

The Public Policy of Information Society

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Personal background

Research

Experience with data-warehouse

Research on real-time real database (data mining)

Dealing simultaneously with external (survey) and internal data

Churn prevention

Segmentation

CRM

Politics

2002-2006

Political state secretary in the Ministry of Informatics and
Communication

2006-2010

Public Policy Director (Ministry of Economy and Transport, Ministry
of Communication, Energy and Transport, Prime Minister's Office,
State Secretariat of Info-communication)

Basics

Politics: the art of recognition of the enemy and the friend (fight)

Public Policy: seeking for partners (cooperation)

Administration: direction, execution, controlling, correcting

Special features of ICT

- speed of technological development
- competing technologies
- global expansion
- involvement of strong multinational companies
- key role in competitiveness
- strong social psychological resistance (technophobia)
- temptations of corruption
- convergence (infrastructure, content, media, data, hardware, software)

Risks

Technology: growth without needs
vulnerability

viruses

hackers (Robin Hoods)

Psychology

addiction, dependence

cognitive attrition (memory, skills)

isolation

escape into the virtual world from the real world

Sociology

total control (Orwell's Big Brother)

terrorism (cyber terrorism)

cultural impoverishment

digital divide (increase of social injustice)

What is ICT about?

New communication architecture (gestures, speech, writing, printing....)

Profound impact on society

Ubiquity (no borders)

Communication with anybody, anytime, anywhere, anything

Network

Low threshold of entrance

New ways of knowledge (storing, searching, browsing,)

Anti-authoritarian structures

Wisdom and (stupidity) of the masses)

Permanent innovation

Creative class – technology, talent, tolerance (R.Florida)

Netocracy (Bard)

Reverse socialization (young teaches old)

The tasks of politicians: What is needed in order to achieve the goal of building information society?

The will of the leader no.1 (commitment)

National consensus (including all parties)

Single government direction with strong leadership

Strong media support

Wilson's diamond

(academia+government+industry-business+civil society)

Strategy (SWOT analysis, international benchmarking)

Action plans

Budget (PPP)

Dilemmas

Market forces-State interference

**Multinational companies –home based
SME-s**

Centralization-decentralization

**Coercion-movement (From up to bottom or
from the bottom to up)**

Fiber or mobile

Domains of public policy making in the field of information society

Regulation

Infrastructure development

Content and service development

Digital socialization-cultural change

Development of the industry

Regulation

Single Act on Communication

Establishment of the Regulatory Authority

Cooperation between Government and the Authority

Significant Market Power- Fair competition

Universal access

Copyright

Defense of consumer rights

Defense of privacy rights

Horizontal legislation

Infrastructure

Symmetric broad band

Public utility

Universal access-full coverage

**Licensing of frequencies: beauty contest,
licit**

**Special networks (research and academia,
public administration, national security)**

Digital Television

Contents and services

Public education (Schoolnet programs)

Higher education (high capacity access networks, e-learning courses, virtual institutions of higher education)

Free education (life long learning, retraining)

Health care (health cards, distance health care)

Culture (public collections, digitalization, databases, universal access, new Alexandrian Library)

Logistics, transport

Media-Public Sphere

Social Media (web 2.0)

Democracy (wiki-democracy)

Social control-transparency

e-Economy (e-commerce, distance work

wikinomics

Digital socialization-cultural change

Rogers curve (innovators, early adapters, early majority, late majority, laggards)

Digital natives, immigrants

Importance of training

eInclusion

definition of target groups (people living with handicaps, elderly, living in countryside)

IT Mentor training

Self-help groups, cooperatives, movements

Industry

Tax preferences

Young Innovative Enterprises

Investment incentives

R+D

Innovation

Hungarian best practices

Act on Communication

Act on Public Services

Citizen's gate

National Audiovisual Archive

National Research Infrastructure

Digital High School

ECDL centers

eHungary network

IT mentor training

Schoolnet (Sulinet)

Wi-fi village initiative

Telehouse Movement

Grandparents-Grandchildren competitions

www.csepeli.hu