

Public & Atmosphere: Workshop on transcending participation constraints in an information society

Time, Date and Place

November 17th, 2009
13.00 – 18.30
4th Floor, Meeting Room 4 E7
Università Bocconi
Via Roentgen, 1
Milan

Organisers

Kuan-Neng	Foo
Luigi	Proserpio

Participants

Goldsmiths, University of London

Goetz	Bachmann
Scott	Lash
Robert	Zimmer

Centre Pompidou

Vincent	Puig
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Università Bocconi

Stefano	Brusoni
Eugenia	Cacciatori
Leonardo	Caporarello (Virtual)
Kuan-Neng	Foo
James	Hayton
Ferdinando	Pennarola
Luigi	Proserpio

Abstract

If the development of the internet to date can be characterised by waves of technology development, these successive waves might be broadly classified as accessibility, interactivity, user generated content and social networking. Each wave has increased the degree to which participation in media technologies has defined the public.

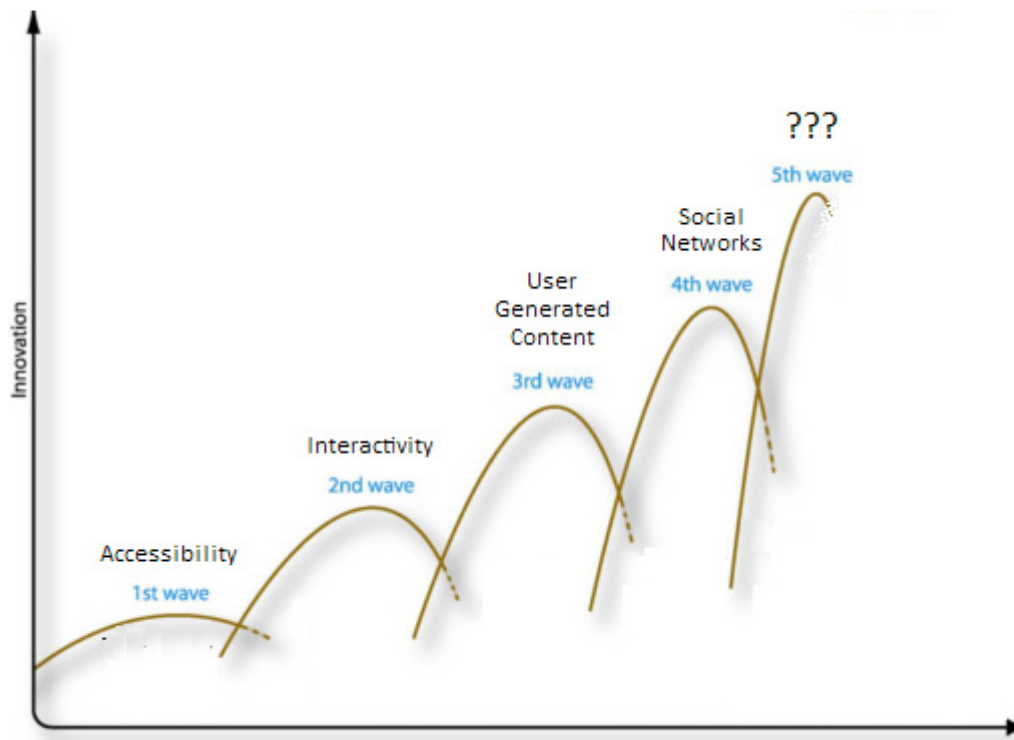


Figure 1 - Waves of internet technology innovation

The wave of accessibility opened up new levels of connectivity to information and reshaped the role of information as a public good, indeed, paving the way for what has been called the information society. This qualitative leap in access was soon followed by interactivity, from which emerged dominant business models of e-commerce and online advertising. User generated content subsequently changed the relationship between the public and traditional owners of media content, and provided the next wave of technology development with the set of tools to build thriving, complex social network ecologies. With the passing of social networking, it is clear that a new wave of technology development is imminent and already in motion. What will be the driver of this next wave of internet innovation?

First, it is necessary to agree upon what this new wave might look like. We are going to bet that technological advances and the advent of a generation of individuals entirely compatible with these, as well as the unchangeable, social and gregarious nature of human beings will drive media evolution towards a predictable form. This might be imagined as an emotional web of media connections, of relations, of feelings.

The lack of humanity, context and tangibility are limitations in existing web technologies that undermine the experience of media as we currently know it. The addition of desirable characteristics to media can bring about a transition toward a more humanized media-based environment and the beginning of a new wave. Identifying and acknowledging the existing limiting characteristics can lead to the possible emergence of a new public.

What are these characteristics? Notably, the (in)ability of media to generate atmosphere, to convey emotions, to give a precise feeling of presence, to transfer physicality and to generate trust. The aforementioned attributes are just the tip of a vast, complex iceberg. In our workshop we will discuss these and other aspects that arise from our fields of expertise, our literature, our experience and our imagination.

The workshop will also explore the reasons for media technology use and simultaneous public evolution. The concept of *atmosphere* is introduced to establish a foundation for discussing how technology usage might be shaped by factors that go beyond the constraints of participation.

Participants

GOLDSMITHS

Goetz Bachmann

Lecturer

Centre for Cultural Studies

<http://www.gold.ac.uk/cultural-studies/staff/g-bachmann/>

Goetz Bachmann's background is in a specifically German academic tradition: 'Empirische Kulturwissenschaften' (= Empirical Cultural Studies). His main areas of research are media ethnography and ethnography of life in organizations. He was the Research Associate in the CCS' Broadband Project, and before this he taught at the Fachhochschule Potsdam. He has organised numerous conferences and workshops, e.g. on 'Streaming Media' at Tokyo National University and 'Life inside organizations' at Humboldt University. He has also won several grants, most recently as co-applicant the 'Goldsmiths Media Research Program', awarded by the Leverhulme Foundation. He has worked as a consultant and researcher for government as well as for industry. He is also a participant in the Goldsmiths Media Research Programme.

Scott Lash

Director

Centre for Cultural Studies

<http://www.gold.ac.uk/cultural-studies/staff/s-lash/>

Lash's work has been particularly influential in sociology and cultural studies. His books include *The End of Organized Capitalism* (with John Urry, 1987), *Max Weber, Rationality and Modernity* (co-edited, 1987), *Sociology of Postmodernism* (1990), *Modernity and Identity* (co-edited, 1992), *Economies of Signs and Space* (with John Urry, 1994), *Reflexive Modernization* (with Beck and Giddens, 1994), *Global Modernities* (co-edited, 1995), *Risk, Environment and Modernity* (co-edited, 1995), *Detraditionalization* (co-edited, 1996), *Time and Value* (co-edited, 1998) and *Another Modernity, A Different Rationality* (1999). He has been an editor of *Theory, Culture and Society* - the journal and the book series - since 1989. His books have been translated into ten languages.

Robert Zimmer

Co-Director of Goldsmiths Digital Studios

Department of Computing

<http://www.gold.ac.uk/computing/staff/r-zimmer/>

Zimmer studied Mathematics and Creative Writing at MIT, after which he went to Churchill College Cambridge as a Churchill Scholar, and then to Columbia University under Samuel Eilenberg to finish his PhD in Automata and Category Theory. In 1985 he moved to the UK to work with Michael Fourman applying algebraic reasoning to hardware design. Micro-electronics with Michael Fourman led to the

development of a formally-based CAD tool that was commercialised in the 1980-90's. Zimmer has worked on formal mathematical reasoning in Artificial Intelligence, software and micro-electronic design and verification. He has also developed formal designs in relation to safety-critical design in conjunction with Tony Ambler and funded by the Nuclear Industry. In 2001, he moved to Goldsmiths to research computing in relation to art and design. His present research concerns the invention, development and application of new kinds of haptic interfaces (touch simulating and stimulating interfaces). This work is being done jointly with Mandeyam Srinivivasan, the Director of the Touch Lab at MIT, with whom Zimmer is presently writing a book on the Machine and Human Haptics for MIT Press.

Centre Pompidou

Vincent Puig

Co-Founder & Deputy Director, Institute for Research and Innovation

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Since 1993, Vincent Puig has been pioneering new technologies in the cultural domain at Centre Pompidou. He first started as Director of Industrial relations at Ircam and designed new services for music software amateurs (*Forum Ircam*) and online sound processing (*Studio On Line*). He designed several R&D projects such as *Semantic HIFI*, a European project for the HIFI of the future in collaboration with Sony. By this time, he was active in MPEG7 International standardization and became Vice-president Europe of the International Computer Music Association. In 2002, he launched Resonances (International Convention on Technologies for Music, 4 annual editions) and Ircam Hypermedia Studio dedicated to new forms of authoring and publication tools for "Guided listening", Web radio programs and education tools such as Musique Lab in collaboration with French Ministries of Education and Culture. In April 2006, he became Deputy Director of Centre Pompidou Cultural Development Dpt. in charge of the newly founded Institute for Research and Innovation (IRI) dedicated to cultural technologies such as annotation tools, collaborative Web and social networks and multimodal interfaces.

Bocconi University

Stefano Brusoni

Research: Innovation and industrial dynamics; modularity and the boundaries of firms and industries; firm theory; economics and measurement of knowledge production and distribution processes, science and technology policy. Associate Professor in Applied Economics at Università Bocconi. Currently, he is Vice-director of CESPRI (Centre for Research on Innovation and Internationalisation) and coordinator of CLEMIT-LS (Master of Science in Economics and Management of International Markets and New Technologies). He is the Associate Editor of Information, Economics and Policy and member of the Review Board of Organization Science. He currently teaches Innovation and Industrial Dynamics (undergraduate); Firm Theory (MSc level); Economics of Inter-firm Networks (MSc level); Qualitative

Research Methods (PhD level). He has participated in numerous EU-funded projects, as researcher and Principal Investigator. PhD from the Science Policy Research Unit (SPRU), University of Sussex (UK).

Eugenia Giovanna Cacciatori

Assistant Professor of Organization Theory. Previously Contract Professor of Organizational Networks and Entrepreneurship at Università Bocconi and Contract Researcher at CRORA (Bocconi Research Center on Business Organization). Degree in Engineering and Management from Politecnico di Milano. MSc in Technology and Innovation Management from Science Policy Research Unit (SPRU), University of Sussex. PhD in Technology and Innovation Management from Science Policy Research Unit (SPRU), University of Sussex. Research areas: Organizational learning. Organizational memory. Innovation. Project-based organizing. The role of artifacts in organizational processes.

Leonardo Caporarello

Director of the SDA Bocconi Learning Lab. MA in Business Administration and Law from Bocconi University, and a Ph.D. in Management Information Systems from LUISS, Rome. His research interests include: learning methods and processes, technology-enhanced organizational behaviours, change management, project management, adoption and acceptance of new technologies. He is Professor of Organization and Leadership at SDA Bocconi School of Management (Milano), and Visiting at the Michigan State University and Faculty Member of the Bocconi full-time MBA program. He teaches several courses at the undergraduate, graduate and post-graduate level.

Kuan-Neng Foo

Collaborator of the SDA Bocconi. Research interests: geographically dispersed teams, organizational change, the role of metadata, media evolution, public and atmosphere, Internet development. He has been involved in top notch projects aimed at developing: streaming media strategies, innovative methods for long term learning, urban renewal through technologies, virtual teams management practices. Kuan-Neng Foo has relevant competencies in coordinating development teams with a managerial role and in acting as an interface between universities and IT specialists to create and develop innovative prototypes.

James Christopher Hayton

Associate Professor Bocconi University Milan, Italy. Executive editor at *Human Resource Management*. Visiting Professor of Entrepreneurship at Zhejiang University (China). External Research Fellow at Max Planck Institute for Economics. Co-director Zhejiang U./Bocconi U. Alliance for Research on Corporate Entrepreneurship. His research focuses on the links between human capital, human resource management systems, and corporate entrepreneurship: particularly how human resource architectures build strategic flexibility and impact the capability of firms to engage in continuous innovation and corporate venturing. His research has been published in numerous international journals including *Strategic Entrepreneurship Journal*, *Journal of Business Venturing*, *Human Resource Management*, *Entrepreneurship Theory and Practice*, *Organizational Research Methods*, and *Multivariate Behavioral Research*. He serves as on the editorial boards of *Journal of Business Venturing*, *Human Resource*

Management, Human Resource Management Review, Entrepreneurship Theory and Practice, Journal of Management Studies and *European Management Review*. PhD Georgia State University (USA).

Ferdinando Pennarola

Research: The adoption of information technology in organizations. IS spending. Organization and management in high-technology service companies. Organization and management of professional services firms. Learning processes and new technologies. Associate Professor of Organization and Management Information Systems. Senior faculty member of the SDA Bocconi Organisation and Human Resources Management Department. Teacher of various Master programs of Università Bocconi and SDA Bocconi. Visiting assistant professor at the University of Florida, Gainesville, USA. Chairman of the Board of ISBM (International Schools of Business Management), London. PhD in Business Administration and Management, Università Bocconi. International Teachers Program, Centre HEC-ISA a Jouy-en-Josas, France.

Luigi Proserpio

Associate professor of business organization and information systems @ Bocconi. Creator of methodologies for technology based learning as well as simulations and business games. Member of the Board of Academy of Management Learning & Education and of the Journal of Management Inquiry. Former director of the SDA learning lab. Paper published on Research Policy, Academy of Management Learning & Education, Journal of Product Innovation Management and others. Lectures (master level) on technology mediated communication, organizational behaviour, distance learning and organizational change through information technology. PhD in management at Università Bocconi. Visiting scholar at Carnegie Mellon University, Pittsburg.