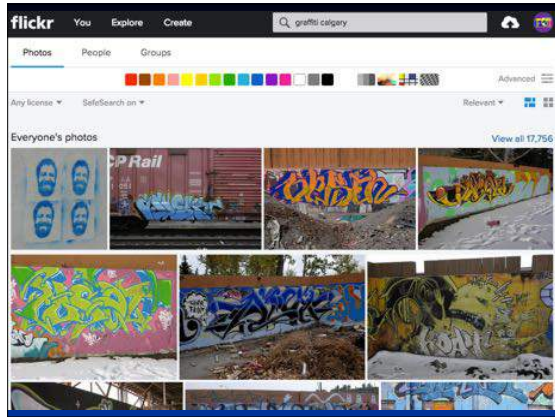
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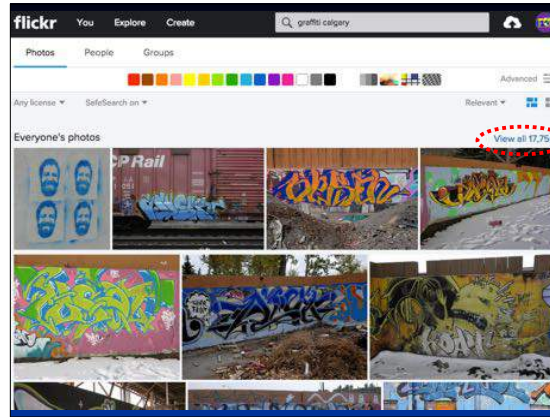
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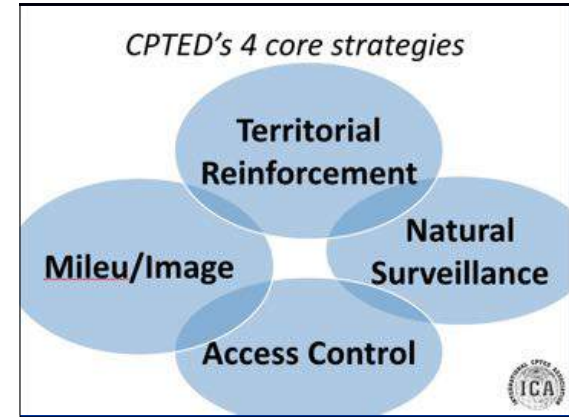
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## Second Generation CPTED

*The 4 C's* (Smith 1999)

- **Cohesion**
  - Strategies for interaction
- **Connectivity**
  - Links within/outside
- **Capacity**
  - Tipping point/crime thresholds
- **Culture**
  - Placemaking "culture"

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23-2




24-1



24-2

## What is Web 2.0?


Web 2.0 is the move toward a more social, collaborative, interactive and responsive web. It is a change in the philosophy of web companies and web developers, but more than that, Web 2.0 is a change in the philosophy of society as a whole.



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## What's In It For Me?

- Build/establish relationships utilizing another medium
- Find resources and services locally and quickly
- Capture, share and mobilize on creative ideas
- Encourage threaded discussions
- Break current cliché's within communities
- Improve collaboration
- Enrich community messages

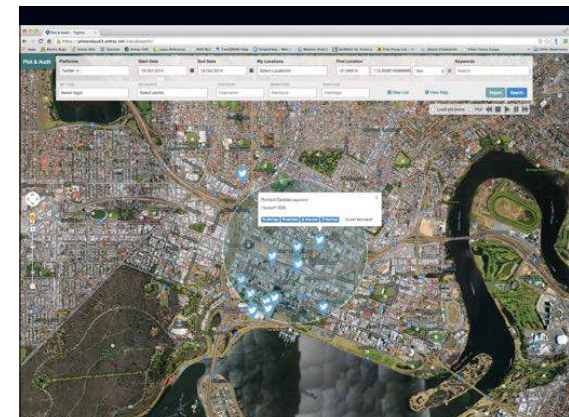


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## How To Find Your Crowd...



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## How Does This Help?



- Direct line “of speak” to community
- New communications strategies
- Blur the lines of “Community”
- Enhance “connection” to others
- War Gaming
- Build relationships outside the expected

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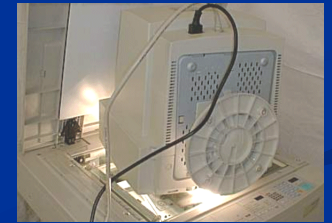
## Be Creative Use The Tools

- Community Information/BlockWatch Alerts & fan outs by IM/Twitter
- Direct feedback to agencies and services
- Community activities and invitations to ALL
- Community information updated in “Real Time”

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## Become a part of the “community”, Not an outsider!

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