Self-made Media

Regular people creating digital content

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Outline

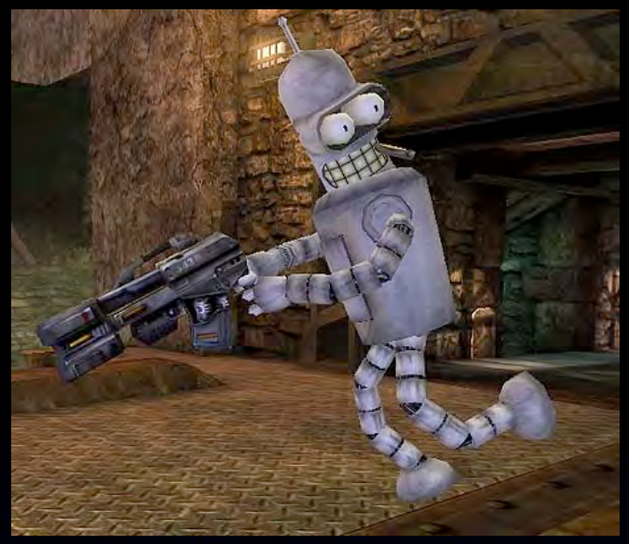
- Digital Tools for the People
- Few example services/products
- Why do people create & share media?
- Looking back 120 years
- Personal vs. User-Generated vs. Professional
- Self-made media, the research group

Tools for the People

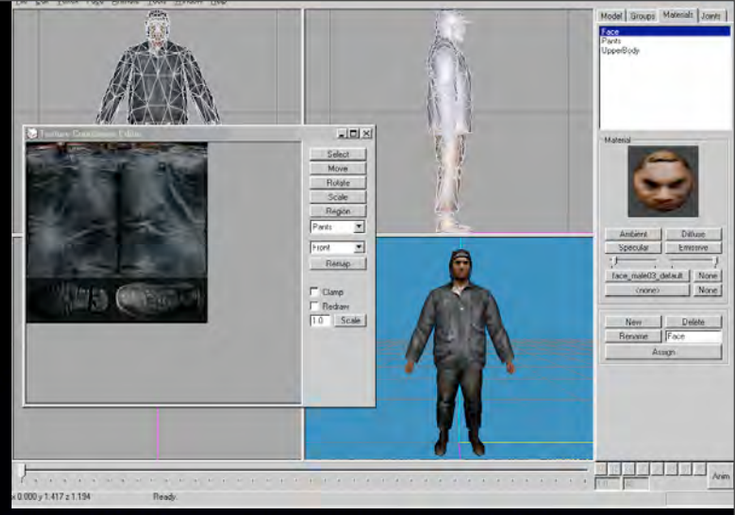
- Digital cameras and camcorders (EU + USA ~ 146M d.cameras & 500M camera phones)
- Broadband Internet connections at home
- Professional & personal media formats the same
- Professional tools available for use
- Skills to use computers and software (not everyone, though)
- Web services to distribute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

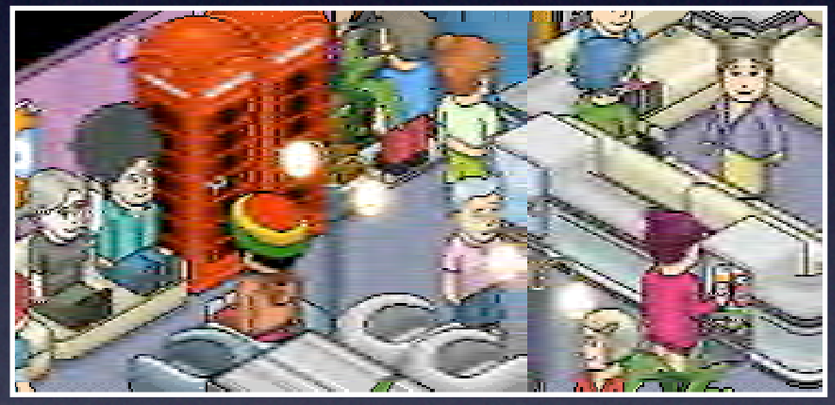
- Own room and furniture (collecting, trading, decorating)

- 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)

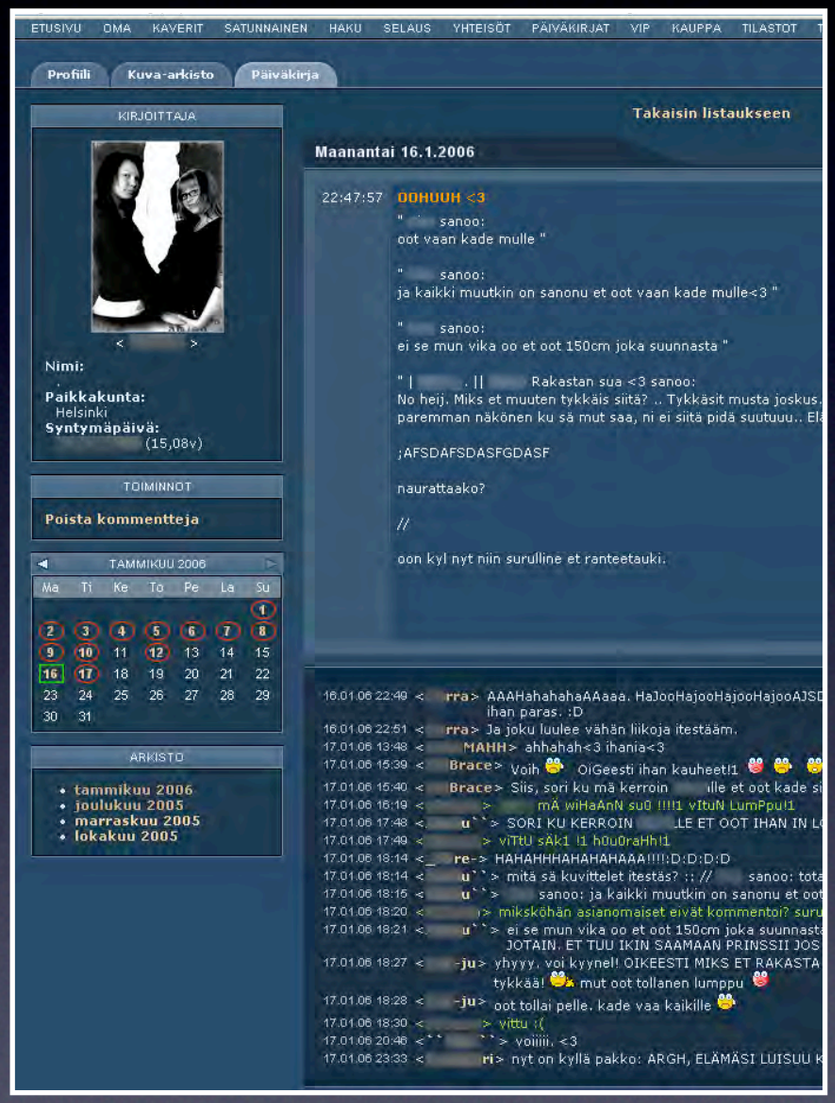
- Career (celebrities, getting rich, popular room, in a game or gang, fansite author)

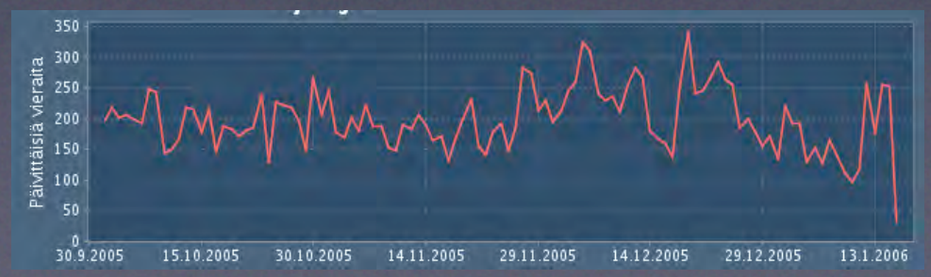
- Testing boundaries and rules (expressing self, technical ‘hacking’, treating others: cheating, bullying)



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

Jaiku

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

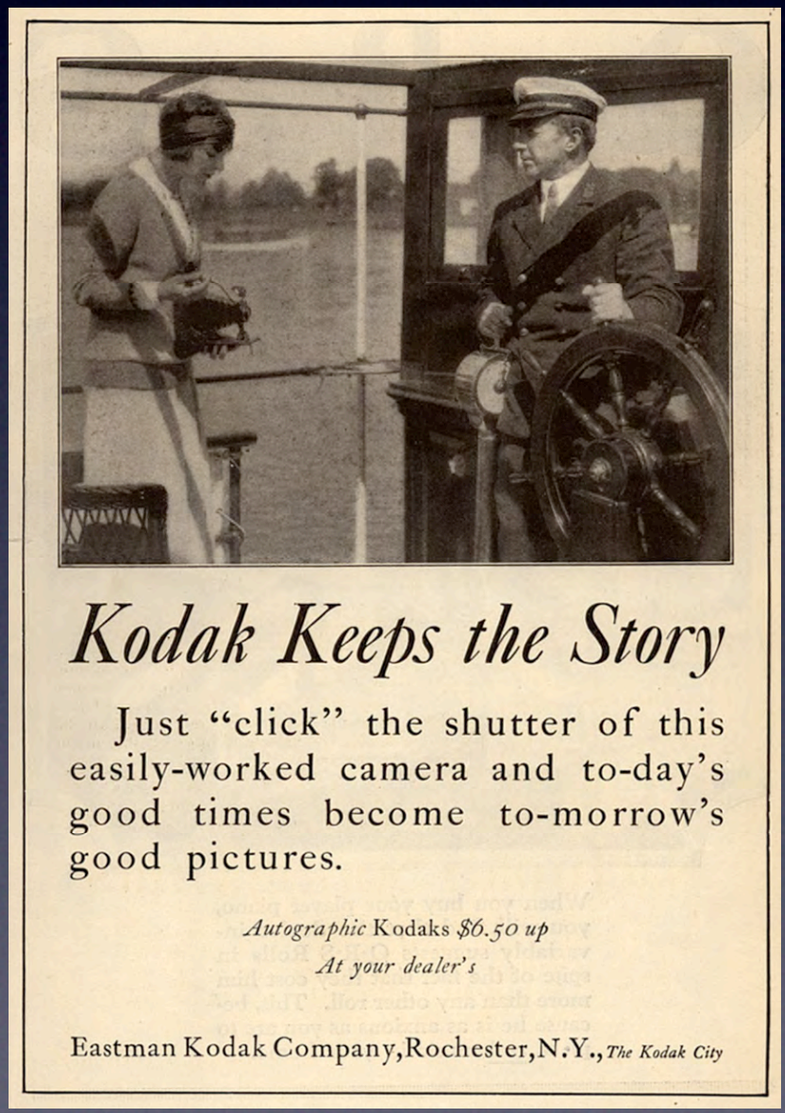
So...

- 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

Snapshot photography



“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

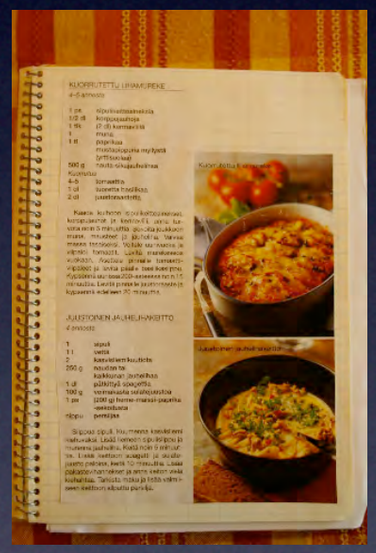
Why do people take photos?

Communication:
Togetherness

Communication:
Anti-togetherness

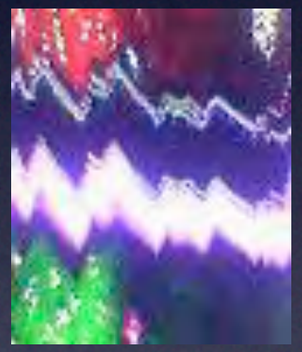
Communication:
Utilitarian

Communication:
Distinction



Memory function

Emotional reasons



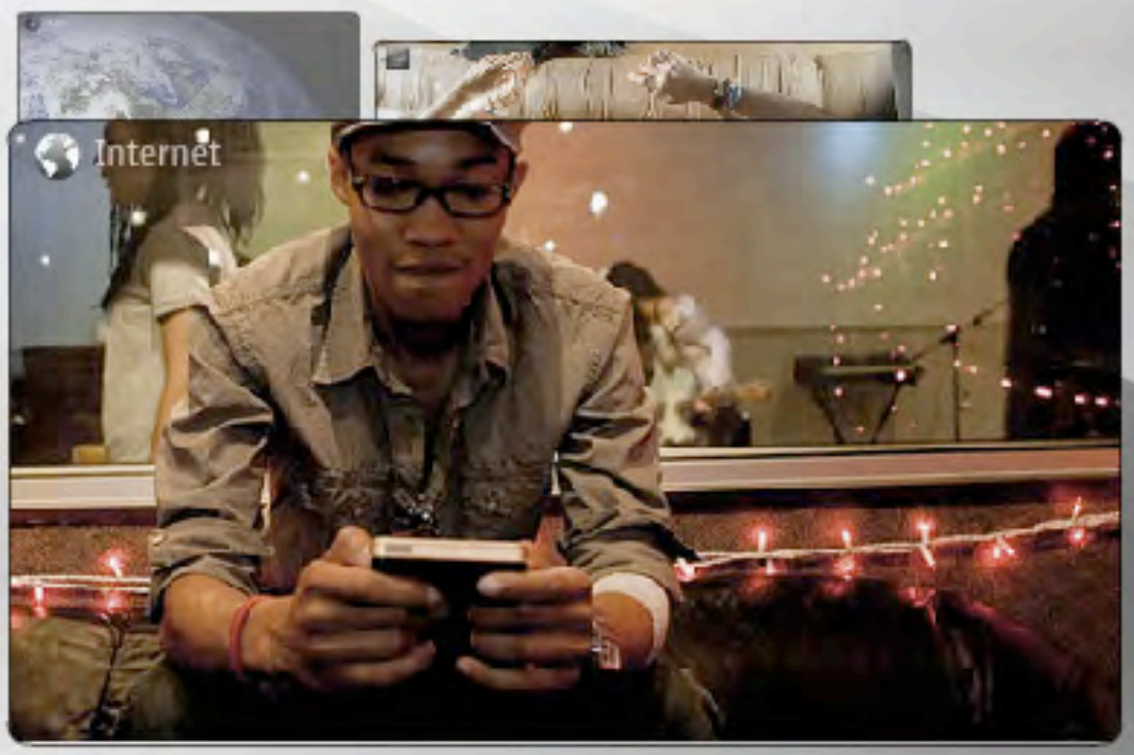
Play & games

Acceptable behavior

Self-reflection

Imagination

Extraordinary experiences



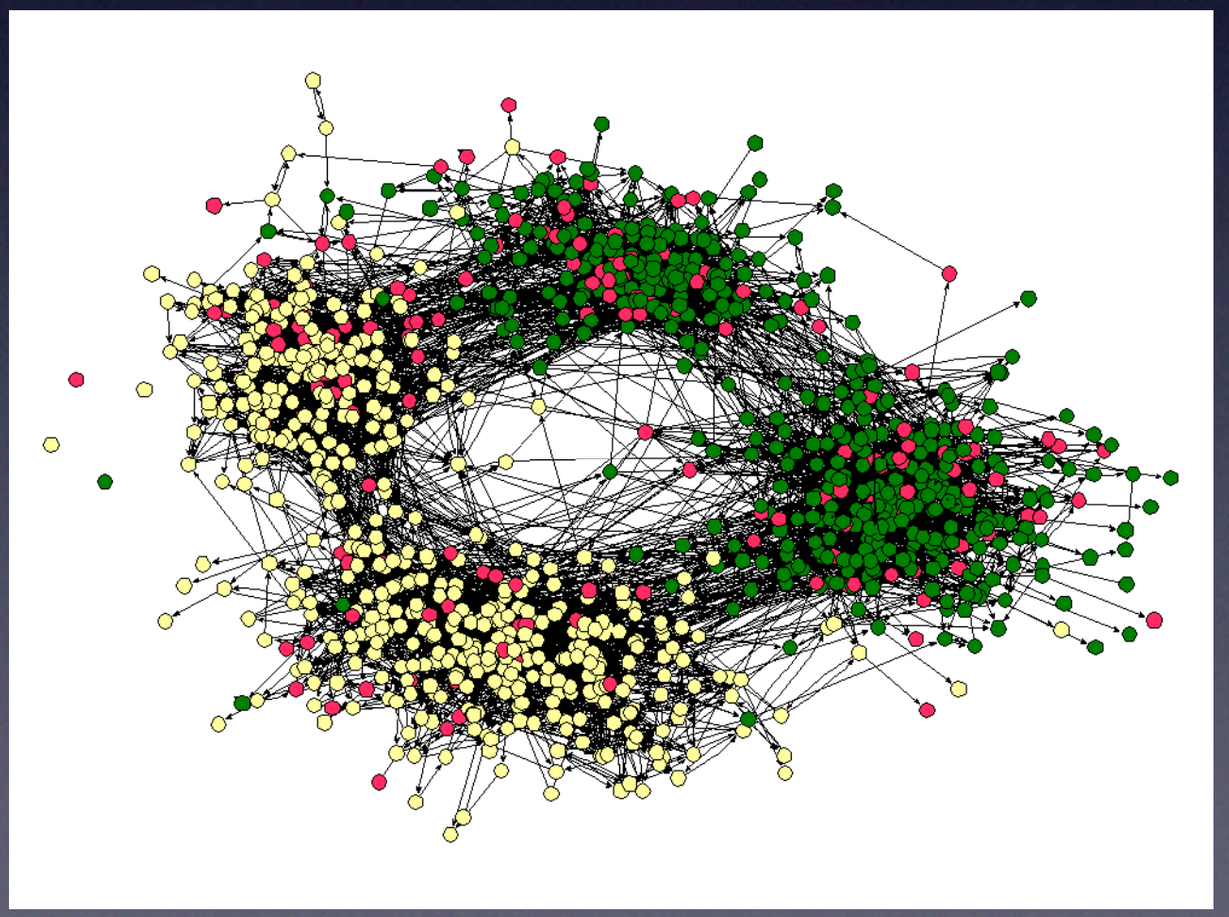
Complexity in the photography infrastructure

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

Consumer

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

Amateur

Professional

Public communication

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

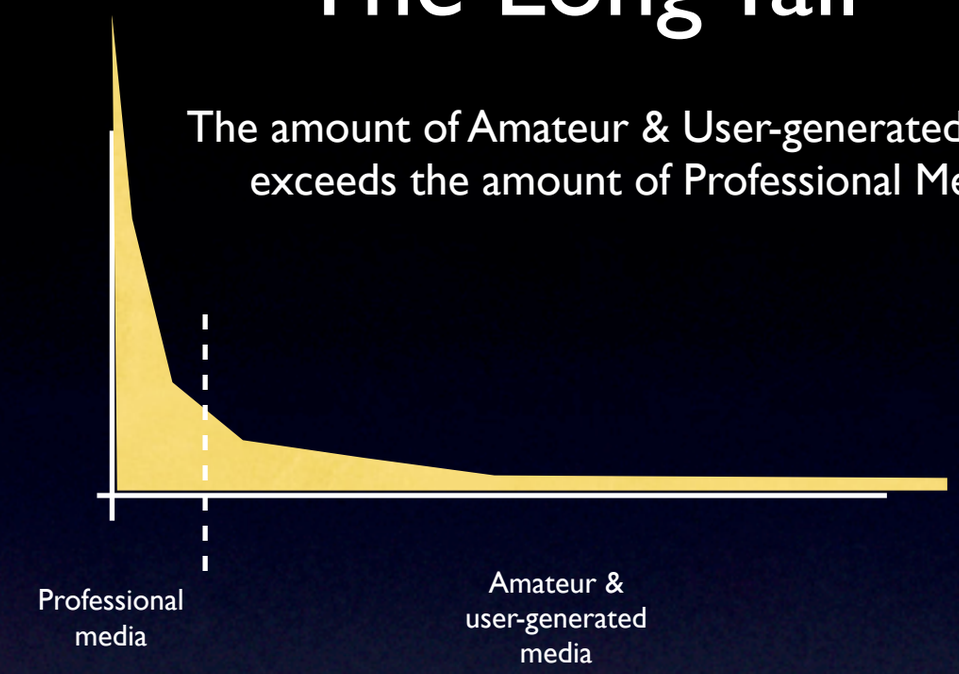
User-Generated Content

Self-made for Public use

Self-made

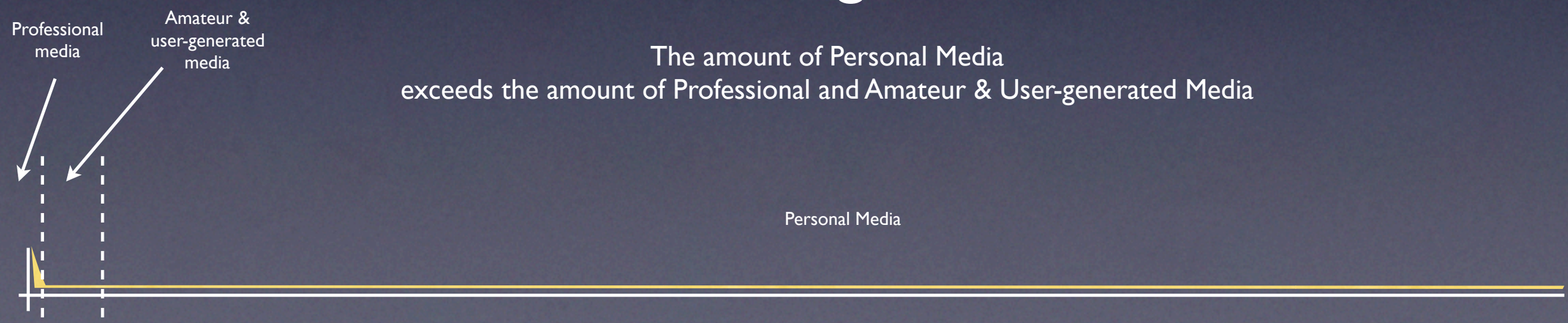
The Long Tail

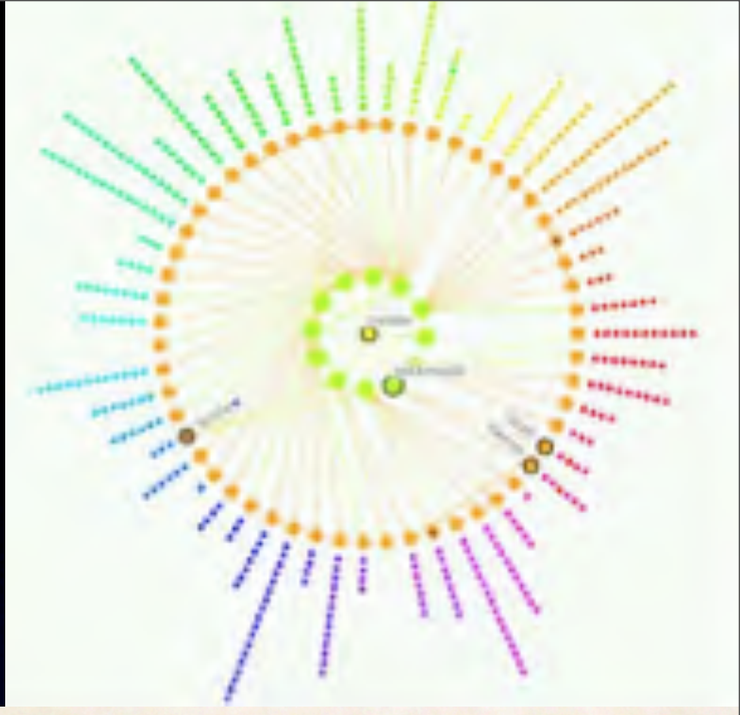
The amount of Amateur & User-generated Media
exceeds the amount of Professional Media



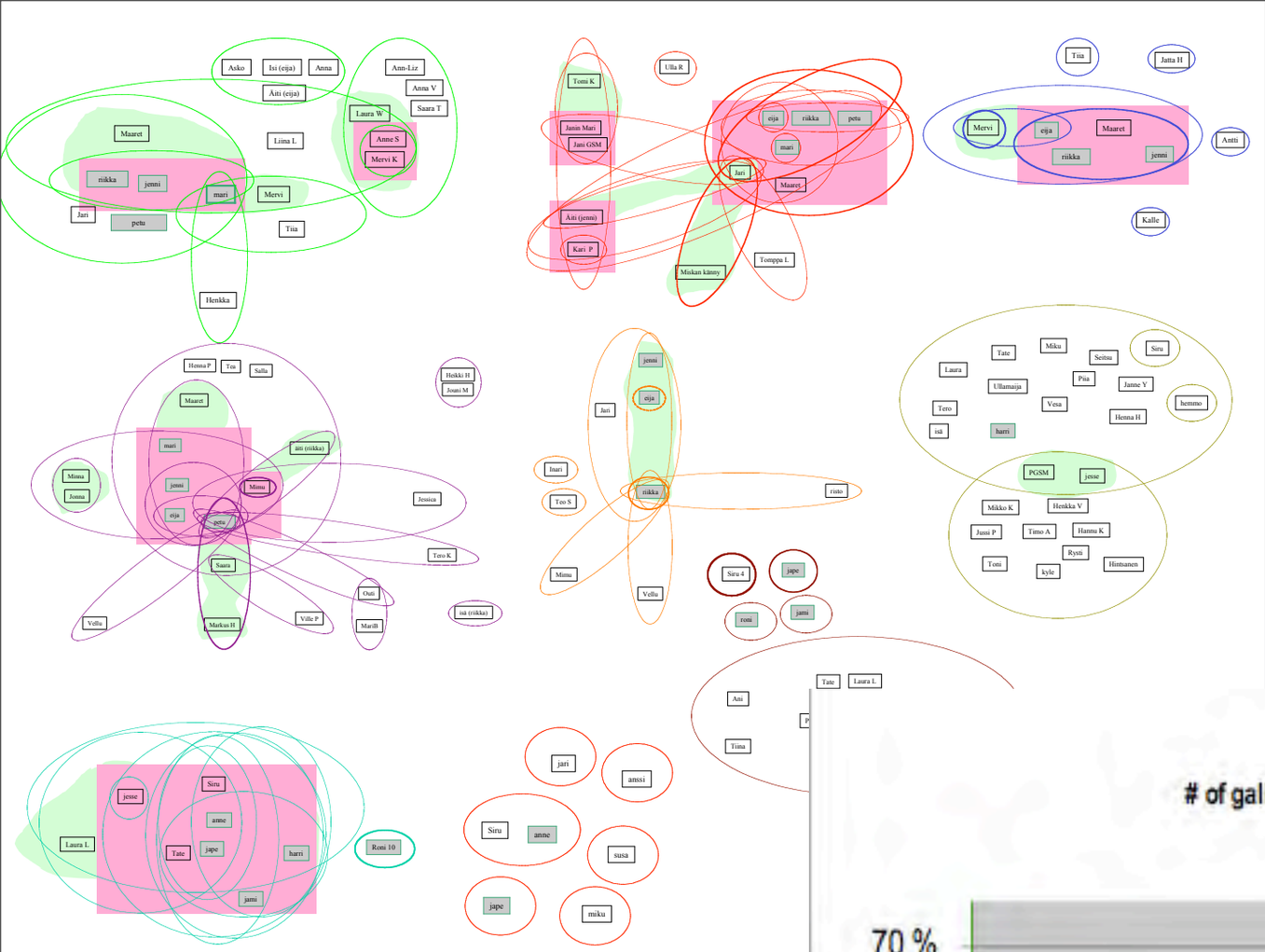
The Longest Tail

The amount of Personal Media
exceeds the amount of Professional and Amateur & User-generated Media



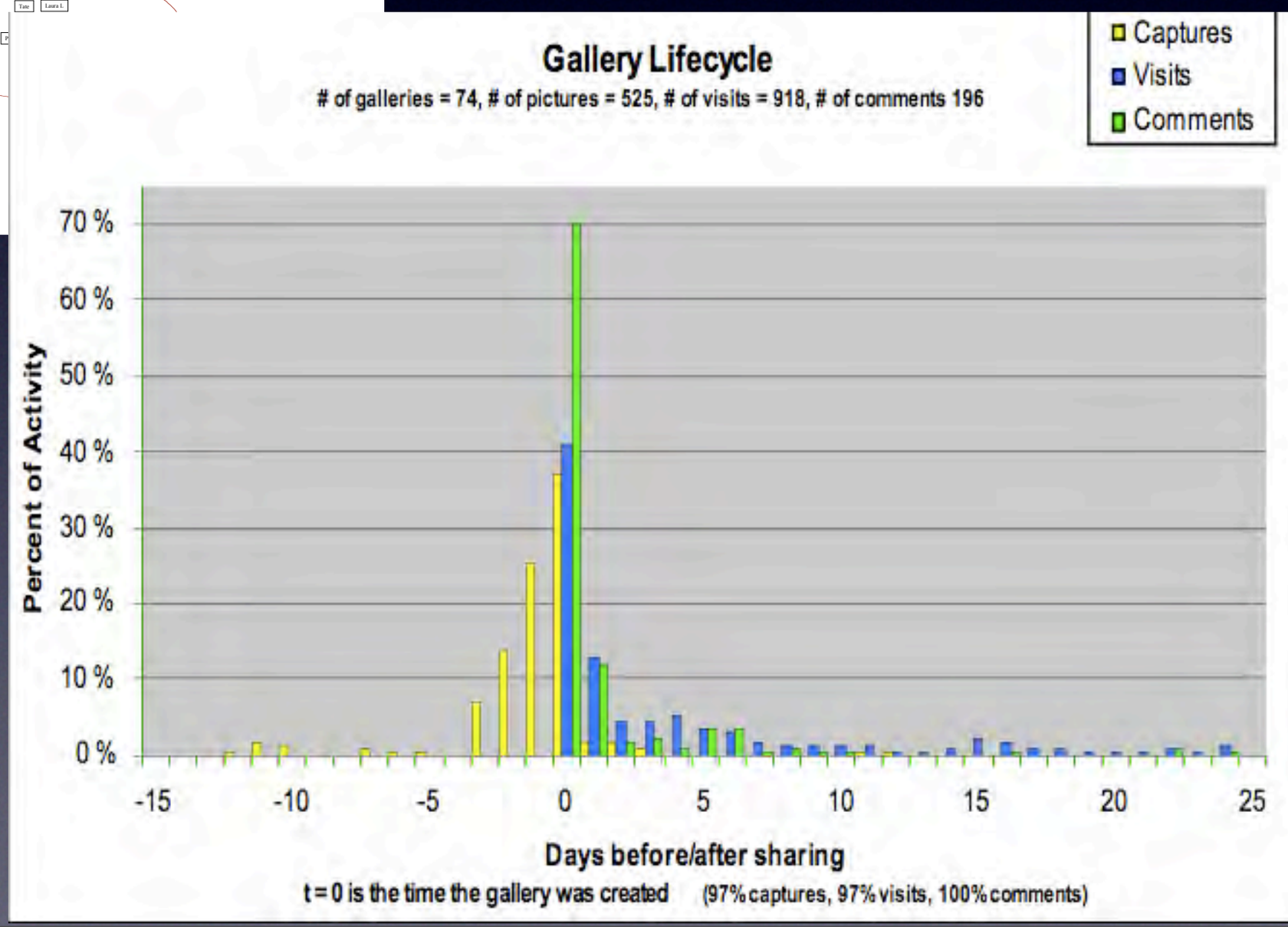


Building technology for self-made media



Qualitative evaluation & quantitative measurements

a) long-term use
b) real life context

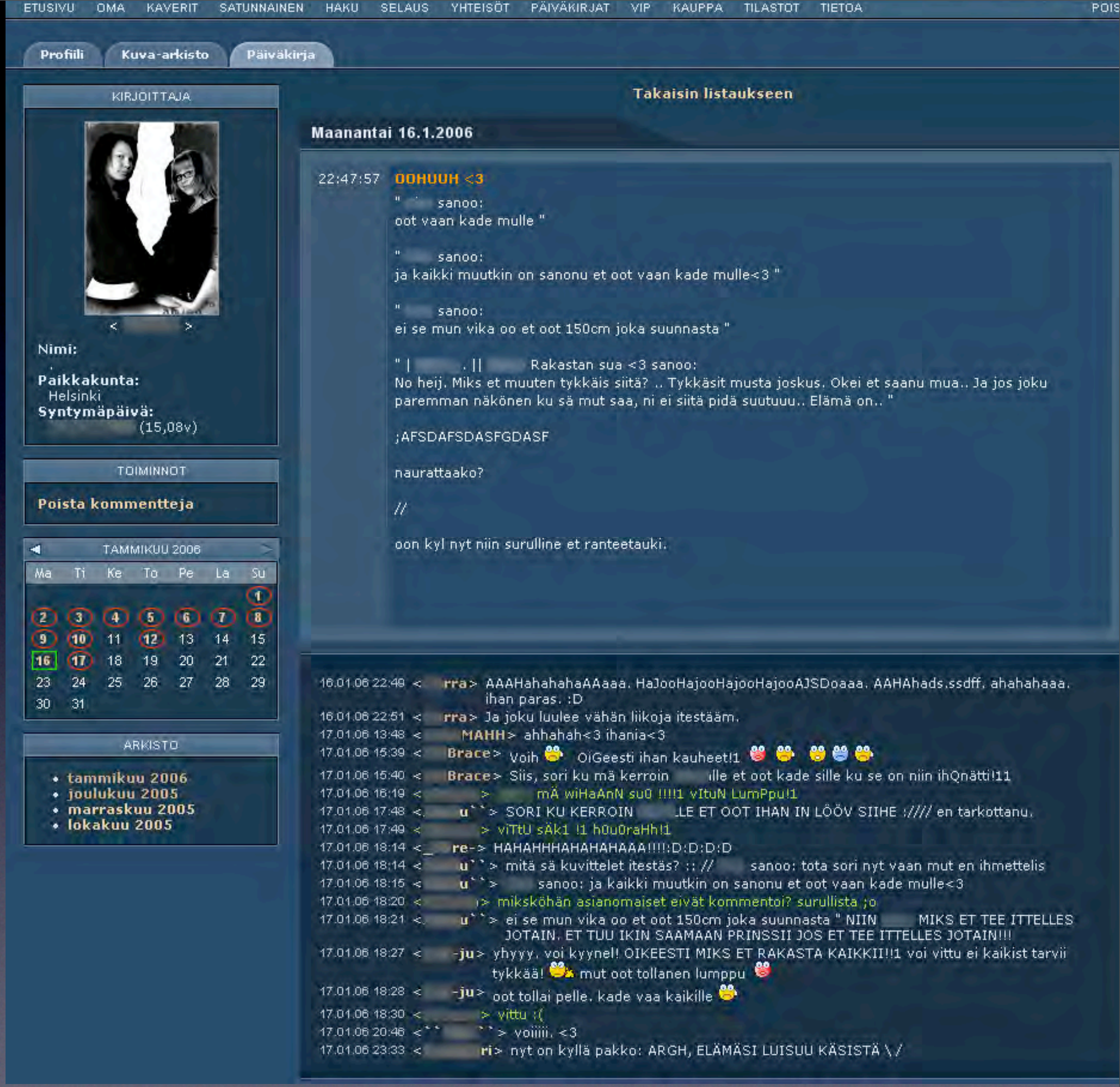


Social Networking Services:

Online Social Interaction

Managing Social Identity

Inclusion & Exclusions



Paper 2.0 - Re-inventing paper media

Metadata & tagging

Metadata as organization
Metadata as communication
Metadata as an action

Social Publicity & Privacy

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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

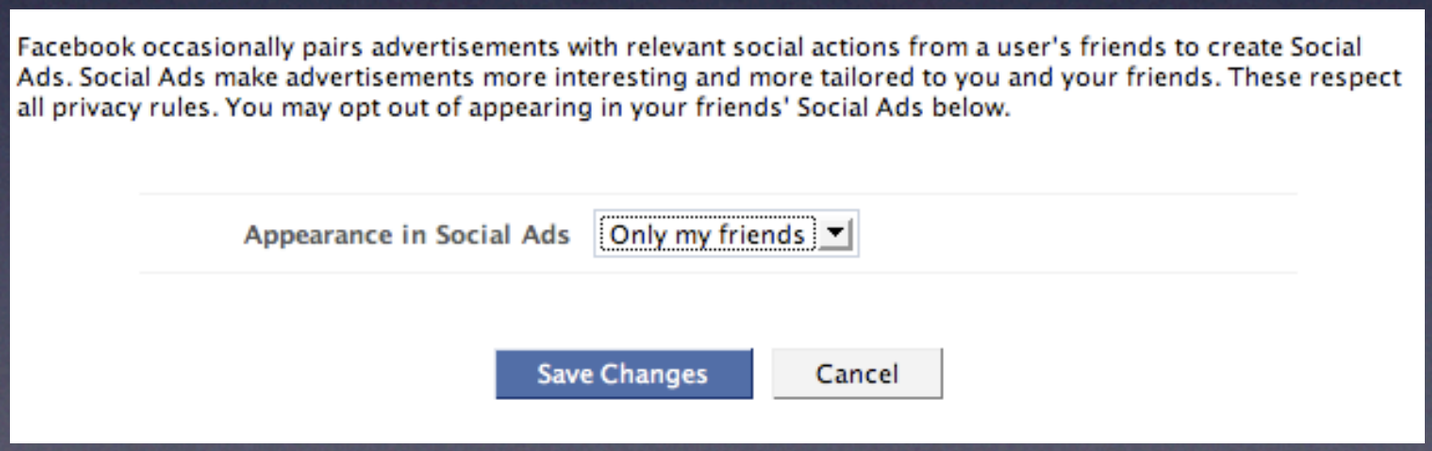
Widmar, whose blog was recently discovered by his mother Lillian (inset).

"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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