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## **CPTED** in Bytes

The Blurring Lines of Community



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Barry Davidso

## 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!)

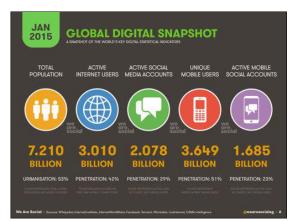
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#### **Today's Task**

- Broaden our perspective of the effectiveness of technology in community engagement & crime prevention.
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#### "Identify the future that has already happened" Peter Drucker

2-2



# Why We Need To Pay Attention Internet Users in the World Distribution by World Regions - 2015 Q2

Source: Internet World Stats - www.internetworldstats.com/stats.htm Basis: 3,270,439,584 Internet users on June 30, 2015 Copyright @ 2015, Miniwatts Marketing Group

4-1

#### 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, 2000	Internet Users Latest Data	Penetration (% Population)	Users % of Table	Growth 2000-2015	
Africa	1,158,355,663	4,514,400	313,257,074	27.0 %	9.6 %	6,839.1%	
Asia	4,032,466,882	114,304,000	1,563,208,143	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	296,137,235	3,284,800	115,823,882	49.0 %	3.5 %	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	18,058,919	333,115,908	53.9 %	10.2 %	1,743.6%	
Oceania / Australia	37,157,120	7,820,480	27,100,334	72.9 %	0.8 %	255.6%	
WORLD TOTAL	7,260,621,118	360,985,492	3,270,490,584	45.0 %	100.0 %	806.0%	

#### Your Corner of The World

#### Canada Internet Usage and Population Growth: YEAR 2000 uletion Users. Source % Penet. 31,496,800 12,700,000 40.3 % ITU 2003 32,050,369 20,450,000 63.8 % C.I.Aimanac C I.Almanac 2005 32,440,970 21,900,000 67.5 % 2008 LT.U. 33,212,696 28,000,000 84.3 % 2012 34,300,083 83.0 % I.T.U. 28,469,069 2013 34,834,841 31,661,870 90.9 % LT.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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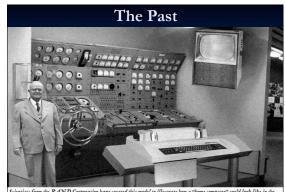
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## You Know You Wanted to Know

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#### "Old" Tech Tools

#### The Usual Suspects:

- Email
- Static Websites

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- Forums/Blogs
- On-line News Sites



YOU

### 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

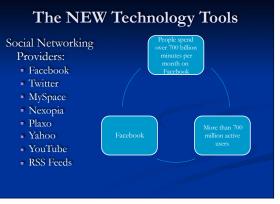


10-1



## Join the Social Networking Revolution

8



## 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 . . .



13

#### 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 Odco 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 cofounder 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.

# But How Many Are There?

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Authorstream	Playahead	Student.com	LinkedIn	Zude
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Bahu	Plurk	Tagged.com	LoudFusion	Grono.net
Bebo	Pownee	Taltopia	LunarStorm	GuildCafe
Biin	ProfileHeaven	TrayBuddy.com	MEETID	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	Muxlim	iWiW
Classmates.com	Faceparty	WAYN	MyChurch	
Cloob	Fetlife	WebBiographies	MyHeritage	
College Tonight	Elixster	Windows Live Spaces	MySpace	
Consumating	Flickr	Wis.dm	myYearbook	
CouchSurfing	Fotolog	Xanga	Nasza-klasa.pl	
Cyworld	Friends Reunited	XING	Nabuur	
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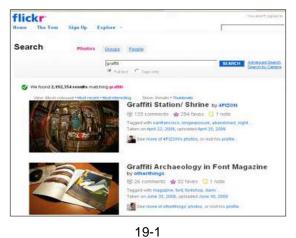
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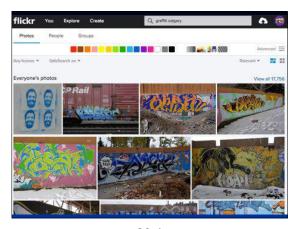
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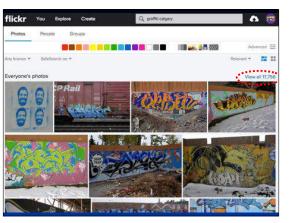
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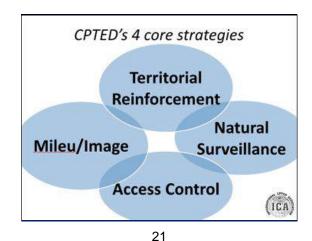




18-3







20-1



facebook Home Profile

A Save Safety Town!!



## Second Generation CPTED

#### The 4 C's (Series 1999)

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



The Wall

22



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







## 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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