Creative work between local milieux and digital spaces

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Preface

» Work and technological change in Creative Industries. Employment in local creative milieux and perspectives of virtual work.*

» Research project conducted by department of sociology and FORBA (Working Life Research Centre)

» Goal: study the tension between local milieux and place-independent crowdsourcing in creative work

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1. The Essentials of Place

Agglomeration – clustering of firms can be beneficial for economic performance

» Specialized pool of labour

» Availability of and access to inputs

» Environment that fosters information sharing
2. Place and Globalization

Make work independent from place

» ‘flattening of the world‘ (Ohmae 1990, O’Brien 1992) through technological developments

» Active production of place-independence
  • Modularization of work packages
  • Standardization of interfaces

» From ‘regime shopping’ to crowd employment
3. Example of film/media production (1)

The only creative sector we identified, where work is organized on different scales, is film and media production

» Animated film production in Europe (Alexander Cole 2008)

» Film distribution in Germany through Hollywood majors (Ivo Mossig 2006)

Example of film/media production (2)

» Information sharing through formation of temporary clusters

“This year a big convention comes to Austria and I’ll certainly be there. I plan to make a T-shirt with ‘Yes, I am [anonymous]-Studio’ printed on it. Yea, and probably I will meet new customers and of course [I will be there] to gossip. Sometimes it is really good to talk about your job with people who understand you. And, yes, new jobs of course, and a little further education. That will be real fun.” (3D-Designer)

» Reducing information by standardizing roles

“Of course, basically there is a correlation: if a really good briefing exists, you will get a really good result. But that is not always true, in my experience there is a second effect in such a competition: the customer writes a bad briefing but he is lucky because one or two designers submit something that points in the right direction. The customer then gives his feedback and this gives other designers some kind of guidance. The submitted designs and the feedback take over the function of a briefing.” (Crowdwork-platform operator)

» Communication technologies and means of transportation
Making work processes independent from place

» *Temporary clusters* with densely compressed social interaction substitute face-to-face interaction

» *Standardization of roles and tasks* enables and facilitates the outsourcing of individual work processes

» *ICT’s* allow outsourcing processes to be coordinated over great distances
References