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The objective of this key note speech paper is to analyse the potential of social computing for cultural diversity. In this information age, social computing over the past decades have radically transformed individuals’ every day lives all over the world.
Member states of the Commission of the European Communities (CEC) have recognized the risk of poverty and social exclusion. They have agreed to focus on social inclusion strategies so that those at risk will “gain the opportunities and resources necessary to participate fully in economic, social and especially cultural life and to enjoy a Standard of living and well-being that is considered normal in the society in which they live” (CEC 2003).
In 2006 the Riga Declaration, social computing was priority to support social inclusion by improving the possibilities for economic and social participation.
WHAT IS SOCIAL COMPUTING?

- Social computing, not just media, is collaboration or social networking, it’s a new fundamental for information society.

- Social computing refers to the intersection of social behavior and computational systems.

- Social computing is often defined as modeling complex human interactions that are expressed on a variety of social media.
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CULTURAL DIVERSITY IS A KEY EUROPEAN ATTRIBUTE

Social computing is turning diversity into opportunity and preventing it from being an obstacle for cooperation, peaceful living and overall socio-economic development is a major challenge for Europe.
WHAT IS DIVERSITY

Diversity is individual differences (personality, learning styles, and life experiences etc.) and group/social differences (race/ethnicity, class, gender, sexual orientation, country of origin, and ability as well as cultural, political, religious, or other affiliations) that can be engaged in the service of learning and working together.
Built Bridges and Breaking Barriers...
Social computing could act as an enabler for social inclusion in many ways.
‘an intermediary tool for social and collaborative communication, which facilitates social networking and multimedia interaction amongst individuals, beyond institutional intervention on a scale as never imagined’.
Communication + Photo & Video

High usability

Multi-language platforms

Higher motivations + lower barriers to online participation

Positive effect on digital inclusion, social inclusion and cultural diversity
THE POTENTIAL OF SOCIAL COMPUTING FOR CULTURAL DIVERSITY

Social computing potential for IEM inclusion

- Sustains attachment
- Enables employment opportunities
- A leverage social participation and civic engagement
KEY FEATURES OF SOCIAL COMPUTING FOR SOCIAL INCLUSION

- Social computing as a new means of self-exposure and identity
- Social computing as a media channel for users empowerment
- Social computing strengthens and expands online relations
- Social computing could enable reciprocity exchanges
Social computing enables sharing of content

Social computing supports collaboration

Social computing as a way to sustain attachment

Social computing could enable employment opportunities

Social computing as leverage for social participation and civic engagement
Planning to roll out blogs to employees and customers.
GETTING STARTED WITH SOCIAL COMPUTING FOR DIVERSITY

- Deepening the understanding
- Fostering cooperation
- Enhancing the role of intermediaries
- Promotion of good practices
- Legislative action (from reinforcement to legislation) and
- Strengthening the links between host and home countries.
How to Repair a CD Using Toothpaste

It has been suggested that this article or section be merged with How to Fix a Scratched CD. (Discuss)

When finding out that your favorite music CD or Playstation disc will not work due to excessive scratching, many of us feel upset and angry. There is actually a quick solution to solve this increasing problem. Some would tell you to spend money on a repair kit while others would tell you to toss the CD into the garbage. As long as the disc is not deeply scratched into its core, it may still be repairable and may be able to extend its life of entertainment. Please note that this method will only repair a CD if it is scratched. If you have a disc that is not scratched but does not function properly, the problem lies elsewhere. However, this tactic will repair virtually any type of optical disc, from DVDs to software CDs to disc-based video games.

Steps

1. Run water over your damaged disc to remove dust.
2. Shake the water off the CD. There is no need to wipe it dry as that would put more dust on the CD.
3. Place the CD on a flat surface with the bottom side up (shiny side up).
4. Apply a small amount of toothpaste to your finger. The amount should be comparable to the size of a Cheerio.
5. Rub the toothpaste on to the affected area of the CD. Rub until the toothpaste appears to be in a very thin layer. Rubbing strokes should start from the center of the disc and continue outward. Do not rub in a circular pattern as that could damage the CD further.
6. Let the CD rest for 15 minutes.
FINALLY;

No single approach to enhancing social inclusion and to reducing social exclusion using social computing has been established.

Social computing is a useful tool to extend the initiatives.