CPTED in Bytes

The Blurring Lines of Community

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- 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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Why We Need To Pay Attention

4-1

Why We Need To Pay Attention

4-2

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	31,661,870	90.9 %	I.T.U.

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You Know You Wanted to Know

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You Know You Wanted to Know

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You Know You Wanted to Know

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You Know You Wanted to Know

6-4

The Past

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"Old" Tech Tools

The Usual Suspects:
- Email
- Static Websites
- Forums/Blogs
- On-line News Sites

I asked my dad where the children came from, he said people download them from the internet!

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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

10-1

Join the Social Networking Revolution

10-2

The NEW Technology Tools

Social Networking Providers:
- Facebook
- Twitter
- MySpace
- Nexopia
- Plaxo
- Yahoo
- YouTube
- RSS Feeds

People spend over 700 billion minutes per month on Facebook

Facebook

More than 700 million active users
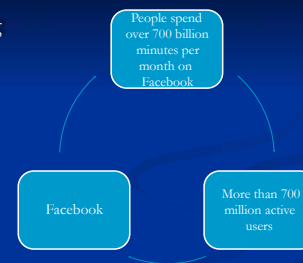
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What is Community?

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.

12-2

Communications by the thumb . . .

facebook	900,000,000 - Estimated Unique Monthly Visitors
(Twitter)	310,000,000 - Estimated Unique Monthly Visitors
LinkedIn	255,000,000 - Estimated Unique Monthly Visitors
Pinterest	250,000,000 - Estimated Unique Monthly Visitors
Google+	120,000,000 - Estimated Unique Monthly Visitors

tumblr.	110,000,000 - Estimated Unique Monthly Visitors
Instagram	100,000,000 - Estimated Unique Monthly Visitors
VK	80,000,000 - Estimated Unique Monthly Visitors
flickr	65,000,000 - 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 twttr." 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 then 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	Skyrock	Jaiku	OkCupid
Advogato	PerfSpot	Sonico.com	kaioo	Orkut
ANobii	Pingsta	Soundpedia	Last.fm	OUTeverywhere
aSmallWorld	Internetwork Experts	Sportsite	LibraryThing	Passado
ASI ITalking	Plaxo	Stickam	lifeknot	YouTube
Authorstream	Playahead	Student.com	LinkedIn	Zude
Badoo	Playboy U	StudiVZ	LiveJournal	Gossipreport.com
Balu	Plurk	Tagged.com	LoudFusion	Grono.net
Bebo	Pownce	Taltopia	LunarStorm	GuildCafe
Biip	ProfileHeaven	TravBuddy.com	MEETin	Habbo
BlackPlanet	RateItAll	Travellerspoint	Meetup.com	hi5
Broadcaster.com	Ravelry	tribe.net	MiGente.com	Hospitality Club
Buzznet	Invite-only	Trombi.com	Mixi	Hyves
CafeMom	Ryze	Tuenti.com	mobikade	imeem
Cake Financial	scispace.net	Twitter	MocoSpace	IRC-Galleria
Capazoo	Shelfari	Kontakte	MOGMultiply	itsmy
Care2Green	Facebook	Vampirefreaks	Muslim	JWIW
Classmates.com	Faceparty	WAYN	MyChurch	......
Cloob	Fetlife	WebBiographies	MyHeritage	
College Tonight	Flixster	Windows Live Spaces	MySpace	
Consumating	Flickr	Wis.dm	myYearbook	
CouchSurfing	Fotolog	Xanga	Nasza-klasa.pl	
Cyworld	Friends Reunited	XING	Nabuur	
DeviantART	Friendster	Xiaonei	Netlog	
DontStayIn	Frühstückstreff	Yahoo! 360°	Nettby	
Elftown	Gaia Online/Nume	Yahoo! Mash	Nexopia	
Eons.com	Geni.com	Yelp, Inc.	Ning	
Experience Project	Goodreads	Youmeo	Odnoklassniki.ru	

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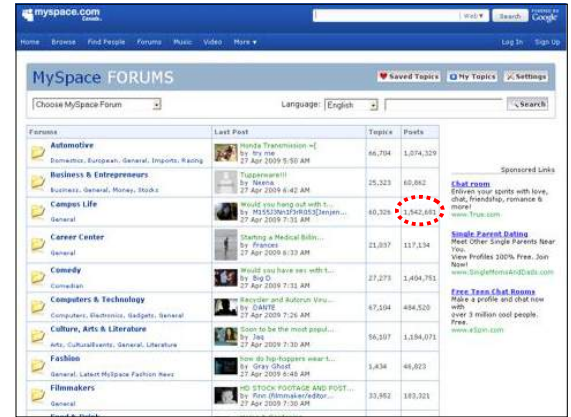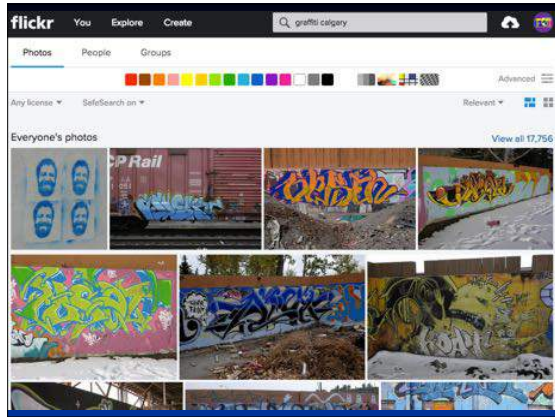|				
Adult FriendFinder	Passportstamp	Skyrock	Jaiku	OkCupid
Advogato	PerfSpot	Sonico.com	kaioo	Orkut
ANobii	Pingsta	Soundpedia	Last.fm	OUTeverywhere
aSmallWorld	Internetwork Experts			Passado
ASI ITalking				YouTube
Authorstream				
Badoo				
Balu				
Bebo				
Biip				
BlackPlanet				
Broadcaster.com				
Buzznet				
CafeMom				
Cake Financial				
Capazoo				
Care2Green				
Classmates.com				
Cloob				
College Tonight				
Consumating				
CouchSurfing				
Cyworld			Netlog	
DeviantART	Friends		Nettby	
DontStayIn	Frühstückstreff		Nexopia	
Elftown	Gaia Online/Nume	Yelp, Inc.	Ning	
Eons.com	Geni.com	Youmeo	Odnoklassniki.ru	
Experience Project	Goodreads			

15 Sites have over 100 Million Users!
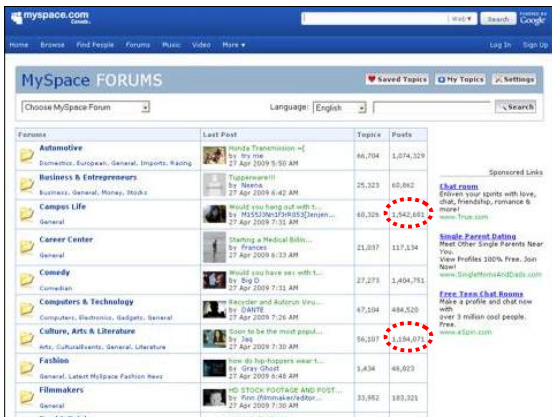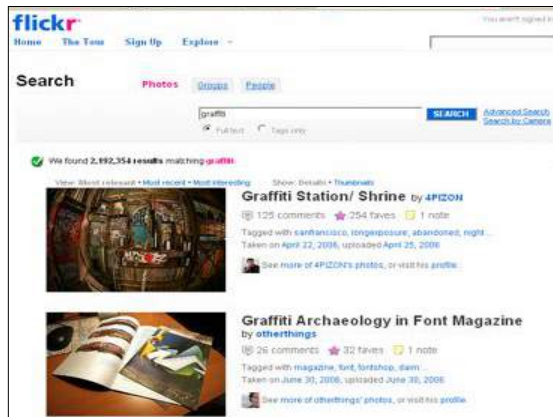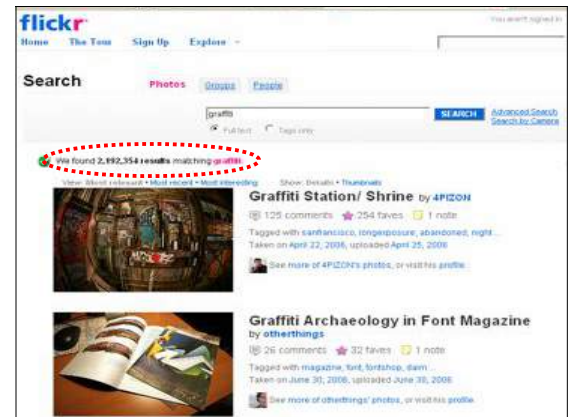
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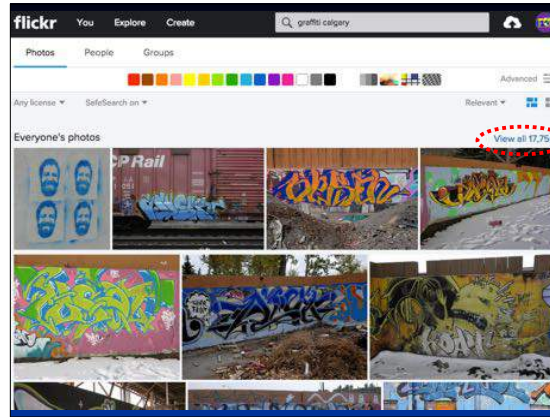
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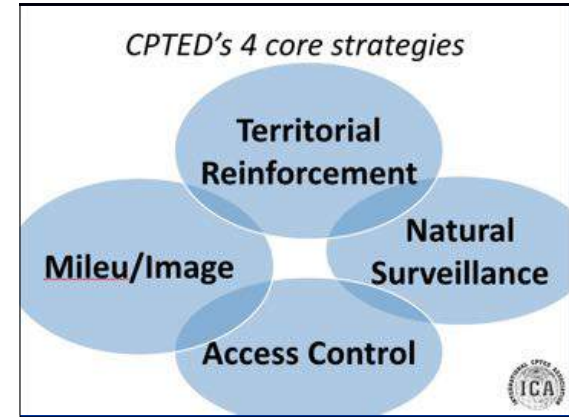
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3,856,666

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
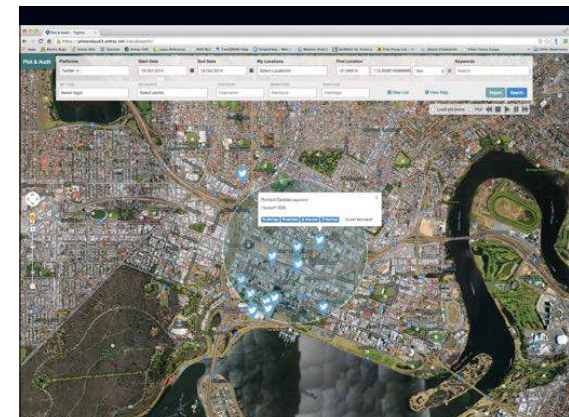- Enrich community messages

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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
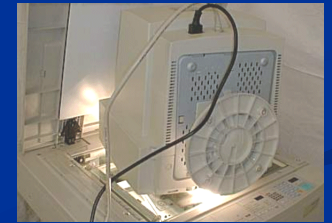- Build relationships outside the expected

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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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