



Digital Society

Digital technologies are intertwined with many parts of our daily lives. The theme 'Digital Society' is therefore very broad. In this theme-description we touch upon some of the big subjects that are part of our Digital Society.

Big Data

Big data refers to capturing large amounts of data and analysing this data. These analyses can result in many useful insights, however, it also comes with questions about privacy. An example in China is the project 'Sesame Credits' that gives ratings to citizens according to, for example, their buying behaviour. In the Netherlands, a debate about the sleepnet-law is currently very relevant.

Social Media

Social media like WeChat, Little Red Book and Weibo play a big part in the everyday life of Chinese citizens. From waking up to going to bed again at night, they constantly use these apps on their phones. Their social media platforms are more advanced compared to our Western platforms. For example, WeChat is more focused on purchases via the app compared to the advertisement based business model of Facebook.

E-commerce

It is expected that China's e-commerce will take up more than 50% of the world's online retail market. Cross-border e-commerce and rural e-commerce are two large contributors to this growth. Furthermore, there are two market leaders in China for E-commerce: Alibaba and JD.com.

Digital Education

Education is changing rapidly because of new digital possibilities. Digital education is making education more accessible and personalized. It can also make education more fun by, for example, gamification.

Online Healthcare

Online healthcare brings the consumer and the provider closer together. This can improve the reach and accessibility of the healthcare, and even the time healthcare takes. It can also make healthcare more transparent by reviews by patients. A downside to online information

about healthcare is that people can do all kinds of wrong self-assessments.

Smart Cities

A smart city is based around the idea that information technology can assist governing cities as well as supplying services and resources to everyone. This can be done by, for example, sensors around the city, which are connected to the Internet. A smart city should be more efficient and easier to govern. However, privacy may be an issue.

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