

Extrait du MARSOUIN.ORG

<http://marsouin.telecom-bretagne.eu/spip.php?article31>

Marsouin's competencies and resources.

- traduction_english -

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Description :

English presentation of M@rsouin.

MARSOUIN.ORG

M@RSOUIIN (for Môle Amoricain de Recherche sur la SOciété de l'information et les Usages d'INternet, ie Armorican Mole for Research on the Information Society and Uses of the Internet), is a research team supported by the Breton Council working with public and private partners on the uses of ICT. It is built on Breton Social Science Research Centre workforces and aims to develop cooperation with firstly regional, but also national and European public institutions and firms. More precisely, it is expected to:

- conduct studies and surveys to help companies to better understand the emerging demands, design new offers and evaluate new IT services;
- engage a prospective reflection on the Information Society, in order to assist the political institutions in the construction of public policies favouring the emergence of good practices and the access to these services for all the citizens.

Its ambition is to become a leading institution for the provision of information and analytical competencies on the use of IT in Brittany, but also in France and in Europe.

M@rsouin is structured into two research groups, which study *the socio-economics evolutions induced by ICTs* and the *socio-cognitif context of ICTs* , presented below, and the findings of these groups are applied to different industrial contexts:

- health and telemedicine,
- ICT industries,
- the press,
- the food industry.

Responsable: Sylvain Dejean, Sylvain.Dejean@enst-bretagne.fr, +33 (0) 229 001 445.

Sectorial expertises.

Health and telemedicine.

ICT have a strong impact on medical practices (automation of administrative relationships, telediagnostic, maybe one day remote surgery).

Marsouin focuses on one aspect of medical uses of ICT: telemedicine. It aims at providing remote health care services with any technics usefull for medical practice. It can allow a better medical expertise, a better share of knowledges and provides to isolate patients a better access to care.

Our goal is to develop a method for evaluating different telemedicine experiences, especially taking into account frequently neglected economic aspects. Thanks to «Health and ICT» working group and «Evaluation of Public Policies supporting the Access to and the Use of Digital Services» project, Marsouin should quickly be able to provide such expertise to partners being health care system or firms.

Our references, our partners.

- PhD work by [Myriam LE GOFF-PRONOST](#), Analysis and Economic Evaluation of Telemedicine;
- evaluation of telecardiology projects between Sainte Justine Hospital (Montréal) and a remote site in Québec;
- project of a transportable telemedicine station in Air France's planes.

Partners: CNES, LATIM (INSERM unit specialised into medical images proceeding), GRIS (Groupe de Recherche Interdisciplinaire en Santé de l'Université de Montréal), Air France.

Responsible: Myriam LE GOFF-PRONOST, Myriam.Legoff@enst-bretagne.fr, +33 (0) 229 001 461.

ICT Firms.

Brittany is, by tradition, a "land of telecommunication" and is seeking to keep its leadership welcoming and strengthening companies of that field. This explains the fact that policymakers demand studies on actors' strategies, evolution of markets, analysis of attractiveness of the territory and of the way of reinforce it.

The evolution of Computer/Telecom industries.

This thematic is ancient for some Marsouin's teams (CREREG, LUSSI/ENST Bretagne), who have been involved in several research contracts (France Télécom-ENST Br, RNTL on the evolution of computer market) and have published numerous scientific articles (on the mobile phones market, on the computer industry organization, on e-commerce competition, etc.)

We are now aiming to develop cooperation with:

- research centers and companies in European project (FP6) on ICT market and structure evolutions;
- firms wanting to have an analysis on some ICT markets and of its position on such market.

Evaluation of software ergonomics.

Some members (GRESICO/UBS, LUSSI/ENST Bretagne) have a strong experience in software ergonomics (look and feel, but also easyness of use and of navigation/browsing and are working with companies such as IBM(Lotus) or France Télécom. The project Ecommerce and the Structuration of Web Sites is studying the ergonomic of ecommerce Web sites.

Our references, our partners.

On ICT industries:

- PhD work by Nicolas Jullien, [impact du logiciel libre sur l'industrie informatique](#) (in French);
- RNTL project [New Software Economy, New Economic Models \(english\)](#);
- High Speed data infrastructure and local collectivities, rapport to the Observatoire des Télécommunications dans la Ville (French);

On ergonomics: see [LUSSI](#) and [GRESICO](#) Web sites.

Partners: Alcôve, Lotus, France Télécom, OTV, Région Bretagne, ...

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Scientific Competences.

Socio-économics evolutions induced by ICTs.

The development of ICTs has generated new markets (on-line sales, on-line market places), which may induce evolutions in companies' location and organisation. New social organization are also emerging (virtual communities), some of them having a commercial activity (Free Software communities), which can also have an influence on way firms are structured.

Can these evolutions be explained, anticipated? We study this from two points of view:

- the study of social practices and of their evolution: on-line communities, on-line buyers' behaviour, e-commerce, location of economic activities linked with ICT industries;
- the economic evaluation of public policies aiming to accompany these evolutions or to improve competitive advantage of regions in regards to ICTs firms establishment.

Socio-cognitif context of ICTs.

The development of ICT is also the creation of new "objects" (mobile phones, computers, Web sites, etc.) which are new media, ie new communication tools users have to appropriate, using their cultural references (the manipulation of twin-objects, such as fixed phone to learn mobile phone) or developing new practices. We investigate this appropriation topic, and more specifically the socio-cultural dimensions, following two directions:

- The new media ergonomic impact on use (focusing on computer programs: Web sites, socio-educative games and on electronic mail). We investigate the way it is possible to carry information on the content working on the structure and the design (colors, use of music, redaction of the message, etc.)

- The socio-psychologic impact of such objects. Our aim is to understand if this use conducts to new communication modes within the group (collective level), but also if it creates new psychopathologies (individual level).

These two axes complete themselves as we study the two faces of the sociocultural appropriation of a technology: on one hand, the weight of sociological and cultural referents in the cognitive evaluation of these objects, and on the other hand, how these objects make the references evolving.

Ressources.

Experimental Laboratories.

Two rooms equiped to simulate users' behaviour using computers/Internet tools have been set in Brest and Rennes. They are opened for partners willing to make experiences, tests in the fields investigated by M@rsouin.

Using these resources, Marsouin's teams (GRESICO/UBS, LUSSE/ENSTBr, ICI/UBO) have already planed the following experiences:

- the impact of music on the perception of Web sites, and particularly on on-line purchases;
- the impact of cultural differences (because of age or nationality) on the vision of Web sites;
- the variation on the reactivity to emailing, according to the information on the sender provided with the message;
- the way people glance through electronic book (see Ergonomics for the Reading of and the Leafage through Electronic Books project);
- last, the way communication organizes itself in a virtual group, comparing the behaviours of people knowing themselves (single site) to the one of people who don't (distant sites).

These labs will also be used to make experimental economics (CREREG/Rennes 1 and LUSSE/ENSTBr), on e-commerce.

They are opened to partenaires (firms or research centers), willing to test products or realise their own experiences.

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The observatory "OPSIS".

To evaluate the position of Brittany in terms of ICT diffusion and appropriation, to be able to evaluate local policies (high speed network, PAPI, etc.), it is very important to have up-to-date and comparable data.

This is the aim of the observatory OPSIS ("Observation et Prospective sur la Société de l'Information et ses Services").

To do so, we are doing surveys and studies, in partenariat with other regions (Wallonie, Aquitaine, Pays de Loire, Nord-Pas-de-Calais, etc.), regrouped in "[SOURIR](#)" network. For the moment, we are working on Firms' and people uses of ICT.

In addition, M@rsouin is engaged in an european project (SENSITIC 2), coordonated by [Aquitaine Europe Communication \(AECOM\)](#). During this program, we are going to collect data (and compare them with those of other european regions) on the uses of ICT des TIC by people, firms, and public organisations.

M@rsouin's goals are the following:

1. **[The people](#)**. We are going to focuss on non-connected people and the reason of this non-connexion (being social, economical, cultural, geographic). We want to investigate solutions to help them to acquire equipments and use them.
1. **[The firms](#)**. Data collected between the end of 2003 and the begining of 2004, will be very useful for collectivities to develop high speed equipment strategies, information and training actions, etc.

This work is conducted in partnership with INSEE Bretagne.

_At the end of 2004, we are planing to make a study one-tourisme in Bretagne, this being par of SENSITIC 2 european project.

1. **[Public administrations](#)**. We investigate key sectors for public policies and administrations: education and [local collectivites initiatives to develop the use of ICT, internally and amongst citizens](#) (for 2003-2004); health (in 2004-2005).