

9th FFRC International Conference on Culture as Innovation

Co-configuration with the media audience

Tiina Rautkorpi
Helsinki Polytechnic

Television programme production

- undergoing changes:
 - 1) audience relationship
 - 2) production process
 - 3) the concept of journalism
 - 4) the concept of televisual (tv as a medium and its audiovisual means – mobile tv, shared audiences ect.)
- Activity system is working through contradictions
- There are many contradictions between e.g.
- change of production technology - change of audience relationship

(Activity theory and developmental work research, Engeström 2004)

Historical transitions in Finnish public service broadcasting (Hujanen 2005)

● **From paleo television** (1926-)

- Finnish Broadcasting Company as a cultural institution
- universal, all genres, "programme factory"

● **To multichannel television** (the big channel reform of 1993)

- the schedule
- public service, audience oriented

● **To digital television** (forthcoming 2007)

- customer oriented
- content packaging, need for new working practices

Co-configuration work

- products and service concepts
- adaptive
- long term or continuously modified according to the user's activity
- customer intelligence
- continuous re-configuration in a dialogue between the user, producer and product

● Victor & Boynton (1998). Invented here.

Co-configuration and the craft-type qualifications of work

- **important features in co-configuration:**
- **modifying**
- **interaction**
- craft work creates products with an unique form and content, which are meant to induce strong and unique impressions in the customers

Innovations of the Service Economy – how to connect customer orientation and craft-type qualifications?

- **creative work: low technology with weak customer relationship?**
- **against that there are services with higher customer participation:**
 - professional services
 - managerial services
 - mass customisation
- Faiz Callouj (2002). Innovations in the Service Economy

Gatekeeping practices in editorial offices

- **Keeping out the Audience**
- **1) by using them:**
- Using their blogs, videos, photos as as a material for journalistic purposes and as an evidence of more equal audience relationship
- **2) by isolating them:**
- Creating ghettos of community media and citizen or participatory or grassroots journalism
- **3) by making quasi-interactive programmes for imaginary audiences:** Giving small and insignificant interactive tasks e.g. how to have an influence on the plot of a soap opera
- **4) by keeping them distant from the heart of production process**

How to connect together full and more equal
audience participation and the creative
media professionals

- and maintain their craft-type qualifications
of work?

Activity theory and developmental work research

- operates in work development using ethnographic methods
- follows the logic of participatory research and collaborative inquiry
- 1) needs informants as partners:
- based on the workers' own interpretation of their work
- 2) is based on the ethnography of change: conflicting dynamics between old routines and the demands of new practices

Activity theory and the idea of reflective mirrors

- we have to orchestrate mirrors of working practices for reflective learning and interaction

Activity theory perspective

- expanding the shared object through diversity and contradictions

- tiina.rautkorpi@stadia.fi