

SESSION SUMMARY

Conference: SOCAP11

Panel Topic: Technology and Innovation: New Models of Engagement

Panel Description: As the limits between our virtual and off-line worlds continue to blur, we have an opportunity to create a united vision reflecting our true values. We deconstruct new models that leverage the link between social interaction and commerce while monitoring the evolving relationship between technology, trust, and personal privacy.

Moderator & Panelists:

- Cristina M. Samala, The Story of Stuff Project. Prior to joining The Story of Stuff Project, Christina spent seven years as a one-stop, ad hoc creative & marketing department for social impact organizations—working as a branding, marketing, and design consultant on behalf of non-profit and for-benefit organizations. With the project, Christina utilizes her diverse background in business, technology, and visual arts to develop and manage the Project’s web properties and craft our online strategies. Christina's strong and unique background has facilitated the rapid growth of our online communities and social media networks. You can find her at christina@storyofstuff.org.
- Jeff Leifer, Circadian Media Lab. Jeff Leifer is a strategist, social entrepreneur and leading reformer with over 30 years experience at the intersection of technology, media and finance. Jeff recently launched Circadian Media Lab, a values-driven strategic consultancy and interactive media company that frames scalable, transformational stories across the digital landscape. Backed by a team of creative technologists, CML has established itself as a media catalyst using tools that harness the power of social engagement to shape more authentic media experiences. <http://www.jeffleifer.com>
- Jane McGonigal, Super Better. Jane McGonigal, PhD is a world-renowned designer of alternate reality games — or, games that are designed to improve real lives and solve real problems. She believes game designers are on a humanitarian mission — and her #1 goal in life is to see a game developer win a Nobel Peace Prize. <http://janemcgonigal.com>
- Tiffany Shlain, Webby Awards. Tiffany Shlain is a filmmaker, artist, founder of The Webby Awards and co-founder of the International Academy of Digital Arts and Sciences. Her films have been selected at over 100 film festivals including Sundance, Tribeca, and Rotterdam, have won 20 awards including Audience and Grand Jury Prizes and translated into 8 languages. <http://connectedthefilm.com>

Design, Methodology, Approach: Reports and expert opinions from panelists.

Main Panel Discussion Points:

- Cristina believes that socializing media is a great way to amplify impact and build community around causes and ideas.
- Jeff is a strategist and he defends the idea of transformational stories across digital landscape to change our reality and influence stakeholders.

- Jane truly believes that the science of positive emotion and social connection can generate games that make us better and can definitely work as a tool to change our world.
- Tiffany believes in the power of provocative documentaries as a way to increase awareness to complicated subjects as politics, cultural identity, technology and science.
- Here is an example of a question made by the audience: What impact does the blending of the blurring of our virtual and off-line worlds have for privacy, safety, security, and trust, especially as it pertains to minors?
- The main challenge is definitely the wide number of communication channels that organizations can use to engage people. It is important to focus!

Outcomes & Analysis:

Technology is a great tool to increase the potential of social change. Social media, cause-driven marketing campaigns are new ways for entrepreneurs to leverage their impact and engage even more stakeholders.

Keywords: media, social media, communications, technology, business, social business, influencer engagement, design, social impact, impact investment.

Paper type: Review of conference panel.

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