

# R&D Outsourcing

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## **IT specialists from Akademgorodok have come up with a new generation social network**

Innovators from the Novosibirsk Akademgorodok announced the creation of the social network "Let's Solve Together". The digital platform will be linked to a map of Novosibirsk - on it, users will be able to mark city problems and track how the authorities solve them. The creators of the platform are confident that this will help create a comfortable urban environment. Vladimir Ulyanov, Director of Novosibirsk Scientific and Technical Center LLC, spoke about the development of the program "Evening Talk about Novosibirsk News" on the radio "Gorodskaya Volna" (101.4 FM) on April 12.

Ivan Proskurin: Vladimir, hello! Are you one of the developers of the new generation social network "Solving Together"? Is that correct?

Vladimir Ulyanov: Yes, that's right. But, probably, we cannot yet say about it that it is already a social network. This is a new generation of a platform for communication of people in the virtual space.

Ivan Proskurin: Startup?

Vladimir Ulyanov: Not really a startup. The fact is that our company is itself a startup. But our industrial solutions are based on a new generation of automated systems. There we are trying to create some kind of process model for the entire enterprise. And based on this, build management decisions.

Ivan Proskurin: Is this something about automation?

Vladimir Ulyanov: Yes, exactly about her. But the development of these systems and their introduction into industry led to the idea of moving away from narrow disciplines and solutions to the sphere of communication between people. And first of all - in our beloved city.

Nikolay Kopalov: And here's what's interesting to me. Vladimir, are you developing in the Technopark of Akademgorodok? When we talk about Akademgorodok 2.0 and its development - is this also about you?

Vladimir Ulyanov: I think we are worthy representatives of the innovative business.

Nikolay Kopalov: And now you have decided to automate communication processes?

Vladimir Ulyanov: Let's do it this way: it's not even just communications. The fact is that our deepening in the ideas of automation led to the fact that ... What I personally noticed, as well as my colleagues and friends: people now receive news mainly from social networks.

On the basis of what are the ideas of a person about the world around them built? Based on some news feeds that a person traditionally scrolls through on a phone, tablet or computer during the day -

in the morning, at lunchtime, in the evening.

There the user sees a list of events, publications. And this forms a person's idea of what is happening around him. How is it formed? Based on samples, some algorithms that no one knows anything about. I believe that even the developers themselves have little idea of how it all works and is shaped.

That is, a person is in a kind of virtual space, which is far from reality. A kind of virtual virtuality. This is the fact that I paid attention to.

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Photo: Mikhail Perikov, nsknews.info

Nikolay Kopalov: And what solution do you propose?

Vladimir Ulyanov: What happens when we manage an enterprise? Maybe you heard about quality management, a family of different standards and methodologies - ISO 9000. And after that there were some developments.

Enterprise management as an environment for employees is based on the constant formation of a certain environment of conflicts. Risk situations, deviations from the accepted order of things, which employees themselves are obliged to note, collect statistics. And that's actually good.

We came up with an idea - what if we combine the social environment of people, the information space, with this principle? All this is already known, everything is already there - endless groups in WhatsApp, Telegram and other messengers.

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Ivan Proskurin: Vladimir, I'll tell you more: they've even come up with special platforms - "My Novosibirsk", where you can also solve local problems. How will your platform be different?

Vladimir Ulyanov: That's right. There is a portal "My Novosibirsk" and a similar structure that operates in Moscow. There is "Electronic government". But at the same time, how do they differ from social networks? People need a more comfortable environment, a more open area. After all, many people want to maintain their anonymity.

Not personally come with a passport and write a request to the mayor's office or district administration. And just speak up, as is usually done in groups in WhatsApp. School, courtyard groups - by housing estates, houses, entrances. People just need such a solution.

Nikolai Kopalov: But there is no anonymity either? The user is tied to a phone number.

Vladimir Ulyanov: Colleagues, let's do this: technically, anonymity does not exist. But in fact it happens that a person, for example, on VKontakte, hides behind some nickname. And he can express anything - as long as he does not break the law. And this allows him to act much more openly, impartially.

Ivan Proskurin: And what can be "solved together" on this platform?

Vladimir UI

Yanov: We have already somehow formed the concept, completed it. You can already talk about it. The idea is to try to aggregate all incidents and events - positive, negative, whatever that people are used to posting on other social networks.

For example, that the teacher at school behaves badly. The garbage was not taken out in the yard. Dogs litter lawns. Or, on the contrary, some kind of sports festival, event. And you can map them. That is, the principle is this: let's talk about the same events in free form. But not with reference to city publics, but with reference to its territory. That is, we are just introducing the principle of geoinformation.

People will continue to communicate, discuss issues. But already - seeing what is happening around them. We didn't just talk in the abstract about the fact that a conditional accident had occurred somewhere. Or something else happened. Namely, what surrounds a person in reality now. A person can choose his area, habitat.

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Photo: Mikhail Perikov, nsknews.info

Nikolai Kopalov: That is, after all, we are talking about an interactive map - like "My Novosibirsk"? But this service can simply be integrated there?

Vladimir Ulyanov: We can talk about some kind of expansion. Move away from formal verification to randomness (if you will) and to outsourcing. When people really do what they want, then they say.

Nikolai Kopalov: At My Novosibirsk, of course, it will not work to get away from verification. There, the appeal must necessarily be tied to the person. Otherwise, it will not be registered. A bureaucratic machine will not start if there is no personalized appeal.

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Vladimir Ulyanov: That's right. But on the other hand, a massive flow of information, including false information, must not be allowed. Let's say "a stream of emotions" - you can't just run it into the habitat of officials. Or into the flow of interaction with business, with society - it is also impossible, there is a certain problem.

Nikolai Kopalov: How do you want to integrate power there? How to get an official to attend the discussion?

Ivan Proskurin: City Council, Legislative Assembly - how will they get there?

Vladimir Ulyanov: I think this is just a great opportunity to create a flow of this information, statistics as a space for various analytics. It can be simple, primitive mathematics.

Let's remember how information about Yandex.Traffic is generated. If it is noticeable that all drivers are starting to slow down on some road - most likely, there is a traffic jam, there are some problems. And the street turns red on the map.

The principle is the same here. If we see that many people pay attention to some event - no matter whether it is positive or negative, it means that people are interested in it. The event deserves attention.

And already here there is scope for the work of journalists. This digital twin of social space will allow people to collect information and analyze it much faster. And in the end it will allow civic activists to work. Let them be candidates for deputies, let them be current deputies. They will be able to analyze, check, and moderate these tasks manually, consciously, using their knowledge. And already in this form, the information can be suitable for interacting with representatives of business, government, and so on.

Nikolay Kopalov: Let's summarize our conversation: if we take the principles of automation and data analysis and implement it in the messages that citizens write on social networks, in principle, some kind of rational grain can come from this.

Roughly speaking - take and see how many messages per week come from different social networks and messengers about the pit on Kotovsky. "Rating of pits of Novosibirsk".

Vladimir Ulyanov: Yes, that's right.

Ivan Proskurin: Vladimir, a final question. How will you tell Novosibirsk about this? When will they know that there is such a platform?

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Vladimir Ulyanov: The fact is that so far this is the beginning of a voluminous work. We still have a poor idea of what difficulties we will have to face. But again, our experience in implementing such systems in industry suggests that nothing is impossible.

I hope that this year we will be able to put together some kind of aggregator of groups in messengers. Place the processed information from there on the map. And make it fun for everyone. Then people will be able to calmly, using their messengers, watch the events taking place in the city.

Gradually, I think, we will be interested in some critical part of our residents, fellow citizens. And then it should get an avalanche-like development. When people really become interested in communicating with each other, while seeing this context at least on a city map.

Ivan Proskurin: Then

we are waiting for a big PR campaign, thanks to which the townspeople will find out that there is such a platform - "Let's solve together"!

Nikolai Kopalov: When will the avalanche hit?

Vladimir Ulyanov: I hope it will be soon enough.

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