

Une intelligence collective sur l'industrie "verte" ? Signaux faibles et émergences de tendances sur la plateforme Reddit

A trial with a crowd-sourced
socio-economic prospective study
on the « Green Industry »

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Compiègne, UTC

Intro

1. Weak
signals

2. Eco-
system

3. Trends &
prospective

4. Methodo

Conclu-
sion

Gouvernance du Développement Durable : l'intelligence des foules/des multitudes plutôt que l'expertise des institutionnels/industriels?

INTRODUCTION : GOUVERNANCE DU DD ET CROWDSOURCING ?

Sustainable Development, the governance & digital humanities

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- Sustainable Development and the Governance issue : a renewal with
 - ♦ The collective intelligence, as it expresses itself in some social Web Forums ?
 - ♦ the listening of the caption of purposes on the social Web, with the help of new techniques of digital humanities ?
- The 3 circles of DD ... and the Governance dimension as the framework (often neglected, allowing authoritarian environmental policies).
- Governance of DD : transparency, accountability, involvement of stakeholders (not shareholders only) ...
- Issue : do some IT socio-technique innovation and digital humanities applications allow a renewal of the governance of Sustainable Development ? More precisely, do they allow the constitution and enactment of the *collective intelligence from the multitudes* that would differ from the usual institutional of industrial “expert based” decision system
- Path of answer : let’s explore if the use of digital humanities techniques (and civic techs) do help this renewal : a trial with a crowdsourced prospective study on the “Green Industry”.

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Sustainable Development & digital humanities

■ Digital humanities (DH)

- ◆ Digital tools (big data scraping ...) and digital social phenomenon (traces of human behaviors on the Web ...) contribute de renew many academic disciplines (history, sociology, business...), in their methods (ethno-methodology) their objects (virtual community, platforms ...) but sometime also in their concept (distant reading, “virtual” communities, e-trust ...)

■ Sustainable Development

- ◆ Little work was done re. the renewal of sustainable development theory and practices with digital humanities, especially re. the governance dimension (civic tech ?)
- ◆ A try on this direction, with a prospective study on the Green Industry, using social web scrapping and *text* cluster analysis

■ Techniques & methods experimented from DH

- ◆ Mainly : weak signals detection, via *lemma* pattern analysis , on text cluster maps , built through network sciences algorithms .

Structure of the presentation

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Conclusion

■ Weak signals finding through pattern analysis in different cluster maps generated

- ◆ We generate different cluster maps from the same *verbatim* database that we build
- ◆ Each maps reflect a different *lightning* (éclairage) of the massively *multidimensional* database (each lemma being a mathematic *dimension*)

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General views maps (no structuring of verbatim) & Particular views maps (structures of verbatim posts taken in consideration.

1. FINDING WEAK SIGNALS FROM LEMMA PATTERNS IN CLUSTER MAPS GENERATED

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Designing queries : a “*manual*” step (interactive) requiring some “science” of the domain studied

- Try & Fail design : Upstream manual research on the social Web (Reddit) :
 - ◆ what we get that is interesting even though we did not explicitly mentioned in our query -> to include it.
 - ◆ what we don't succeed getting from our (explicit) queries (Green “IT”) even though it was interesting -> problem
- A compromise, between noise and silence : we favor entering with “narrow” keywords (it opens after)
- The Query designed :

OR "greentech" OR "cleantech" OR "solar industry" OR "sun power industry" OR "wind power industry" OR "green industry" OR "green economy" OR "green funds" OR "circular economy" OR "blue economy" OR "green job" OR "green employment" OR "sustainable industry" OR "sustainable economy" site:<https://www.reddit.com/>

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Weak signals findings

- 2 main steps for finding weak signals on cluster maps : “General view” /“Particular views”
 - ◆ “General view” (verbatim are considered as “raw” data). Forum structuring not considered
 - ◆ “Particular views”. Different forum structures are considered, providing additional “semantics” : head of thread (“title”), Forum, Timeline (Year)
 - ◆ Each map is a different “lighting” (éclairage) of a multi-dimensionnal lemme data base.
- The present work, a 2nd trial (1st not shown)
 - ◆ A revealed need for more data curating, because of a particularly high level of advert “artifacts”. It was a 1st for us. Lesson ? To focus on more specific queries
 - ◆ A loss of time, a partial failure ? But text cluster analysis also proved its efficiency as a assistive tool for data curation (time consuming though)

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1.1 *General views maps for weak signals finding*

Different *general views maps* : for weak signals finding
& for topology analysis. Result : Less “productive” than the specific map approach.

General view (1)

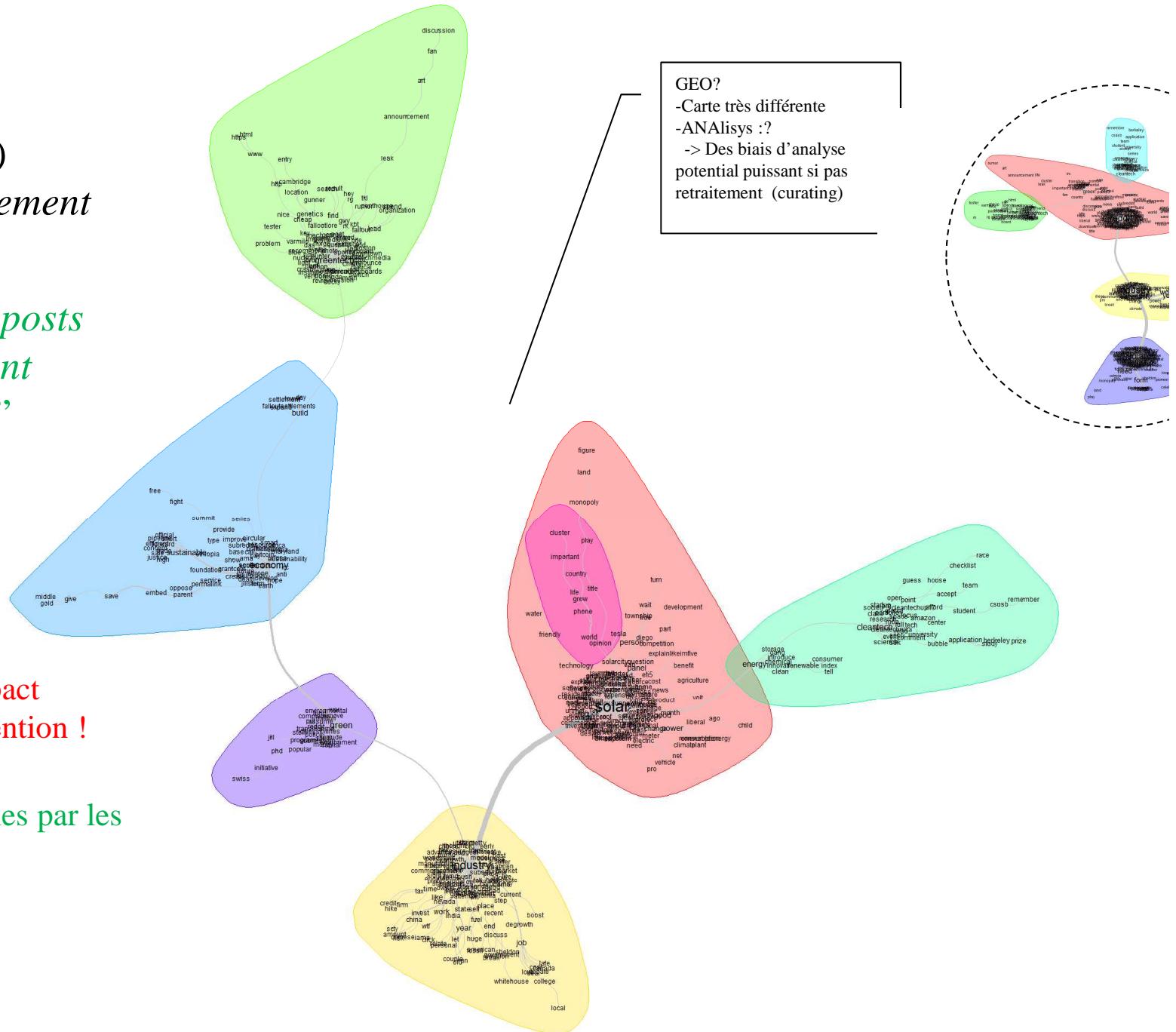
Iterative improvement

[No structure of posts
taken into account
(littéralité) “raw”
verbatims]

*[NO frequency
taken off]*

Le curating a un impact crucial sur la représentation !

-> **abréger** les lemmes par les petites fréquences
(<< plancher >>)



General view (2)

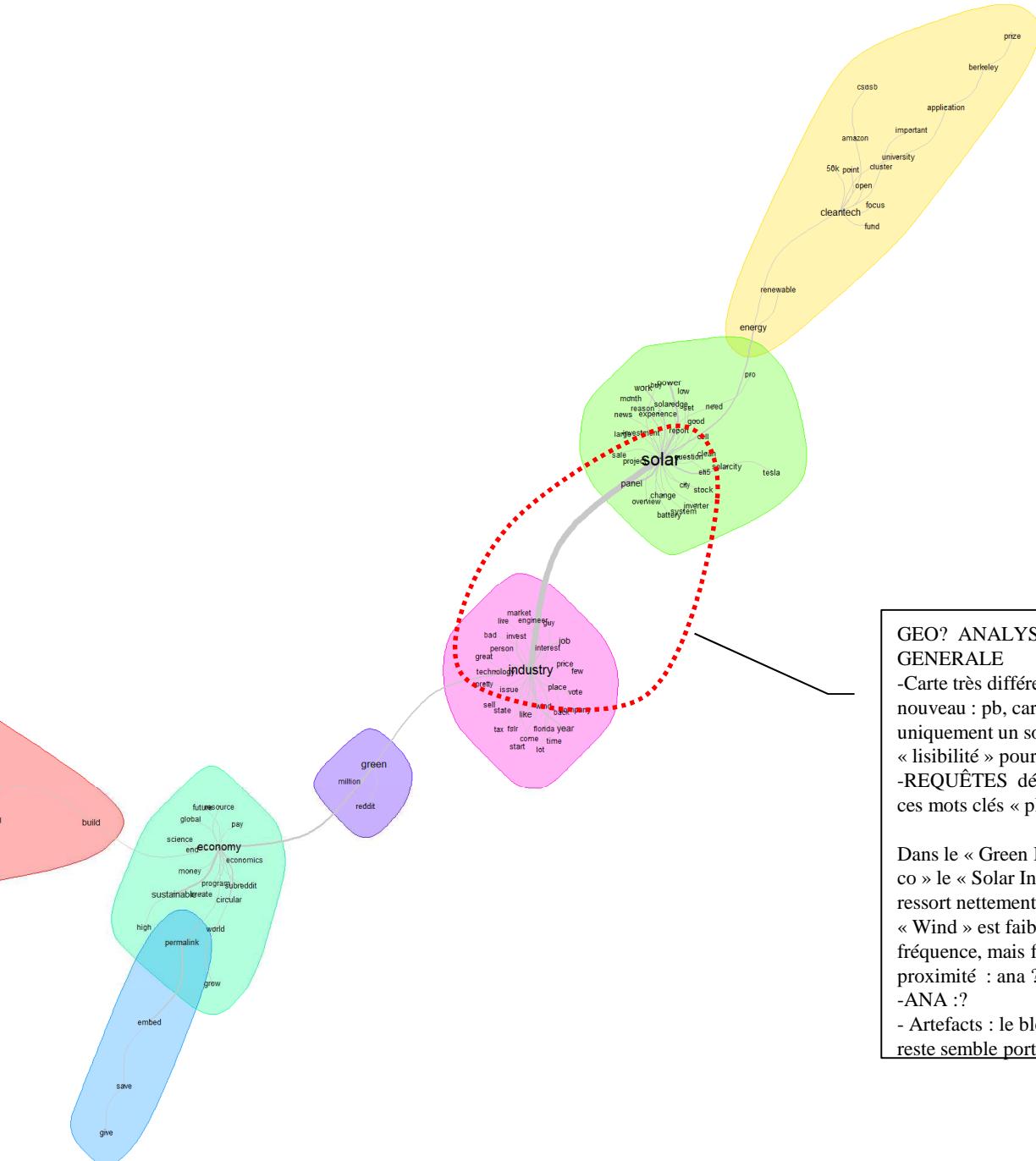
Iterative improvement

[*No structure of posts taken into account*
 (littéralité) “raw” verbatims]

[fréquence <8 taken off]

“SOLAR” “INDUSTRY”, focalisation des discussions de multitudes sur l’industrie verte ?

-> écrire les lemmes par les fréquences « plafonds » (requêtes)



GEO? ANALYS
 GENERALE
 -Carte très diffère
 nouveau : pb, car
 uniquement un so
 « lisibilité » pour
 -REQUÊTES dés
 ces mots clés « pl

Dans le « Green I
 co » le « Solar Inc
 ressort nettement.
 « Wind » est faib
 fréquence, mais fo
 proximité : ana ?
 -ANA :?
 - Artefacts : le ble
 reste semble porté

General view (3)

Iterative improvement

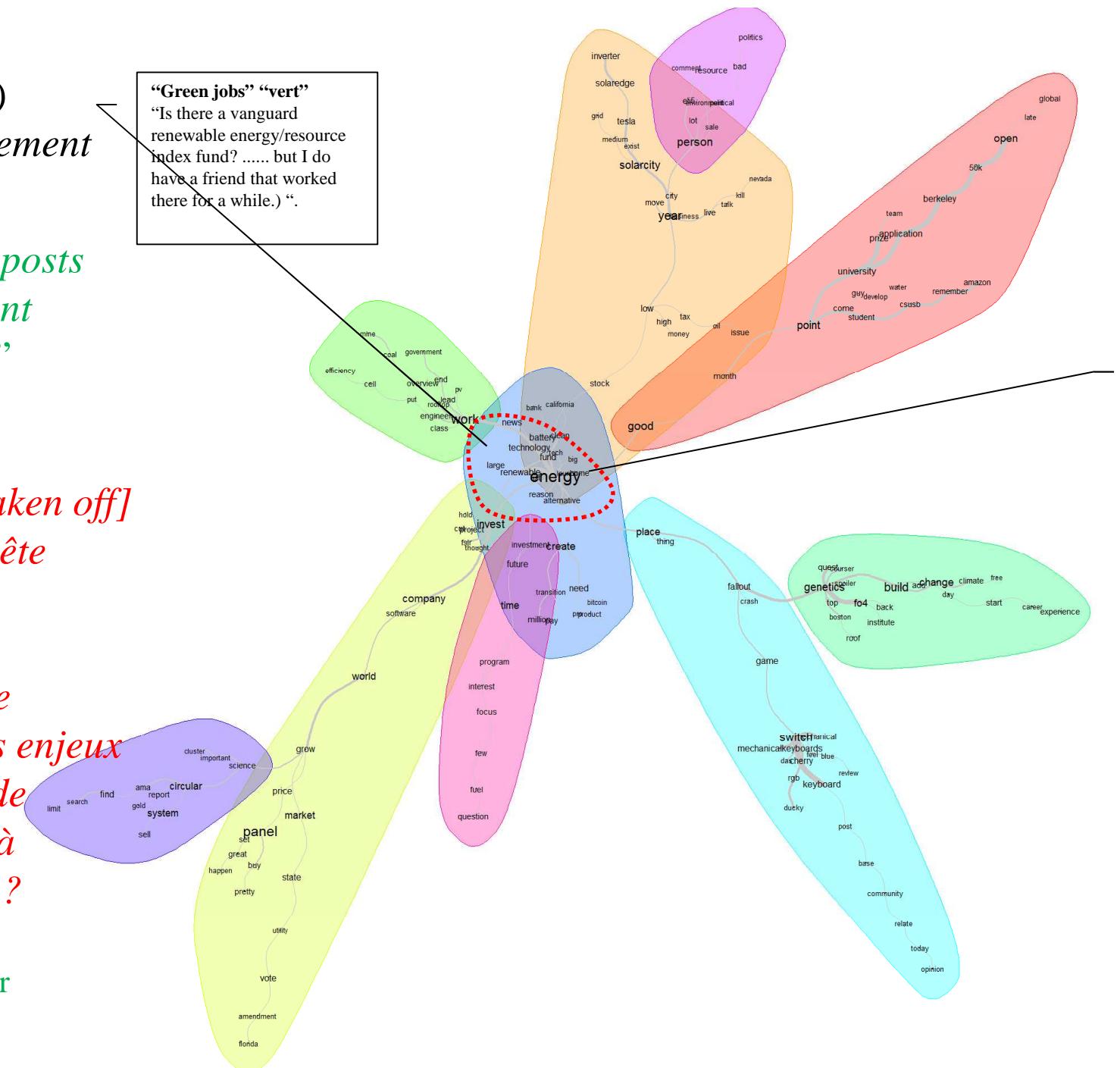
“Green jobs” “vert”
 “Is there a vanguard renewable energy/resource index fund? but I do have a friend that worked there for a while.) “.

[No structure of posts
 taken into account
 (littéralité) “raw”
 verbatims]

[fréquence <6 taken off]
 [termes de requête
 retirés]

Les multitudes se
 focalisent sur les enjeux
 énergétiques et de
 travail associés à
 l'industrie verte ?

-> Méthodo : Retirer
 « energy » ?



« Ethosea
 -> i
 An
 « in
 wel
 « gi

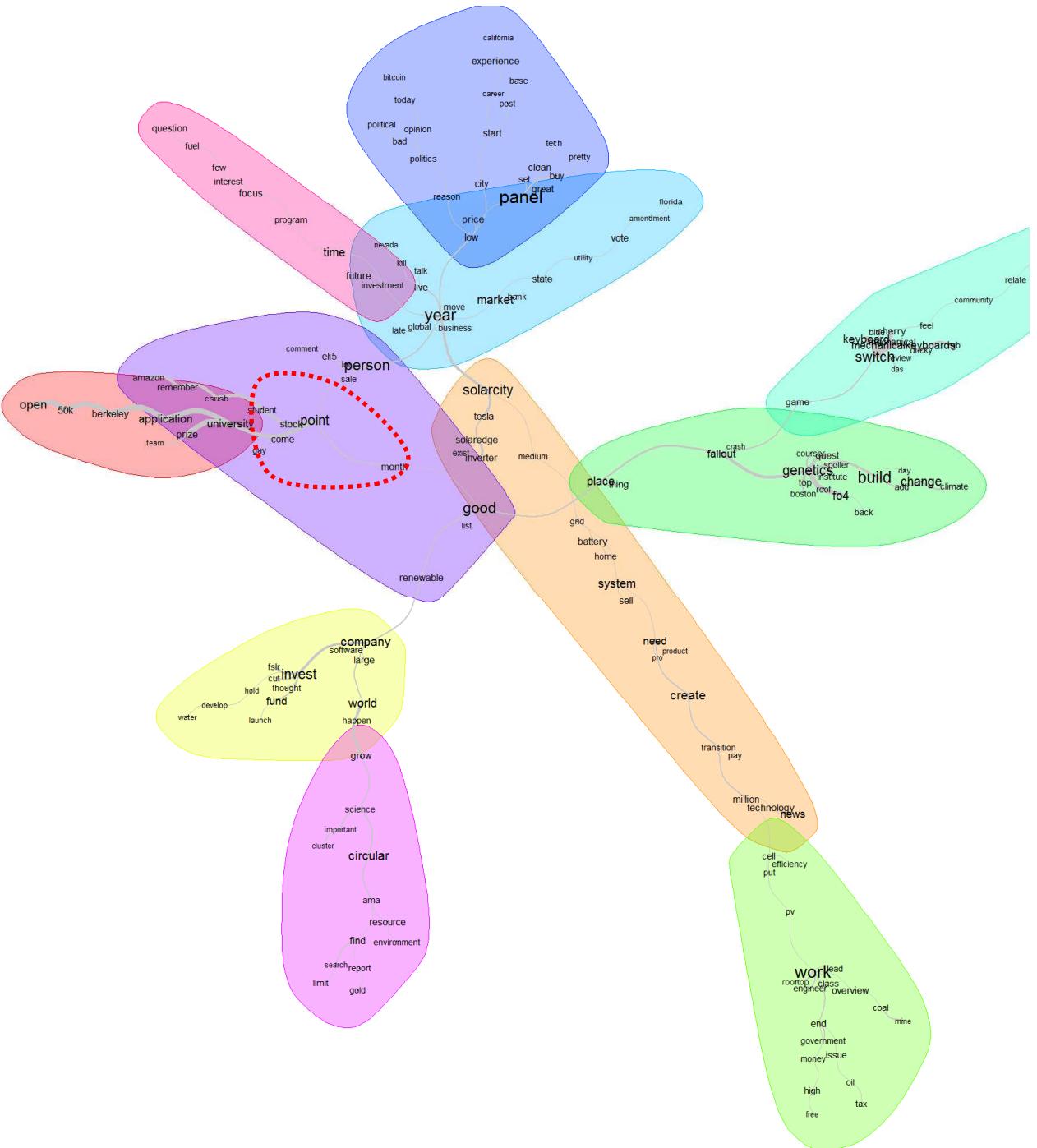
General view (4) *Iterative improvement*

No structure of posts taken into account
(littéralité) “raw” verbatims]

[“energy “ removed”]

-> « points » et « comments »
to be removed [curation]

CONCLUSION vue “brute” :
peu d’originalités/apports.
Plus de résultat avec les vues
“spécifiques” ?



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1.2 Particular views maps for weak signals finding

Different particular views maps : for weak signals finding, including the ***structures*** of the posts of the Forum (head of threads, title of Forums, Years) . Each maps is a particular lighting (éclairage) of the multi-dimentional verbatim data-base. Take in considération the structure of the verbatim (Forum) may also provide some semantics ?

[corp
avec ph.
[Structure
Tag :
titre de fil]

GEO :
Global : éloignement
« *Institution-Régulation* » et
« *Technologie-Software* » : un point de rupture prospective ?

Local : Free **(Valeur+Marketing** **Vert)**, Carrer (Empl vert),, amendment **(Institution).**

"Good
renewable energy
companies to work for? :
RenewableEnergy ...I'm in the solar
industry (software, though). I'd
recommend browsing the list of
companies that have booths at SPI.
*t_good_renewable_energy_companies
_to_work_for_renewableenergy
*y_2014 *f_RenewableEnergy

SENS ? EMPLOI/CARRIERE aspiration des jeunes : réponse emploi ou “bore out” ?

SENS ?
ENTREPRENARIAT/INNOVATION

"I want to start a career in the Solar Industry. Where do I begin? : solar ... What steps can I take to pursue a career in the Solar Industry. I am very interested in building and installing Solar Panels »

*t_i_want_to_start_a_career_in_the_solar_industry_where_do_i_begin_solar_r *v 2015 *f solar

*this amendment will give
local and state
governments the ability,
under the guise of offsetting
these fictional subsidies, to
impose fees and fines and
regulations on those who
choose to use solar.”*

“Amendment” : a political call for voting

MES SUBREDDITS ▾ PREMIÈRE PAGE - TOUS - ALÉATOIRE | ASKREDDIT - FUNNY - PICS - VIDEOS - NEWS - GIFS - GAMING - TODAYILEARNED - WORLDNEWS - AWW - IAMA - SHOWERTHOUGHTS - MOVIES - MILDLYINTERESTING - PLUS ▾

GAINESVILLE

reddit GNV commentaires

↑ Vote NO on Amendment 1 (self.GNV)
93 soumis il y a 2 mois par thundersaurus.sex

[https://ballotpedia.org/Florida_Solar_Energy_Subsidies_and_Personal_Solar_Use,_Amendment_1_\(2016\)](https://ballotpedia.org/Florida_Solar_Energy_Subsidies_and_Personal_Solar_Use,_Amendment_1_(2016))

Hey guys, don't know how many of you are voting (you all should!), but I wanted to bring some attention to this devious proposed amendment.

You can see the wording on the link above. Seems legit, right? Constitutionalizing our right to own or lease solar power equipment for personal and commercial use seems like a good thing, and would be if that's all this was, and if these rights weren't already protected by statute.

It's the second part that's deceptive. It sounds good, that they are making sure people who don't use solar won't end up subsidizing those who do.

Thing is, there is no evidence at all that solar users cost other users any extra money on their bills or really affect the grid a whole lot at all. But this amendment will give local and state governments the ability, under the guise of offsetting these fictional subsidies, to impose fees and fines and regulations on those who do choose to use solar.

This amendment is funded by the power companies in an attempt to secure their control over Florida's power production.

It all honesty, voting either way won't change a whole lot right away. Voting yes essentially enshrines in the constitution rights that we already have, while also providing provisions the power companies can (and will) use to punish those who use solar, especially those who wish to sell any excess power they generate. Voting no really just leaves it as the status quo, but leaves the door open to future advancements.

We got 4 passed back in August and that was a good thing. But if you support solar power, ignore the pretty language, no matter how good it sounds, and vote NO on 1.

17 commentaires partager

I'intégralité des 17 commentaires

triés par: apprécié ▾

↑ [-] FlyingSpaghettiMon 19 po Cookies help us deliver our Services. By using our Services or clicking I agree, you agree to our use of cookies. [Learn More](#) I AGREE ettre un nouveau lien

↓ Work in the solar industry. Can commit this amendment is a bullshit way for utilities to ensure they stay in control of all solar energy in the state. The only reason it exists is because they needed a good way to block this amendment

Want to join? Se connecter ou s'enregistrer in seconds. | français

recherche

ce message a été soumis le 10 Oct 2016
93 points (97 % de votes positifs)
shortlink: <https://redd.it/56tgyd>

nom d'utilisateur mot de passe
 mémoriser [réinitialiser le mot de passe](#)

connexion

Wow! This ad tastes terrible!
Tell me more! r/ads

Soumettre une publication texte



P. Jollivet - UTC, janv. 2017

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Amendment : importants des variables institutionnelles ?

The screenshot shows the homepage of The Free Thought Project. At the top, there is a navigation bar with links: About Us, Contact Us, Homepage, LIVE STREAM, Privacy Policy, Sitemap, Subscribe to Our Newsletter, Terms and Conditions, Log In, and a search bar. Below the navigation is a banner featuring a flock of birds in flight against a blue sky. The main title "The Free Thought Project.com" is displayed in a stylized font. A secondary navigation bar below the banner includes links: Join the Free Thought Project, #Solutions, Police Brutality, Check Background Records, Government Corruption (which is highlighted in red), Filming Cops, and War on Drugs. A "BREAKING NEWS" box on the left contains the headline: "Police Kill Innocent Unarmed Grandpa for Holding a Crucifix in His Own Front Yard". To the right of the news box is an advertisement for "Solar Panels Wholesale" with the text: "Top Deals at Factory Price. Contact Directly & Get Live Quotes! Go to alibaba.com". An "Advertisement By AdRecover" logo is visible above the ad. Below the news and ad sections, there is a breadcrumb trail: Home / Be The Change / Government Corruption / Sunny Nevada Just Killed the Solar Industry with 40% Tax Hike, Derailing the Off-Grid Movement. The main content area features a large headline: "SUNNY NEVADA JUST KILLED THE SOLAR INDUSTRY WITH 40% TAX HIKE, DERAILING THE OFF-GRID MOVEMENT". Below the headline is the author information: "Justin Gardner" and the date "January 15, 2016", followed by "6 Comments". To the right of the main content is a "SOCIAL" sharing section with icons for RSS, Google+, Facebook, Twitter, YouTube, and Instagram. At the bottom of the page is a blue footer bar containing the UTC Sorbonne Universites logo and the text "P. Jollivet - UTC, janv. 2017". On the far right of the footer is the number "17".

P. Jollivet - UTC, janv. 2017

Free : dénonciation du green marketing (+ question de la valeur)

Syonyk's Project Blog

Electric bikes, batteries, low energy transport, sustainability, testing the testers, and more! New posts every Saturday evening.

Sunday, October 2, 2016

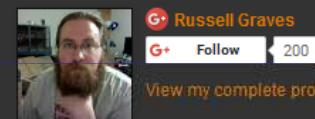
SolPad: Number Free Nonsense

[SolPad](#). It's an Energy Experience. It's a website with zero useful information. It's a high production quality video. And what I can find, it's so fact free that it makes Jeremy Clarkson look like a fountain of factual information.

And, it's solar. It's battery. It's home automation. It talks to you. It's a WiFi Hotspot. It's launching in the "second half of 2017." And, based on what I can see, it looks suspiciously like a huge load of crap. So I'm going to offer an overview of it, as well as my thoughts and opinions, based on the available information.



About Me



[View my complete profile](#)

- [Battery Pack Rebuilds: BionX and Others](#)

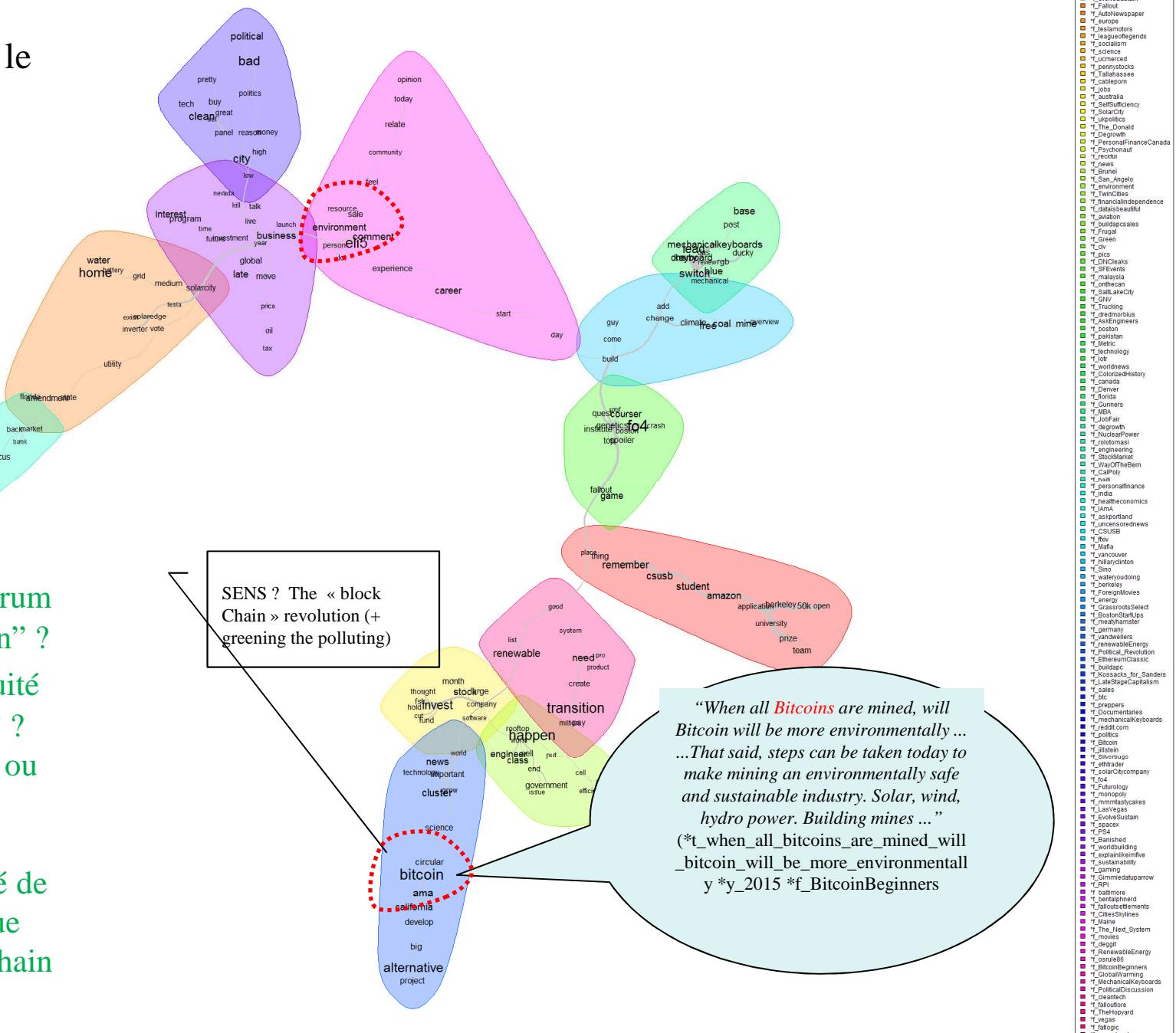
Blog Archive

- ▼ 2016 (50)
 - December (2)
 - November (4)
 - ▼ October (5)
 - [Tesla Model S 12V Battery Analysis](#)
 - [Solar Shed: Part 14: Backup Power](#)
 - [Solar Shed: Part 13: Morning Panels](#)
 - [Solar Shed: Part 12: Panel Mounts Revision 2](#)
 - [SolPad: Number Free Nonsense](#)
 - September (4)
 - August (4)
 - July (5)
 - June (4)
 - May (4)

Carte complète Q8
« Green Industry »
écoute massive sur le
Web Social

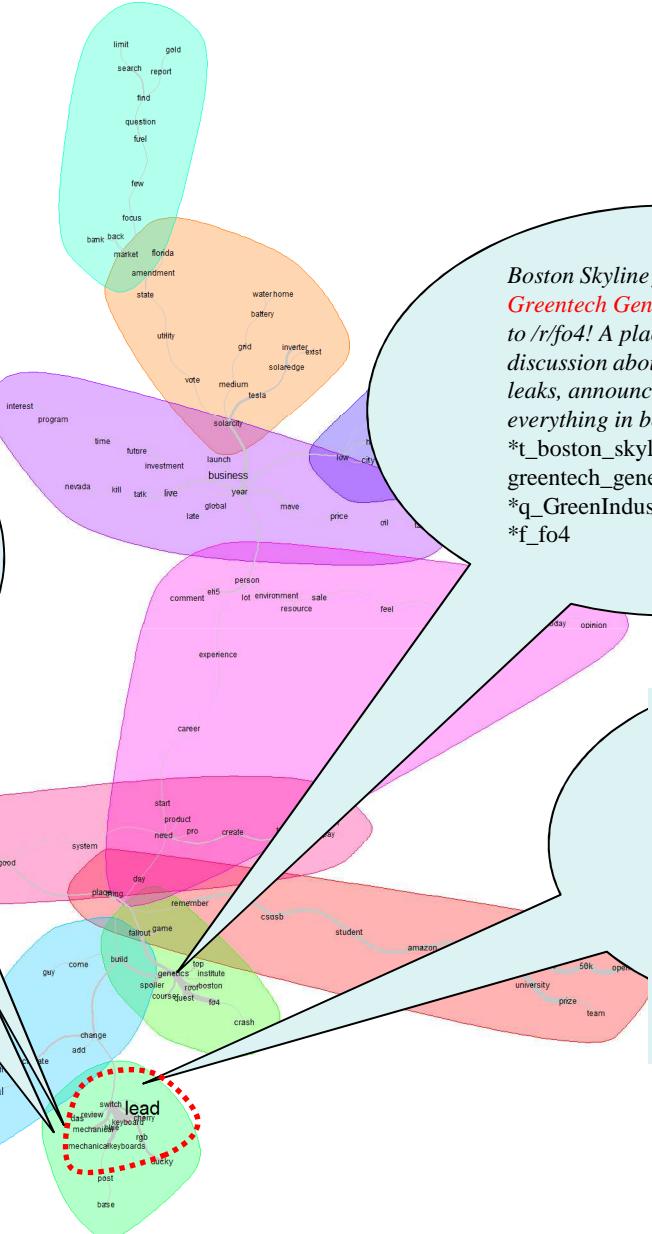
« Green Industry » (aggregated) [corpus plafonné/ avec plancher] [Structure/ Tag : Forum]

GEO (local) Des Forum qui parlent de “bitcoin” ? Analyse : Ambiguité contexte de “Mining” ? Artefact linguistique ou “signal faible” interessant ? Ex : modèle non-centralisé de production énergétique avec DAO et BlockChain ?



Carte c
« Gren Ind
massive sur le w
Social
« Green Industry
(aggregated)
[corpus plafonné
avec plancher]
[Structure/
Tag :
Année]

INTERP :
“lead”?
Entrainer/induire .
La question de la
TRANSITION
(énergétique ?)



Boston Skyline from the top of Greentech Genetics : fo4 ...Welcome to /r/fo4! A place for any and all discussion about Fallout 4. Rumors, leaks, announcements, fan art, and everything in between are ...





C'est un post archivé. Vous pouvez plus le voter ou le commenter.

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Mega tower , Greentech Genetics building Downtown imgur.com

Soumis il y a 10 mois par lopan1111 [EPIC] Runner-up!

15 Commentaires Partager

L'intégralité Des 15 Commentaires

triés par: [apprécié](#) ▼

↑ [-] **Vinven** 5 points il y a 10 mois

↓ This is the best I've seen yet. Save file please? I'd love to see it in person.

[Perma-lien](#) [Embed](#)

↑ [-] **lopan1111** [EPIC] Runner-up! [S] 1 point il y a 10 mois

↓ i'll up load it when its finished still needs about a weeks worth of work ,just finished the armory tonight :)

[Perma-lien](#) [Embed](#) [Parent](#)

↑ [-] **Vinven** 1 point il y a 10 mois

↓ Gracias.

[Perma-lien](#) [Embed](#) [Parent](#)

↑ [-] **Marshmon** 3 points il y a 10 mois

↓ Holy tap-dancing Santa

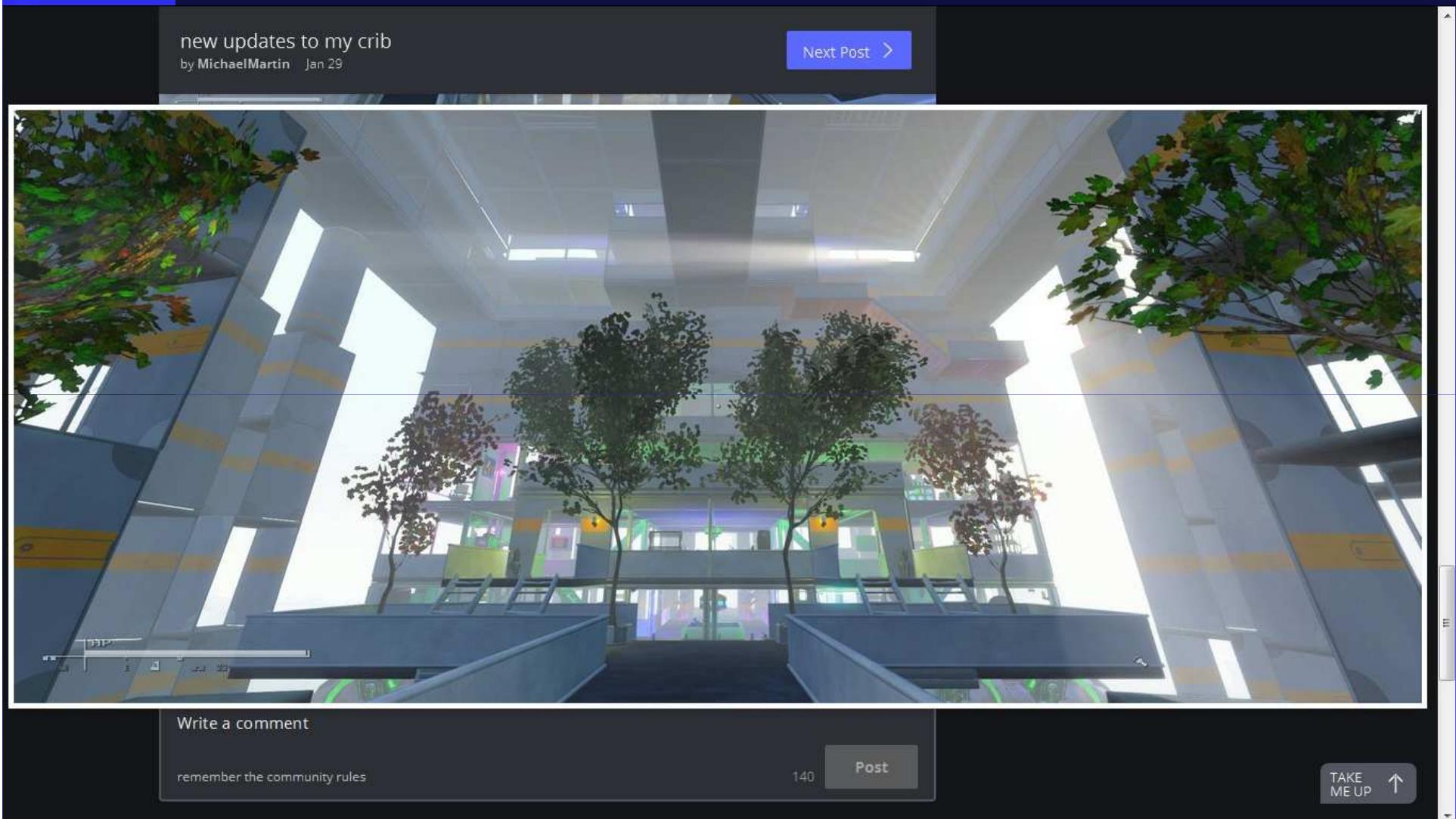
[Perma-lien](#) [Embed](#)

Cookies help us deliver our Services. By using our Services or clicking I agree, you agree to our use of cookies. [Learn More](#)

↑ [-] **faintaxis** 3 points il y a 10 mois

↓ Wash Impressive! What mod did you use to build on top of an existing building?

Greentech genetics ... building ?



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Greentech genetics ... building ?

- The structural centrality of ... gamers activity ..
- On an open source (partially) contributive game (war on)
- -> Weak signal ? Analysis :
 - ◆ The vitality of the contributive gaming
 - ◆ In the imaginaire of a post apocaliptic hyper techno world
 - ◆ -> A future of « do it yourself » green building vs a « big firm » dominance ?

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Products

Solar Charger & Battery Enclosure

Heat Tracing System & Fire Rated Cables

Helideck Electrical Solution

Lighting Solution

Ex Electrical Solution

Cable Glands and Accessories

Non-Ex Electrical Solution

Safety Equipment

Cable Support System

Cables & Portable Cords

Wiring Accessories & Tools

Products

Ex Electrical Solution > Ex Isolators/Safety Switches

Ex Isolators/Safety Switches



8146/8150 63/80A – Ex Isolator/Safety Switches

[++ read more](#)



8146/8150 40A – Ex Isolator/Safety Switches

[++ read more](#)



8146/8150 25A – Ex Isolator/Safety Switches

[++ read more](#)



8146/8150 16A – Ex Isolator/Safety Switches

[++ read more](#)



8537- Ex Isolator/Safety



Products

- › Solar Charger & Battery Enclosure
- › Heat Tracing System & Fire Rated Cables
- › Helideck Electrical Solution
- › Lighting Solution
- › Ex Electrical Solution
- › Cable Glands and Accessories
- › Non-Ex Electrical Solution
- › Safety Equipment
- › Cable Support System
- › Cables & Portable Cords
- › Wiring Accessories & Tools



"We believe that energy generation solutions should be environmentally sustainable, commercially viable and socially responsible."

Oil & Gas



Pharmaceutical



Defense



Industrial



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This longitudinal map

- A not very informative map ?
- Analysis : time (recent years) are not a interesting focus on this subject ..
- How can it be ?
 - ◆ Time series not long enough ?
 - ◆ Too much advert ...

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The prospective work will « mine » (in a coupled way) in the weak signals and emergences results (with verbatim). Time dynamics will be added.

3. EMERGENCES & TRENDS: BRIDGING WITH THE PROSPECTIVE SCENARIOS WORK

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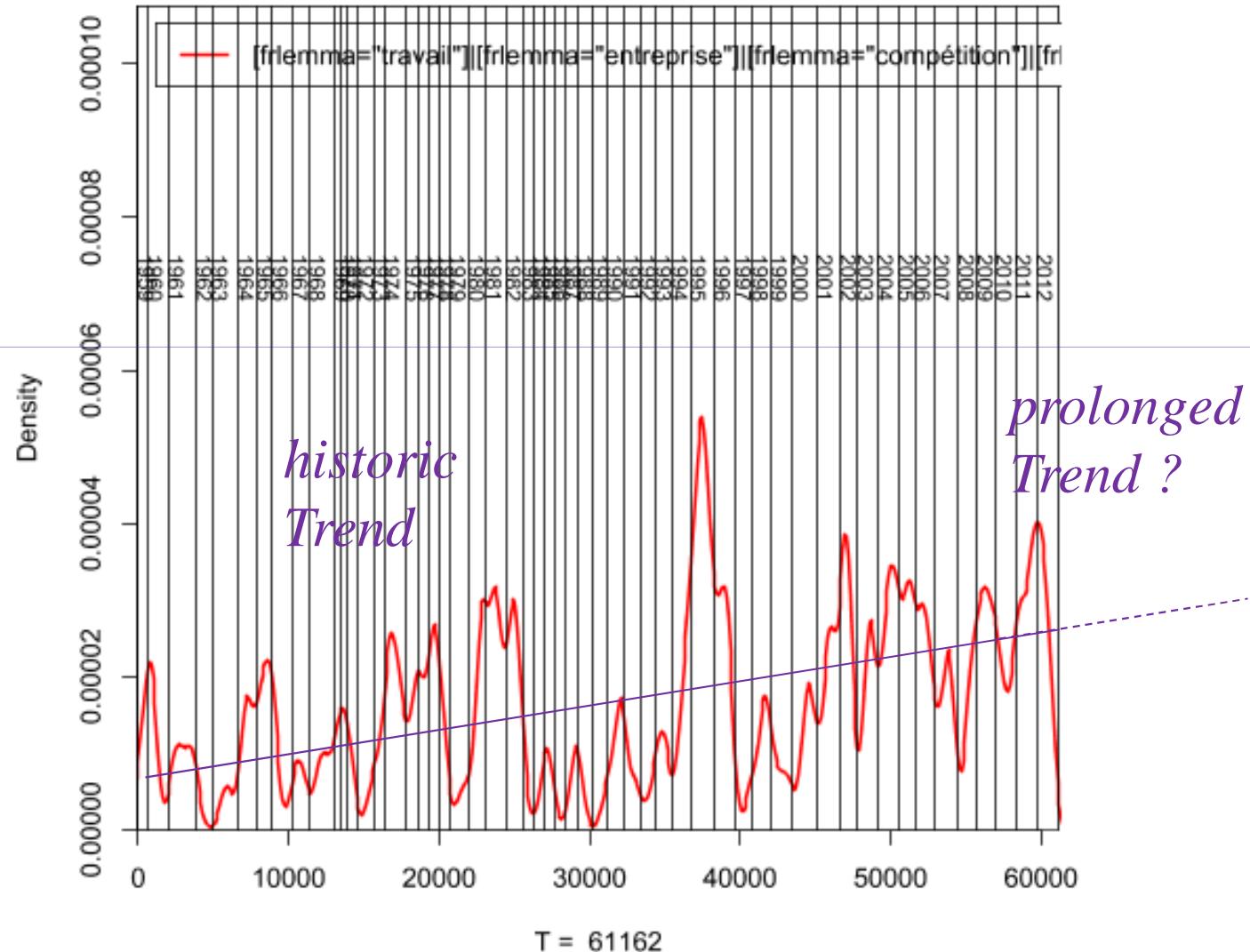
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Query Programming Language (QPL) on text-base (TXM) : longitudinal « topic » analysis (lexical pattern) : relevant trend found ?

[frlemma="compétition"]|[frlemma="innovation"]|[frlemma="autorité"]|[frlemma="travail"]|[frlemma="entreprise"]|[frlemma="compétition"]|[frlemma="innovation"]|[frlemma="autorité"]

(structure : text, propriété : année)



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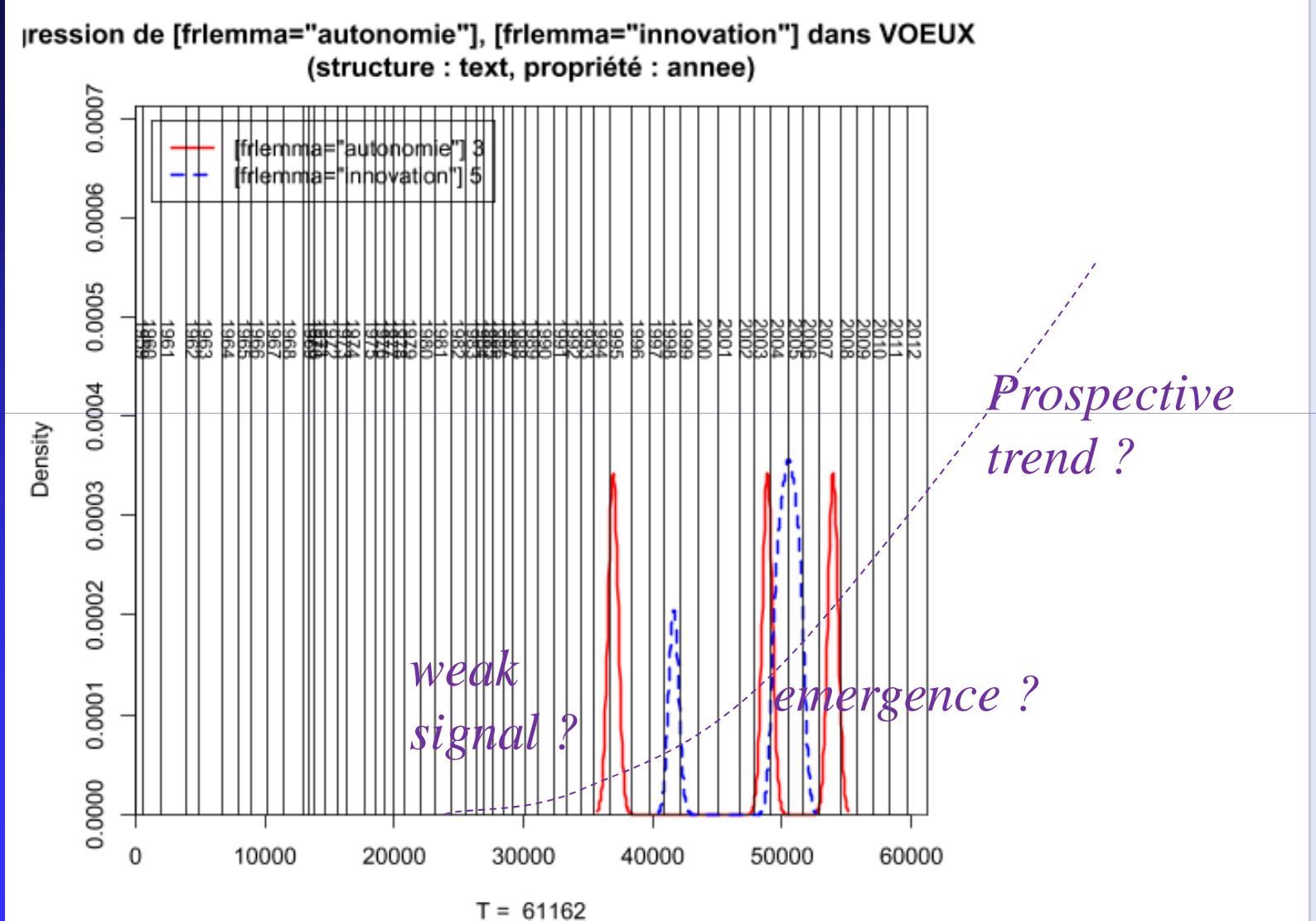
2. Eco-system

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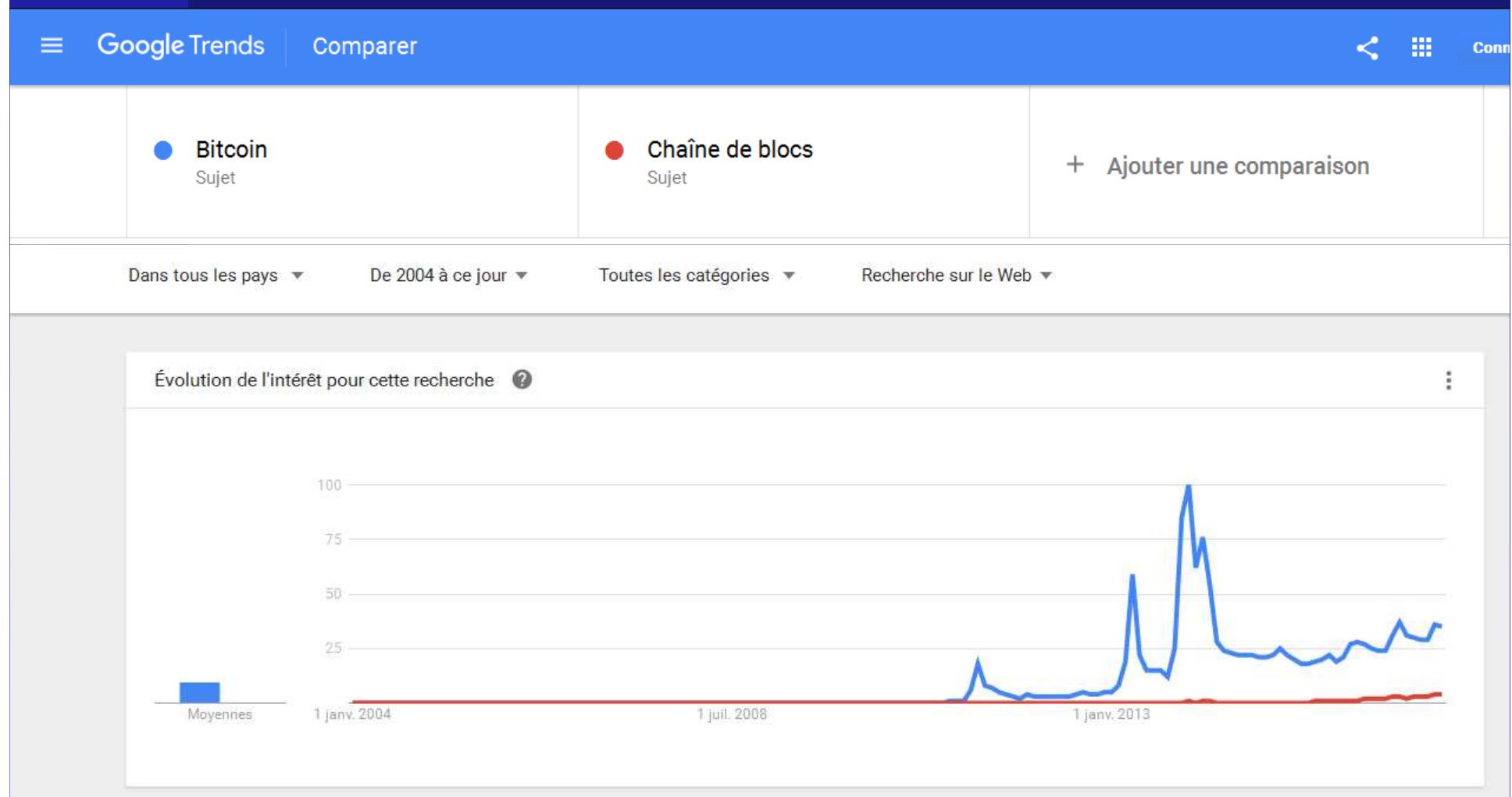
Conclu-
sion

Query Programming Language (QPL) on text-base (TXM) : relevant weak signals, emergence ... and candidate trend ?

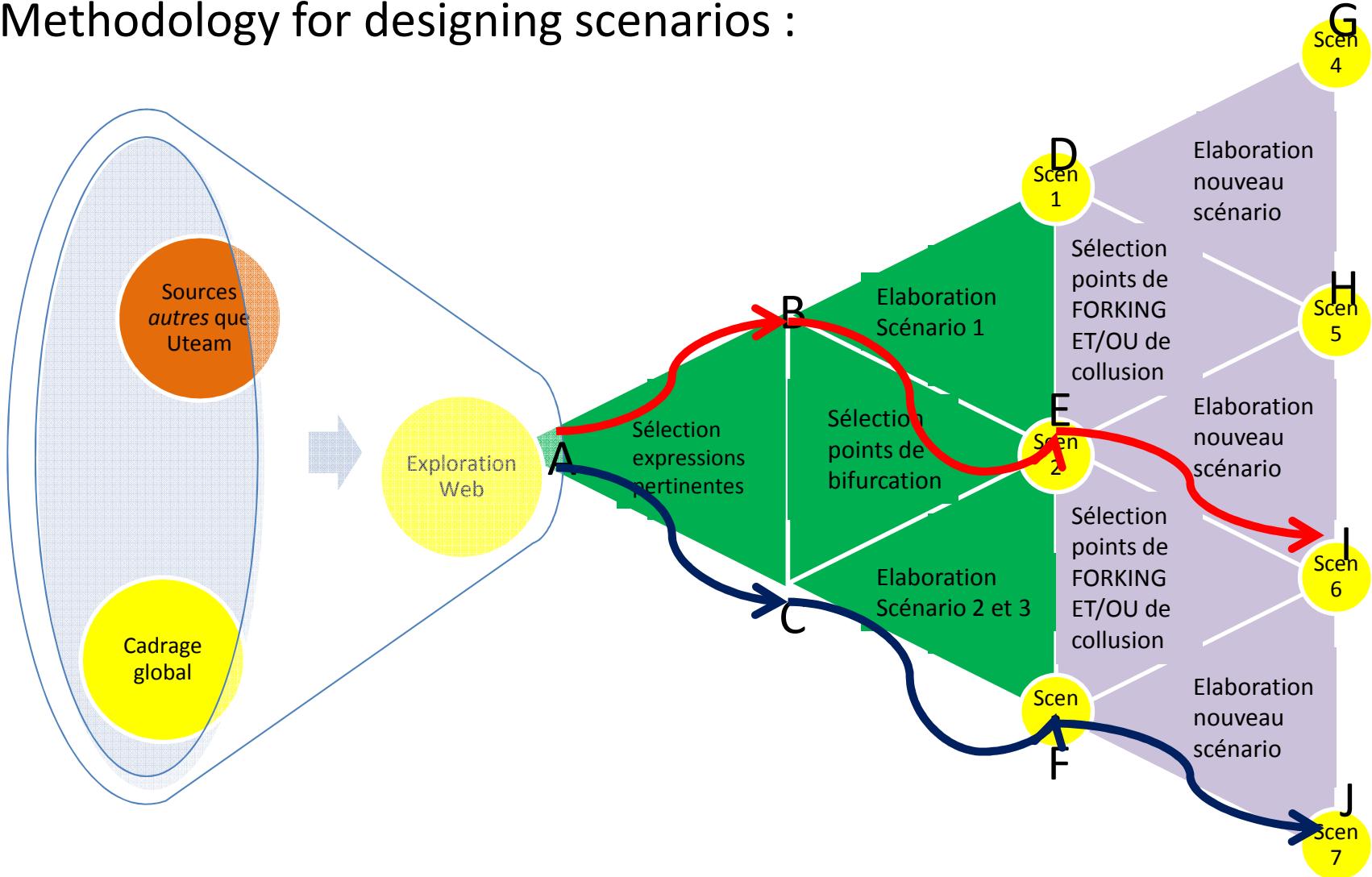


Time dynamics (elements for)(1)

G-Trend : queries made by internet users
(potential bias with polysemic terms)



Methodology for designing scenarios :



Includes some logics of the decision tree (but with more choices re. interactions between variables)

Conclusion : résultats/perspectives ?

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HYPO 1 : L'intelligence collective est-elle plus performante que la somme des experts institués (en DD) ? Importance de la création de connaissance qui se construit dans l'interaction sociale ?

HYPO 2 : Les méthodes des *digital humanities* sont-elles opérantes pour “capter” et comprendre cette intelligence collective ?

Ici : un “Test”/exploration de la fécondité de l'approche pour une gouvernance du développement durable plus *participative* (mobilisation des réseaux des parties intéressées) fondée sur l'intelligence collective/des multitudes contributives

Attention : big data needs big judgment (pas s'affranchir des SHS et philo)

Pas “preuve” mais fertilité éprouvée : depuis 2 ans, “l'épreuve”

- de la rigueur scientifique de la méthode et
- de la reconnaissance du client de la “prestation”

Et vous ? Demain, vous aussi vous contriburez à l'exploration de la fertilité de cette approche, avec la médiation de la Table Tatin.