

3 Explosieve cocktails in de digitale revolutie

Dr. Geleyn Meijer

Symposium Nederlandse Public Health Federatie en Gezond NL, juni 2013

BIG DATA

CONNECTIVITY

EMBEDDED SENSING

PHYSICAL, MENTAL AND SOCIAL WELL BEING

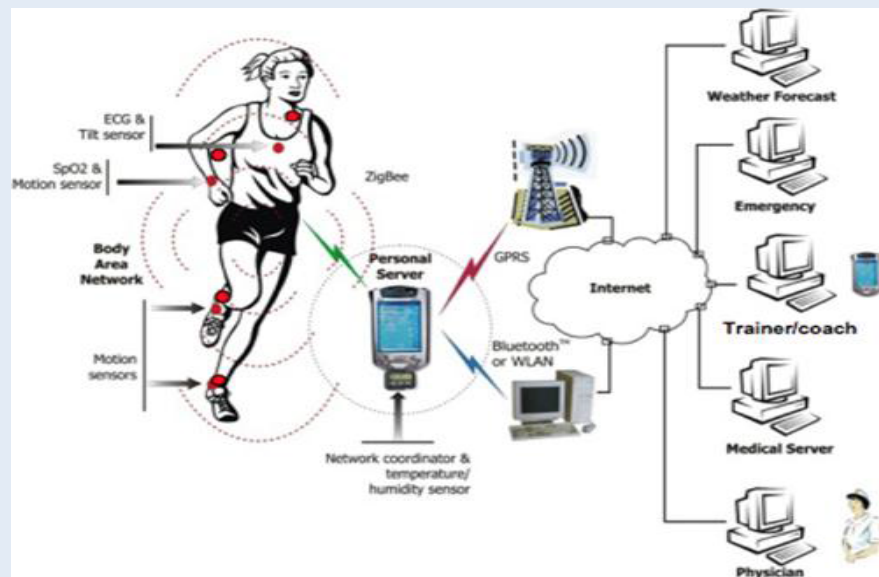
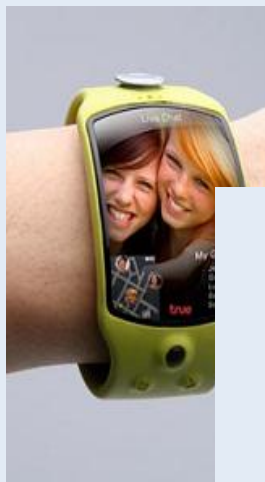
Scope: monitoring sensor-data for wellness.

ICT – challenge: mixed data computation on mobiles

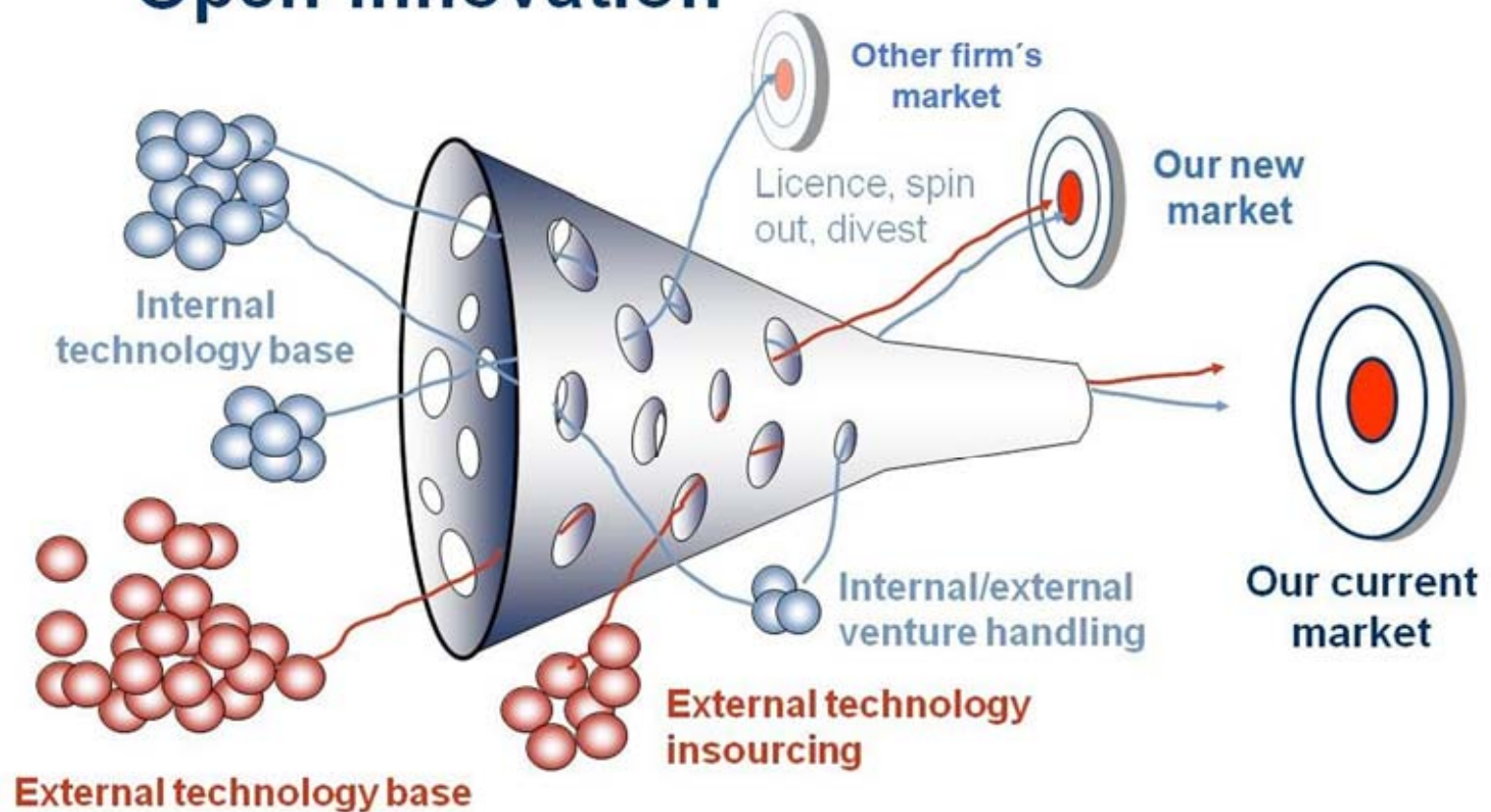
Result: physical & mental coaching for wellness.

Partners: Infosys, Sense,

UTwente, VU/Human motion, VU/Computing, HvA



Open innovation



The Rise of the User

User as Research-Object

- Observation and Surveying
- Prototype Development
- Testing (Usability, Feasibility, Market Testing)
- Piloting



User as Innovator

- Interactive User Feed-back
- Incremental User Innovation Ideas
- User Idea Generation
- User Community innovation
- Services by Definition "Co-creation"

Industry R&D Led

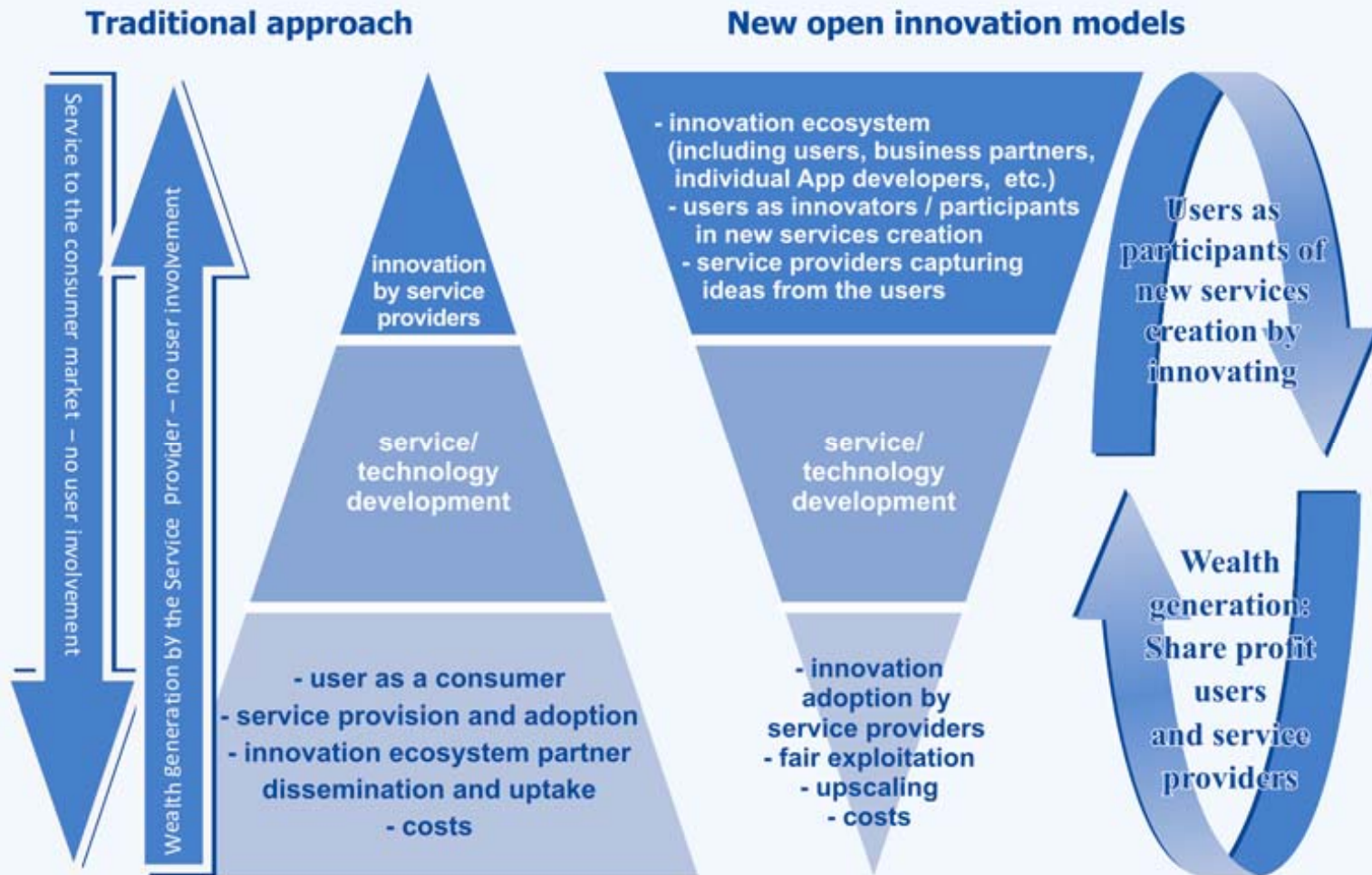


User/User Community Led

Consumers

Contributors

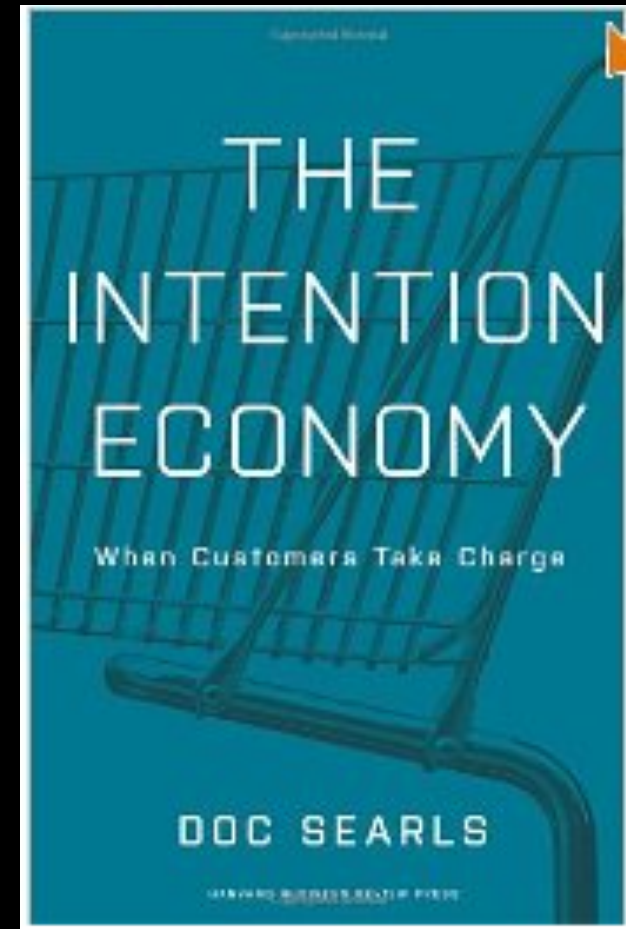
Innovators



Doc Searls: The intention Economy

While marketers look for more ways to get personal with customers, including new tricks with “big data,” customers are about to get personal in their own ways, with their own tools. Soon consumers will be able to:

- Control the flow and use of personal data
- Build their own loyalty programs
- Dictate their own terms of service
- Tell whole markets what they want, how they want it, where and when they should be able to get it, and how much it should cost





apps for amsterdam

Doe mee

Thema's



veiligheid



mobiliteit



leegstand



energie



toerisme/cult



democratie

Over Apps for Amsterdam

Apps for Amsterdam is een initiatief om zoveel mogelijk data van de Gemeente Amsterdam toegankelijk te maken voor iedereen. Dit hebben we gedaan door in gesprek te gaan met developers, studenten en ambtenaren. We roepen hen op data vrij te geven en te vertalen naar succesvolle applicaties voor bijvoorbeeld smartphones, web of Facebook. Om de ontsluiting en gebruik van Open Data te stimuleren en de mogelijkheden van op Open Data gebaseerde toepassingen te demonstreren is de Apps for Amsterdam Contest in het leven geroepen. Een stevige, publieke impuls om de omgang met Open Data een vaste waarde te maken van ontwikkelaars, beleidsmakers en burgers. Deelnemers dingen mee naar prijzen waarmee zij hun toepassingen kunnen doorontwikkelen en geschikt maken voor een breed publiek. De eerste Apps for Amsterdam contest werd gemodelleerd naar Washington's Apps for Democracy.



apps for amsterdam

Doe mee

Thema's



veiligheid



mobiliteit



leegstand



energie



toerisme/cul



democratie

Apps online en beoordeeld door testpanel

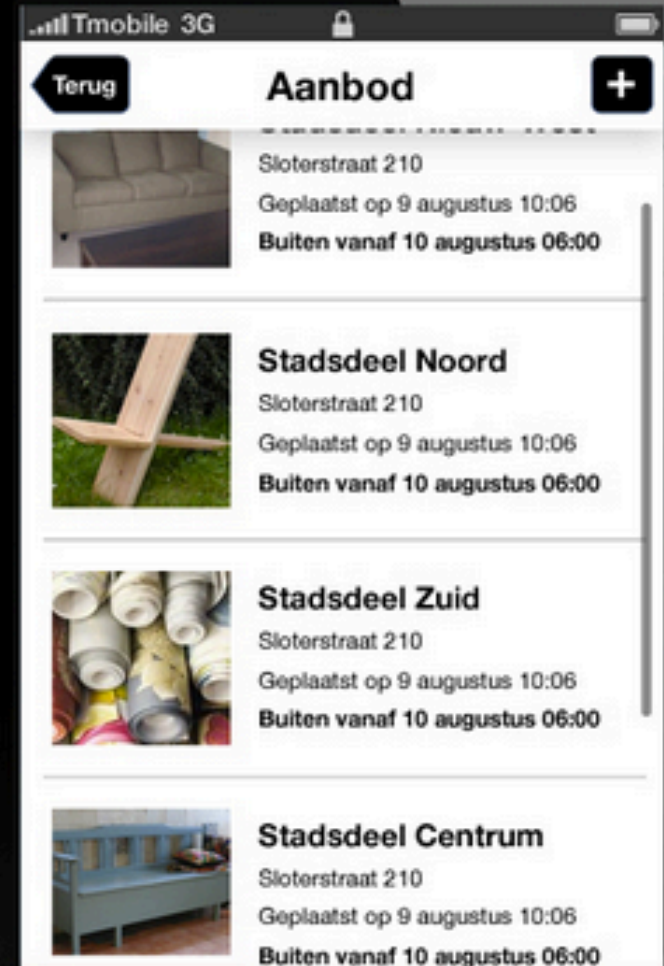
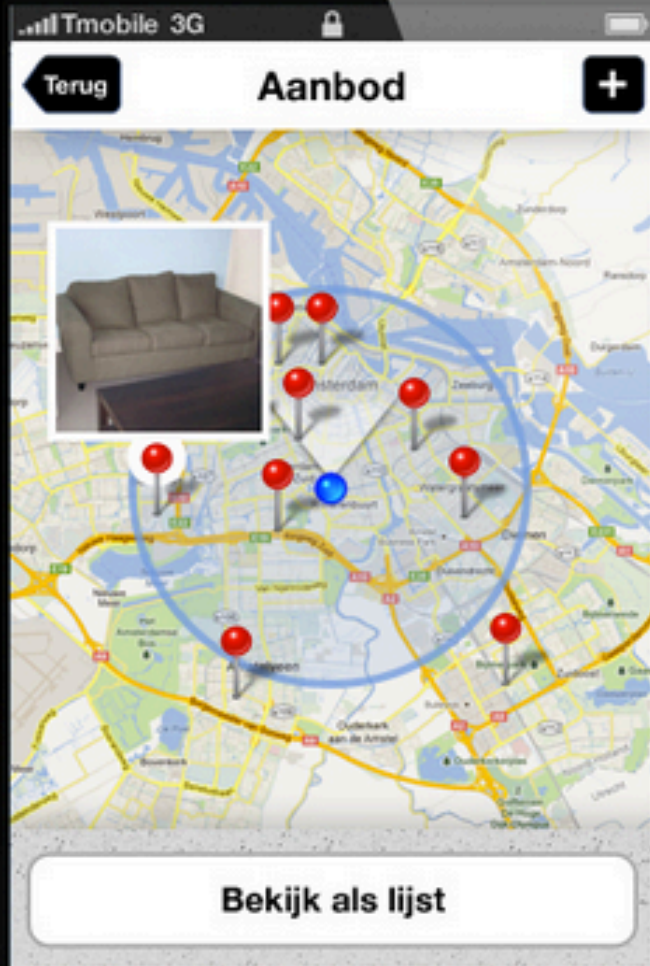
2012/10/30 | *Apps For Amsterdam*

Benieuwd welke applicaties zijn ingezonden door developers voor de wedstrijd Apps for Amsterdam? Ze staan nu op de website, zodat iedereen ze kan bekijken. Afgelopen vrijdag werden de apps alvast onder de loep genomen door een speciaal Publieksprijs-testpanel.

[lees meer](#)

Blijf op de hoogte

Praat mee over de data



Greater Good: science of a meaningful life

- Dacher Keltner – onderzoeks de grenzen van Homo Economicus en kijkt naar wat neuroeconomists zoals Paul Zak hiervan vinden

In Brief

Kindness Makes You Happy... and Happiness Makes You Kind

By [Alex Dixon](#) | September 6, 2011 | [3 comments](#)

New research suggests that once you start doing nice things for other people, you might not want to stop.

Wouldn't it be great if you could walk into a store and buy lifelong happiness? The idea's not as fanciful as it sounds—as long as whatever you buy is meant for someone else.

Two recent studies suggest that giving to others makes us happy, even happier than spending on ourselves. What's more, our kindness might create a virtuous cycle that promotes lasting happiness and altruism.



TEXT



COMMENT



SHARE



EMAIL



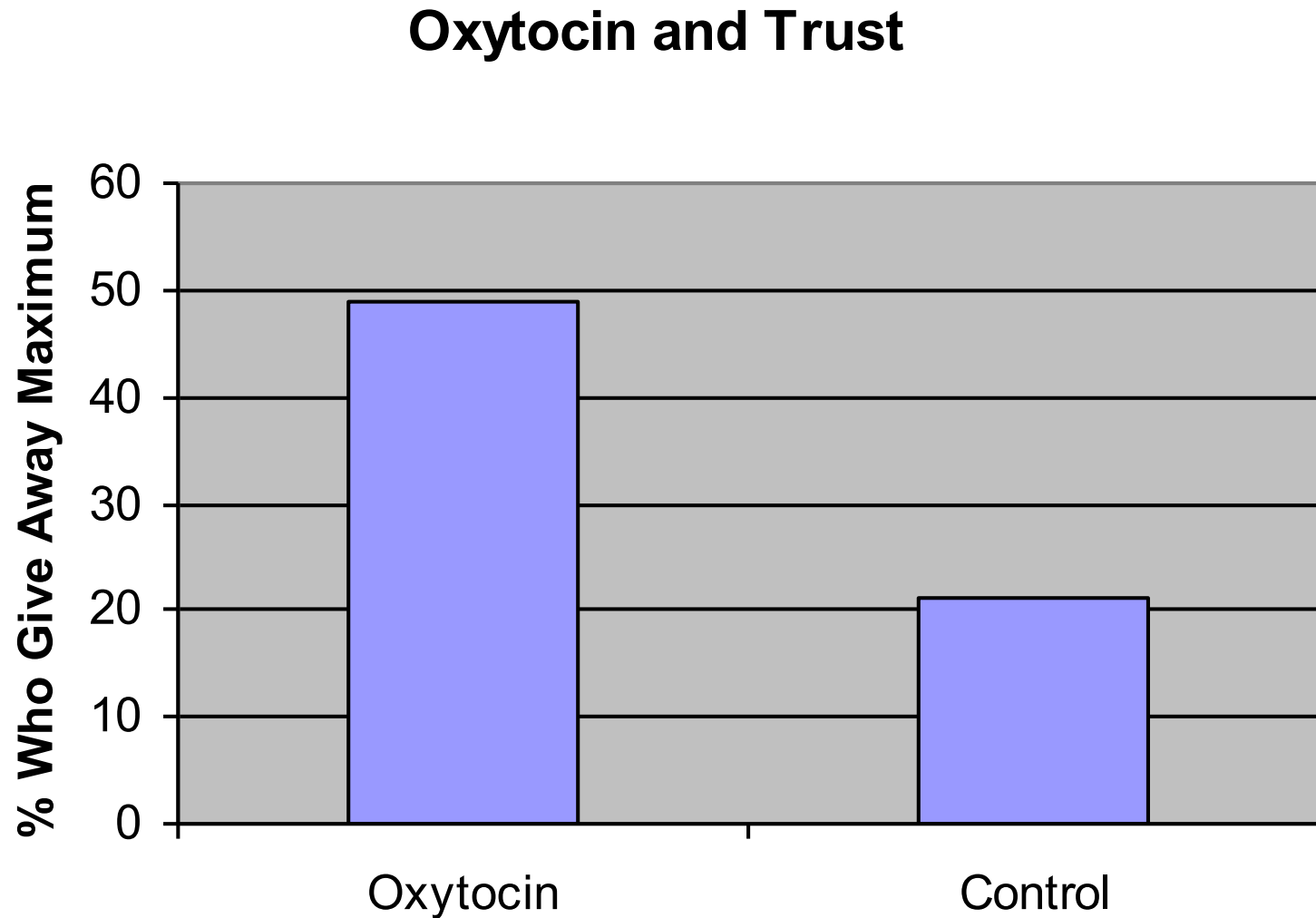
PRINT



Vind ik leuk

395

Oxytocin and Trust



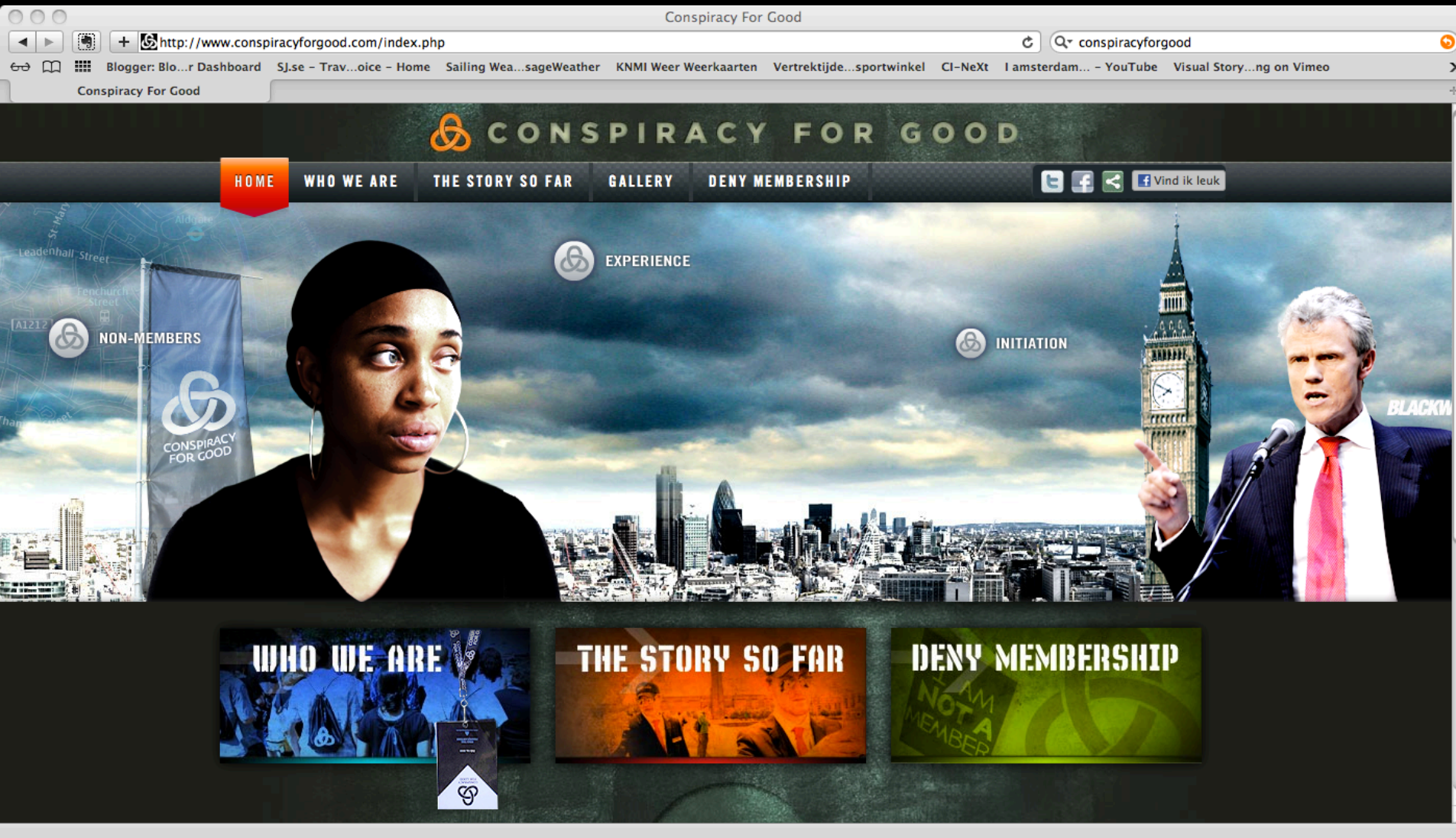
GAMING

- Credits
- Levels
- Queste
- Neutrale karakters
- Eigen story-telling

Social Benefit Storytelling

- Conspiracy For Good is a fictional organisation that is part of an "augmented reality drama" game developed by Heroes creator Tim Kring, funded and technologically-enabled by Nokia and realised by The company P, and over 100 people in production teams in five different countries
- In 2010, London witnessed the launch of the Conspiracy For Good, a radical new form of entertainment called "Social Benefit Storytelling," which allowed for people to participate inside a fictional story... to do real good in the real world.
- The pilot spanned the globe and culminated with 4 weeks of live events and gameplay in London streets.
- As a result, the Conspiracy For Good succeeded in building/stocking 5 libraries in Africa, funding 50 scholarships for schoolgirls and generating over 10,000 books for the Zambian libraries through WeGiveBooks.org. [2]
- On February 22, 2011 the Conspiracy For Good was nominated for an International Digital Emmy® Award.

Social Benefit Storytelling

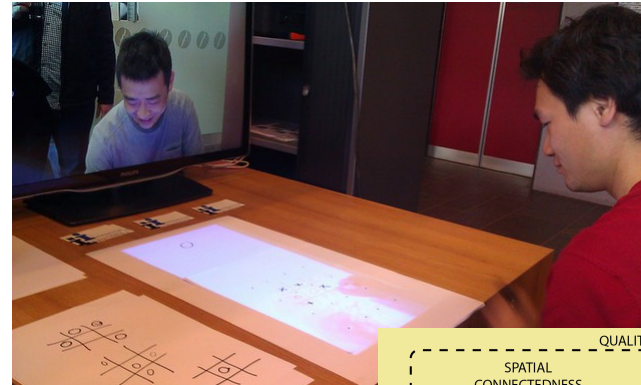


http://www.youtube.com/watch?v=wN590e-fopc&feature=player_embedded



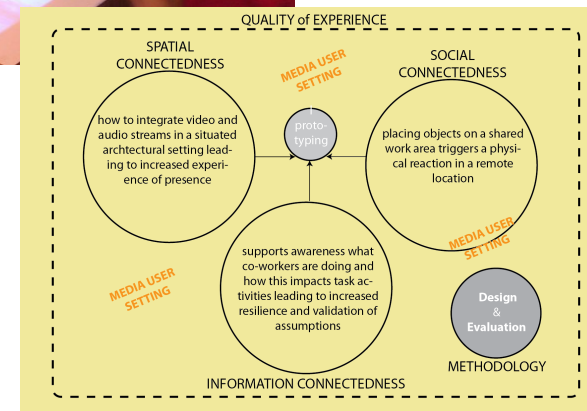
Doelstellingen

- Verhogen overlevingskansen (75% → 90%) door centralisatie van kennis en ervaring uit diverse academische ziekenhuizen
- Reduceren late-effects
- Kind centraal ipv ziekte



COMPEIT (EU onderzoek)

- Mediated Workspaces voor samenwerken op afstand
- Connectedness vanuit spatieel, sociaal & informatie perspectief







CNN

CNN



0:10 / 2:31



Design your own prosthetic

<http://www.youtube.com/watch?v=9pMjY7AmdBE>



[What you can do at Fablab Amsterdam](#) ▼[projects](#) ►[equipment](#) ►

equipment

Fablab Amsterdam provides extensive facilities which can be used for a variety of applications. We have a wide range of electronics and manufacturing equipment as well as hand tools, design space, and materials on stock. Below are the links to the main machines and their specifications, as well as the software we use to run them. You can also find a set of rooms available for rent for various functions. All equipment is available for individual and commercial use: Individuals can use the equipment during open lab days (Tuesdays & Thursday), but they must document their work and share their knowledge! For commercial use of equipment and space, there is a charge per hour to reserve exclusive time on the equipment, see [costs page](#) for rates.

To get the most of your time in the Fablab Amsterdam, download this [handy guide](#) to get you prepared for our machines and software!

To see which machines have reservations, please check our [machine reservations calendar](#).

Laser cutter

[make reservation](#)

Small Milling Machine

[make reservation](#)

Vinyl Cutter

[make reservation](#)

Embroidery Machine

[make reservation](#)

Big Milling Machine

[make reservation](#)

Made by Me

TechShop: Paradise for Tinkers



WRAP-UP

- Explosieve cocktail 1:
Big data en Apps
- Explosieve cocktail 2:
Geven en Gaming
- Explosieve cocktail 3:
Lokaal Ontwerpen én Maken