

# **COMMUNITY OF LOW LEVEL IN THE ASPECT OF LOCAL INFOCOMM-NETWORKS**

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An increasing number of experts of the most diverse cognitive and value systems are recognized as a fact that:

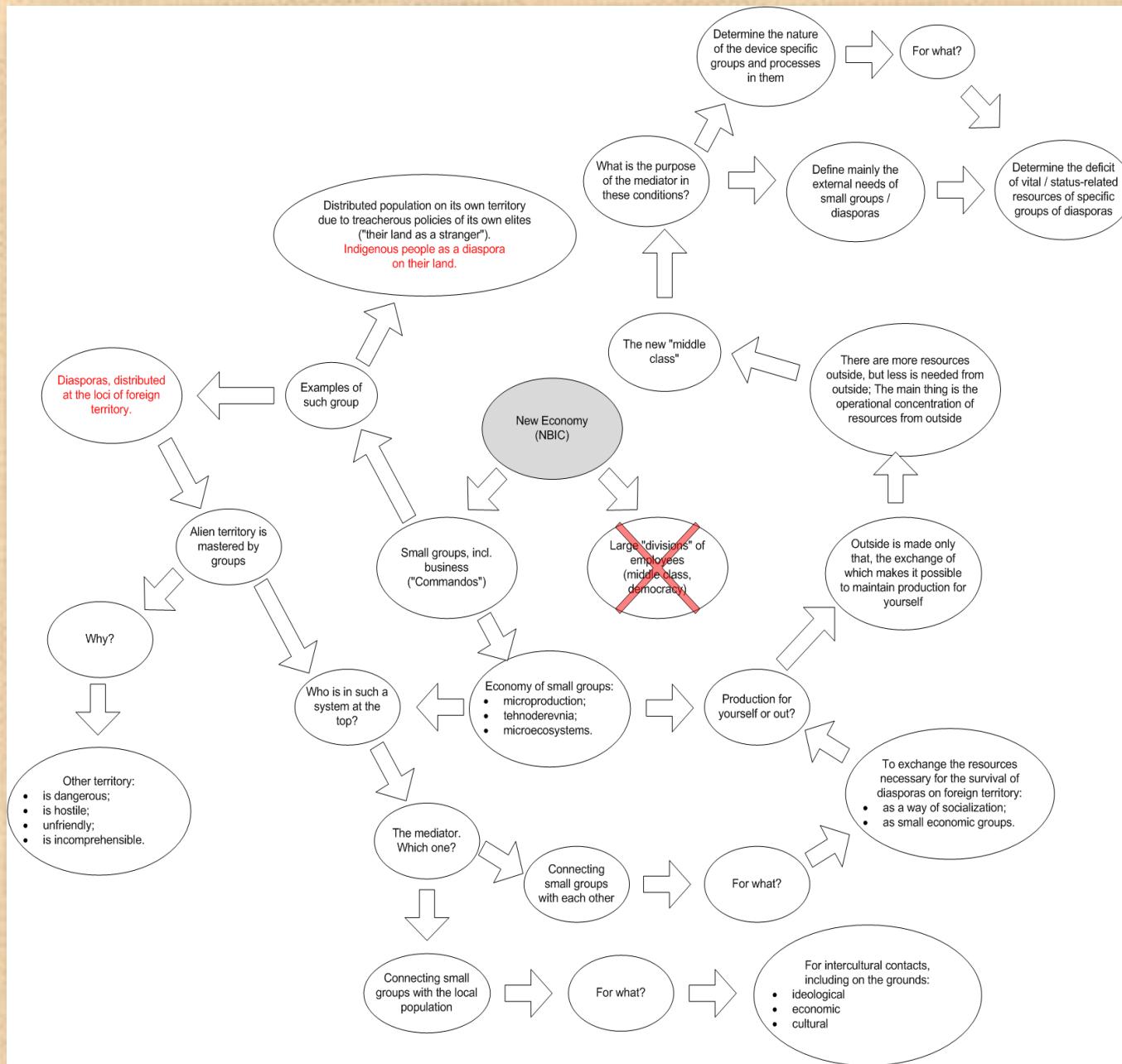
- "Middle class" disappears;
- European-type societies (including Russia) are polarized by income levels;
- title carriers of national cultures and language are actively crowded out by the mass of migrants in the process of breaking the ethno-confessional balance;
- solidarization and meaningful interaction between carriers of title carriers of national cultures is low (for imperial countries like Russia);
- the beginning of a global process of regionalization affecting all levels of economic and social life;
- opportunities for running small businesses and providing households at an acceptable household level in the legal space are negligible;
- external and internal crisis processes of an economic and civilizational nature are growing, catalyzed by the official authorities, destroying the systems of cultural and social reproduction;
- and so on...

For the survival of Russian society in system-crisis conditions, systemic methods of self-organization of its ordinary members are required, ensuring their self-employment, cultural identity and an acceptable level of living conditions.

As the main direction of solving this problem, it is proposed to consider the possibility of forming communities at the "lower level": households, civil cooperatives, artels, expert groups, etc.

The main hypothesis with this consideration is that the best way to organize society in the current conditions will be the formation of single-level networks of small social groups. Such a form will allow for optimal interaction, allocation of resources, rapid rotation of experts and counteracting the negative factors noted (above all, property polarization).

# Expected economic situation: “its people as strangers”



Small social groups form small social networks that unite “Intermediary” in the metanet, but they themselves are not interested in exponential expanding markets and large dimensionless social networks. Mediator - “Dispatcher”, “bonding material”, “Hermes”, on the basis of needs. He is interested in individual users, not as consumers, but in the degree of their integration into groups and the ability to offer themselves to groups. The intermediary plays the social role of the non-hierarchical regulation factor of the division of labor system, the dynamics of which is non-exponential and differs from the industrial exponential-hierarchical system.

Such intermediaries may be local infocomm operators (in a broad sense) using peering principles of operation.

# Concept of a social network: overcoming the conventional wisdom

Social network as a real system of interpersonal and intergroup relations, organizing society.

Social network as a system for the formation of interpersonal and intergroup connections in the online space using social software.

# Existing social networks: who is in them?

Who is a social network “user” ... or a “consumer”?

Is this a real person or a virtual phantom?

How reliable is the information provided?

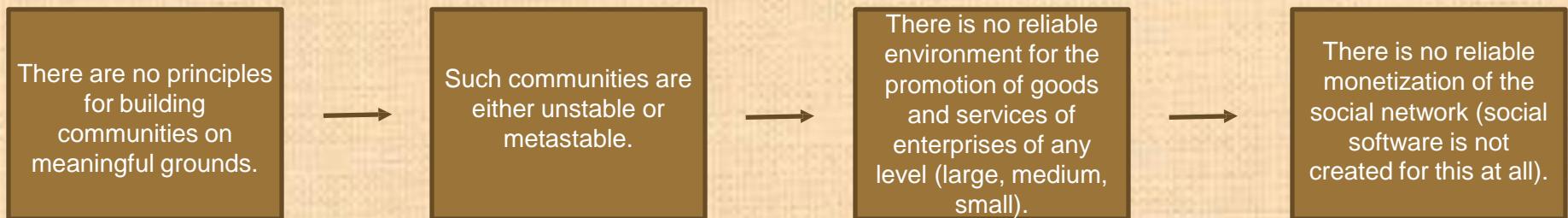
Is it possible to trust so represented persons?



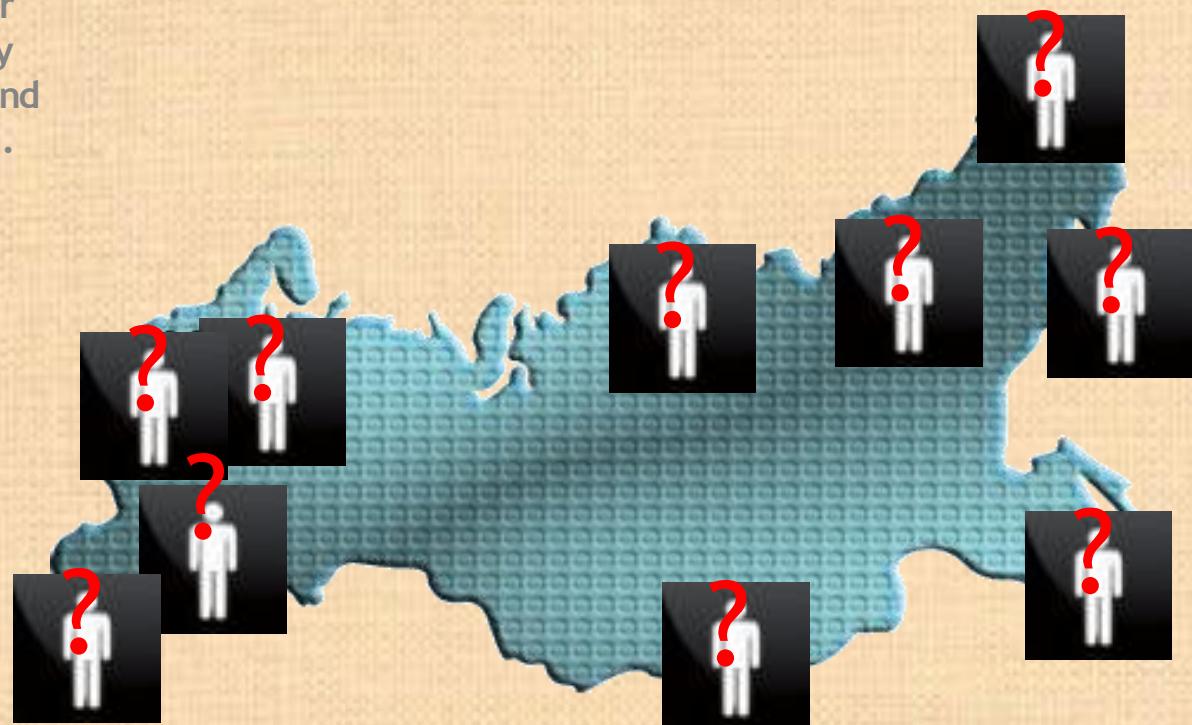
Vagueness and mistrust often make it difficult to communicate, for the sake of which a “pure virtual” of social networks is created on the basis of internet protocol.



# Existing online communities: what is the basis of communication?



Incomprehensible to each other people speak incomprehensibly about what. They do not know and do not understand each other...



# Networks: the problem of communication (infrastructure and social)

Ordinary social

separate from  
physical infrastructure

IP-соединение

based on  
physical infrastructure

&

Owners of social networks  
provide communication  
services, but do not  
guarantee the "reality" of the  
interlocutor.

Last mile operators deal  
with real people -  
service users, but these  
are not communication  
services.

This is only the appearance of communication; there is no real  
interpersonal communication.

The emergence of social services among IP services (including  
business crowd services), as well as low-level infrastructure solutions  
(including darknet infrastructure) is a logical stage in the development  
of telecom networks.

# Two types of VAS for local operators of civil communication of the lower level (including legal "last mile operators")

Real networks + real users = real goods and services = real economy of final demand

We have two types of VAS as two sources of revenue for operators:

## Virtual VAS

Games, videos, TV, music, software, news, mail, forums, etc.

Tied to speed and "lane".

&

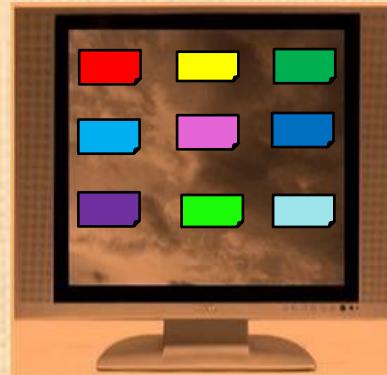
## Real VAS

Housing and public utilities, leisure facilities, household and auto services, shops, fairs, WiFi-zones, studies, sports, kindergartens, schools, clinics, veterinary clinics, registry offices, maps, routes, travel expenses, etc.

Tied to social interaction.



VS

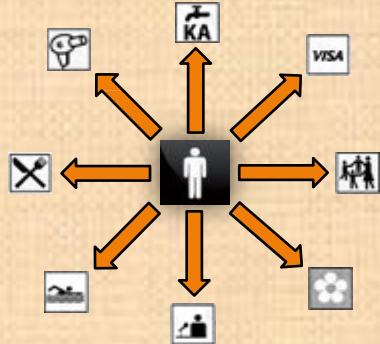


Offline services in local online: nearby services on the screen are not focused on advertising, loans and programmed product life, and access to them is more efficient, streamlined and customized in accordance with the daily needs of each subscriber.

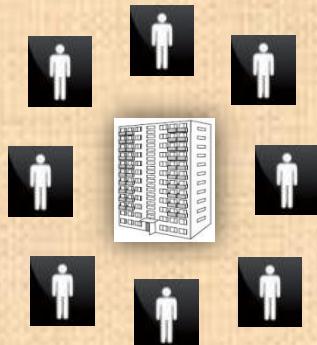
# Networks: problem solving for urban areas

“Offline” problem of large cities: being neighbors, people are divided in today’s online

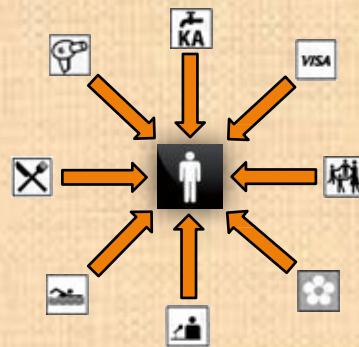
- the same thing! ...



In everyday life, one has to independently search for information about places, benefits and persons not connected with places of frequent residence.



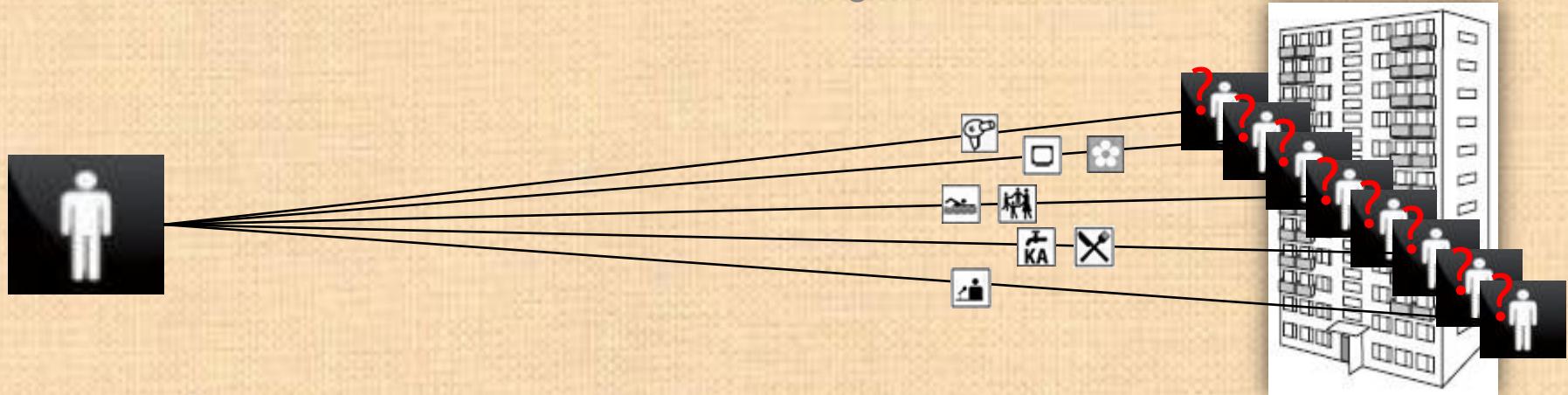
Before understanding mutual interests and reasons for communication, users of IP services are already united by real neighborhood.



Local infrastructure infocomm solutions concentrate information about places, benefits and people around each user based on the geography of their access to the network.

# What does this give?

Communication in such a network becomes more meaningful.



**The user is more interested in finding yet unknown to him, but the near circle of communication.**

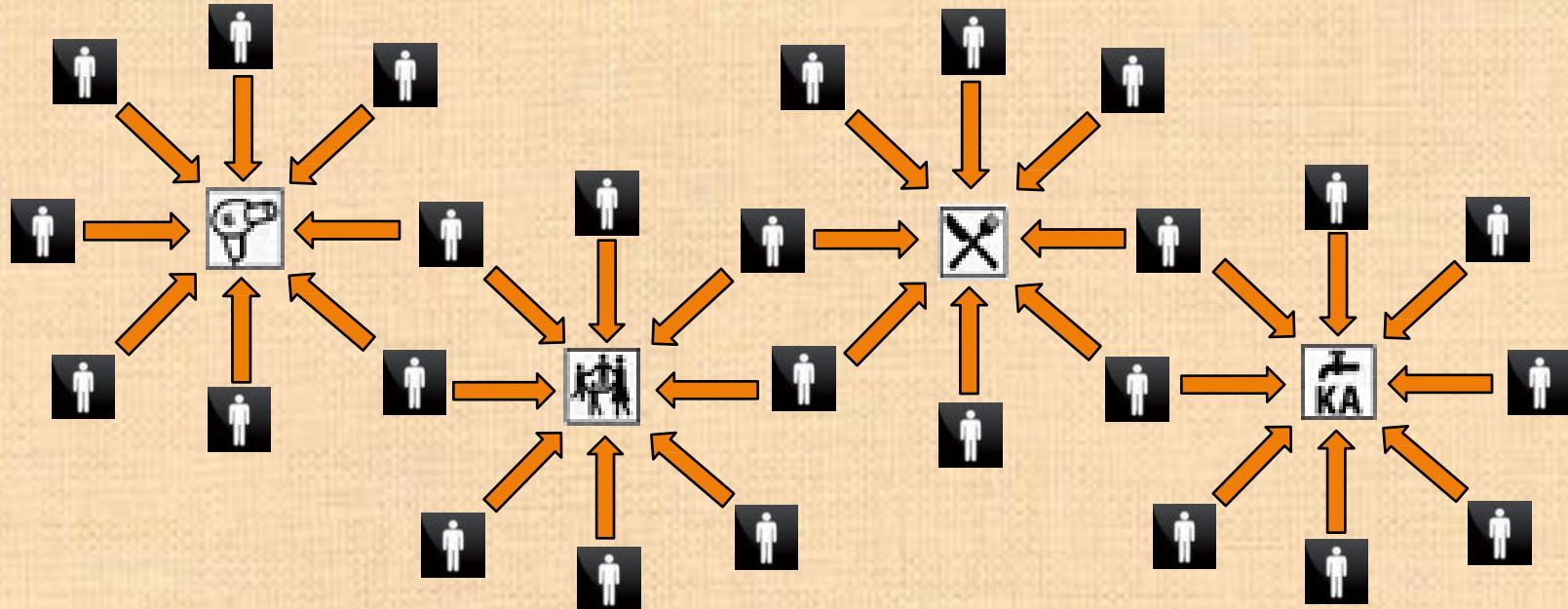
**It is easier for him to reach mutual understanding with online interlocutors, since territorial proximity creates a community of interests rather than "pure virtuality".**



Being real, such users are more inclined to discuss real things, incl. goods and services, for the same reason: they are consumed by real people who are able to build together economic interaction.

# Communication: real reasons

Such online returns people to the things themselves and changes the quality of consumption.



A product or service exists as a matter of assessing their real consumer qualities, embedding these qualities in the context of everyday life, and forming a demand system by the users themselves.

# Branding as a “sale of lifestyle”: a paradigm shift

Imposing "from above" lifestyles,  
as a rule, of dubious prestige



VS



The “grassroots sociality” changes the quality of branding: it opens up prospects for the cash flow on the basis of new forms of promotion and demand formation schemes.

Ticket advertising becomes precise.



Promotion of large and transnational trademarks gets tighter filtering and becomes NOT EXCLUSIVE.

User Generated Branding (UGB)  
becomes a factor of local  
reproduction.

Local artel and cooperative forms (firms) in the structures of communities of the type in question receive stable positions on trust and efficiency.

# Motivation for the presence of "local online"

A person may be interested in what is near, especially when he gets new operational capabilities, in this case online.



## Offline benefits

- near infrastructure (utilities, shops, services, etc.);
- near self-realization platforms (clubs, non-commercials, sport centers, etc.)

## Branding factors

- surrounding benefits and resources;
- life interest system

## Subjects of communication

- living conditions in the territory;
- participation in life on the territory;
- means of forming the life world

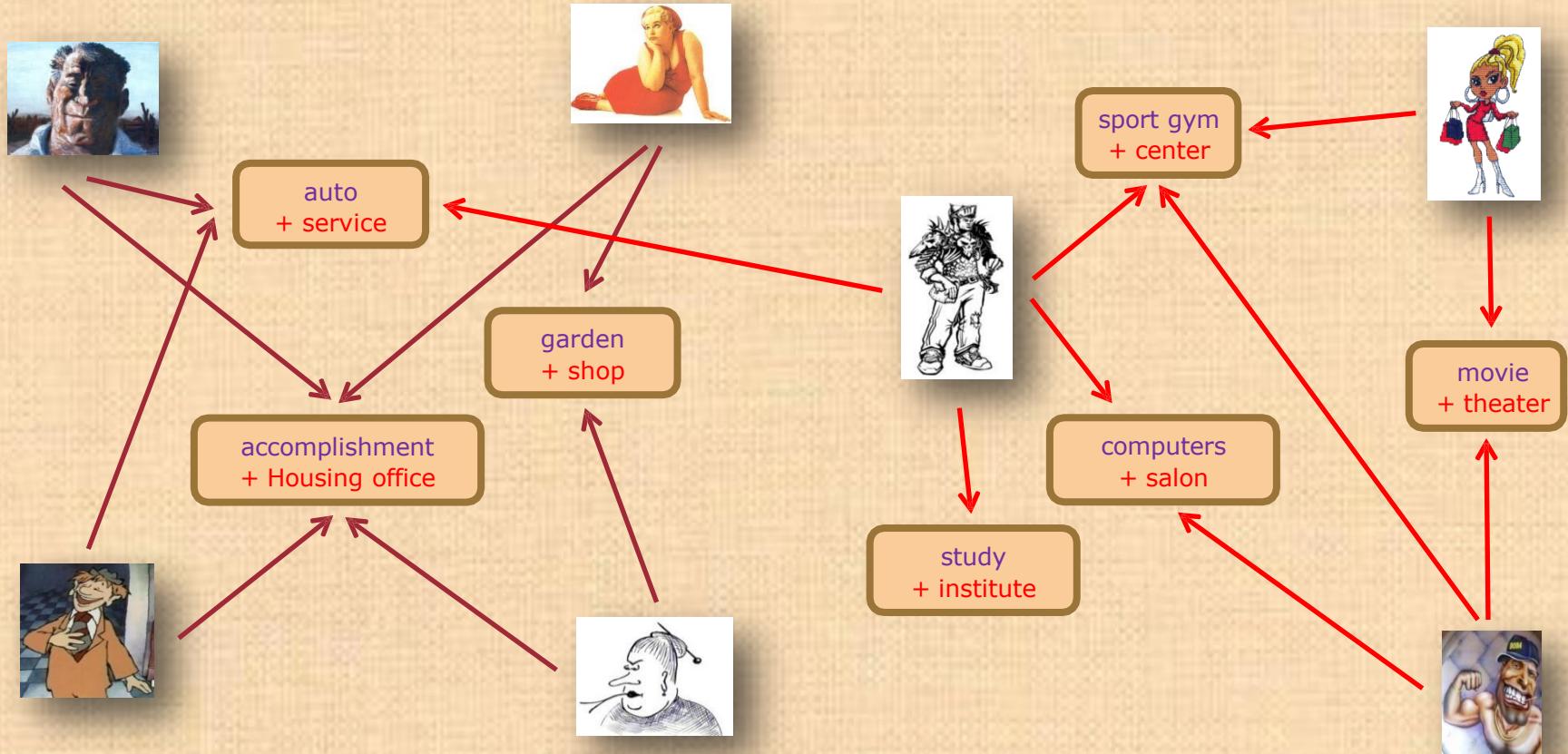
## Life benefits

- базовое жизнеобеспечение;
- социально значимые;
- экзистенциальные, межличностные

The presentation of the surrounding possibilities on the screen optimizes the user's life world, for large cities it organizes it. And, ultimately, it becomes a service that is needed with necessity.

# Bottom infocomm infrastructure - the basis of the intermediary organization of local and small communities.

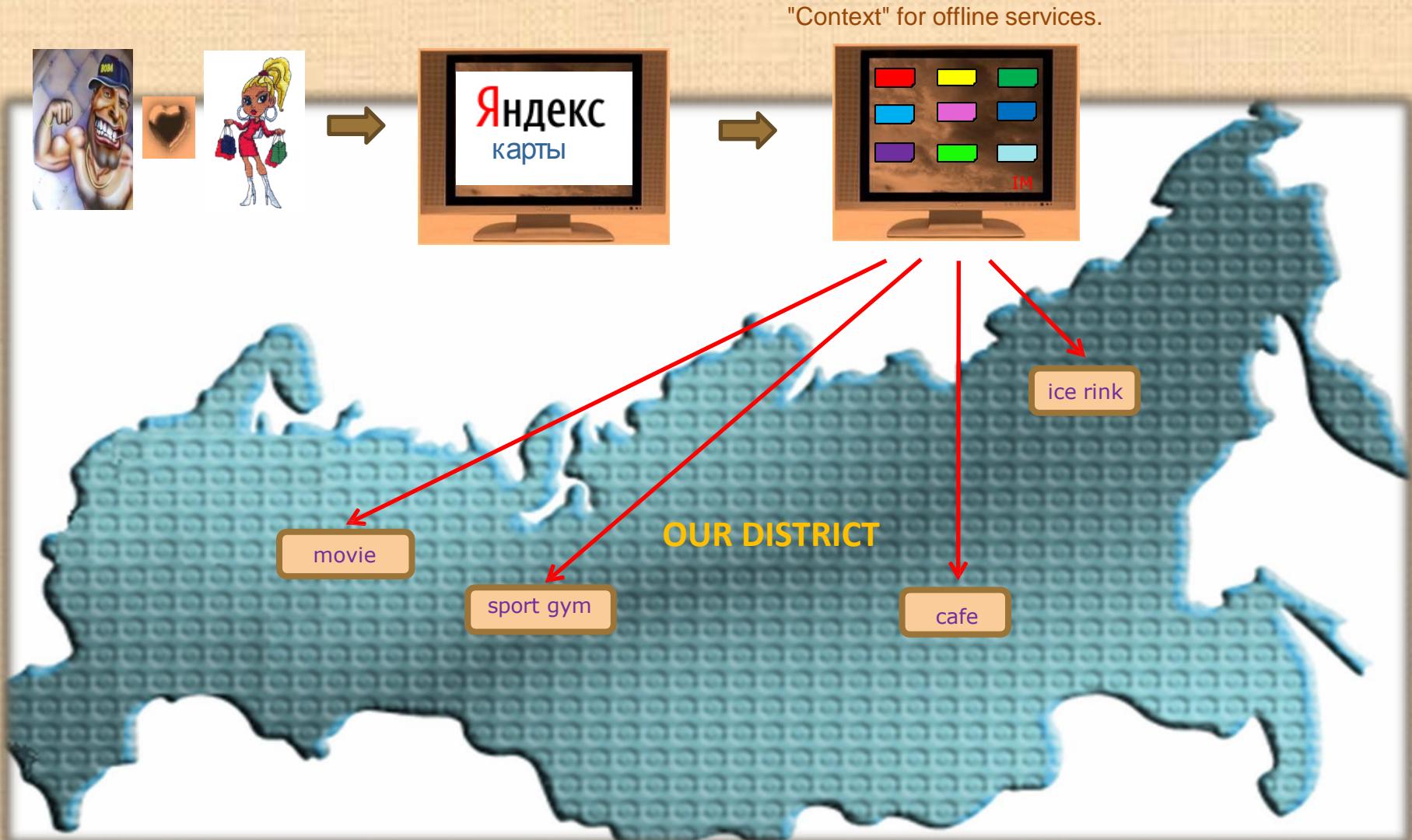
Communication items in the network are connected with everyday **INTERESTS** that provide specific **SUPPLIERS** of services.



Thanks to the network, residents of the region in the industrial city begin to live like one big friendly village... urban type.

# The character of GIS in grassroots communities

The local presence of grassroots communities leaves open the question of the nature and degree of integration of local informational intermediaries in scale.



# Mediation organization within small communities should be local

In order to provide an autonomously reproducible UGB at the local level, mediation as a socially significant factor in the organization of society must be formed within and for the existence of this society, and not from the outside!

The structure of the “small group society” is expressible on the Voronoy-Dirichlet diagrams, since at their center it is almost always possible to define leaders and link groups by triangulations. At the same time, the mediator provides not a mystical connection of society, and the lack of connections between groups is not catastrophic for their management.



Identification and expansion of potential zones of influence and responsibility of diasporas in their indigenous territories.

As communication is built in a local environment, the importance of interterritorial services increases.

## Contact Information

Dmitry N. Alekseev  
skype: jimmyalex\_1  
e-mail: [dmitry@dalekseev.ru](mailto:dmitry@dalekseev.ru)  
[www.dalekseev.ru](http://www.dalekseev.ru)