Chapter 15
Research, Development and Creativity in Ubiquitous Technologies in University:
CIDUS Contribution

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ABSTRACT

In 2009 the University of Santiago de Compostela (USC) proposes the creation of a truly transdisciplinary research platform, suitable for the development of integral projects of excellence in R&D, technology transfer and professional training in all phases of the digital contents evolution cycle: CIDUS Platform for Innovation and Experimentation and Innovation in Digital Contents (www.usc.es/es/Servizos/cidus). Although this chapter covers some of the finest CIDUS exponents in the field of ubiquitous technologies, we need to emphasize that we believe that the main innovation of CIDUS is not only its innovative projects but also the very experience of interdisciplinarycollaborationbetweeneighty-onereferenceresearchers in the field of digital content (assigned to seven groups with such a pure technological base as a social communication profile), respectively located in Faculty of Communication Sciences, Singular Research Centre in Information Technologies, Technical School of Engineering and Institute of Technological Research at USC.

INTRODUCTION

Although it seems obvious that large-scale penetration of ubiquitous technologies in contemporary society should tally with a special attention and tracking from the academic environment, the examples of best practices in that fieldwork have not yet reached full efficiency, at the teaching and research levels (Wilson & McCarthy, 2010).

In 2009 and as a response to this social commitment, the University of Santiago de Compostela (USC) proposes the creation of a truly transdisciplinary research platform, suitable for the development of integral projects of excellence in R&D, technology transfer and professional training in all phases of the digital contents evolution cycle: CIDUS Platform for Innovation and Experimentation and Innovation in Digital Contents (CIDUS, 2015).

Although this chapter covers some of the finest CIDUS exponents in the field of ubiquitous technologies, we need to emphasize that we believe that the main innovation of CIDUS is not only its innovative projects but also the very experience of interdisciplinary collaboration between eighty-one reference researchers in the field of digital content (assigned to seven groups with such a pure technological base as a social communication profile), respectively located in the Faculty of Communication Sciences (FCCC, 2015), the Singular Research Centre in Information Technologies (CITIUS, 2015), the Technical School of Engineering (ETSE, 2015) and the Institute of Technological Research (IIT, 2015) at USC.

But to better illustrate our efforts, some of the most iconic projects in CIDUS ubiquitous technologies are included below, some of them carried out so far and others still in progress as we write these lines, covering such diverse areas as telemedicine, tourism promotion, distribution of digital cinema in OV, the impact of the ecological footprint, cultural content generation, dissemination and enhancement of historical and artistic heritage, etc.

BACKGROUND

Before focusing on the main objective of this report (which is to contribute to a better understanding of innovative experiences on the CIDUS Mobile Content Evolution), this will start with a look at a quotation from Vladímir Ilich Uliánov—more commonly known as "Lenin"—, who pointed out that it is sometimes necessary to take one step back in order to take two steps forward. However, it might be necessary to take two steps back —as long as three decades ago— in order to achieve the current scope of ubiquity technologies.

First step: A controversial paradox was raised by Furio Colombo (1974) about media influence more than three decades ago. According to the Italian author, politically mature citizens want to decide for themselves between an actively interact with the social reality, or to maintain a permanent link —Plug-In & Stay-Tune— with the various levels of media information. If it is true that the main goal in a media democracy seeks to have informed citizens making informed choices, the hidden face of this edifying goal is the isolation of people: social struggle and media consumption spaces are incompatible, due to the very characteristics of electronic media.

However, as Rheingold (2004) predicted, changes in ubiquity technologies were not accompanied by structural political changes, but were exploited by social protest movements. In fact, right now, the obsolescence of Colombo's paradox was reflected in technological deployment in the Puerta del Sol Square during its peaceful occupancy by 15-M "indignados": while thousands of people stayed in Puerta del

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