A NEW APPROACH TO SOCIAL DEVELOPMENT INSTITUTIONS & CROWDSOURCING

BUSEN ÖZGÜR

Department of City Planning, Middle East Technical University, Ankara, TURKEY.

Email: ozgur.busen@metu.edu.tr

(Date of presentation: January 2017)

ÖZGÜR B. A new approach to social development : institutions & crowdsourcing, *METU*. This paper discusses whether the success of inter-institutional interoperability and the impact of this concept of crowdsourcing. While institutions have a face-to-face relationship with each other and with the public, technological developments transform this relationship into mass. This paper is concerned with how to improve the properties of local values, with the development of technology. This paper focuses on explaining the relationship between institutions(place-based) and crowdsourcing (web-based) in terms of spatial and socio-economic relations in planning. It is found that the relationship between local, glocal and global with cases through participation.

Key Words: Institutions, crowdsourcing, e-participation, glocal, empowerment

INTRODUCTION

Economic development has continued since humanity first existed. Economic development based on community has neighborhood, improving conditions in geographic area and strengthening linkages *(Leigh and Blakely, 2013)*. In the early period of history, the economic system developed with agglomeration and surplus, industrialization involved fordist production. After that, innovation and web-based systems have developed in cities of 21. Century, rapidly. With the development of technology and intelligent systems, the marketing and production systems of local products encounters with the global world; thus, the sustainability of local knowledge has become an important issue because of the rapid progress of technology. Economic developments are evolving with the culture of collective which formed by the unification of institutions and inter-institutions, social norm, value. The social atmosphere is formed by the combination of locality and social values *(Pose-rodriguez, 2013 quarted Amin and Thrift, 1995).* Capitalist developments accelerated with increase of inter-city competition, so the departure from the locality began to emerge *(Brenner and Theodore, 2002).* For this reason, community based economy is aimed at ensuring the sustainability of local knowledge through institutions and innovation. This paper identifies relationships between corporations, entrepreneurs and the global community; therefore, two important concepts emerge. Firstly, the institutions began to emerge based on place-based. The internal growth approach consists of economic, institutional and political approaches, the economic dimension enables to efficient products through technology, while the political dimension enables to apply their aims and the institutional dimension combines economic, social and cultural values (*Vazquez-Barquero and Rodriguez-Cohard, 2015).* This concept provides the development of the

cooperative system, moreover, this consists of face to face participation. Institutional systems have involved of mutuality, learning, productivity growth and interregional cooperation,and this system enables to participation to be implemented jointly *(Pose-rodriguez, 2013 quarted Putham, 2000)*. Secondly, crowdsourcing is very important by institutions, enterpreneurs. This system aims to establish a network among all people through institutions and entrepreneurs, so this system has emerged based on web-sites *(Braham,2009)*. This links to crowdcommunity (solvers), crowdsources (seekers) and marketplace (facilitator). Crowdsourcing has an important place in mass participation with the development of technology.

RELATIONSHIP WITH PARAMETRES

Institutionalization system is developed by entrepreneurs establishing cooperative systems, so the corporation is established through an institutional perspectives. This system causes entrepreneurship-based systems to become stronger through voluntary, cooperative action. The system involves face to face participation. Also, institutions have ensured in contact with all people. This situation develops with the mass communication system and enables communication with the whole world. This mass communication can be achieved through 'crowsourcing'. In addition to these, enterpreneurs can communicate massively, but this includes risks such as lack of local knowledges. Producers groups work together with government, local stakeholders, national and international organizations. Institutions or local enterpreneurs have presented in a digital enviroment to get ideas from each user. Therefore, it is very important to establish relationship between the entrepreneurs, the institution and the global by participation both place-based and web-based. Social capital and social networks are used as a means of community orientation *(Peredo and Chrisman,2006)*. According to *Rodriguez-pose (2013)*, as regional capital develops, economic development is also rised. However, the intellectual, social and political capital must be developed so that this system can be developed efficiently. These three parameters evolve with economic sociology, cognitive psychology and the rediscovering of the old institutional economies. while economic sociology consists of network properties(mutuality-trust-cooperation), cognitive pyscology has creative, learning and adaptive capacity. Also, formal and informal institutions provide for the rediscovery of the old institutional economies. Whereas formal institutions consists of rules, laws and organizations, informal institutions have individual habits, group routines and social norm- values*(Amin,1999)*. Social capital ,which has different areas, is a product of social effort*(Siisiainen,2000)*. For this reason, the relationship between institutions should be developed by associating these three frameworks with participation.

RELATIONSHIP WITH PLANNING

Face-to-face communication and crowdsourcing approaches influence the planning from a spatial and socio-economic perspective. Firstly, according to face to face approaching, surplus enables to reinvestment through community and this system purposes improving social capital *(Amin, 1999)*. This approach provides importance of community communication. Secondly, crowdsourcing also provides that maximizing and diversity stakeholders *(Braham, 2009)*. This approach aims at getting more ideas for solving the problems of urban problems. While traditional corporation can be defined as participation, crowdsourcing can be meant e-participation. These two approaches have

positive and negative characteristics. According to positive characteristics, while traditional institutions have local knowledge, collective production, social habits, crowdsourcing has new knowledge, different opinions and global norms. From the viewpoint of negative chacteristics, while traditional corporations have problems of inadequacy of education, lack of trust in informal institutions,crowdsourcing are complexed in terms of loss of local knowledge and trust of knowledge on web-based. These situations relate to planning from socio-economic perspective. In addition, spatial applications are formed by framework of these concepts. These spatial approaches are evaluated as land use, transportation and infrastructure. According to land use, housing, open space and production systems should be designed together to form participation. In terms of transportation, inexpensive and high quality transportation systems such as seaway and railway should be constructed in order to distribute local products in the global system. In terms of infrastructure, active learning systems, information technology and communication systems should be developed. Trainings should be organized so that these systems can provide actively using to local people and institutions. Thanks to these, e-participation has gained an important place due to e-learning, technology and information communication systems developed in contemporary cities. This system empowers the community and enables to unifing local knowledge with global ideas. Branding of local products is significant to develop economically.

INTERNATIONAL AND NATIONAL CASES

One of the most important international case is Mondragon co-operative corporation in terms of co-operatation. This institution is created by volunteers, students, engineers, local people and developing culture provides alternative economic development and continues from 1943 to the present day. It also was established in 1966 as the first local cooperative cluster *(Graham and Cameron, 2007)*. After that, engineering education, innovation technologies and service sector are developing more and more. This is significant case for face to face participation. Also, the espoo forum in Finland is of great importance in terms of e-participation. This system has communication based on interactive digital forum, tools. In addition, glocal, which uses in Finland, is a system between local and global, based on information and communication technologies *(Walling and Horelli, 2012)*.

In Turkey, Tire was selected as the best rural development model by Food and Agriculture Organization of the United Nations. With this co-operative, low-cost production and high production are aimed. Thus, while 70% of milk production is provided in Turkey, Tire/Izmir is also 440% profitable. This project aims to improve the social life with the participation of the people, to prevent immigration and to provide quality local production*(tiresutkoop.org,assess date 2016*). In addition, local products from ‘memlekettengelsin.com’ website are sold in a global environment and participation of the people is provided through the interface inside the site *(memlekettengelsin.com, assess date 2017)*. These systems made to buy local products easily and benefited both producers and consumers alike.

CONCLUSION

The integration of local products with global thinking is very important for contemporary cities. Globalization should be prevented from losing the characteristics of local products. For this reason, unifying local and global ideas are being tried to be created. This situation benefits from the development of "geographically marked products" internationally. In brief, while crowdsourcing is of great importance in the global consensus with technological developments, face-to-face participation is very important for the development of productivity of local products.

REFERENCES

Amin, A. (1999), An Institutionalist Perspective on Regional Economic Development, *Blackwell Publishers,* UK and USA.

Braham,D.(2009), Crowdsourcing The Public Participation Process For Planning Projects, *Planning Theory*,Vol8(3):242-262,available online at:(http://www.sagepub.co.uk/journalsPermission.nav),accessed 27 October 2016.

Brenner, N., Theodore, N. (2002), Cities and the Geographies of "Actually Existing Neoliberalism", *Antipode, A Radical Journal of Geography*, (350-378*),* New York and Chicago.

Gibson-Graham,J.K., Cameron, J. (2007), Community Enterprises: Imagining and Enacting Alternatives to Capitalism*, Ashgate Research Campanıon(10)*.

Leigh, N., Blakely, E.(2013), "*Planning Local Economic Development"*,University of Sydney, Fifth edition.

memlekettengelsin.com, accessed 02 January 2017.

Peredo, A., Chisman, J. (2006), Toward A Theory Of Community –Based Enterprises, *Academy of Management Review*,Vol.31, No.2,309-328.

Rodríguez-Pose, A.(2013), Do Institutions Matter for Regional Development?, *Regional Studies*, 47:7, 1034-1047, London, UK.

Rogriguez-Cohard,J.C., Vazquea-Barquero, A. (2015), Endogeneous Development and Institutions: Challenges for Local Development Initiatives, *Enviroment and Planning C: Government and Policy*,0(0) 1-19, available online at: (sagepub.co.uk/journalsPermissions.nav), accessed 22 Nowember 2016.

Siisiainen,M. (2000), Two Concepts of Social Capital: Bourdieu vs. Putnam, *ISTR Fourth International Conference,* Dublin, Ireland.

tiresutkoop.org, accessed 25 December 2016.

Wallin, S., Horelli, L. *(2012)*, Playing With The Glocal Through Participatory E-Planning, *The Journal of Community Informatics,* Vol 8(3), available online at: (http://ci-journal.net/index.php/ciej/article/view/883/934), accessed 10 December 2016