

# Media Industries in the Digital Age

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# research projects

- icts & emerging business strategies (03-07)
- user creativity as product development strategy on the firm-hosted 3d software platform (04-09)

# keywords

- product, process, services innovation
- knowledge networks
- organizational transformation
- (social) software
- technology platforms

# icts & lifestyle

## Survey Outline

Ordinary online users aged 15-24

Japan	200 samples	Nov. 2003
Sweden	169 samples	Dec. 2003
(China (Shanghai))	(200 samples	Nov. 2003 )

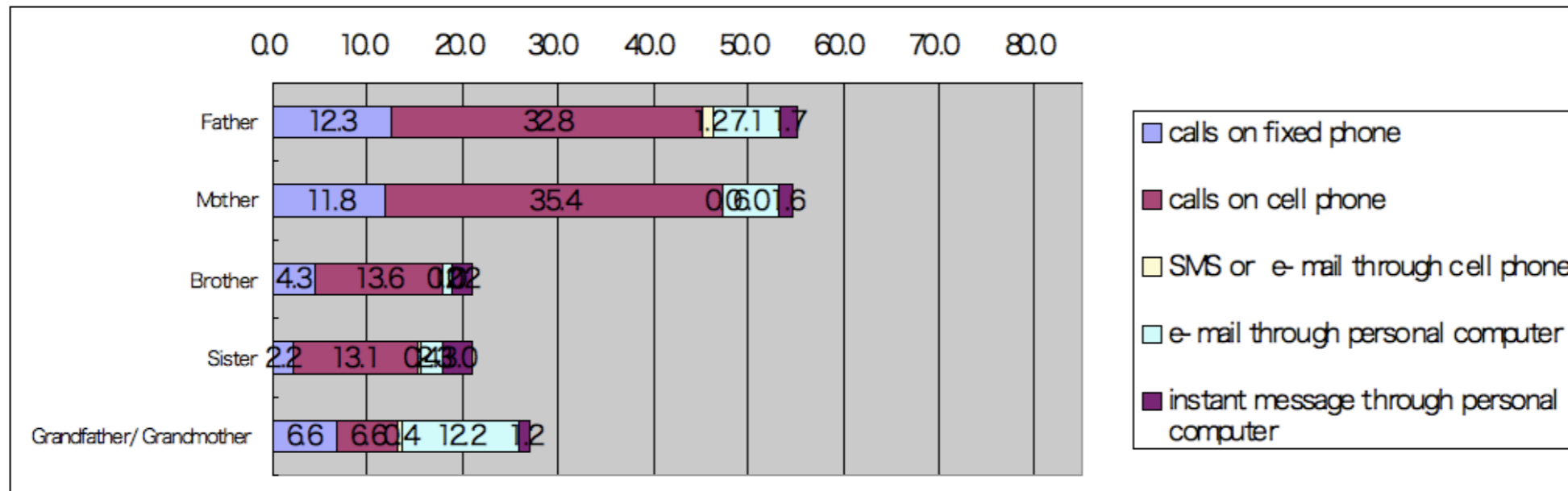
Ordinary people aged 15-24

USA (NYC)	200 samples	Dec. 2003
Netherlands	96 samples	Feb. 2004

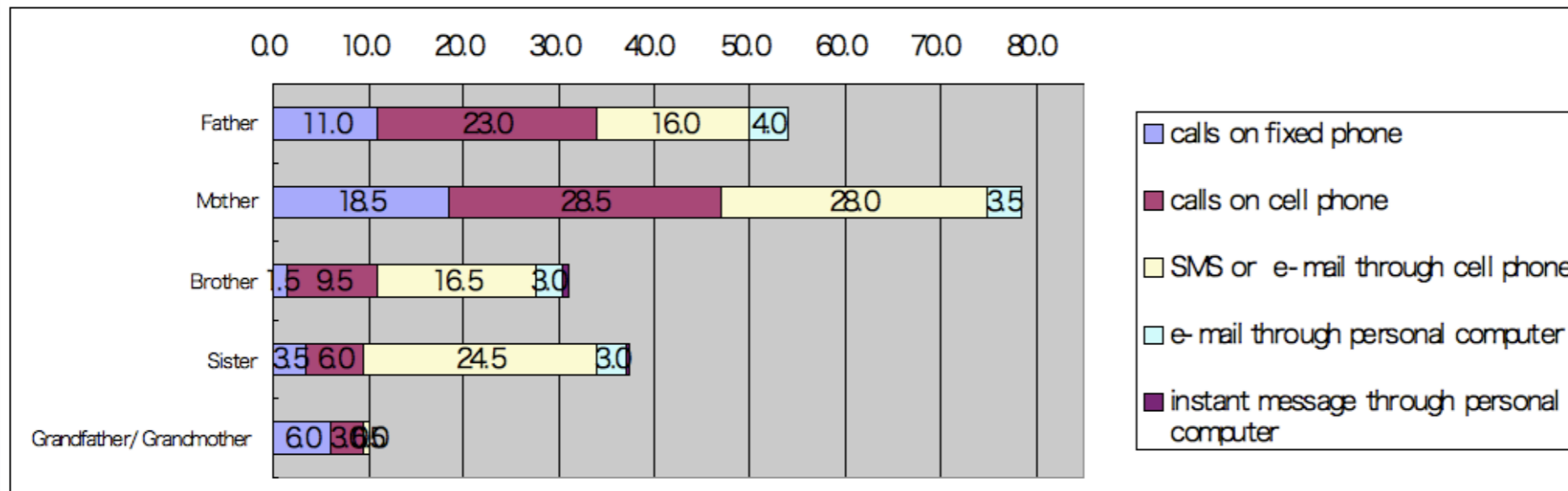
# focus

- communication & usage (e.g. fixed/mobile, sms, email, sns, im)
- social patterns of usage
- content prod/cons (e.g. games, movie, music, file sharing, blog, wiki)

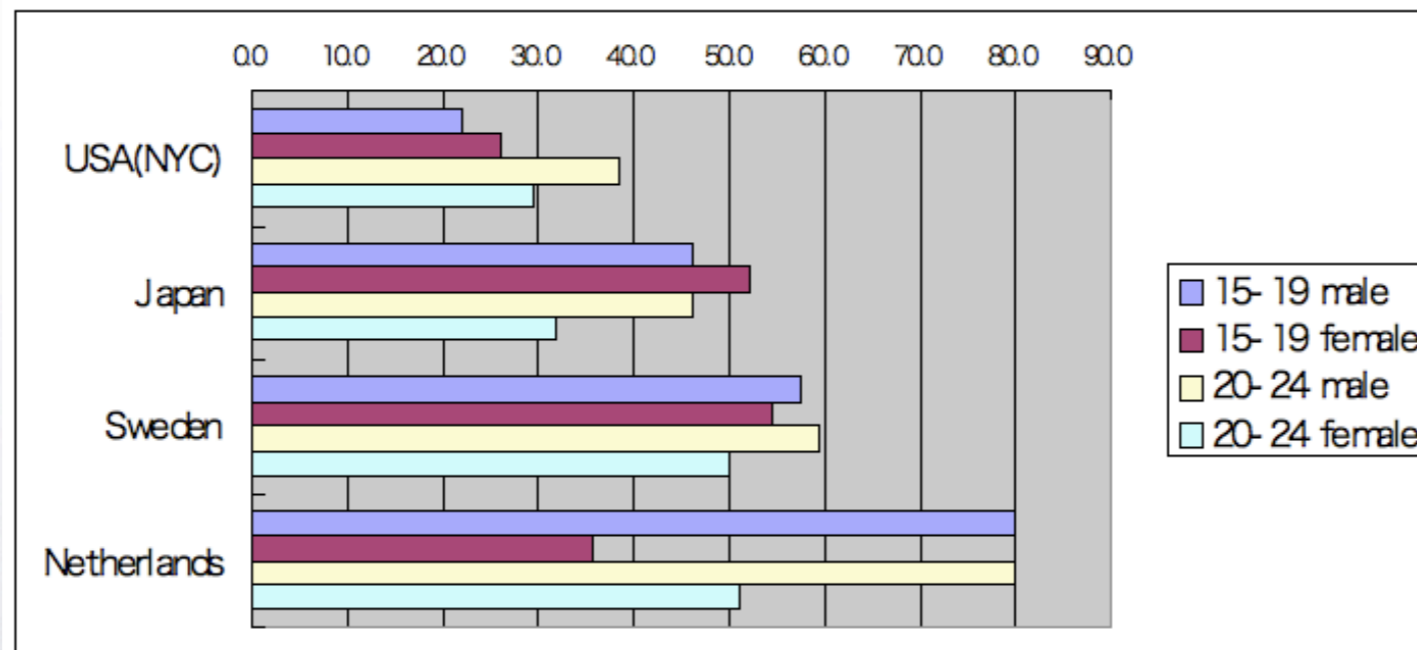
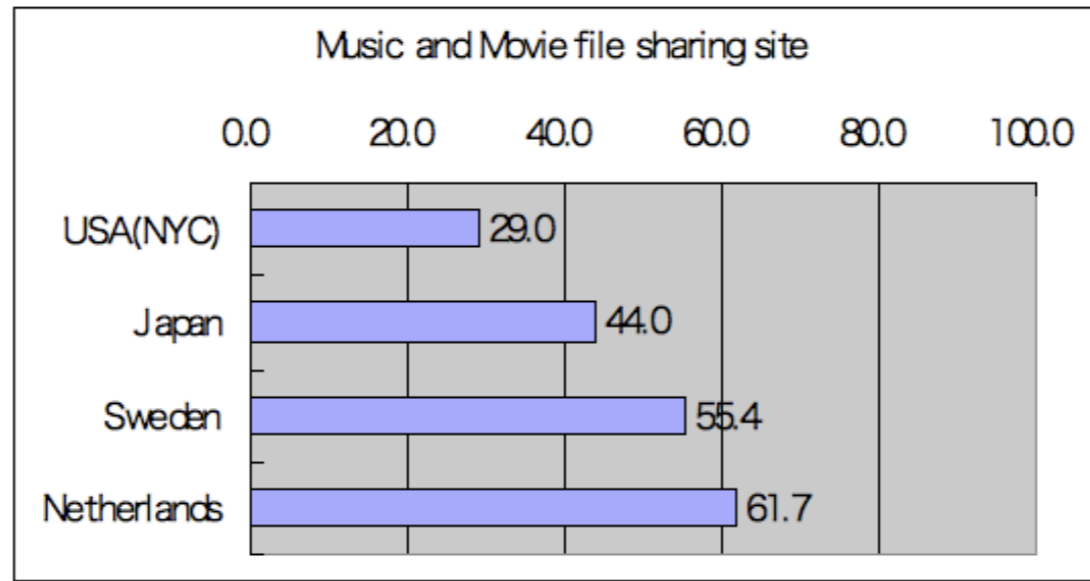
## USA (NYC)



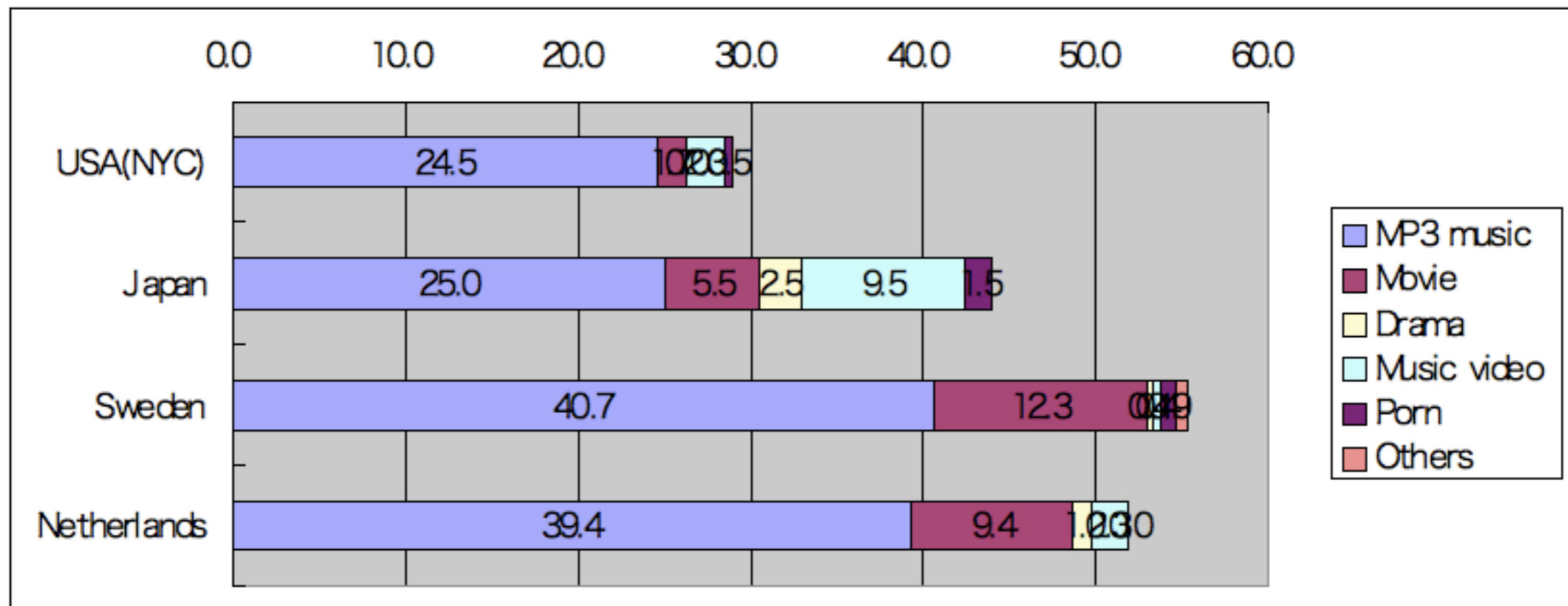
## Japan



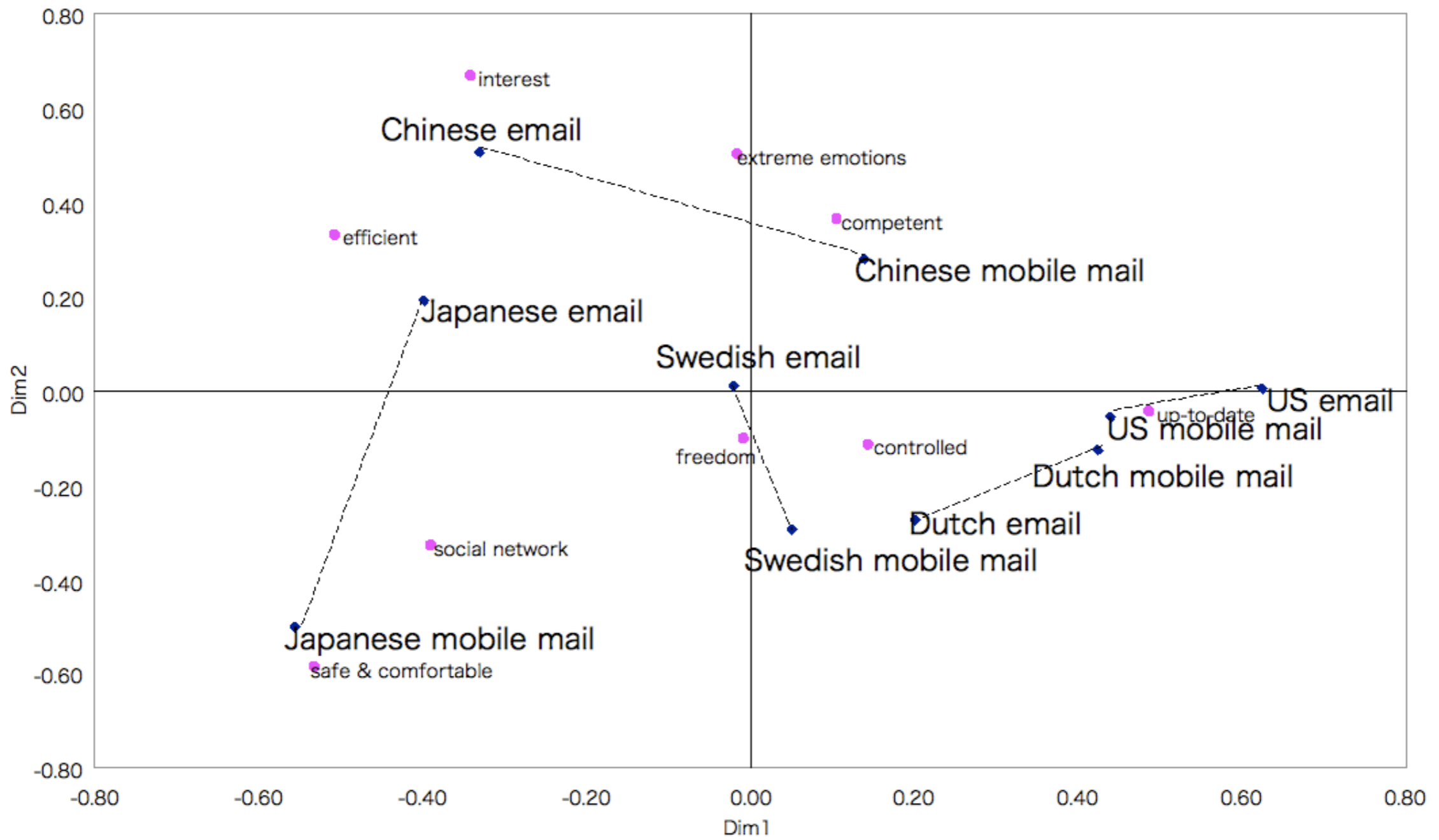
## Music & Movie file sharing experience



## Types of music & movie file sharing



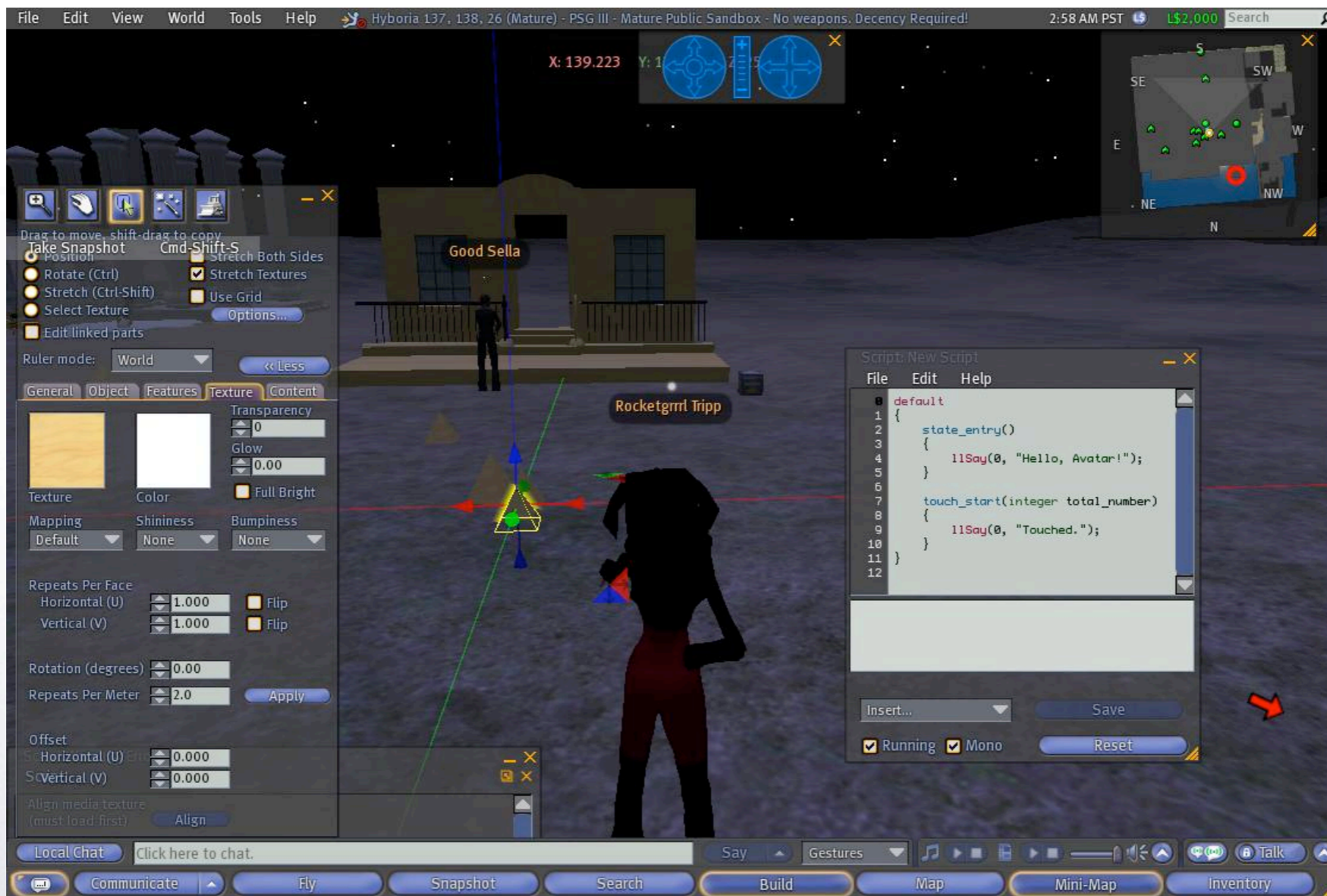
Correspondence Analysis Dim1-Dim2



# diffusion in SNS

- social value of a new technology can be changed by a particular consumer community of early adopters during the diffusion process
- competition to win a technological standard in a product category can be highly affected by early adopter communities, instead of the innovators themselves

# designing for mod dev



# designing for mod dev

- user participation in web-based development practices in commercial context (conf economic and social prod)
- participants: 600+ surveys, 23 interviews, online documents (03-08)
- design capabilities, design space, learning by design

# focus

- lead usership
- participation in commerce
- toolkits
- transferability
- crossover learning opportunities

# design capabilities

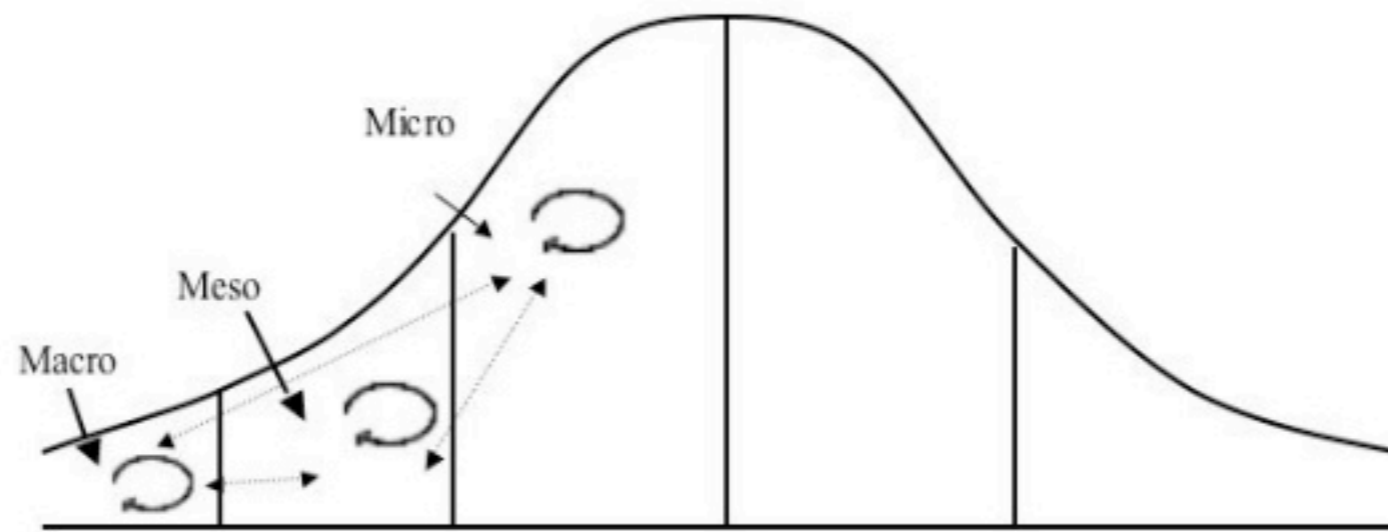
- development of a user-generated, collaborative, community-driven, and entrepreneurial firm-hosted 3D platform
- role of motivational, participatory, and behavioural patterns to define user design capabilities
- digital entrepreneurship associated with the organization of the dev community & firm

# design space

- 1st & 3rd party toolkits related leverage for user-driven design
- micro/meso/macro level as functional areas of the firm-hosted design space and provided access to labour processes across firm boundaries
- transferability of development linked to legal contracts used between mod devs & firm

# learning by design

- mod development as a learning dynamic underpinned by the relational dimension of interdependent characteristics of the organization of people, knowledge, and resources across firm boundaries
- learning practices of the dev firm and mod developers in the context of apprenticeship (esp. mastery and leadership)
- extent of crossover learning as a catalyst of product development impacting on firm & devs



Mod development



Centripetal effect



Networked communities of practice

- knowledge loci are differently appropriated into domains of mod development creating a 'centripetal effect'
- model of distributed learning suggests that the relationship between firm learning has an inverse-U shape with the type and number of knowledge contributions made underlying learning opportunities
- promising more learning than the firm could actually provide potentially harms a transparent, effective, and trust-inducing interdependent relationship

# themes

- consolidated life cycle ('contingently generative')
- modification effect market
- digital entrepreneurship (highlighting opportunities for competition and compensation), 'participation tipping point'

thank you!

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