*Sabahudin Hadžialić, Bosnia and Herzegovina*

***World as Gobal Sin:* Big brother and the Social innovations**

It is written within the page 31 of the *ETHICAL JOURNALISM INITIATIVE* titled *TO TELL YOU THE TRUTH* by Aidan White back in 2008 by International Federation of Journalists, Brussels, Belgium…quote: *“In September 2008, the scientist who invented the World Wide Web, Tim Berners-Lee, called for systems that would give websites a label for trustworthiness once they had been proved liable sources. Berners-Lee who wants his invention to be more accessible to people in developing countries and not to be tool of large corporations is wrestling with exactly the same problems as journalists have wrestled with for centuries over how media can be useful for people without becoming a means of making the rich and powerful richer and more powerful. And like the media, any system for validating bits of the web seems doomed, since the questions about which sites are honest and reliable simply shift to become questions about the integrity and reliability of those who do the validatin*g.”…end of quote.

Why so long introductions with a quote? Answer is simple, because even eight years later we do not have a solution for the above. Almost a decade is a long, long time for application of it within the new technologies and everybody can see that it even got worse in negative way as stated within the first part of the above quote.

How to overcome and overthrown manipulation techniques through the means of new technology within this kind of civilization?

***LIFE WITHIN THE LIFE[[1]](#footnote-2)***

There is a presence of brand new life within the life, thanks to social networks and on the basis of that, social innovation within the mentioned fields develops and interacts with each other.

Sometimes social innovation, within the sceintific field of explanation, has been put under the economic development using the sign of equivalence between material wealth and quality achieved within the social development. This leads us towards a famous joke that came out from the mouth from someone once upon a time from Balkan area: „*In average, we all live good eating cabbage rolls – just someone eat cabbage and other ones meat*.“

Extremely huge number of the population in each country in transition[[2]](#footnote-3) is unsatisfied with their lives or under the big pressure of different kind of media propaganda have lost its orientation in space or just, simply saying, conciliated with current way of living. So, social innovation is becoming to be, today, a coincidence and they is product of, in the first place, party programs and dissatisfactions of masses.

But, *control of thoughts*[[3]](#footnote-4)is the presumption of the creation of any authority on power[[4]](#footnote-5). And how social media can reflect possibilities of the communication within social networks on World Wide Web when we focus on social innovations? Do we have social media that exist as possible alternative to the modern dictatorship of democracy though something else but endless highway of the absolute democracy[[5]](#footnote-6)?

Questions rise and the social innovations through social media, having within it communications above all, will help to have us become subjects instead of objects of social reality. Namely, that *myself[[6]](#footnote-7), as the person who participate within the process of communication, become active subject and creator of the final information[[7]](#footnote-8), which is, at its end, not that any more but final product of interaction of equal subjects. To stop being objects there is a need for more than just will itself. And that “something” is not just “the knowledge” about the subject of interaction – that “something” is interaction of equal subjects[[8]](#footnote-9). To stop being objects we need more than just the will itself. That “more” is not just „knowledge” about the subject of interaction that “more” is equality of interaction within the creation of the vision of “Global village”. Where that “village” will be suitable place for the match[[9]](#footnote-10) of ideas and where the game of ideas will be presumption of the creation of another, one more, quality. Because, of the communication itself.*

Nineteen years[[10]](#footnote-11) after written paragraph the visibility of the social innovation within social media might lean on the above statement. How? In general, social innovation must be something which will help development of the society within its core – communication itself. Again, how? Social media is an ideal place for it because the equality within it already exists - all depend who and how it is used[[11]](#footnote-12).

Social innovation should be *the game of ideas of equal interaction of different subject* using the special *life within the life* that exists in the virtual world of new technologies.

*Life within the life[[12]](#footnote-13)* is the part of social innovation. How is that? Methodologically, the aim is to define involvement of social media within social innovation having in mind the following:

1. Within the explanation “and/or” possibility that social media inherently is the source for the implementation of social innovations;
2. Within the establishment of the fact as well as most sincere idea for the improvement of human kind existence when it can become own contradiction through “big data”[[13]](#footnote-14) with the goal of manipulative stream of the events that, utterly, leads towards the control of thoughts and acts;
3. Within the goal of discovering of hidden agenda within using the information for the purposes of social innovations that are collected from social media, being analyzed and manipulated by the side of the ruling structures with the orientation towards the controlling of the possible future actions of their own citizens[[14]](#footnote-15);
4. Within the goal of every day facing with “bombarding” with redundant and needless *flash* information that are conditioning certain reactions with the goal of manipulation of our conscience towards direction of assumed premeditations in model and status of something that is called social media as presumption of total and/or frantic[[15]](#footnote-16) conscience which is talking to us, through social media, about end of history we might know.
5. Within the goal of finding solutions which will[[16]](#footnote-17), in modern Agora[[17]](#footnote-18), create possibility of mutual awareness with the goal of benefit of one to all and all for one. No matter what it sounds utopistically within the space and time where manipulation is the subject of all kinds of awareness’s that we know, even if we are talking about *new kid in the block*: social innovation.

To able to use social media in proper way within social innovation process we have to take into the account that social media are: cheapest[[18]](#footnote-19) form of interaction[[19]](#footnote-20); accessibility – everybody can be involved within social innovation through social media networks – previously it was reserved only for the organizations well equipped with equipment and personnel.

**The end is coming, but it will never come**

But, this above paragraph titled “***Life within the life***”, written by me within the mentioned book, remind me on both: communism and capitalism. Why that? Because in every society of the brave new world regardless if they are capitalists and/or communists (*remark - please read as: socialists, because communism never existed anywhere within its core*) will always exists others and different ones (read: selfish and ignorant, but full of wisdom, bustards) who will try to satisfy them and only them.

Finally, that is democracy. What? That is Democracy? Yes, the democracy is the only system where freely elected representatives of the people rules. They just need to have proper means of production (read: propaganda) and we will suck it all. Regardless the possibility of the means for production linked to direct (looks like here “direct” means easy penetration within our minds) democracy given by Mr. Aidan White when we say: World Wide Web. Nevertheless, even Social media is their tool more than we are aware of it. How to overcome it?

Through the education, I repeat…education on media literacy, through the education from primary school and clime up to old ages during all time and for all of the people.

But, new problem will arise: Who will be the teachers?

Answer has Big brother, whatever we call him.

1. This part of Sabahudin Hadzialic's words and sentences is just a small the part of his chapter („Social media and Social innovations“) of the book „Introduction to Social innovation“ which will be published in June 2016 by the side of [Mimesis International, Italy](http://mimesisinternational.com/). Co-authors of the book are: Dr. Gilberto Marzano (Latvia); Prof. Dr. Miroslav Grewinski (Poland) and Sabahudin Hadzialic, Ph.D. candidate (Bosnia and Herzegovina). Co-editors of the book are: Dr. Gilberto Marzano and Prof.Dr Miroslav Grewinski. [↑](#footnote-ref-2)
2. …But, as well as in majority of developed countries... [↑](#footnote-ref-3)
3. David Hume (1711-1776), historian and philosopher [↑](#footnote-ref-4)
4. Even a modern, immidiate, elected democracy, today, due to Arend d'Angremond Lijphart, is „the rule of freely elected representative of the people“, *Patterns of Democracy: Government Forms & Performance in Thirty-six Countries*. New Haven: Yale University Press, 1999 [↑](#footnote-ref-5)
5. Erich From – Escape from Freedom, 1941, Farrar & Rinehart, USA – „Absolute freedom does not exist, but exist combat for that...“ [↑](#footnote-ref-6)
6. Sabahudin Hadžialić, essay „Communicate instead devour“, magazine BH JOURNALIST, Sarajevo, Bosnia and Herzegovina, page 32., No.6, May 1997. [↑](#footnote-ref-7)
7. Read: innovation [↑](#footnote-ref-8)
8. Author wrote this seven years before appearance of Facebook as social media network. [↑](#footnote-ref-9)
9. game [↑](#footnote-ref-10)
10. 2016 [↑](#footnote-ref-11)
11. for which purposes [↑](#footnote-ref-12)
12. Some of the early social media on WWW are: TheGlobe.com (1995), Geocities (1994) i Tripod.com (1995- (author S.H. had between 1997 and 2009 a WWW page on Tripod.com: <http://sabahudinh.tripod.com> and transfer, as of 2010, on: <http://sabihadzi.weebly.com> ) where the users have shared information on personal pages and had free tools for editing of the pages and web area. In late nineteen’s of the last century, user profiles had become center of social networks  **(**<https://www.facebook.com/sabahudin.hadzialic> and/or <http://www.linkedin.com/pub/dir/Sabahudin/Hadzialic> i/ili <https://twitter.com/sabi1960> **)**  where it has been mad e possible for the users to search for friends or other users with similar interests. That generation of social media networks has begun withSixDegrees.com 1997, after which arrived Makeoutclub 2000, Friendster 2002, MySpace and Linkedin 2003.g., Flickr 2004.g., Facebook 2004.g., Twiter 2006.g. , Pinterest 2010, Instagram 2012.g. and, of course, today and here, in front of us, we have new options of never ending options of social communication: [http://idesh.net/tech-i-web/10-novih-drustvenih-mreza-kojima-vrijedi-dati-sansu/#](http://idesh.net/tech-i-web/10-novih-drustvenih-mreza-kojima-vrijedi-dati-sansu/) [↑](#footnote-ref-13)
13. Big Data for Social Innovation: <http://ssir.org/articles/entry/big_data_for_social_innovation> [↑](#footnote-ref-14)
14. NSA Using Metada to Complie „Social Network Diagrams“ on Americans: <http://www.globalresearch.ca/nsa-using-metadata-to-compile-social-network-diagrams-on-americans/5352168> [↑](#footnote-ref-15)
15. Writer and translator Mladen Machiedo from Zagreb (Croatia) within the interview given to magazine „Vijenac“ (No. 508-509, from 5.9.2013, pg. 4-6), Zagreb, Croatia have underlined that nowadays we are living in frantic 17th century, apropos...quote „*Transition from XX into XXI century is more similar to XVII century and time of baroque...One of the novelist has called that century frantic century. We are also living in similar time, everything is connected with everything, it is not known what the values are, there is a general chaos...Today, we are living of time of “revitalization”. So, I can see similarity with XVII century in the shape of Vic’s spiral. Ginabattista Vico* (info: <http://plato.stanford.edu/entries/vico/> ) *great thinker/speculator from the beginning of XVIII century has thought about civilization as spiral, not linear, and that means that among certain circles within the verticality of the spiral is analogy. Not identity, but analogy. He was saying that one cycles rich its end, starts the new one. These statements have been lost and out of site by the side of historical optimists.“....end of quote.* So, that „franzy“ is not just a mirror of of the people in general, but alo, maybe, the fact related to the end of history of social innovation we might know. [↑](#footnote-ref-16)
16. That might be, in certain way, become the use of social media for the purposes of social innovations. [↑](#footnote-ref-17)
17. The Agora was a central spot in ancient Greek city-states. The literal meaning of the word is "gathering place" or "assembly". [↑](#footnote-ref-18)
18. Internet is almost free of charge for the use [↑](#footnote-ref-19)
19. Even in libraries, public gatherings – coffe shops, restourants, etc...there is no need even for the computer when we already have 3- 5 Gb network for mobile telephones, Ipod's, Tablets...WIFI is everywhere and anytime. [↑](#footnote-ref-20)