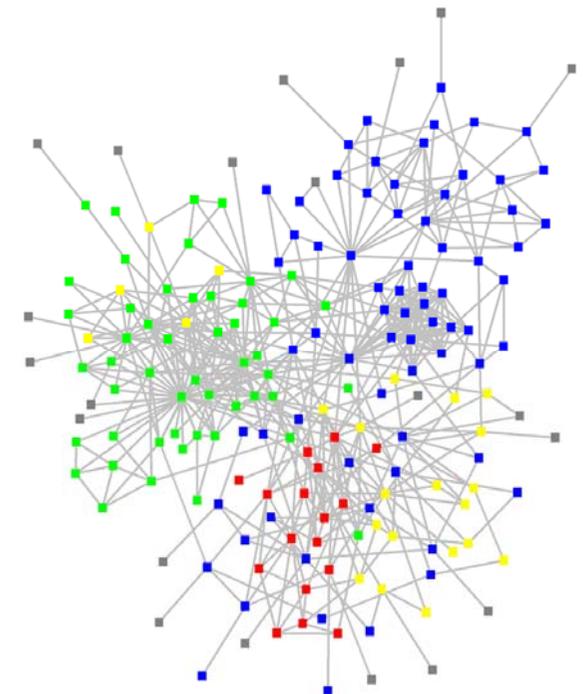


Social networks as a means of spreading SDI to society

- **Mabel Alvarez (Argentina), Lara López (Spain)**

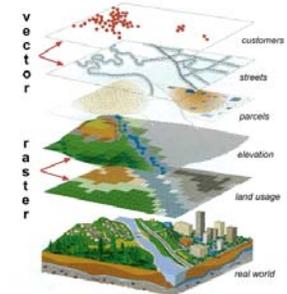


■ Sustainable development

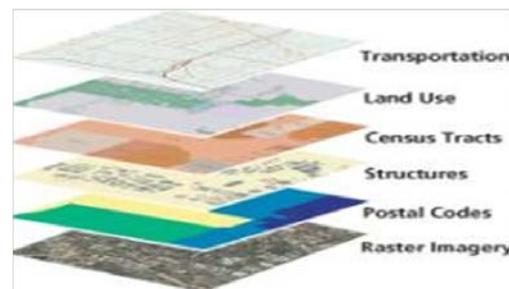
- Spatial enablement will support developed and developing countries to pursue sustainable development objectives.



- SDI cannot be understood easily by part of the society

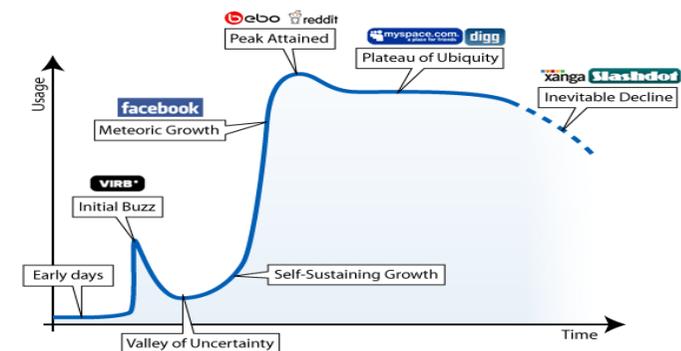
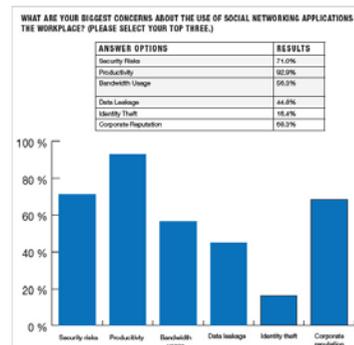


- The distribution of information regarding SDI is still mainly oriented to persons who have certain knowledge.
- Technical language and the closed circuit of media used for distribution are probably the reasons why SDI cannot be understood easily by part of the society



■ Promissory way for spreading SDI

- From this point of view, exploring the most popular social networks and other media that could be used to spread SDI, the main conclusions obtained are:
 - a) There are many uses for the most popular social networks, including trade, business and other purposes, but only a few of them are related to SDI.
 - b) The fast growth of the social networks, seem to be a very promissory way for spreading SDI.



Materials to share



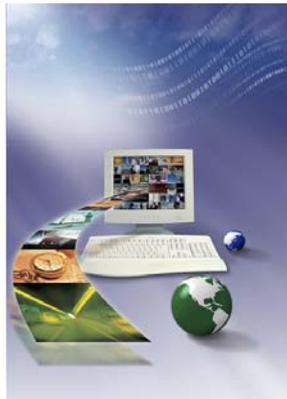
- In this context it will be necessary to consider the content and materials to share on social networks should be carefully developed in order that they can be easily understood by people without any specific knowledge in relation to SDI.



■ Social networks as a means of spreading SDI to society

It is a challenge for the near future to capitalise the demands of the spatial enabled society with the promissory possibilities given by the popular social networks and the specialised ones, such as the Geographic Information Knowledge Network, in order to spread SDI knowledge.

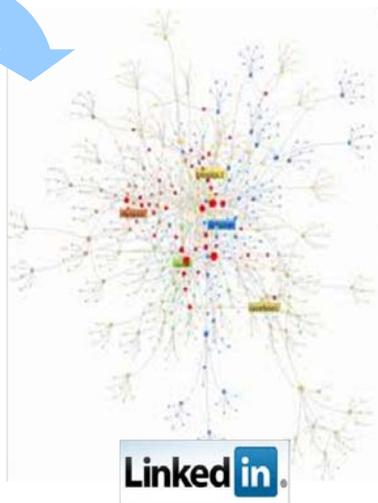
Geospatial information



GIKnet



Social Networks



SDI – Spatially enabled society



For spreading SDI knowledge there are as many possibilities as people can create.

There are as many possibilities as ideas. Ideas have sense only when they are shared.