



Digital Media Challenges and Innovation

Conference time and place: October 23-24, 2008 ICT-City, Aarhus

Broadcasting, film, newspaper and print industries are challenged by the digital media landscape forcing them to innovate e.g. the core business idea, products, professional identity and workflow routines. The demands for 'new combinations' or innovations among media producers because of the digital media era are the focus of this Ph.D. seminar. We welcome presentations and participants working within all aspects of this challenge - just to name a few: social software, user generated content, mobile content, cross media production, newsroom studies, media evolution theories, innovation strategies, creativity theories and public service broadcasting.

For enquiries about the academic content of the course, please contact Anja Bechmann Petersen at anjabp@imv.au.dk. For practical enquiries, please contact ph.D. secretary Dorthe Lindvald Pedersen, imvdlp@hum.au.dk.

Participant requirements and papers

All participants are required to submit a 1-page outline of their project. Participants are invited to present their own work for feedback and discussion. A course package of required readings will be compiled and circulated to participants 2-3 weeks prior to the course.

ECTS value: 3 ECTS (with paper presentation), 2 ECTS (without paper presentation).

Course enrolment and application deadline

Enrolment by email: Wednesday 1 October 2008 to ph.d. secretary Dorthe Lindvald Pedersen, imvdlp@hum.au.dk.

Course registration must be accompanied by the 1-page project outline. Papers for presentation must be submitted by 10 October.

Registration form available at <http://www.fmkj.dk/eng/skemaer/>

Program available below and at www.flermedialitet.dk

Costs and practical matters

The Danish Research School FMKJ covers all participation expenses (travel, meals, accommodation) for doctoral students from its member institutions. In addition to travel costs, doctoral students from other institutions will have to pay their own accommodation and meals.

Students who need accommodation may consult the course secretary for hotel and hostel recommendations.

Map of ICT-City, Aarhus



You get to ADA 333 by using the entrance in the Hopper Building marked with an X on the map. The bus no 7, 4 and 26 goes to the University from the centre of Aarhus. The busses 7 and 26 stops at Paludan Müllers vej (bus 4 stops also here but you have to cross Ringgaden) by Storcenter Nord (just walk on Finlandsgade and Helsingforsgade and you will get to a grey building behind the mall (Storcenter Nord) - this is the department of Information and Media Studies.

Taxis leave from city centre as well and takes about 10-15 minutes. The address is ICT-City Helsingforsgade 14.

Program

Thursday October 23 2008 (building ADA room 333)

- 11.00-11.30 Welcome by Ph.D. Fellow Anja Bechmann Petersen
- 11.30-13.00 Anne Dunn: Digital media and public service broadcasting - new models and relationships
- 13.00-14.00 Lunch in the canteen
- 14.00-15.30 Per Darmer: Creativity and Innovation in the Creative Industries
- 15.30-16.30 Break with a guided tour to CAVI (www.cavi.dk)
- 16.30-17.00 PhD Fellow Vilde Schanke Sundet
- 17.00-17.30 PhD Fellow Line Thomsen
- 17.30-18.00 PhD Fellow Anja Bechmann Petersen
- 18.00-18.10 PhD Fellow Iben Bredahl Jessen
- 18.10-18.20 PhD Fellow Teke Ngomba
- 19.00- Dinner at Villy's Vinbar, Sjællandsgade 57 inside the backyard

Friday October 24 2008 (building Turing room 014)

- 09.00-10.30 Anne Dunn: Exploring New Media Worlds
- 10.30-10.45 Break
- 10.45-11.30 Marika Lüders: Converging forms of communication
- 11.30-13.00 Jakob Linaa Jensen: When New Media become Social
- 13.00-14.00 Lunch in the canteen
- 14.00-16.00 Individual Ph.D. consultation with Anne Dunn

Keynote speakers

Dr Anne Dunn,
Department of Media and Communications,
University of Sydney, Australia
Email: anne.dunn@usyd.edu.au

ANNE DUNN is Senior Lecturer and Chair of Department, Media and Communications, University of Sydney. Prior to entering academic life Anne spent over 20 years as a broadcaster, producer and director, for radio and television in Australia and Britain. Her research interests include public broadcasting, new media, and journalism education.

Dr Per Darmer
Institute of Organization,
CBS (Copenhagen Business School), Denmark
Email: pd.ioa@cbs.dk

PER DARMER is associate professor at Institute of Organization, CBS. Per is generally interested in research within organization theory, organizational behaviour and method. His specific research has been focused on organizational culture and culture formation in organizations, organizing & sense making, HRM, identification, innovation, creativity, entrepreneurship emotions, and poetry related to research, organizing and management. Recent publications have been about these topics related to creative enterprises within the Danish music and film industry.

Dr Jakob Linnaa Jensen
Department of Information and Media Studies
Aarhus University, Denmark
Email: jakoblinaa@gmail.com

JAKOB LINAA JENSEN is associate professor at Department of Information and Media Studies, Aarhus University. After his Ph.D.-dissertation on Democratic dialogue online he has focused on various social uses of new media, especially online social networks like Facebook and Virtual Tourist. He has published several books and international articles on the digital public sphere, media and tourism and new online social networks.

Dr Marika Lüders
SINTEF ICT, Oslo, Norway
Email: marika.luders@sintef.no

MARIKA LÜDERS is a research scientist at the independent research organization SINTEF ICT. In 2007 she defended her PhD-thesis, which examined the significance of social/personal media in the everyday lives of young Norwegians, and the boundaries between mass communication and interpersonal communication. She is now part of an HCI-research group at SINTEF working with user requirements and experiences in social media. Lüders has published articles in journals and anthologies.

Presentations

Anne Dunn: Digital media and public service broadcasting: New models and relationships

"Digital media is now integral to everything we do. It is not an add-on, it is not a novelty, it is the present reality as well as the future," Mark Scott, Managing Director, ABC, 7 February 2007

Digital media delivered across platforms such as podcasts, satellite and mobile telephony are central to the work of today's media organisations. Australia's public service broadcaster, the Australian Broadcasting Corporation, initiated and continues to make a leading contribution to Australia's role in the new digital media. In this world, the role of public service broadcasting (PSB) is being dramatically reconfigured, most significantly through changing relationships between producers and their audiences: the professional identity of producers who work across media platforms is unstable, and relations with their audiences are undergoing challenging transformations. This situation raises profound questions about the fundamental nature and role of PSB: Is the traditional PSB model appropriate to the new relationship with audiences? What is the best role for PSB in Australia in the digital era? The implications of these questions resonate beyond PSB to the roles of all digital media in developed democracies (Given 2003). This paper considers these questions and proposes a new model for PSB that will position it to foster innovative and creative use of the new media.

Per Darmer: Creativity and Innovation in the Creative Industries

The focus is on how companies within the creative industries (the experience economy) are creative and innovative and about what. The creative companies will be related to some aspects of Schumpeter's classical theories on innovation. There are different types of innovation: New products (services or experiences); New production processes; New organization- and management processes or New ways to do marketing or new behaviour on the (existing) market. The companies might be creative and innovative on one or more of these innovation types simultaneously, or even go beyond these types in the creativity and innovation. There are different phases within an innovation, Schumpeter mentions invention, innovation and adaptation or diffusion. Invention is where the idea for a new product is found. Innovation is getting the idea into a production and getting it on the market. While the adaptation or diffusion is how the product is spreading on / received by the market. Related to these categorisations it is discussed whether companies in creative industries (the experience economy) are more creative and innovative than other companies.

Anne Dunn: Exploring New Media Worlds

'Increasingly, audiences of all ages not only want the choice of what to watch and listen to when they want, they also expect to take part, debate, create and control. Interactivity and user-generated content are increasingly important stimuli for the creative process.' (BBC Creative Future - media release (retrieved from BBC web site 17.2.2007).

Most Australian media organisations have already weathered what BBC Director-General Mark Thompson calls 'the first' wave: they have converted production from analogue to digital, they are poised to switch to digital delivery and all now have a presence on the World Wide Web (the web). The 'second wave' refers to the growing phenomenon of 'user generated content', sometimes also referred to as 'citizen journalism', and the concomitant loss to 'traditional' broadcast media of younger audiences (15-35 years). The aim of this paper is to interrogate the challenge of audience-generated media content for professional production, particularly for public service broadcasters such as the Australian Broadcasting Corporation (ABC). The ABC receives considerable sums of public money towards fulfilling its chartered obligation to 'educate and inform' citizens in democratic societies, and is expected to be both responsible towards and responsive to that audience. The research literature recognizes the challenge but differs on the ability of the established media organizational models to respond. Media organisations can be seen as struggling to keep up with the vanguard of an active audience, especially in news and current affairs, and unable to respond adequately to this challenge because it assigns creativity and power to the professionals, leaving the audience 'sprawled on the couch' (Hartley 2007). If this is so, it is highly significant for one of the central functions of broadcast media in democratic societies, the provision of trustworthy news and journalism. The paper suggests we may be seeing the emergence of a new type of journalism, one that shifts journalists' focus 'from content to connectivity' (Deuze 2003:218). It explores some of the ways journalists might reinvent themselves, concluding that journalism must be able to incorporate both access and participation.

Deuze, M. (2003). 'The web and its journalisms: considering the consequences of different types of newsmedia online'. *New Media and Society*, Vol 5(2): 203-230.

Hartley, J. (2007). *Uses of creativity: Creative content and the creative citizen*. Keynote address to the conference of the Association of Internet Researchers, Brisbane, September 2007.

Marika Lüders: Converging forms of communication?

This talk concerns how (symmetrical) interpersonal and (asymmetrical) mass mediated forms of communication may indeed show signs of convergence, yet that this convergence is limited due to the different roles and significances of interpersonal and mass communication in people's lives. In short user-experiences and requirements to different communicative spaces remain different.

Until the second half of the 1990s, the differences between mass mediated and interpersonally mediated communication were relatively clear. However, as a consequence of the so-called web2.0-technologies, a fuzzy area between the interpersonally mediated and the mass mediated has emerged. These grey-areas will be explored in this talk by examining aspects of interaction, participation and social integration. These can be applied as variables in analyses of actual texts and illuminate similarities as well as significant differences. Most importantly the social integration functions differ with consequences for the ritual role of different forms of communication.

The idea that we are witnessing a fundamental change of the media scene towards increased audience participation is strong and often depicted as a change for the better - away from asymmetrical communication process with a power-elite producing content and a passive mass audience consuming content. While there is no shortage of empirical support for such claims, there may be good reasons for re-considering the recent development, acknowledging the importance of all forms of communication.

Required reading: Lüders, M. (2007). Converging forms of communication? In D. Stuedahl & T. Storsul (Eds.), *Ambivalence of convergence. Digitalisation and media change* (pp. 179-198). Nordicom

Optional reading: Lüders, M. (2008). Conceptualizing personal media. *New Media and Society*, 10 (5), 683-702.

Jakob Linaa Jensen: When New Media become Social

After overcoming the initial hype, digital media are becoming an established part of social and daily life and have proved to be a real competitor to more established media regarding news, information seeking and social interaction. I discuss the associated consequences for power, democracy and social life in general. I will exemplify the development by examples from democratic debates, online tourism and social networks sites like Facebook.