Kingdom of Morocco

Study day

Media and Social Bond in Morocco between the global and the local

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**Internet use by the Moroccan youth
What effects it causes on society?**

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Methodological precisions

- ✓ Scarcity of statistical data, particularly in terms of Internet usage in Morocco.

- ✓ Reliability on the limited existing data, due to the absence of certification process.

- ✓ Inaccessibility to individualized data such as marketing, because of their commercial aspect and their strategic use by professionals.

- ⇨ Relevant analysis of public policy of this sector must first overcome these constraints.

General Plan
Introduction
Conclustions

"The revolution does not happen when society adopts new tools ... The revolution happens when society adopts new behaviors."

Clay Shirky
"Here Comes Everybody: The Power
of Organizing Without Organizations ", 2008

In comparison with the social bond that characterizes traditional societies, that of late modernity is more elective, thus relatively fragile, because what some call the crisis of the social bond seems to partly result from the freedom now granted to individuals to define themselves.

⇨ Community (virtual) = social link beyond space-time
⇨ Physical risk of socil isolation

What impacts on social bond, particularly in its political dimension, for young Moroccan Internet users?

I. The Web and the social bond, a question of concepts
1. The social bond
2. The sociology of networks
3. Characteristics of social communication via the Web
4. New communication dynamic
5. Internet and the changes of contemporary democracy

1. The Social Bond is a mysterious concept that illustrates the different relationships between individuals within the social body.
"The social bond is composed of an aggregation of distinct values, integrated or separated, centripetal and centrifugal. These associated or dissociated values that make up the social bond are of five kinds in general: emotional, ethical, religious, political and economic."
Francis Farrugia (« Exclusion, mode d'emploi », Cahiers internationaux de sociologie, Vol. C II, 1997, p. 30)

Before the Internet, the indicators of the presence or strength of social bonds were related primarily to certain areas of social activities (family, associations, religion, work, school, delinquency rates, etc.)

Internet brings new forms of social bonds, less vertical and more horizontal

Emergence of more flexible rules less institutionalized but can be effective in terms of "social cohesion"

Can we speak of social bond if it is short-lived and little institutionalized?

Does it allow the integration of all aspects within the same social identity?

2. Mapping the social bonds: Sociology of networks
Notion of networks/ social networks
A "social network" is a set of social identities such as individuals or organizations interconnected by links created during social interactions. It is represented by a structure or a dynamic form of a social group.

The sociology of networks is a fundamental tool to understanding the impact of Internet use among Moroccan youth on our society, based on a precise sociometry.
However, the latter remains to be accomplished.

The characteristics of social communication through the web: Internet, creator of a new social bond? (1)

Internet is in the mean time a mass medium (one to many) and interpersonal communication media (one to one).
Social networks, reinforces or breakdowns the social bond?
Classical media models   new blogs model   Model allowed by the social networks

(…)

Major impact of these new patterns of communication on the "social bond".
Internet activism is an instructive example.

The characteristics of social communication through the web: Internet, creator of a new social bond? (2)
From Web 1.0= data collection= unidirectional publication (one to all) of contents/ passive reader.
⇨ to Web 2.0= Network of individual actors who communicate (facebook, blogs, social networks), = multidirectional conversation (all to all)./ Active actor.

= social networks

"A group of online applications that are based on the philosophy and web 2.0 technology and enable the creation and exchange of contents generated by users"
Andreas Kaplan and Michael Haenlein

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4. New communication dynamics: "open source and cooperation rhymes with Linux and Wikipedia.
Open source   Linux
Examples of major projects born with user participation
Behavior change related to new tools that are fast and, above all, easy to access.
= Users are now able to revolutionize the foundations of the social bond, particularly in its political dimension, without having recourse to traditional media.

The contemporary democracy evolution and the effect of the Internet on its changes: Is the contemporary social bond in crisis? (1)

The social bond in challenge of cohabitation with what is anonymous: Does the electronic bond
kill the social bond?

Individualization is the process by which individuals have gradually acquired the ability to define themselves by themselves and not according to their belonging to a particular collective entity(Singly, 2003).

Isn't it that virtual identities created on messaging, forums or chat rooms replace the real identities, creating more fragmentation of identity?

In short, doesn't the electronic bond replace the social bond?

The policy implication of this multiple individualism and anonymity on the construction of the social bond seems to be one of the reasons of the changes occurring on the rules of public debate.

"I divide my brain. I see myself as being two or three characters or more. And I move from one character to another, when I move from one window to another."As for reality, "It's just one more window and not necessarily the best"

Remark made by a young person to sociologist Sherry Turkle

Individualistic democracy of the XXI century is not without social bond: Facebook and Twitter is looked at as a revolution more than as propaganda.

Internet is changing and diversifying the field of political practices. It has created new forms of democratic participation, which some sociologists have called "cooperative democracy." With its political virtues, the web could even embody a certain ideal of democracy.

However, mass usage of Internet is changing the context in which this competition is exercised between different visions of the web. The weight of some companies, especially their near- monopoly, is worrisome. The number of Facebook users is instructive in this regard.

Division of Facebook users by continent

|	Continent	
1	North America	201 908 060
2	Europe	190 639 360
3	Asia	147 041 460
4	South America	65 351 160
5	Africa	25 486 580
6	Australia and Oceania	12 014 920
Total		642 441 540

States are now taking seriously the web and began to regulate it.

Is this the end of the innocence age and extraterritoriality?

In Morocco, also, the intensity of this concern is directly correlated to exponential acceleration of certain uses by young adults of the web especially Facebook.

Changes of Moroccan users of Facebook
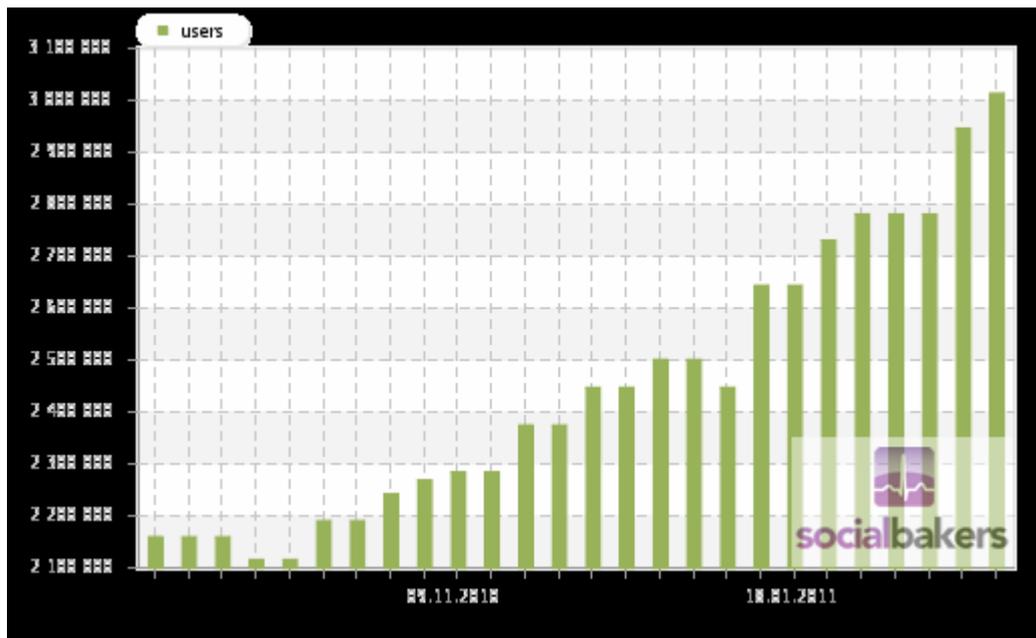
III. Web and future social paradigms in Morocco: Reflection elements on the interaction between the uses of the Internet by youth and the social bond to Morocco.

1. Online connection, a different kind of socialization
2. Morocco: inconsistently -connected... but in progress at the continental level
3. What little is known about the use of Internet in Morocco
4. Freedom in a click
5. Is there a global social network?
6. The national public opinion and the new global rationality
7. The virtual protest: An interactive Moroccan civil society?
8. Rethinking politics or lessons of the "Arab Spring"

1. The technological potential: all you need is an online connection to access another type of socialization.
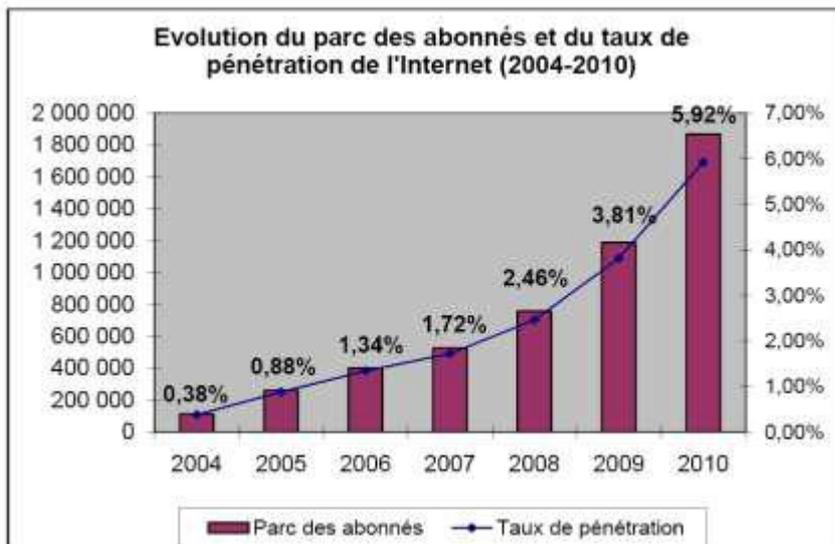
The Internet has proven itself beyond the social control in its classical acceptance, but nevertheless carries an action of socialization, contributing to transmit values and behavioral standards at a faster pace.

But what is its real socializing power?

It is the first technology that deserves a global audience, the Internet, whose size doubles every year, had the effect of a bomb in the popular culture.

Internet is then a technology and culture. We must be able to understand each of these aspects in order to be able to understand its impact on society.

2. Morocco: A country that is still inconsistently connected…but is progressing at the continental and regional levels (1).
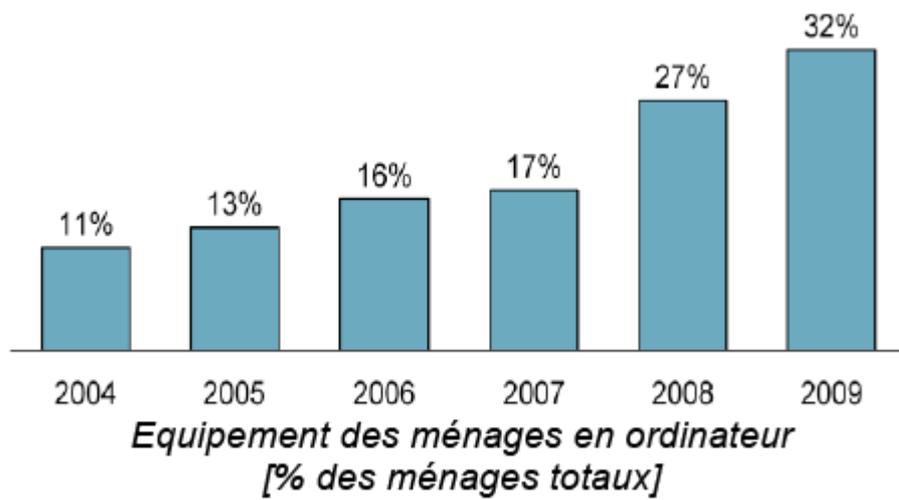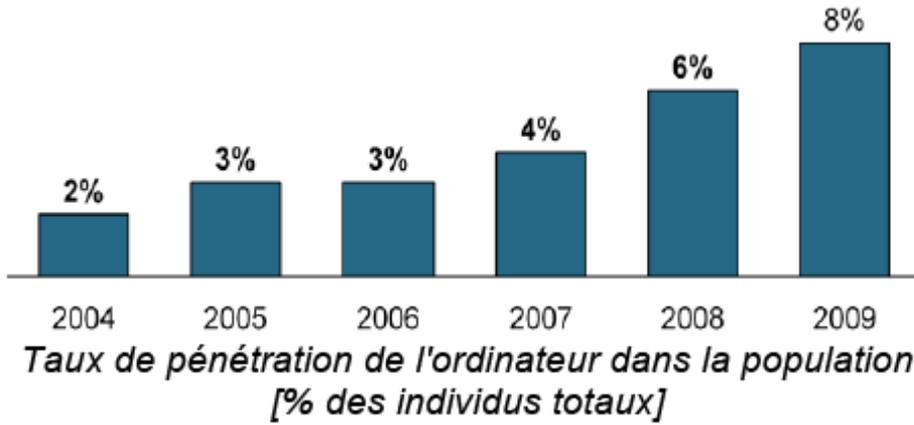
Taux de pénétration de l'ordinateur dans la population [% des individus totaux]

Equipement des ménages en ordinateur [% des ménages totaux]

Evolution du parc des abonnés et du taux de pénétration de l'Internet (2004-2010)

Equipement des ménages en accès Internet
[% des ménages totaux]

2. Morocco: A country that is still inconsistently connected…but is progressing at the continental and regional levels (2).

Some ICT indicators in Morocco
(Enquiry by the National Agency of telecommunication regulations 2007/2008)
13 million Internet users in 2009;

84% of Internet access from an internet cafe in 2009;

Approximately 10,000 cyber (July 2009);

14% of household Internet penetration (nearly 800,000 connections);

Nearly 63.6% of Internet connections are ADSL and 30% are of 3G type;

91% of companies listed in the Kompass are connected to the Internet;

16% of them have a website;

Internet users in Millions	2004	2005	2006	2007	2008	2009	Evolution 2005/2009
Level 1	3.5	4.6	6.1	6.6	10.3	13.0	+26 %

2- Morocco: A country that is still inconsistently connected…but is progressing at the continental and regional levels (3).

Internet subscription	**1 866 963 (ANRT, Déc. 2010)**
Internet users	**About 10 millions**
Number of domain name .ma	**37 769**
Marketing providers of domain names. ma	**20**
Providers of SVA (housing, cyber café, etc.)	**About 10 200 (ANRT, mars 2011)**
Facebook subscribers	**3 013 100**

- While just 3% of rural households have a computer, in comparison to 15% in urban areas, in 2010, Morocco remains the second country in number of Internet users in the MENA region just behind Egypt, but only fifth in terms of Internet penetration (Internet users / Total population) with 32.9% of the online connected population.

Seminar organized by Marketing Internet.ma
(December 2010)
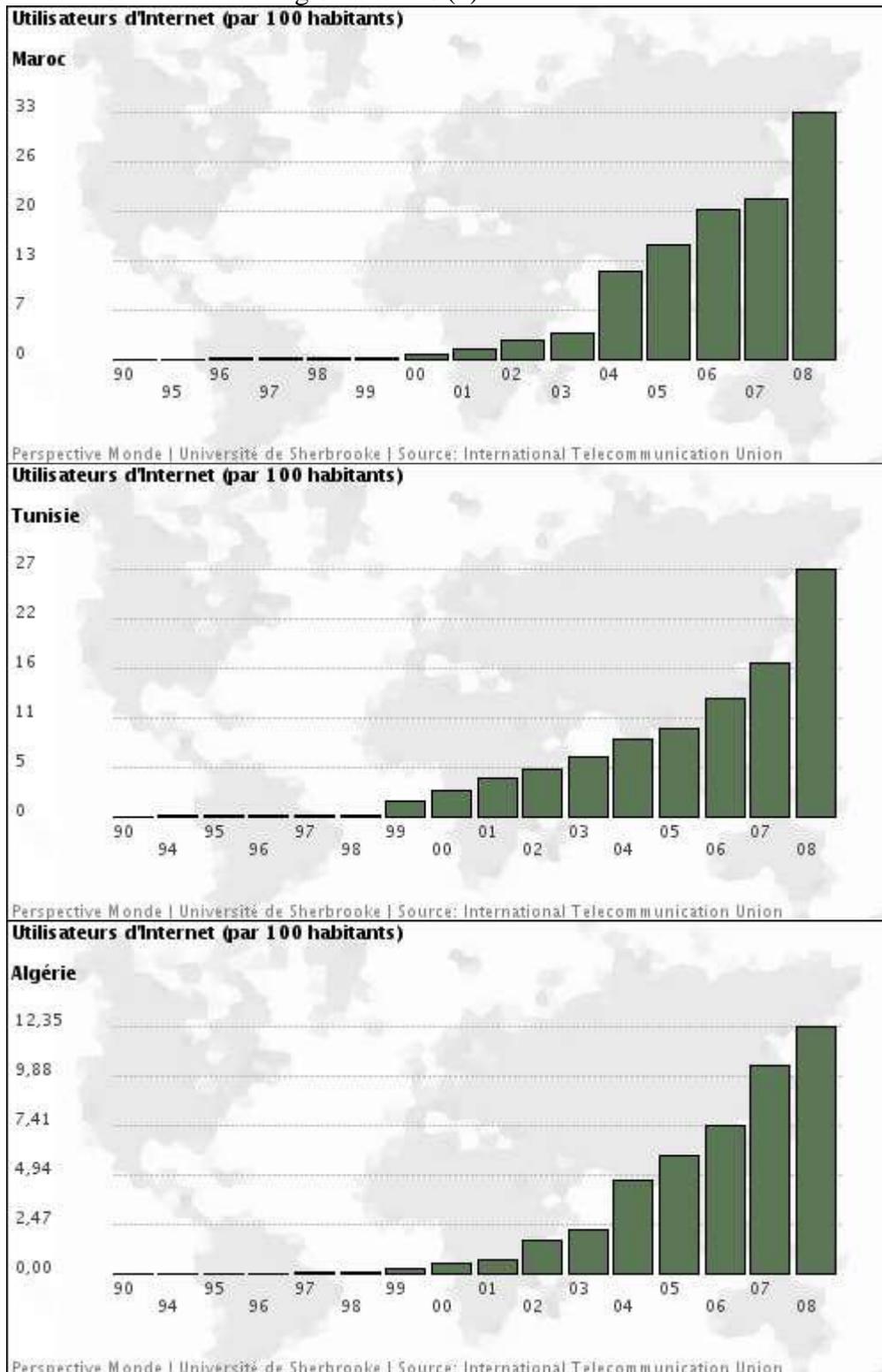
2- Morocco: A country that is still inconsistently connected…but is progressing at the continental and regional levels (4).

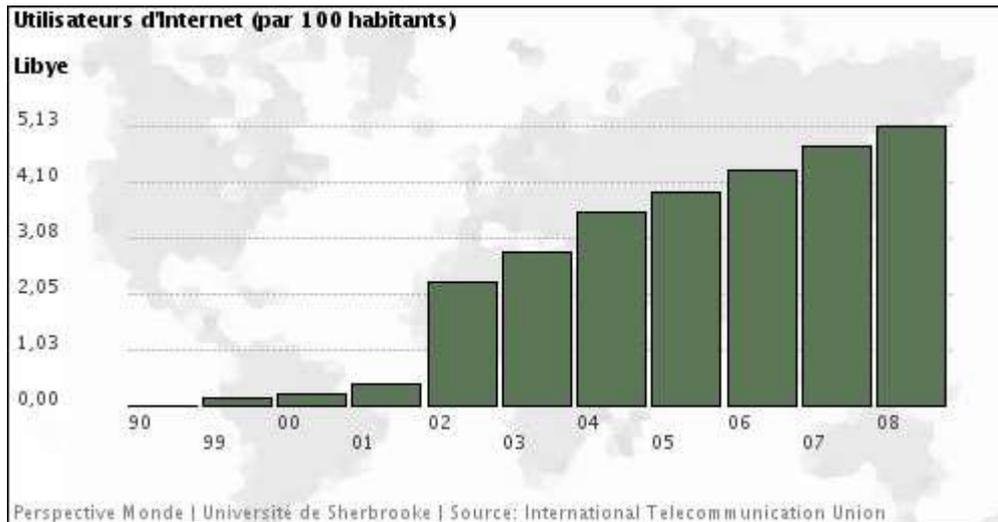Utilisateurs d'Internet (par 100 habitants)

Maroc

Utilisateurs d'Internet (par 100 habitants)

Tunisie

Utilisateurs d'Internet (par 100 habitants)

Algérie

Utilisateurs d'Internet (par 100 habitants)
Libye
Perspective Monde | Université de Sherbrooke | Source: International Telecommunication Union

3. Cultural and behavioral effects or web sociology: We only know little about the Internet usage in Morocco (1)

There is a genetic link between the core technology of the Internet and the main characteristics of its culture. The arrival of a new technology in a society is always accompanied by an underlying systemic effect, in a manner that our genes largely determine our nature.

When a radically different technology like the Internet becomes sufficiently widespread, it has a radical effect on the social, economic and political cultures affected.

As cultures integrate the Internet into their social structures, they are gradually adopting its systemic features. Here is an overview of possible systemic and atomistic changes that Internet can bring into the social structures in contact with cyber space.

	Segment	Connectivity	Usage
Enterprises	Large accounts	Enterprise netwoks & broadband (LL)	▪ Massaging ▪ Searching information ▪ Transferring files ▪ Online transactions i.e payment, demands.
Enterprises	Small & middle enterprises Small & large industries	LL-ADSL-RNIS	▪ Massaging ▪ Searching information ▪ Transferring files ▪ Searching for suppliers/clients
Enterprises	Professionals & very small entreprises	ADSL-RNIS-RTC	▪ Massaging ▪ Searching information ▪ Transferring files
Individuals	Indoors	ADSL-RTC	▪ Chat ▪ Email ▪ Surfing ▪ Searching for information
Individuals	outdoors	Through cyber cafes, work, school, etc.	

In 2004, a study was conducted by the National Agency of regulating telecommunication, concluded that internet uses remains modest as illustrated by the table above.

3. Cultural and behavioral effects or web sociology: We only know little about the Internet usage in Morocco (2)

As a proof to the rapid changes induced by the Internet in 2009, the NART provides the following figures regarding the use of this tool by households:

Use of electronic mail (57%)

Use of social networks (48%)

Finding information (38%)

Use of the Internet for commerce or online banking is still very weak or nonexistent (<5%)

Miscellaneous activities: Downloading music, movies, software and video games, major consumer of capacity and broadband.

Summary of the study "Monitoring Information Technology", NART 2009.

3- Cultural and behavioral effects or web sociology: We only know little about the Internet usage in Morocco (3)

Top-twelve visited sites in Morocco in 2009

1	Facebook	facebook.com	Social utility that connects people to keep the bond of friendship, display photos, share links and videos online
2	Google.co.ma	google.co.ma	Research engine (Moroccan website)
3	Youtube broadcast yourself	youtube.com	Allows to download, transfer and share videos worldwide.
4	Google	google.com	Research engine
5	Windows Live	live.com	Microsoft research engine
6	Google.fr	google.fr	Research engine (French website)
7	Hespress	hespress.com	First online newspaper in Morocco, created in 2007
8	كوورة - Kooora	kooora.com	First Arabic website that shows international and Arab championships, and analyse and follow up all football events..more.
9	Blogger.com	blogspot.com	**Free, automated Weblog publishing tool that sends updates to a site via FTP.**
10	Yahoo!	yahoo.fr	A major portal in the Internet sphere allowing customization tools Content search, chat etc..
11	الجزيرة	aljazeera.net	Online version of the audiovisual services by Al-jazeera(information, economy, debates, etc.)
12	ستار تايمز	startimes.com	Television programs guide for the middle east

4. Freedom at a click: How do google and youtube concerns us?

The great economic and social change that we see in cyberspace is that emanating from the democratization of mass communication.

Communication is not only bidirectional, bringing the content provider (multicast) and his audience; it is also and above all, beyond the supervision and censorship.

Internet frees the audience from the control on content enforced by the state and corporate providers. In cyberspace, the fundamental relationship between the programming, content and advertising does not exist.

The new paradigm of cyberspace shatters all old traditional institutions.

- **In cyberspace, it is the content which has paramount importance.**
- **The challenge is to adapt to this new medium and the paradigm emanating from it.**

5. Does an international social network exist? (1)

The notion of a community member is intrinsically linked to the concept of a group. "The group is a real collective but partial unit, directly observable and based on collective, continuous and active attitudes... inclining to a relative cohesion "(Gurvitch 2007).

On the one hand, there is a structuring action of Web 2.0 by strengthening Community bonds. On the other hand, Web 2.0 meets the expectations related to specific identities and special status: age, occupation, sex, language, education, social class, emotional situations, hobbies, etc.

Does this mean that the notions of community and collective community (Tönnies) would be dissolved to give birth to a new Leviathan, a mega group, a global social network?

Internet seems to appear as an ethical value unquestionable to the "construction of knowledge" by and for each community.

The changing landscape of social media between 2008 and 2011 gives us a galloping idea on the complexity of such phenomenon, at the international and local level, in Australia as in Morocco.

5. Does an international social network exist? (2)

Social media panorama of 2008

Panorama des médias sociaux 2008

FredCavazza.net

That is 8 types of services: (publishing, sharing, discussion, social networks, micro-publishing, Livecast, virtual worlds and multiplayer games).

5. Does an international social network exist? (3)

Social media panorama of 2011

Tha is 7 major types corresponding to 7 primary uses: (publication, sharing, Discussion, Trade, localization, Networking and Games)

The map

6. National public opinion in the face of some kind of regional or international rationality: Uniformity and specificities

"From La Paz to Ouagadougou, from Kyoto to St. Petersburg, from Oran to Amsterdam, we find same movies, same television series, same information, same songs, same slogans, same objects, same clothes, same cars, same urban, same architecture, same type of apartments often furnished and decorated in the same way ..."

Ignacio Ramonet (Le Monde Diplomatique, May 1993)

The history of mankind is none but the history of continual loans they have made to each other, over the centuries, without losing neither their particularities nor their peculiarities.

Since the advent of the Internet and its democratization, they have consistently increased, particularly at the level of ideas and opinions (political and ethical), creating an interactive effect between the global, regional and local argumentative models.

Suppose, however, that this is the first time a critical aspect of a particular civilization, the Western democracy and consumerism, seems to be a desirable aspect to all civilizations of the world and the speed of modern communication leads to rapid and efficient dissemination thereof.

Could this alone explain the great movement called "The Arab Spring"?

7. Visual contestation: Is there a Moroccan civil and interactive society? (1)

The internet activities have surfaced the repertoire of collective actions, with tools such as syndication, online petitions, blogs, video activism, calls on Facebook, or again Google bombing ... This is primarily the less organized and militant groups that prefers horizontality over the vertical and hierarchical organization.

In Morocco, with the increased penetration of the Internet, another Moroccan civil society was born, younger, less institutionalized, that no longer fathom the concepts of governance, local democracy and participatory processes the same way as older generation did.

A civil society movement depicted in the 20-February is a significant example that illustrates Morocco as experiencing real change coming from the base. In fact, it is born today, from the place where exchange was unexpected with the Highter, horizontal ideas that are imposed vertically.

How then can we interpret the action of this new civil society action within the panorama associations' movement in Morocco and abroad?

The numbers of loggers to the sensationalistic information site Hespress.com (first Moroccan website

in the national top-20), required in this respect further analysis on the new rules, the recent actors and the future challenges of contradictory public debate on politics in Morocco.

7- Visual contestation: Is there a Moroccan civil and interactive society? (2)

Hesspress

February 2011	Morocco	World
Individual visitors (users)	920 million	1.5 million
Rate of penetration in comparison to internet uses	14.9 %	0.1 %
Pages looked at	36 million	56 million
Total number of visits	9.8 million	15 million
Average number of visits/visitors	8.2	3.9
Average time spent by visitors	9:30	9:20
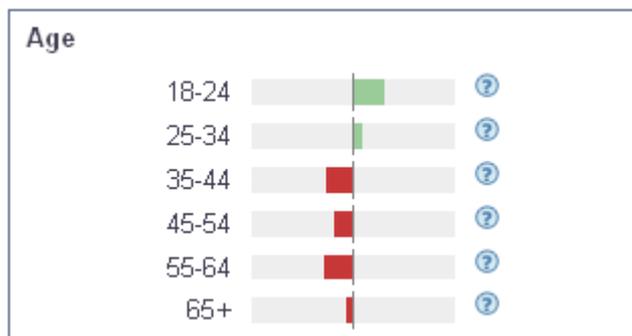
"The old model which is based on trusting few recognized experts is just one of many possible models that society can adopt to demonstrate trust and take advantage of these turst-based relationships."

Clay Shirky, writer of the book Here comes everybody, teaching at New York University, the interactions between social and economic impacts and internet technologies.

Six political advantages of the internet

Advantages	Disadvantages
The presupposition of equality	Excluding all concretes
The release of subjectivities	The narcissistic Depoliticization
The public from below	The end of the private life
The strength of weak cooperation	Fragility of commitments
Self-organization	Bureaucratic procedures
Ex post legitimacy	Crushing of diversity

More than ever, the main political challenge of the Internet is that of democratization.

8. Rethinking politics based on global communications to McLuhan: How to learn from the recent revolution of the Arab people?

Lack of organization visibility
Between what is private and what is public, the young Internet users are in the process of building an intermediate space, a gray area, where it is not known yet in Morocco as it is elsewhere, who does what, who is capable of what, who control who and who is responsible for what.

Age Group	Percentage
13-15	9%
16-17	12%
18-24	46%
25-34	24%
35-44	6%
45-54	2%
55-64	1%
65+	0%
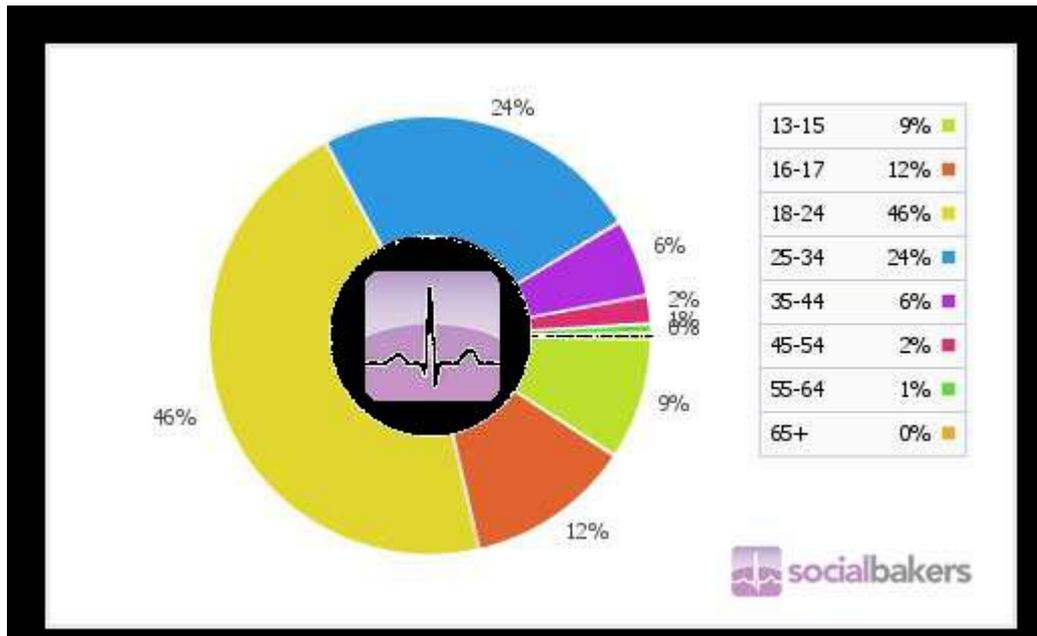
Conclusion

"The essence of cyber-culture is related to the apprehension of what is global, what is international, and ultimately what is universal. Other cultures and civilizations have had this Universalist tropism. But what is new is that the cyber-culture uses means of our time to deal with the problems of our time."

Quéau, Unesco.

- One possible outcome: The shining outbreak of Moroccan culture is the Moroccan youth

- An ideal: Moroccan electronic democracy that is notvirtual

- Law to the test of technology

- The Internet Governance Forum and the Brazilian benchmark

For an Internet Moroccan Forum as a regional model

Thank you for your attention