

Self-made Media

Regular people creating digital content

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Outline

- Digital Tools for the People
- Few example services/products
- Why do people create & share media?
- Looking back 120 years
- Personal vs. User-Generated vs. Professional
- Self-made media, the research group

Tools for the People

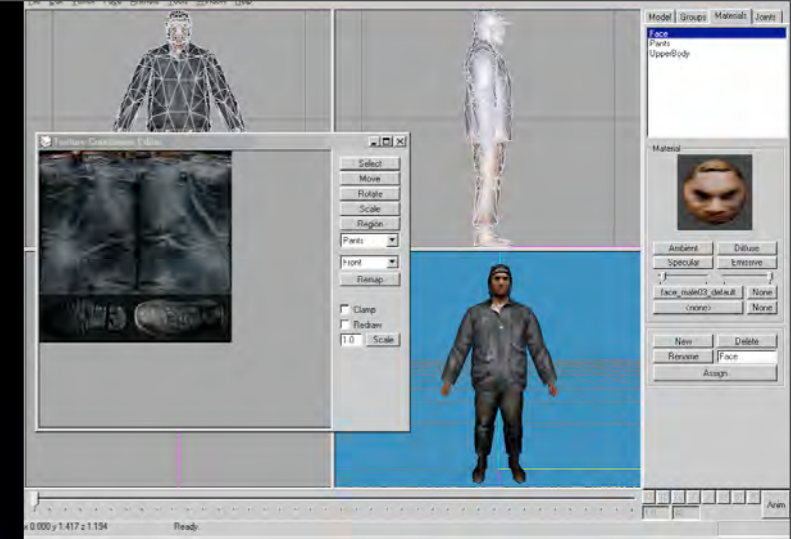
- Digital cameras and camcorders (EU + USA ~ 146M d.cameras & 500M camera phones)
- Broadband Internet connections at home
- Professional & personal media formats the same
- Professional tools available for use
- Skills to use computers and software (not everyone, though)
- Web services to distribute content



- Blurring the consumer – amateur – professional axis
- Blurring the private - public axis



Modding



- Modifying the game content, customization
- Making whole new games (e.g., Counter Strike)
- Skins, level editors, fan stories, machinima
- Neverwinter Nights was a game for modding
- Distributing mods for free (or selling them packaged)
- Secondary industry around “user-generated content”



GeoCaching

- Game ran by gamers, No game purchased
- Very different from computer games
- Requires GPS & web
- Outdoor treasure hunting
- Website community: Logs, discussions, pictures
- Strong physical part: Hiking, biking, driving, physical caches, treasures
- Commercial or not? Mod or not?



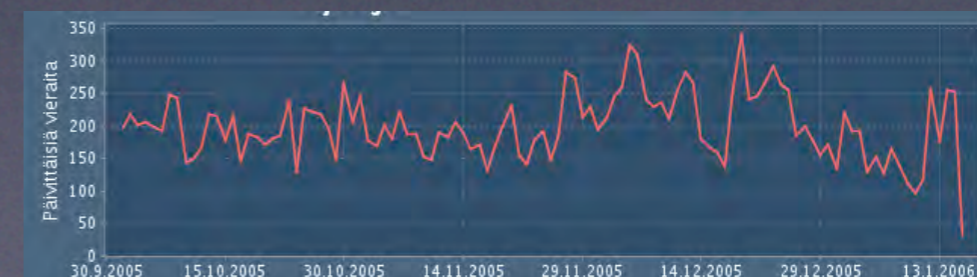
Habbo Hotel

- Own room and furniture (collecting, trading, decorating)
- Friends (school, hobbies, new friends, dating, distant friends)
- Play (beauty contests, TV shows, games of chance, Habbo-sports, playing with spatiality: furni traps, tele-running; VIP-clubs, role play)
- Career (celebrities, getting rich, popular room, in a game or gang, fansite author)
- Testing boundaries and rules (expressing self, technical 'hacking', treating others: cheating, bullying)



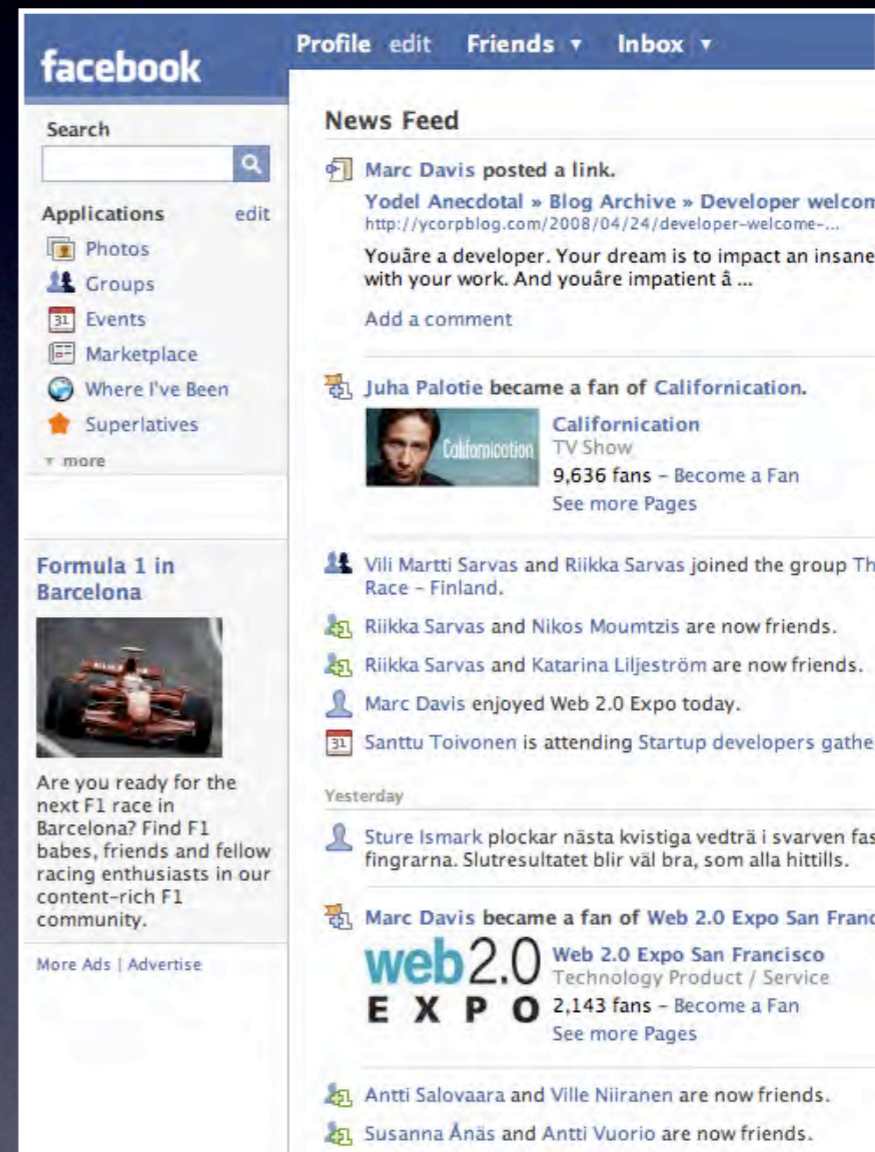
IRC-galleria

- Personal photos for friends (school friends)
- 50% of Finnish teenagers use IRC-galleria daily
- Often used parallel with IM or SMS etc. Hardly any emailing.
- Public discussion on the dangers of photo sharing (drugs, violence, sexuality, and harassment)



Facebook

- Personal profile and friends list
- Application platform with social propagation
- Public or private?
- Mixing personal content with commercial content
- Fad or something long-lasting?



Lulu.com

- Self-made paper products
- Private use, public use, commercial use
- Digital tools to make non-digital products

Publish
Free to Publish; No Setup Fees.



[Paperbacks](#)
[Hardcovers](#)
[Photo Books](#)

[Calendars](#)
[Cook Books](#)
[& More](#)

Sell
Tools to help you sell worldwide



Turn your ideas into cash

Buy
Products from a million creators
Books, artwork, CDs & more



Jaiku

- A presence service
- Name + status line + location + phone status
- Private or public
- Location as content
- Status/presence as content



So...

- People create and share content:
 - photos, videos, messages, games, books, virtual objects, location & presence information...
- Why?

Questions before we
go on?

120 years of mobile
user-generated visual
content



Kodak

Save precious hours in indoor snapshots

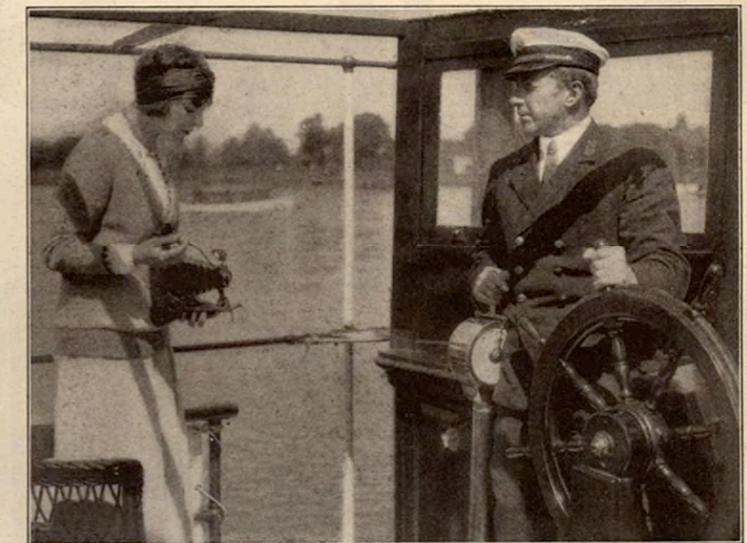
Little casual happenings at home can be turned so easily to indoor snapshots... in pictures that will be precious to you and, through these prints, to your family and friends.

You just use a Kodak camera... an easy one, simple to use. The popular Kodak Photo (Kodak) has a low flash lamp and lens so there's no need for a flash. You can take the best indoor snapshots in the new Kodak Photo. It's got it all... the lens, the shutter, the magazine, the magazine you'll use to take the pictures. The Kodak Photo is the best indoor snapshot camera in the world.

The Kodak Photo makes the best indoor Christmas greeting card with just one click.



Snapshot photography



Kodak Keeps the Story

Just "click" the shutter of this easily-worked camera and to-day's good times become to-morrow's good pictures.

Autographic Kodaks \$6.50 up

At your dealer's

Eastman Kodak Company, Rochester, N.Y., *The Kodak City*

“The Kodak Culture”

- A global culture, not limited to developed countries in the West
- Not limited to early adapters
- Long traditions, embedded into our lives
- Family photos are central (family camera, family albums)
- A truly successful technology!

Our photo studies

- Since 2003, four major studies:
 - ~100 people
 - ~3000 photos/videos
- Initial focus on camera phones
- Later on domestic photography in general



Why do people take photos?



Communication:
Togetherness



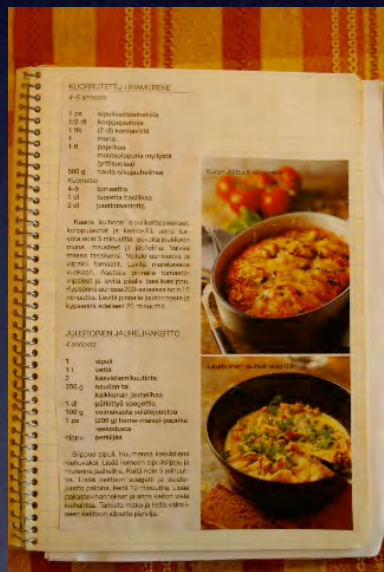
Communication:
Anti-togetherness



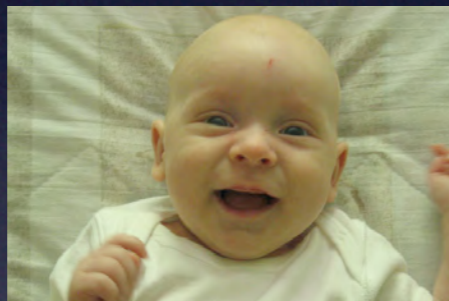
Communication:
Utilitarian



Communication:
Distinction



Memory function



Emotional reasons



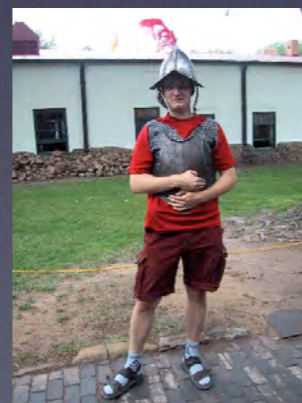
Play & games



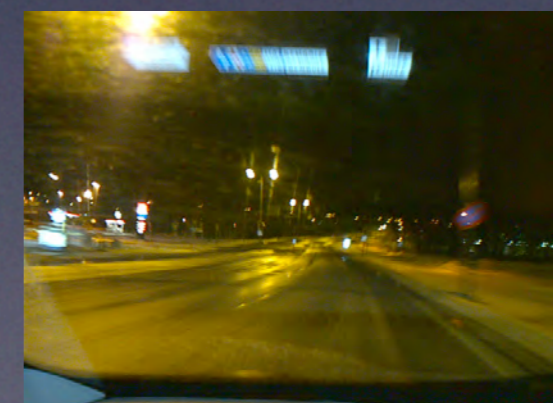
Acceptable behavior



Self-reflection



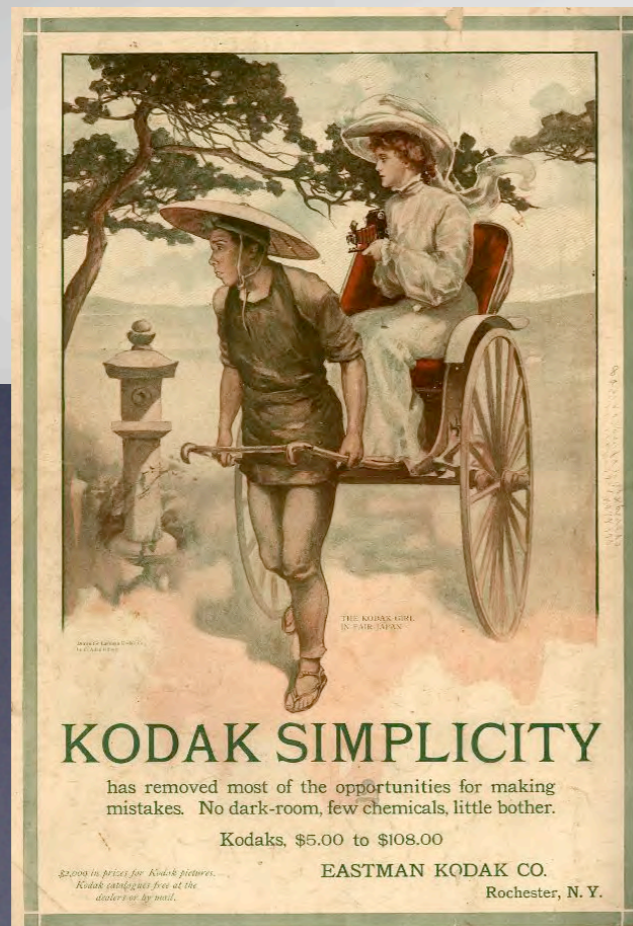
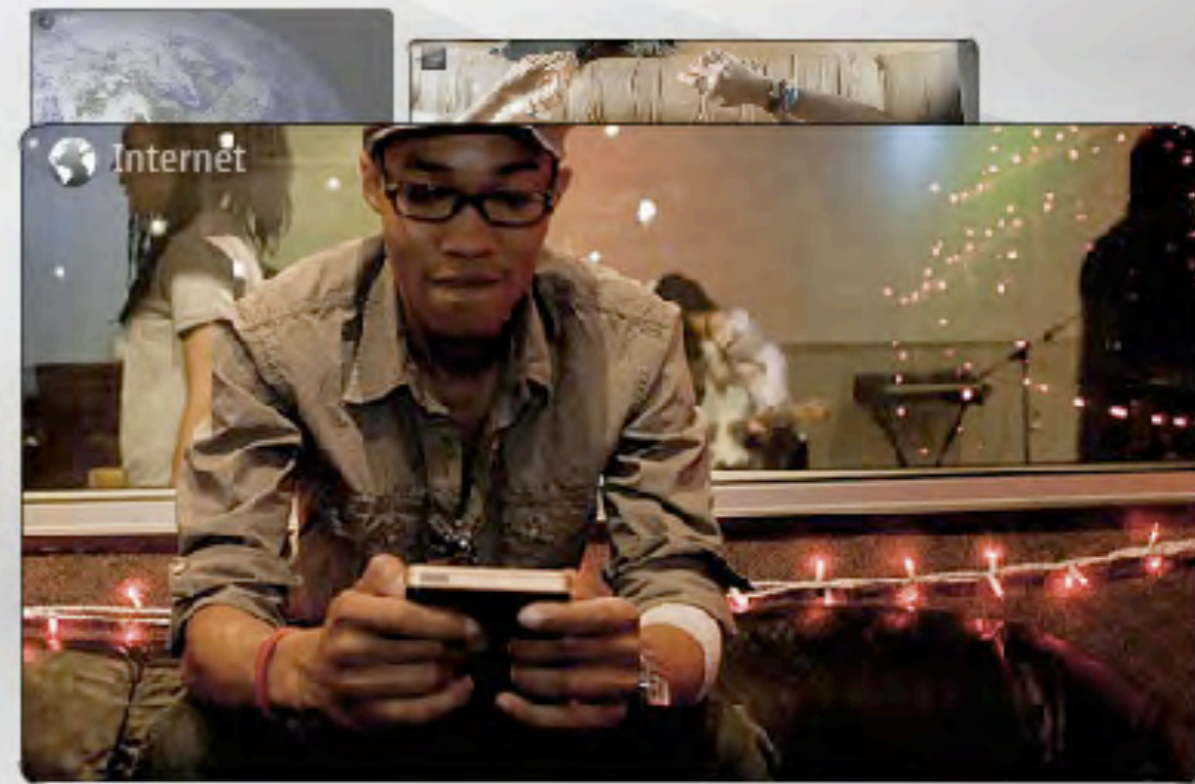
Imagination



Extraordinary experiences

Experiences

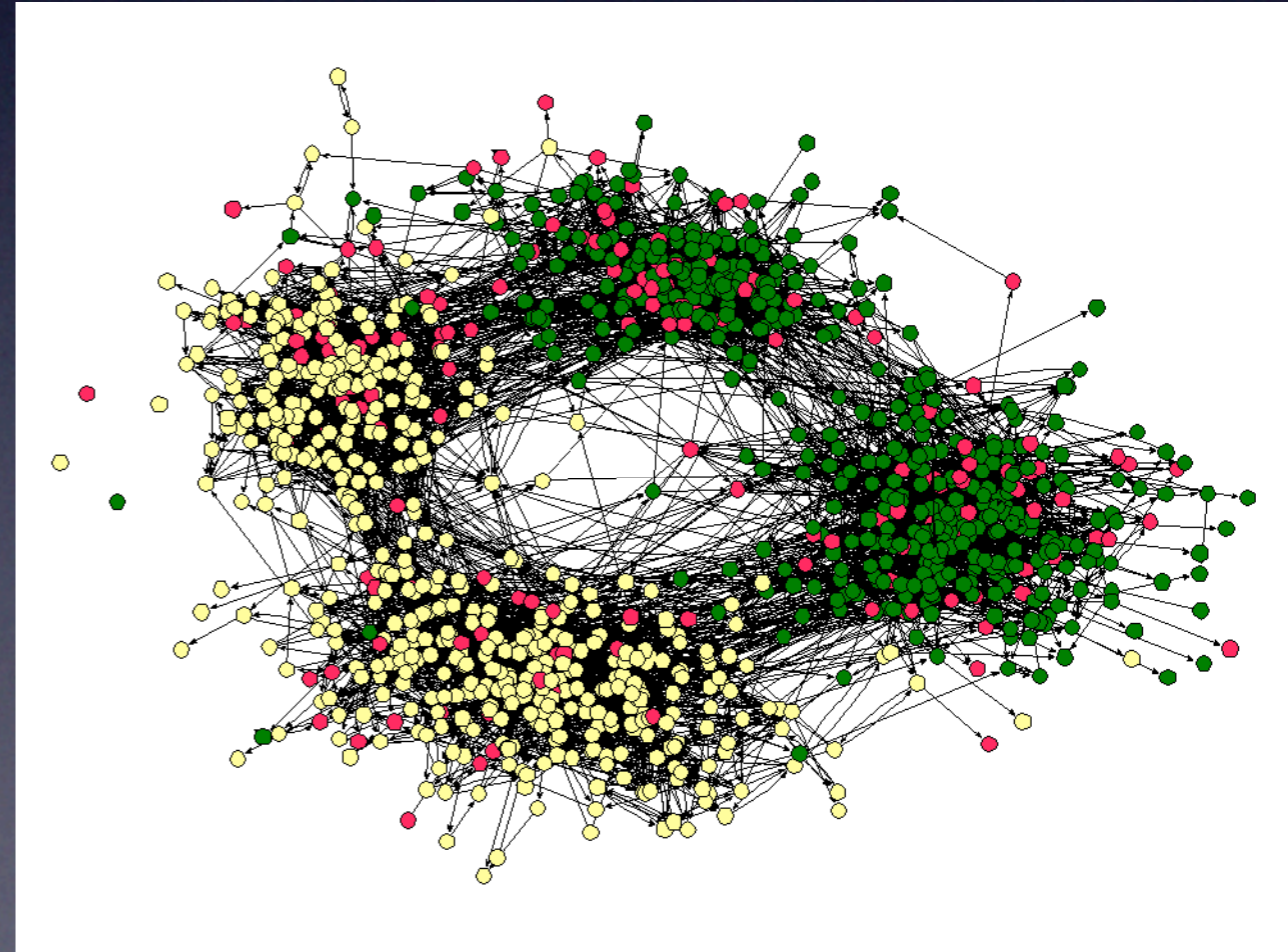
Experience life with Nokia Nseries.



Complexity in the photography infrastructure

Generation Gap

Passive Broadcast Media
vs.
Active Social Media



A backdrop for evaluation

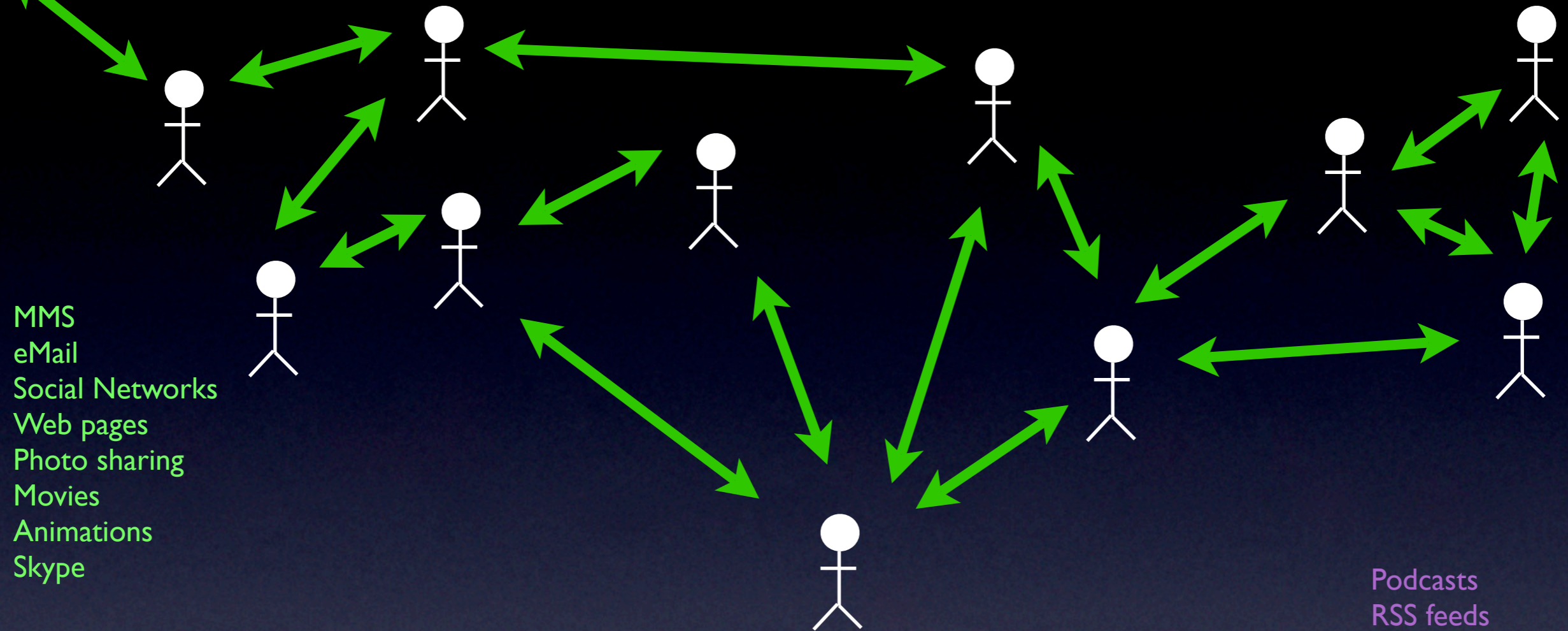
- Modding
- GeoCaching
- Habbo Hotel
- IRC-galleria
- Facebook
- Lulu.com
- Jaiku
- Communication
Togetherness, Utilitarian, Distinction...
- Memory function
- Emotional reasons
- Play & games
- Acceptable behavior
- Self-reflection
- Imagination

Questions before we
go on?

Self-made Media

Research Group

Personal communication



MMS
eMail
Social Networks
Web pages
Photo sharing
Movies
Animations
Skype

Blogging
YouTube
Modding
Open source
Podcasts

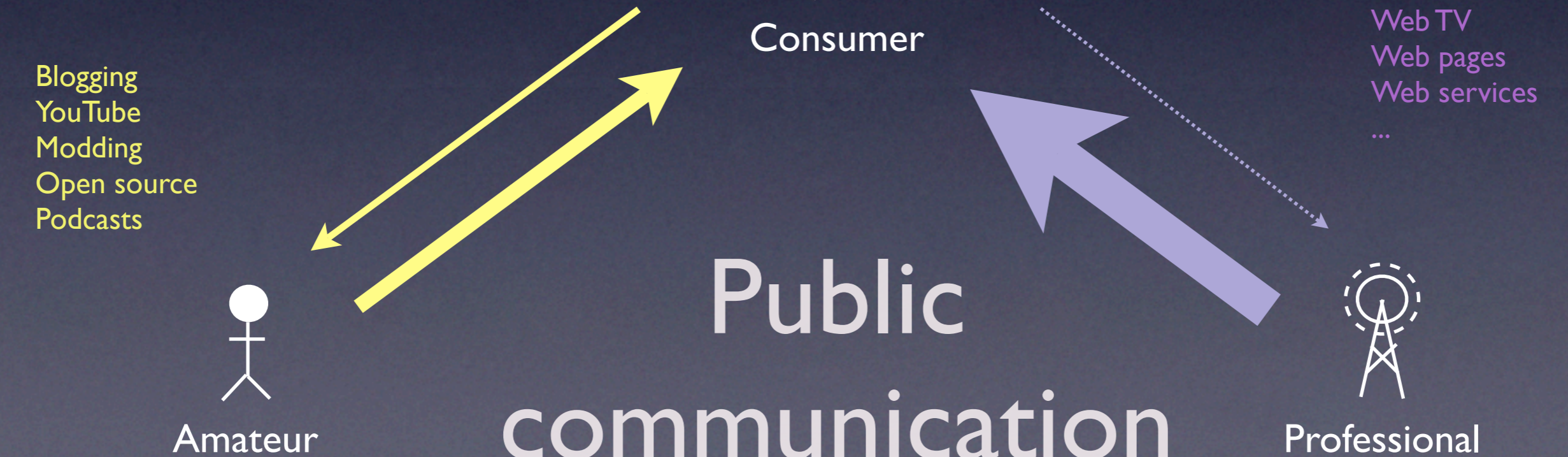
Podcasts
RSS feeds
Web TV
Web pages
Web services
...

Consumer

Amateur

Public communication

Professional



Professionally made

Customized Media
Professionally made for Private use



Broadcast Media
Professionally made for Public use



Private

Public

Personal Media
Self-made for Private use

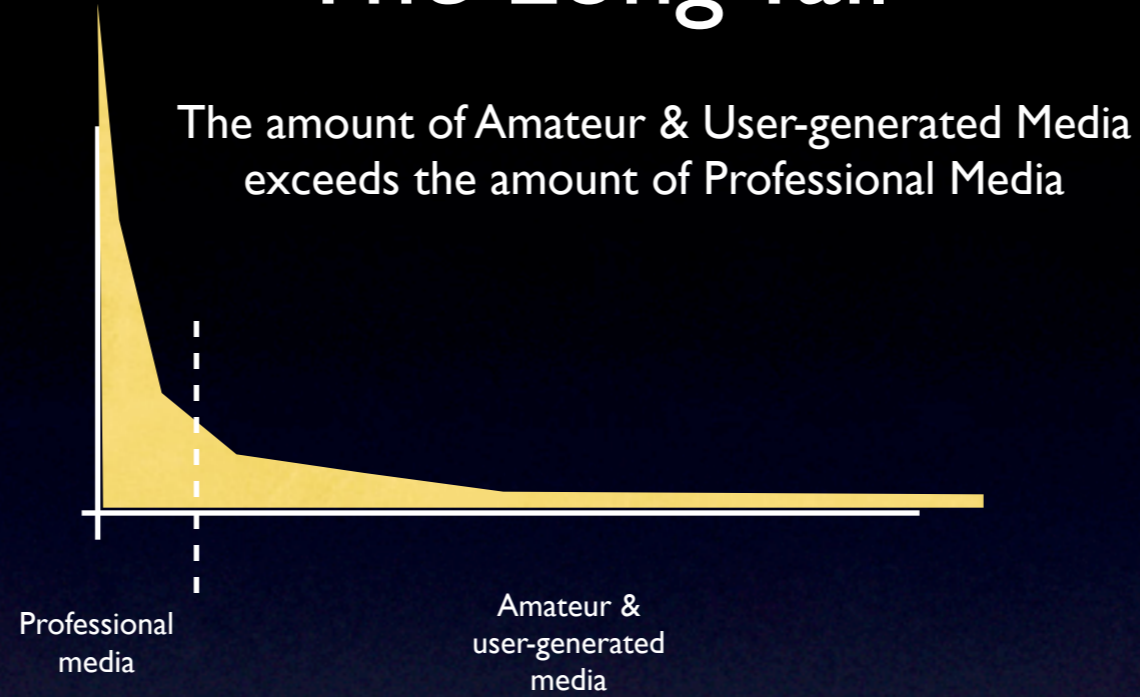


User-Generated Content
Self-made for Public use

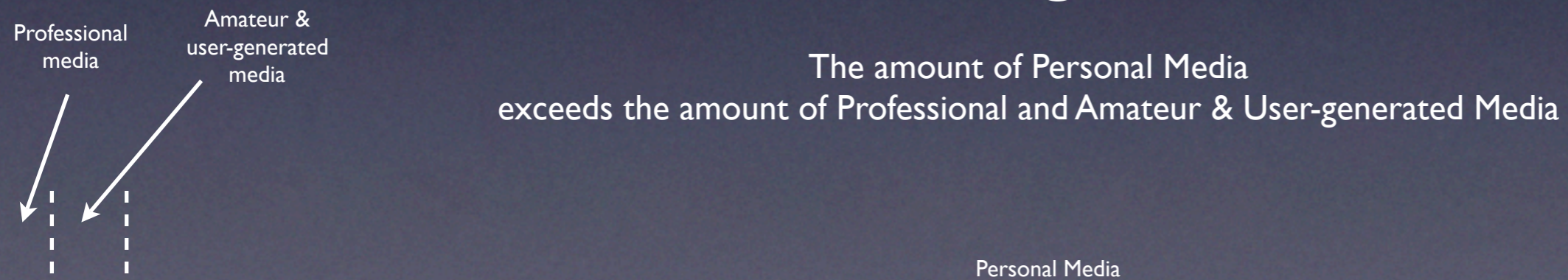


Self-made

The Long Tail



The Longest Tail



New Images Viewed

April 2004

anna
chris
markus

Conference Trip
Street Signs
San Jose 2004

Select the folder that you want to view and then click one of the following buttons. No

Show as gallery Show on TimeLine

Conference Trip
shared with: markus, anna

San Jose - Owner: markus
shared with: chris, anna



Waiting...
chris: Nice
markus: Nice
traffic pic

Stuck in t
chris: Se
take pic
markus:
photo op
Sunny S

The Con
chris: T

Markus

markus
get to ta
documen

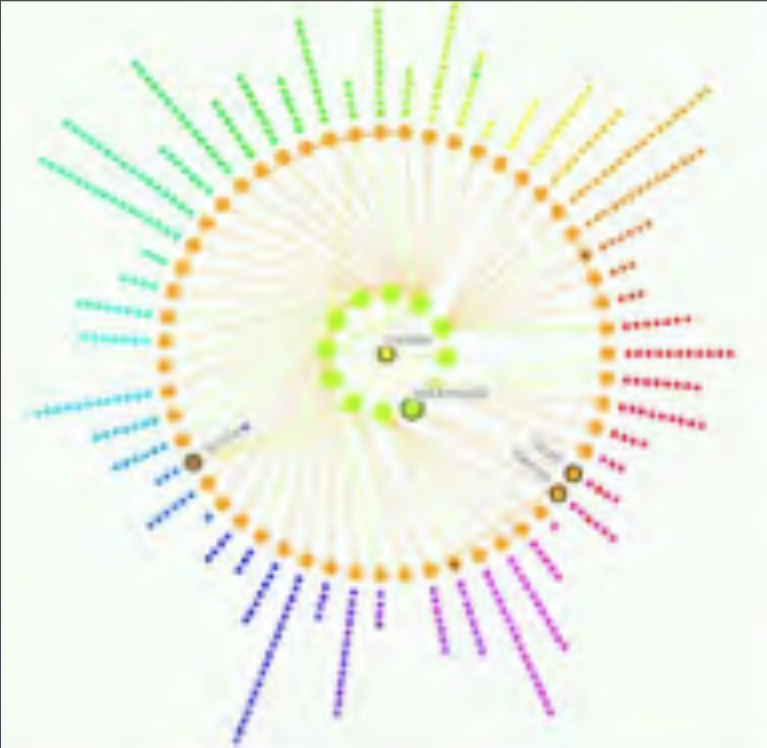
Buddy sh
chris: Con
force, cool

Is he aslee
markus: H
chris: I wish
camera on the
prove other

Listening Inten

markus: I wasn't asleep!
chris: It's ok to sleep
during talks. Markus :)

MOBSHARE
SHARE SNAPSHOTS WITH YOUR FRIENDS
and just with your friends



Building technology for
self-made media

Atwink

Social Networking Services:

Online Social Interaction


Managing Social Identity

Inclusion & Exclusions

ETUSIVU OMA KAVERIT SATUNNAINEN HAKU SELAUS YHTEISÖT PÄIVÄKIRJAT VIP KAUPPA TILASTOT TIETOA POIS

Profiili Kuva-arkisto Päiväkirja

KIRJOITTAJA



Nimi:
Paikkakunta: Helsinki
Syntymäpäivä: (15,08v)

TOIMINNOT

Poista kommentteja

TAMMIKUU 2006

Ma	Ti	Ke	To	Pe	La	Su
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

ARKISTO

- tammikuu 2006
- joulukuu 2005
- marraskuu 2005
- lokakuu 2005

Takaisin listaukseen

Maanantai 16.1.2006

22:47:57 **OOHUUH <3**

" sanoo:
oot vaan kade mulle "

" sanoo:
ja kaikki muutkin on sanonu et oot vaan kade mulle<3 "

" sanoo:
ei se mun vika oo et oot 150cm joka suunnasta "

" | . || Rakastan sua <3 sanoo:
No heij. Miks et muuten tykkäis siitä? .. Tykkäsit musta joskus. Okei et saanu mua.. Ja jos joku paremman näkönen ku sä mut saa, ni ei siitä pidä suutuuu.. Elämä on.. "

;AFSDAFSDASFGDASF

naurattaako?

//

oon kyl nyt niin surulline et ranteetauki.

16.01.06 22:49 < rra> AAAHahahahaAAaaa. HaJooHajooHajooHajooAJSDoaaa. AAHahads.ssdff. ahahahaaa. ihan paras. :D

16.01.06 22:51 < rra> Ja joku luulee vähän liikoja itestääm.

17.01.06 13:48 < MAHH> ahahah<3 ihania<3

17.01.06 15:39 < Brace> Voih 🤔 OiGeesti ihan kauheet!1 🤔🤔🤔🤔🤔🤔

17.01.06 15:40 < Brace> Siis, sori ku mä kerroin ille et oot kade sille ku se on niin ihQnätti!1

17.01.06 16:19 < > mä wiHaAnN su0 !!!!!1 vItuN LumPpu!1

17.01.06 17:48 < u^ > SORI KU KERROIN LE ET OOT IHAN IN LÖÖV SIIHE ://// en tarkottanu.

17.01.06 17:49 < > vItTu sÄk1 l1 h0u0raHh1

17.01.06 18:14 < re-> HAHAAHHAAHAAHAAA!!!!:D:D:D:D

17.01.06 18:14 < u^ > mitä sä kuvittelet itestäs? :: // sanoo: tota sori nyt vaan mut en ihmettelis

17.01.06 18:15 < u^ > sanoo: ja kaikki muutkin on sanonu et oot vaan kade mulle<3

17.01.06 18:20 < > miksköhän asianomaiset eivät kommentoi? surullista ;o

17.01.06 18:21 < u^ > ei se mun vika oo et oot 150cm joka suunnasta " NIIN MIKS ET TEE ITTELLES JOTAIN. ET TUU IKIN SAAMAAN PRINSSII JOS ET TEE ITTELLES JOTAIN!!!

17.01.06 18:27 < -ju> yhyyy. voi kyynel! OIKEESTI MIKS ET RAKASTA KAIKKII!!!1 voi vittu ei kaikist tarvii tykkää! 🤔🤔 mut oot tollanen lumppu 🤔

17.01.06 18:28 < -ju> oot tollai pelle. kade vaa kaikille 🤔

17.01.06 18:30 < > vittu :(

17.01.06 20:46 < ^ > voiiiiii. <3

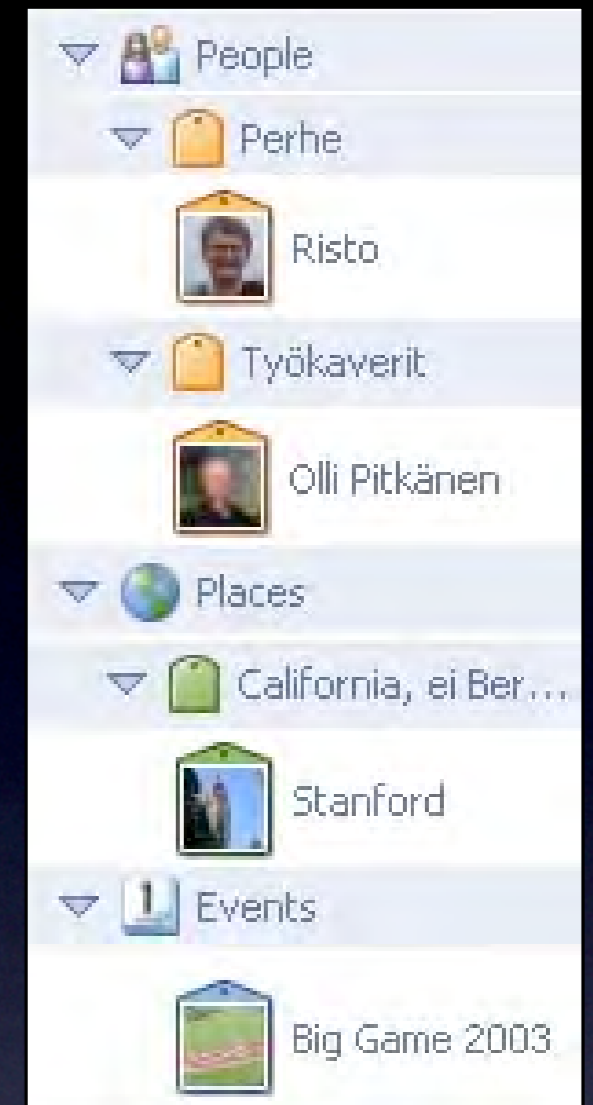
17.01.06 23:33 < ri> nyt on kyllä pakko: ARGH, ELÄMÄSI LUISUU KÄSISTÄ \ /



Paper 2.0 - Re-inventing paper media

Metadata & tagging

2006 addresscontienteurope addresscountryfinland **alghero** bachelorparty berlin birthday
bluetagged bt0001e3319169 bt00027281d177 bt000276c06b6f
bt0002ee6aed1b bt0006c60413a9 bt000a3a63df5b bt000e6d311b1e bt000e6d32c0f1
bt000e6da3b804 bt000e9bd9a6ee bt000eed0f4396 bt00119f6c2ee8 bt00119fbd7bfa
bt00119fbd9d7d bt00119fc0b5eb bt00119fc201d9 bt00119fce86f5 **bt0011a53044cf**
bt001262ce072e bt0013fdc42b3e **bt0013fdfa50b2** bt00149a201ca6 bt0015a07b01f7
bt0015a07b0d52 bt0015a0891f52 bt0015a0892675 bt00164ed9d8b6
bt00174b185a25 bt00174b4474fa bt0020e04a3d7a bt0020e075a289 bt006057428b3b bt00e00363bb74
c83a8 **canada** cellcellid131413322 cellcellid131419392 cellcellid274035 **cellcellid3520** cellcellid35673
cellcellid403252 **cellcellid404955** **cellcellid405228** **cellcellid405229**
cellcellid405284 cellcellid406244 **cellcellid8597** celllac1000 **celllac1050** celllac109
celllac1800 **celllac2000** celllac21770 **celllac29000** celllac29006 **celllac29112**
celllac30063 **celllac9000** celllac9112 cellmcc204 **cellmcc222** **cellmcc230**
cellmcc244 **cellmcc262** **cellmcc302** **cellmnc1** **cellmnc10** **cellmnc2**
cellmnc3 cellmnc4 **cellmnc5** **cellmnc720** cellsignal63 **celltagged** chi2006
church **contextwatcher** **conventioncentre** csvtsbuilding **ctxflickr** czechrepublic
dinner enschede **ferry finland** geolat45503353 geolat51311577 geolat60145255 geolat60194477
geolong24990308 geolong25018445 geolong73561593 geolong94727033 **geotagged** germany
helsinki herttoniemi **hiit** **holiday home** hotel hoteldeipini **hääät** interwp **isomustasaari**
italy jamit **joutsa jätkäsaari** **kassel** katajanokka kauppatori **kruunuvuorenselkä** käyrässaari
länsimustasaari manner **meeting mobilife** **montreal** netherlands
palaisdescongres polttarit **prague ruoholahti sampsä sardinia school summer**
suomenlinna suontee susisaari tero **terojakikka** teromanner teronpolttarit travel
university vaasankasarmi viaporijazz **wedding winter winterschool**



Metadata as organization
Metadata as communication
Metadata as an action

Social Publicity & Privacy



Mom Finds Out About Blog

NOVEMBER 12, 2003 | ISSUE 39-44

MINNEAPOLIS, MN—In a turn of events the 30-year-old characterized as "horrifying," Kevin Widmar announced Tuesday that his mother Lillian has discovered his weblog.

 ENLARGE IMAGE



Widmar, whose blog was recently discovered by his mother Lillian (inset).

"Apparently, Mom typed [Widmar's employer] Dean Healthcare into Google along with my name and, lo and behold, PlanetKevin popped up," Widmar said. "I'm so fucked."

In an e-mail sent to Widmar Monday,

Lillian reported in large purple letters that she was "VERY EXCITED :)!!!" to find his "computer diary," but was perplexed that he hadn't mentioned it to her.

Upon receipt of the e-mail, Widmar mentally raced through the contents of his blog. He immediately thought of several dozen posts in which he mentioned drinking, drug use, casual sex, and other behavior likely to alarm his mother.

Social interaction online is managing our social identity through computers

Facebook occasionally pairs advertisements with relevant social actions from a user's friends to create Social Ads. Social Ads make advertisements more interesting and more tailored to you and your friends. These respect all privacy rules. You may opt out of appearing in your friends' Social Ads below.

Appearance in Social Ads

Only my friends ▼

Save Changes

Cancel

Multi-disciplinary

- 3 x software engineers
- 2 x social psychologists
- 1 x cultural anthropologist
- always looking for thesis workers & interns :)





All out-doors invites your Kodak.

Make the most of the summer sunshine; keep for your Kodak Book a record of every happy outing. There's a new pleasure in every phase of photography—pleasure in the taking, pleasure in the finishing but most of all pleasure in possessing pictures of the places and people that *you* are interested in.

And it is all very simple by the Kodak system—so simple that even the children can and do make good pictures. No dark room for any part of the work—not even when you do your own developing and printing.

And it's less expensive than you think. There are Kodaks from \$5.00 up and Brownies (they work like Kodaks) from one dollar to twelve dollars. Ask your dealer or write us for the free, illustrated catalogue of Kodaks and Brownies.

EASTMAN KODAK CO., Rochester, N. Y., *The Kodak City.*

Final questions?

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www.hiit.fi/risto.sarvas/