



Digital Construction Week // 18-19 October 2017

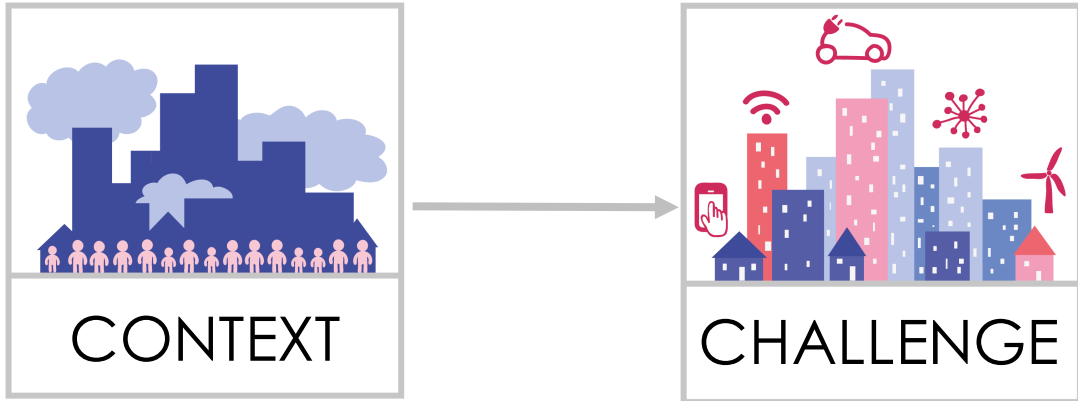
Smart Users in the Smart City



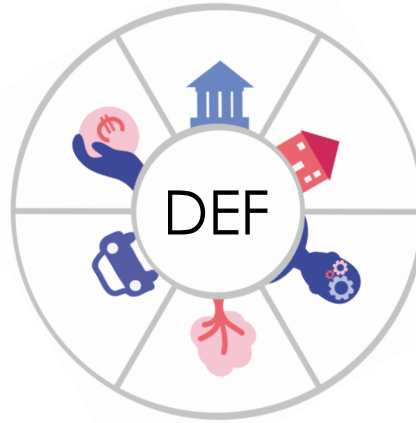
INTRO



INTRO



INTRO

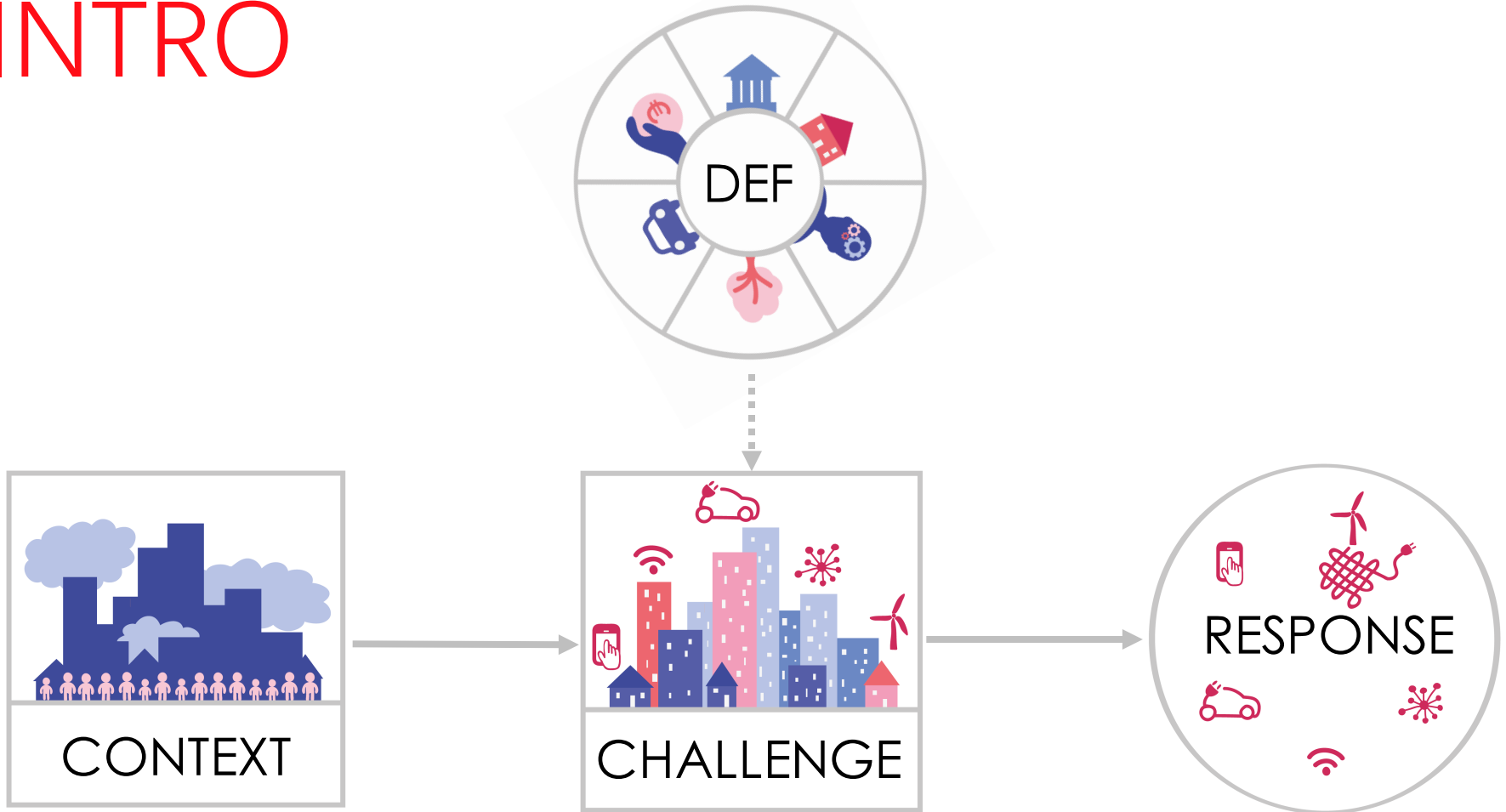


- environment
- mobility
- economy
- governance
- living
- People

(Giffinger, 2007)



INTRO

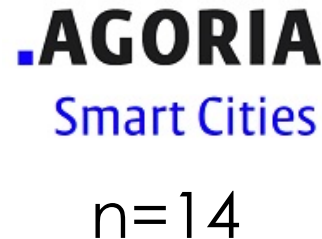
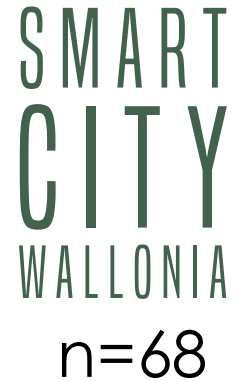


INTRO



METHODOLOGY

- 4 events
- 181 participants
- 1 questionnaire
- 2 versions



Q1

What is your gender?

female male

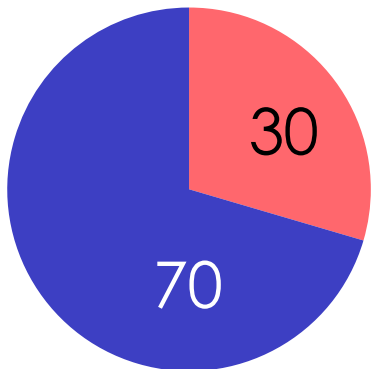
What is your age group?

18-25 26-35 36-45 46-55 56-65 65+

What is your professional field?

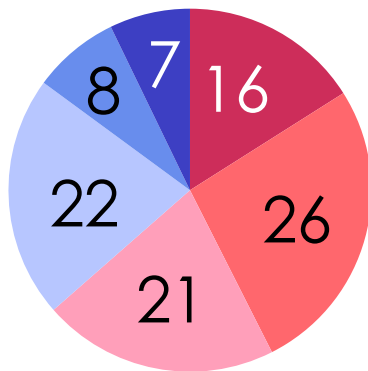
Q1

GENDER [%]



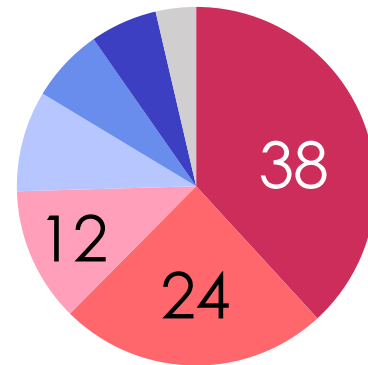
■ Women
■ Men

AGE [%]



■ 18-25
■ 26-35
■ 36-45
■ 46-55
■ 56-65
■ 65+

PROFESSION [%]



■ Techies
■ Public services
■ Education
■ Finance
■ Communication
■ Consultancy

Q2

Please rank those 6 Smart City concepts by numbering them from 1 to 6, 1 being the most important and 6 the less important in your opinion.

___ ___ ___ economy

___ ___ ___ people

___ ___ ___ governance

___ ___ ___ mobility

___ ___ ___ environment

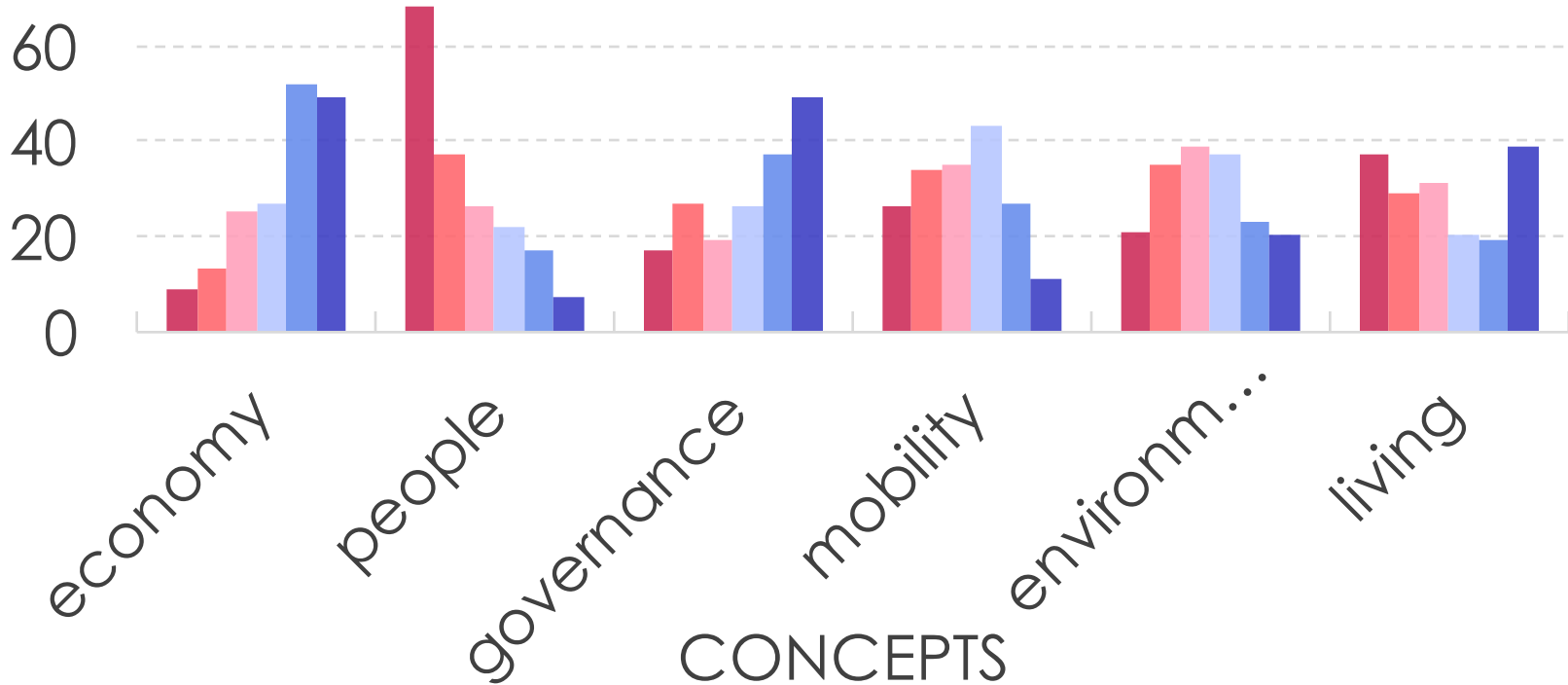
___ ___ ___ living

Q2

1 2 3
high position

4 5 6
low position

NUMBER OF PARTICIPANTS



Q2

'PEOPLE'

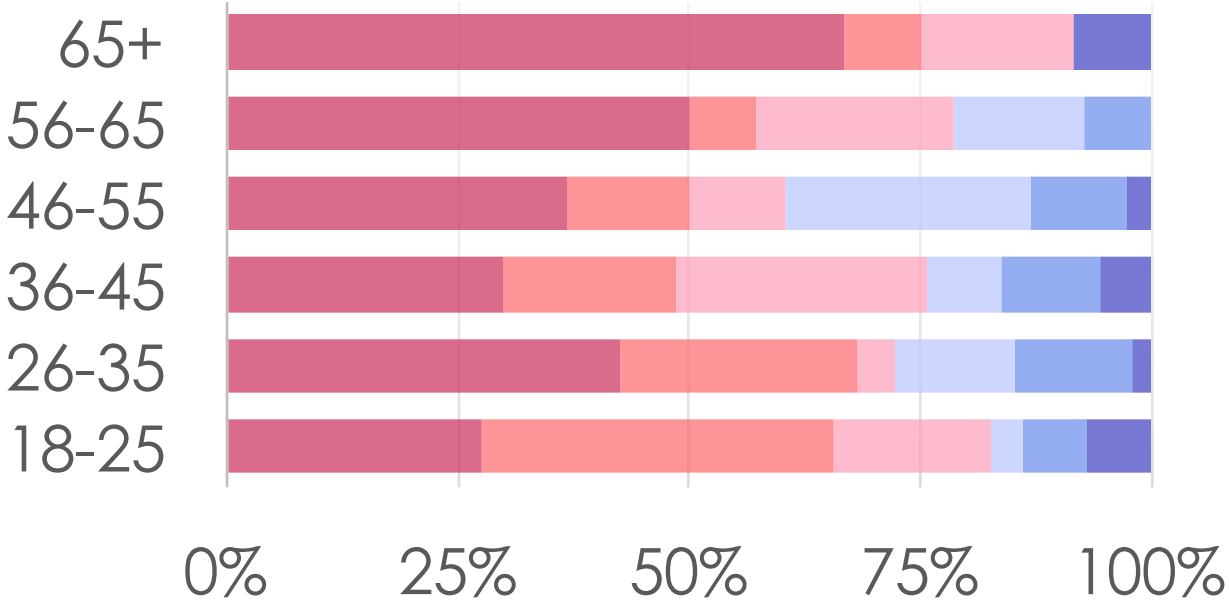
1 2 3

4 5 6

high position

low position

AGE



PERCENTAGE OF PARTICIPANTS

Q2

'MOBILITY'

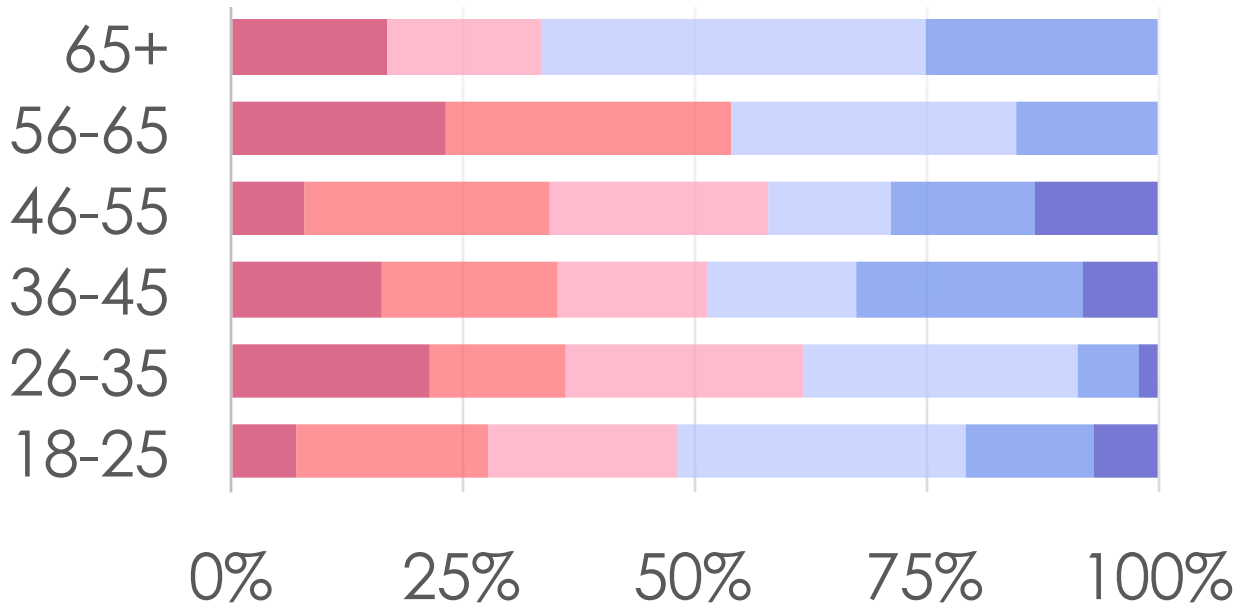
1 2 3

4 5 6

high position

low position

AGE



PERCENTAGE OF PARTICIPANTS

Q2

'LIVING'

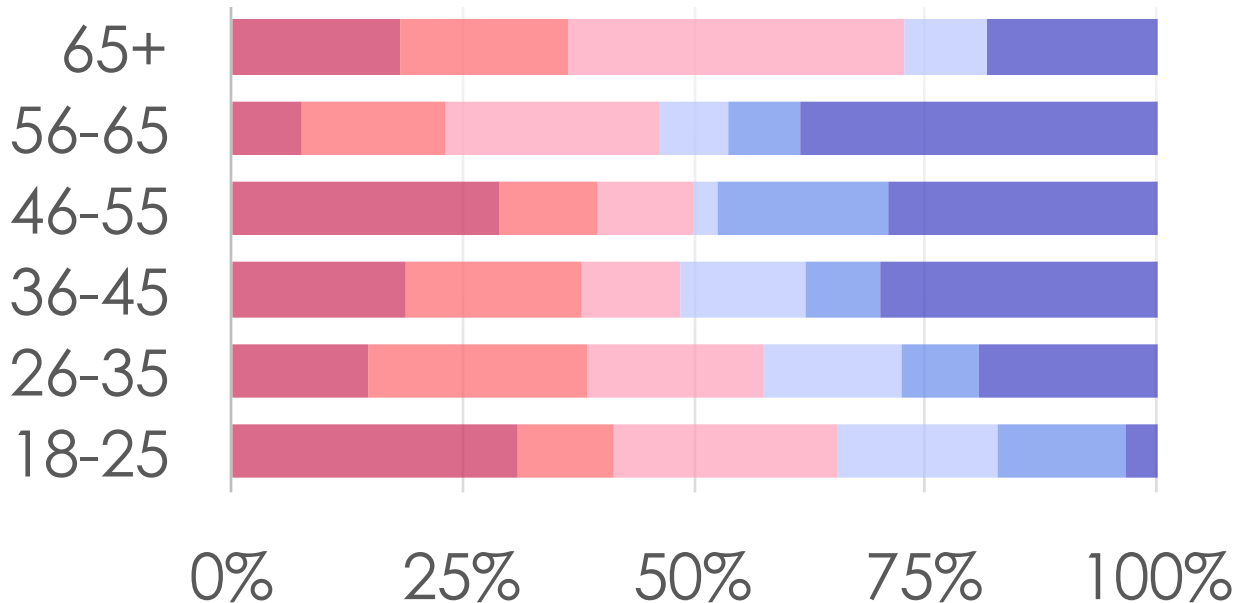
1 2 3

4 5 6

high position

low position

AGE



PERCENTAGE OF PARTICIPANTS

Q2

'ENVIRONMENT'

1 2 3

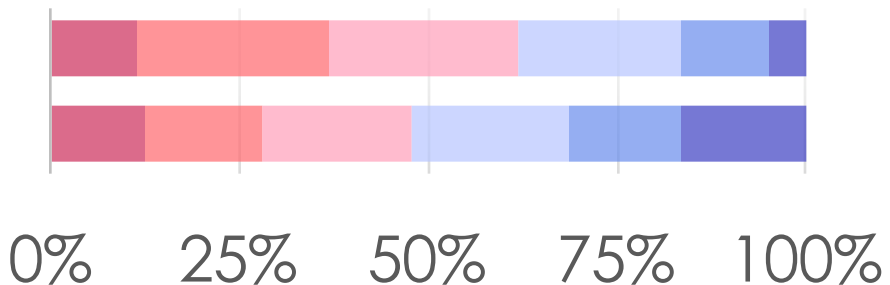
high position

4 5 6

low position

TYPE OF
EVENT

specialized public
general public



PERCENTAGE OF PARTICIPANTS

Q2

'GOVERNANCE'

1 2 3

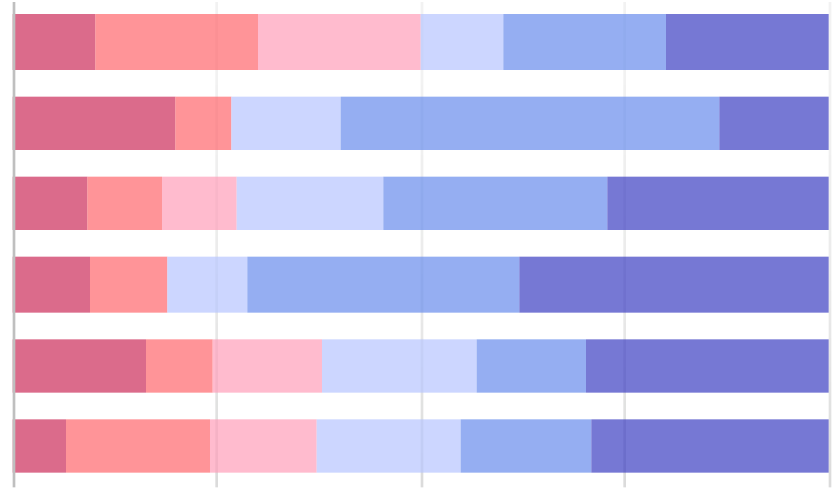
4 5 6

high position

low position

PROFESSIONAL
FIELD

consultancy
finance
communication
education
public services
techies



0% 25% 50% 75% 100%

PERCENTAGE OF PARTICIPANTS

Q2

'ECONOMY'

1 2 3

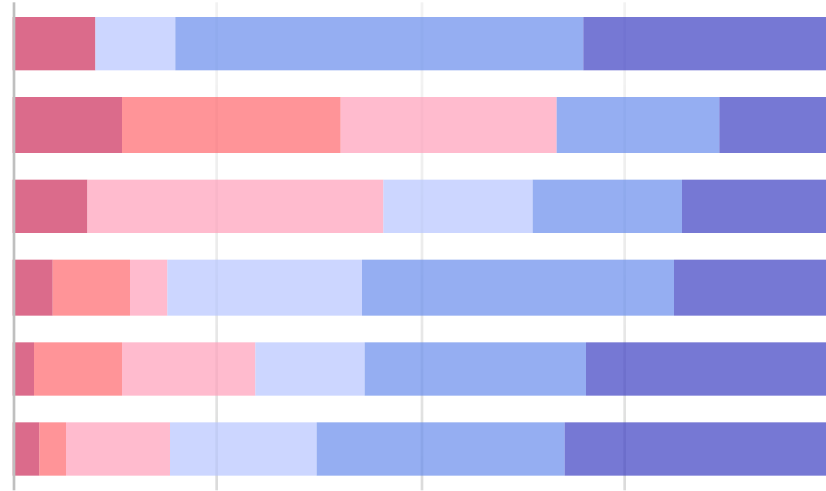
4 5 6

high position

low position

PROFESSIONAL
FIELD

consultancy
finance
communication
education
public services
techies



0% 25% 50% 75% 100%

PERCENTAGE OF PARTICIPANTS

Q3

In which area(s) of your daily life would you be ready / not ready at all to integrate a 'smart' component?

E.g. domotics, telemedicine...

Ready: _____

Not ready: _____

Q3

READY (39)



A word cloud for the 'READY' group. The words are in various shades of blue and are arranged in a roughly rectangular shape. The most prominent word is 'mobility' in the center. Other large words include 'domotics', 'economics & finance', and 'environment'. Smaller words include 'carpooling', 'smartphone', 'technology', 'everything', 'services', 'short circuits', 'urban planning', '3D modelling', 'social inclusion', '(municipal) administration', 'well-being', 'energy management', 'private data', 'parking', 'culture', 'leisure', 'telework', 'public lighting', 'education', 'socio-collaborative economy', 'medicine', 'shopping', 'communication', 'delivery', 'tourism', 'logistics', 'eased daily life', 'health', 'waste management', 'roads management', 'living together', 'telemedicine', 'maintenance', 'participation', and 'initiative'.

NOT READY (19)



A word cloud for the 'NOT READY' group. The words are in various shades of blue and are arranged in a roughly rectangular shape. The most prominent words are 'private data', 'telemedicine', and 'nothing'. Other words include '(municipal) administration', 'mobility', 'communication', 'health tracking', 'justice', 'education', 'domotics', 'economics & finance', 'security', 'medicine', 'everything', 'culture', 'leisure', 'personal investment', and 'energy management'.

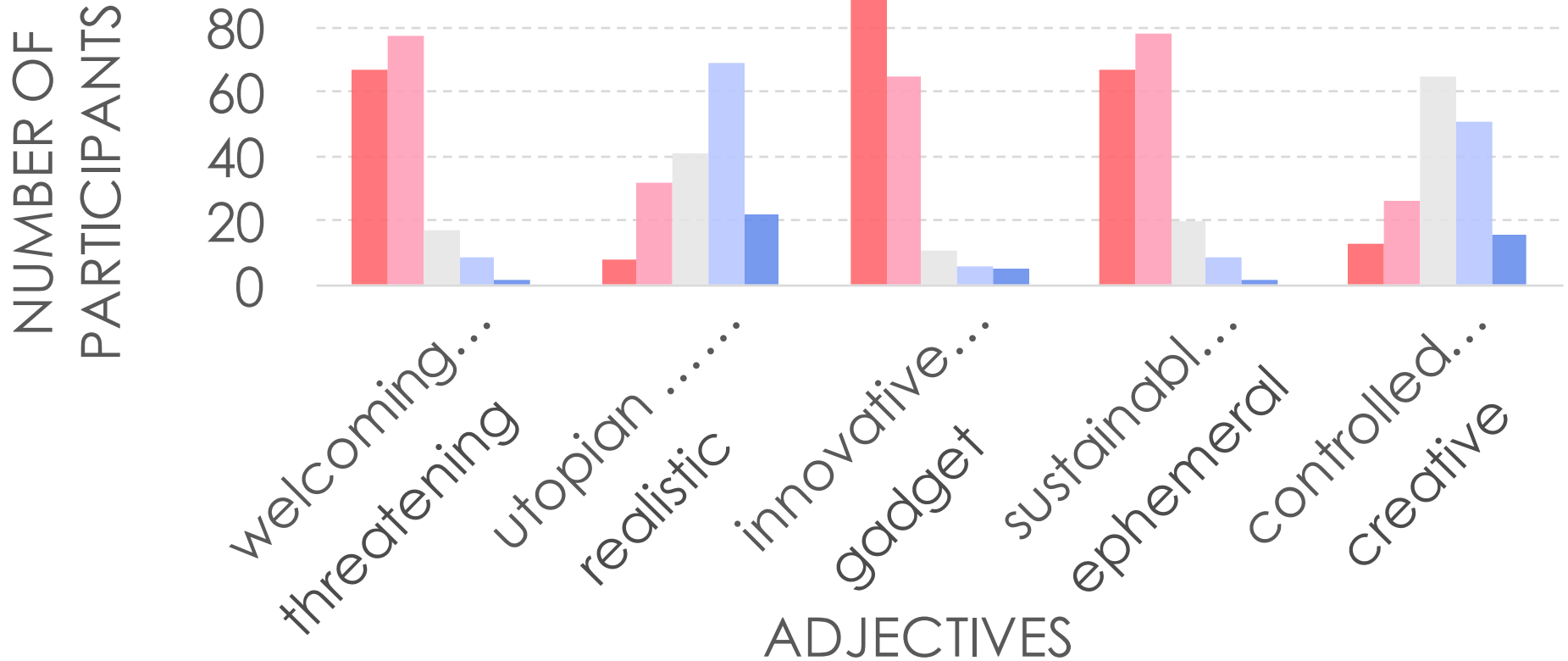
Q4

In your opinion, the Smart City is...
Please check only one option per line.

	very	rather	neutral	rather	very	
welcoming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	threatening
utopian	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	realistic
innovative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	gadget
sustainable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	ephemeral
a way to control me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	a way to make me creative

Q4

very rather neutral rather very



DISCUSSION

DOUBLE-SIDED QUESTIONNAIRE AND SENSITIZATION

- Effect on the ranking

1) People – Living – Environment
4) Mobility
5) Governance
6) Economy



1) People
2) Living
3) Mobility
4) Environment
4) Governance
5) Economy

DISCUSSION

DOUBLE-SIDED QUESTIONNAIRE AND SENSITIZATION

- Effect on the characterization

The Smart City became...

- ... more welcoming
- ... more creative
- ... more sustainable
- ... more realistic
- ... less innovative

CONCLUSION

- Importance of the human capital
- Positive image of the Smart City
- Open-mindedness towards 'smartness'

LIMITS

- Representativeness
- Understanding of Giffinger's concepts

PERSPECTIVES

- Sensitization can ease Smart City perception
- Quiz in the framework of an exhibition

