

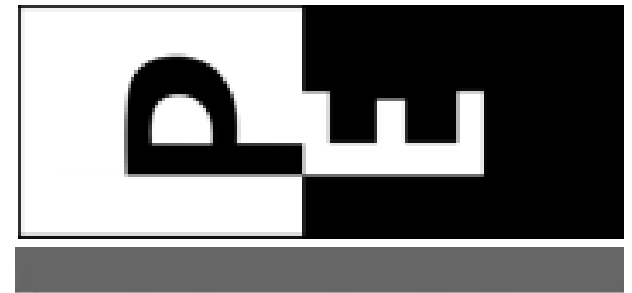
Cittadini TRASPARENTI?

INFORMAZIONE e Internet delle Cose

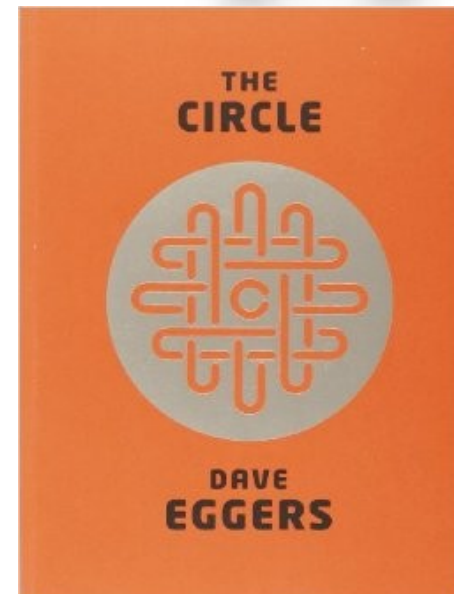
Roma, 3 luglio 2015



Diritto di cronaca e privacy:
può succedere che il rapporto
si annulli al punto che la
privacy sia considerata un
furto, come nel romanzo “**The
circle**”, nel senso che esiste
una sorta di nuovo diritto a
conoscere tutto di tutti?



XVI



14

50 miliardi di device nel 2020

(Cisco Connections Counter)



Connections Counter

As of today, **June 29, 2015**, there are:

16,230,140,490

People, processes, data and things connected to the Internet.

By 2020, the Internet of Everything has the potential to connect 50 billion.

[Learn More](#)



Crescita esponenziale con la diffusione del **WEARABLE**

Un mondo di **CITTADINI TRASPARENTI**

Che **FUTURO** per l'informazione?



Sarah O'Connor, la prima giornalista a diventare
TRASPARENTE (per un tempo limitato)

2015

Sarah O'Connor retweeted
Financial Times @FT · May 21
 Reporter @sarahocconnor_ spends a week wearing tracking devices to see if they have benefits on.ft.com/1FqxiwE



Cosa succede quando i wearable sono usati per **tracciare** i lavoratori?

Sarah O'Connor retweeted
Robin Kwong @RobinKwong · Jun 9
 UNLEASH THE GUINEA PIGS! @FT #wearables at work piece by @sarahocconnor_ is now free to read ft.com/wearables





GENEACTIV

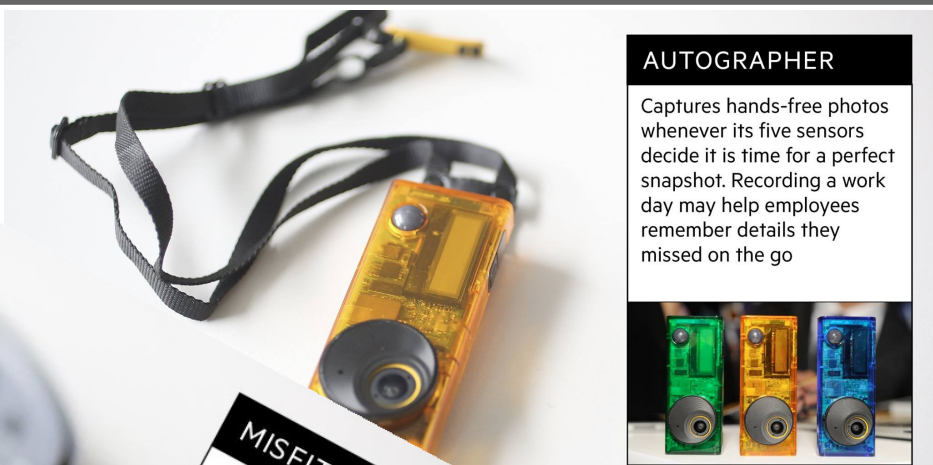
Monitors behaviour, physical activity and sleeping patterns. Combined with a big database of user patterns, it can become a powerful behavioural profiler




LUMO

Posture-corrector worn around the lower back. Back, neck and muscle problems cost the UK economy almost 31m days of work in 2013





AUTOGRAPHER

Captures hands-free photos whenever its five sensors decide it is time for a perfect snapshot. Recording a work day may help employees remember details they missed on the go




MISFIT FLASH

Measures steps taken, calories burned and hours of sleep. Employers may think fitter, well-rested staff are more productive - and




MUSE

Brainwave sensor tracks focus and can help you calm your mind. With mindfulness on the rise in the workplace - this is surely better than yoga.




Immagini tratte da Wearable@work

Weareable device per raccontare una (nostra) storia

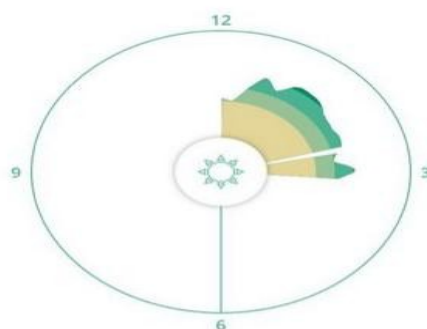
Sarah O'Connor 
@sarahooconnor_

According to my [@Moodmetric](#) ring, I've only been relaxed for 14 minutes of the last 3 hours...

[Visualizza traduzione](#)

 Segui

vodafone UK 4G 15:21 62%
22 May



MM LEVEL **54**
average
TOTAL TIME **02:57**
hours
RELAXED **14**
min

Day

Month

Wearables at Work
May 19 ·  

Something tells me this party is going to mess up my data tomorrow...



Like · Comment · Share

Wearables at Work shared a post.
May 19 ·  

Adding another wearable into the mix today, a Microsoft Band. The FT's deputy managing editor has offered to creep up behind me and shout "YOU'RE FIRED" to check if the heartrate monitor is working...



Emozioni tracciabili

Sotto controllo: cambia il modo in cui ti vedi o ti vede il tuo capo?

"I thought this might give me a chance to find out more about how it actually feels to be an employee wearing all this stuff and whether or not it changes the way you feel about your job, your boss or yourself"

Sarah O'Connor, intervistata da
Journalism.co.uk

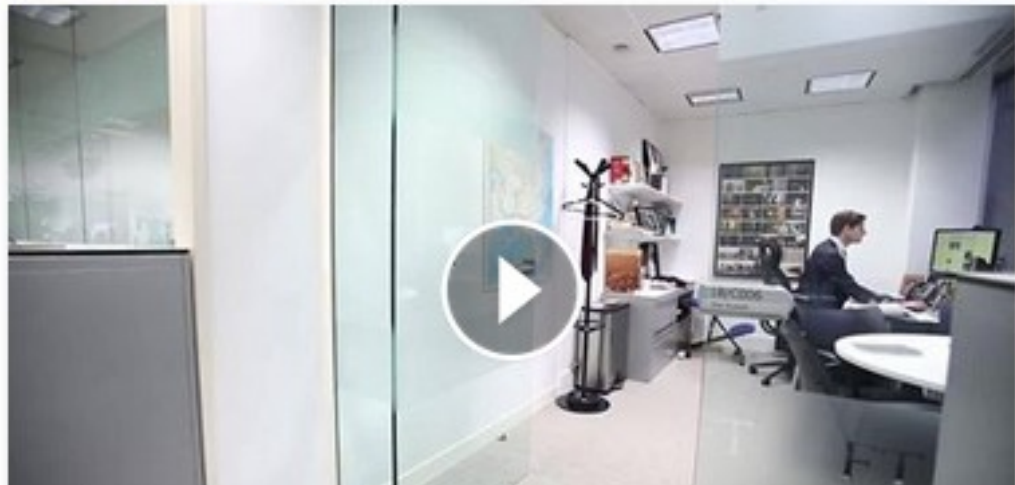


Wearables at Work

29 maggio alle ore 19.31 · 🌐

It's the end of our week-long experiment with wearable technology in the workplace and I won't be sorry to unshackle myself from all my gadgets. Today I showed all the data they've generated to my boss Alec Russell, the FT's news editor (my heartrate monitor confirms that this was a pretty stressful experience.) So what did he make of it all? Would managers like him really find it useful to have this kind of insight into their workers?

[Visualizza traduzione](#)



“Day Three of our wearable technology experiment.

Today we're looking at the potential pitfalls of using it as a management tool.

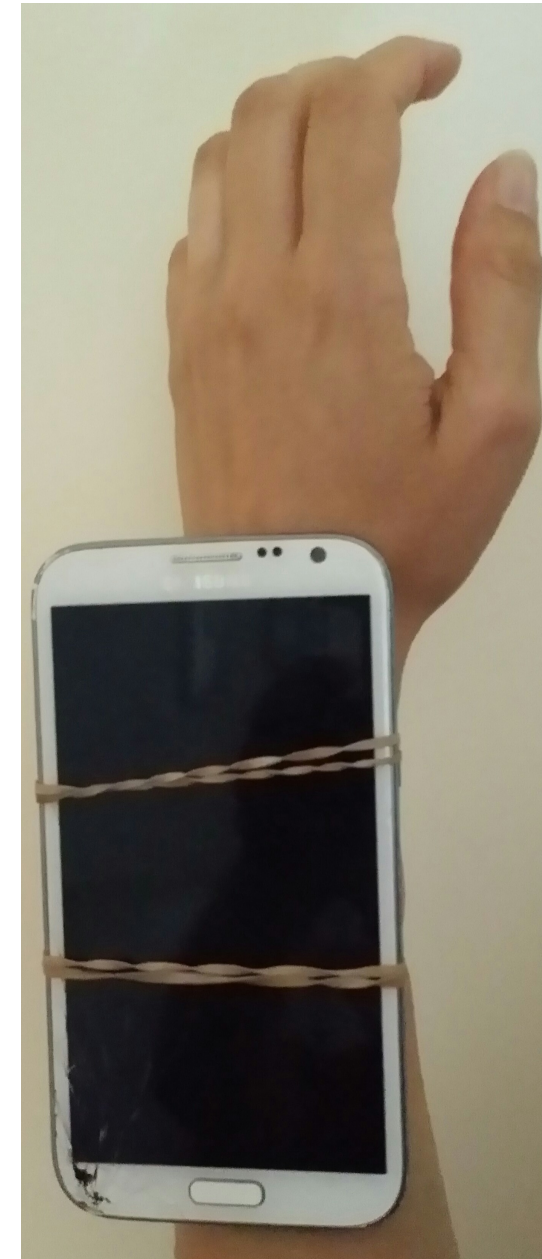
What about **privacy** and **data protection**? How easy is it to **cheat**?

And what if the technology goes wrong (as my sleep monitor did last night)...

does the manager believe the human, or the machine?”

*“Just had a coffee with Johann Huber, the founder of start-up SOMA Analytics, who emailed me to make the (very good) point that I was neglecting “the mother of all wearables” - the **smartphone** itself. SOMA uses only the **sensors** in our smartphones to **measure stress** in the workplace”.*

(Sarah O'Connor)



INDUSTRY UPDATES FOR HR PROFESSIONALS

Your email address

SUBSCRIBE



HOW IT WORKS ▾

PROOF IT WORKS ▾

GETTING INVOLVED ▾

ABOUT US ▾



+41 (0) 44 723 10 70



LOGIN

BUSINESS

ENQUIRE

GCC 2015
NEXT CHALLENGE
STARTS SEPT 9

Are you responsible for employee health and performance?

[REGISTER NOW](#)

[ENQUIRE NOW](#)

✕ Hide

CREATE A CULTURE OF HEALTH FROM THE GROUND UP

RESOURCES



Richard van Woerden I've just signed up for the Global Corporate Challenge which starts tomorrow - we're supposed to record our steps (and other exercise), sleep and diet via a website. I've already linked my FitBit to it. Not sure how much access work has to the data - perhaps just the aggregated figures from all employees/divisions? (But I'll go and read the Ts & Cs now!).
[Visualizza traduzione](#)

Mi piace · Rispondi · 1 · 26 maggio alle ore 14.28



Wearables at Work Interesting - we'll be wearable-cyborgs together then!

*...Voleva che il ciclismo lo praticassero
tragicamente tutti i suoi dipendenti*

“Il ciclismo è uno sport sano e alla portata di tutti, contro la vecchiaia e le malattie, ma soprattutto **conferisce grande lucidità ed efficienza sul lavoro**... mi fanno **pena e schifo** gli impiegati che vengono in ufficio in macchina e che la sera corrono a rinchiudersi in quelle scatole di sardine invece di farsi una bella sgambata fuori città”

Visconte Cobram in “Fantozzi contro tutti”
(Neri Parenti - Paolo Villaggio, 1980)



I sensori su wearable hanno una precisa **consapevolezza** della vita degli utenti. Si può **personalizzare** ogni notizia...

Una volta le notizie si leggevano, oggi siamo noi a essere letti dalle notizie...

Introducing ABC News on the Apple Watch

Apr 24, 2015, 6:44 AM ET

By ABC News



<http://www.niemanlab.org/2015/03/the-next-stage-in-the-battle-for-our-attention-our-wrists/>



Una sfida per il futuro:
consentire di leggere le
notizie passando senza
frizione da una
periferica all'altra



<https://www.flickr.com/photos/designmilk/>

“Think **journalism first**,
technology second.

I will use all these tools
as a means to share my
stories of the community
around me”.

Robert Hernandez



Robert Hernandez @webjournalist · Jun 17

These emerging technologies are to
advance journalism not replace it.
Journalistic ethics + storytelling still apply.
[#GENSummit](#)

RETWEETS

11

FAVORITES

8



6:31 PM - 17 Jun 2015 · Details



XVII

2015



Cittadini TRASPARENTI? INFORMAZIONE e Internet delle COSE

Manuela Vacca, giornalista
mvacca.stampa@gmail.com
[@manuelavacca](https://twitter.com/manuelavacca)