



# M@rsouin, the Network of Social Science Research Centers for the Study of Information Society

Presentation of the network and of our  
surveys

# M@souin: a unique network in France

Created in 2002 by the Breton Regional Council, M@souin is both an observatory of digital practices and a network of 15 research centres. This structure, named "M@souin" (for Môle Américain 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 built on Social Science research centers workforces and aims at developing cooperation with firstly regional, but also national and European research centers, public institutions and firms.

More precisely, it is expected to:

- conduct studies and surveys to help better understanding of how digital practices of individuals and organization contribute to the transformation of society and economy;
- foster research in Social Science on digital practices,
- engage a prospective reflection on the Information Society, in order to assist the political institutions in the construction of public policies favoring the emergence of good practices and the access to these services for all the citizens.

A close team is in charge with the organization of the network activities.

## In brief: what make M@souin's organization unique in France

- Researchers have research programs and look for data
- M@souin Observatory provide this evidence through inquiries
- Data collection is scientifically guaranteed by the researchers involvement in the definition of the protocols and the professionalism of the observatory's know how
- Data collection is tailored to the researcher's needs

This approach is unique in France, as far as social sciences and digital technology are concerned.

## The researcher's network

M@souin gathers more than 80 researchers affiliated to seven different Research Institutions (4 universities and 3 Higher Education Establishments).

This researcher's network brings together 15 research centers representing a **whole range of social sciences**: sociology, anthropology, economics, political science, law, geography, social and cognitive psychology, ergonomics, management science, esthetics, educational science, communication studies, etc.

**A yearly Call for Research Projects on digital practices is promoted by M@souin.** The trans-disciplinary and trans-research centers cooperation encouraged through this Call for Projects over the year have lead to further collaboration of the M@souin members funded by several Institutions, and notably the French National Research Agency (ANR).

A yearly conference is also organized at the end of May and gathers around a hundred researchers. The yearly M@souin conference has become over the years the main **national meeting in social science research on digital practices**.

Results are published regularly on M@souin's website.

## 4 main research orientations:

- **Learning** : How digital technologies change and contribute to news forms of learning.
- **Social interaction**: New technologies enable to create new sociability, new sharing process, news information and knowledge production, news media.

- **Public area:** How can new digital technologies help public policy makers and citizen.
- **Market:** Economic impact of digital technologies, e-commerce development, network economics.

### The close team of M@rsouin (observatory and research coordination)

- Godefroy Dang Nguyen, Professor of Economics and Scientific Director of M@rsouin
- Margot Beauchamps, Coordinator of research activities
- Emilie Huiban, Studies manager
- Nicolas Deporte, Statistician

The main missions of the close team are:

- to carry out studies and surveys,
- to organize a yearly conference,
- to organize a Call for Research Projects on digital practices
- to foster cooperation between researchers and Public (but also private) Institutions.

The studies and surveys conducted by the team of the observatory aim at collecting regularly data on digital practices of:

- private individuals,
- companies (mainly small and medium size businesses),
- Local governments.

The data collected are provided to Public Institutions, and in first instance the Breton Regional Council, and also researchers. The **researchers** of M@rsouin's network are thus invited to **cooperate for the preparation of the questionnaires in order to obtain relevant data for their research.**

The strengths of M@rsouin's network and observatory thus rely on:

- Interdisciplinary: Diversity of expertise, methodology and knowledge
- Couples questionnaire and research issues to produce original and meaningful analysis.
  - Content: *Photography of equipment and usages, prospective analysis, need assessment, satisfaction analysis, profiling.*
  - Methodology: *Building questionnaire, sampling, definition of quotas and representatively, monitoring the survey (recovering respondents)*
  - Treatment: *cleaning database, statistical analysis (cross and frequency tab) specific treatment, multivariate analysis (typology, factorial analysis), econometrics.*

## Our periodical surveys

### Surveys among Private Individuals

We conduct a periodic survey among a **sample of 2000 Private** Individuals representative of the Brittany population. The survey is carried out **by telephone** through outsourced services.

The themes of the questionnaire may vary throughout the years but we keep a range of questions in order to measure evolutions.

Themes: *equipment and uses of ITC for communication, cultural practices, information (on practical life, health, politics, etc.), skills in ICT uses, online sociability, digital identity, uses of e-government, etc.*

Survey conducted in 2014, 2012, 2009, 2008, 2006, 2004 and 2002.

## Surveys among Local Governments

Data is collected using **both a paper mail-out, mail-back questionnaire and phoning**. We obtain commonly answers from more than a third of the 1300 "Communes" of Brittany, and we make sure that the sample is representative of the 1300 "Communes" (smallest French Local Government) in terms of size of population.

Themes: *uses of ITC for inside organization of Local governments and to foster interactions with citizens (e-administration), skills and training in ICT use of the administrative officers, strategic orientation on digital policies (e-inclusion, e-government, etc.)*

List of survey conducted along Local Governments:

- ▶ 2013 : among "intercommunalities" (groups of "Communes")
- ▶ 2013: among "Communes"
- ▶ 2010: among "Communes"
- ▶ 2007: among "Communes"
- ▶ 2005: among "Communes"
- ▶ 2003: among "Communes".

## Surveys among Companies

Data is collected using **both a paper mail-out, mail-back questionnaire and phoning** in order to obtain a sample of 2000 companies representative of the Breton economic fabric.

Themes: *uses of ITC for intra- and inter-company cooperation, telecommuting, communication and webmarketing, skills and training in ICT of the employees, teletraining, etc.*

- ▶ 2015: among "small and medium size businesses"
- ▶ 2012: among "small and medium size businesses"
- ▶ 2011: among "micro-businesses and crafts"
- ▶ 2008: among "small and medium size businesses"
- ▶ 2006: among "micro-businesses and crafts"
- ▶ 2006: among "small and medium size businesses"
- ▶ 2005: among "small and medium size businesses"
- ▶ 2005: among "small and medium size businesses"

## Some of our one-time surveys

Beside the periodic surveys, we conducted other thematic surveys related to the research projects lead by members of M@rsouin.

Here is a list of some recent surveys:

- ▶ Survey on **French Facebook users** (October 2014): online survey on a panel of 2000 Facebook users representative of the population of French Internet users *questioned about their use of Facebook for social purposes, their privacy settings and considerations on privacy settings.*
- ▶ Survey on **Digital Piracy and cultural consumption** (may 2012) online survey on a sample of 2000 Facebook users representative of the population of French Internet users *questioned about their practices of cultural consumption and of digital files exchange (peer-to-peer, offline swapping, downloading, etc.) before and after the Hadopi Law (which create a legal authority in charge of Peer-to- protocol monitoring) was voted.*

- ▶ Survey on **carpooling and ICT uses** (February 2012): telephone survey on a sample of 700 actives employees (a representative sample by sex, age, socio-professional categories) *questioned about the commuting modes, their use (or non-use of carpooling and their opinions on carpooling) and their use of ICT related to commuting.*
- ▶ Survey on **cultural practices of French Internet users** - November 2011: telephone survey on a sample of 1000 people representative of the population of French Internet users (+ 1000 people representative of the population of Internet users in the French Brittany region) *questioned about their **practices of music** (concerts, buying CDs, downloading music, playing music, creating playlist, etc.), their influences for music preferences (online community, playlist sharing, etc.)*
- ▶ Survey among **French Wikipedia's contributors** (January 2011): online survey through online banner on Wikipedia's website, with the cooperation of Wikimedia France : 16000 people answered this survey *related to their Internet uses, their digital skills, their Wikipedia uses, their motivation to contribute to Wikipedia, etc.*

## Some recent publications

### Economics, management and marketing

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## Contact

Most of the information provided by our Website is in French, but you might find some further information on <http://marsouin.org/>

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