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!)

"Identify the future that has already happened"
-Peter Drucker

Why We Need To Pay Attention

Trends in Global Internet Usage and Population Statistics

<table>
<thead>
<tr>
<th>Region</th>
<th>Internet Users (Millions)</th>
<th>Population (Millions)</th>
<th>Internet渗透率 (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asia</td>
<td>4,922,463,069</td>
<td>6,912,521,059</td>
<td>71.1%</td>
</tr>
<tr>
<td>Europe</td>
<td>82,132,354</td>
<td>729,380,310</td>
<td>11.2%</td>
</tr>
<tr>
<td>North America</td>
<td>188,127,220</td>
<td>329,385,396</td>
<td>57.1%</td>
</tr>
<tr>
<td>Latin America/Caribbean</td>
<td>417,076,150</td>
<td>629,385,396</td>
<td>66.2%</td>
</tr>
<tr>
<td>Oceania</td>
<td>27,153,123</td>
<td>329,385,396</td>
<td>82.8%</td>
</tr>
<tr>
<td>World</td>
<td>3,865,367,919</td>
<td>7,680,637,397</td>
<td>51.4%</td>
</tr>
</tbody>
</table>
“Old” Tech Tools

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

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

Join the Social Networking Revolution

The NEW Technology Tools
Social Networking Providers:
- Facebook
- Twitter
- MySpace
- Nexopia
- Plaxo
- Yahoo
- YouTube
- RSS Feeds

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.

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 “try out and do that thing.” Currently have more than 100 million users.

Communications by the thumb . . .

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.

But How Many Are There?

15 Sites have over 100 Million Users!
Nexopia
The “neighborhood” on the wrong side of the tracks!
Second Generation CPTED

The 4 Cs
- Cohesion
  - Strategies for interaction
- Connectivity
  - Links within/outside
- Capacity
  - Tipping point/crime thresholds
- Culture
  - Placemaking “culture”

CPTED’s 4 core strategies
- Territorial Reinforcement
- Mileu/Image
- Natural Surveillance
- Access Control

Members

5724
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.

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 To Find Your Crowd...
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

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”

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

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