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Knowledge Management in Creative Processes

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TIEDEKUNTA, FACULTY

Today we speak of...

- Research in digital culture as creative processes
- Social media in professional use
 - Cases: virtual sports and life publishing
 - Collecting material
 - Internal and external communicating
 - Archiving material
- Ethics in using social media as a research tool
- When is social media a relevant tool (box) for professional uses, and how?



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Research as creative processes

- ”Creative”:
 - Many definitions, but in wider scale all come back to this: *Creativity is an ability to create something new.* (Encyclopedia Britannica)
- Research (of digital culture):
 - Interest for understanding phenomenons/actions
 - Applied research: developing interfaces, games, applications...
 - *Producing new academical knowledge*



Two cases of Digital Culture

- Virtual sports (concept by Riikka Turtiainen)
 - Following and actively taking part to sports and supportive actions virtually (on the Internet)
 - f. ex. managing virtual leagues, discussing on forums, publishing fan videos or own sports photos, blogging about doing or following sports...
- Life publishing (concept by yours truly)
 - Publishing parts of personal, 'intimate' life on the Internet in all forms of hyper and hybrid text
 - Reflective, playful performance; contradictory of nature (publicly intimate, playful but deep...)



Internet in material collecting

- Observing contents
- Doing surveys and interviews (chat, web phone...)
- Collecting f. ex. theme writings by e-mail
- Interactive methods
 - f. ex. participating in discussions on certain forums
 - Creating research focus groups (pilot case: [Facebook](#))
 - Research sites, such as [Riikka Turtiainen's blog](#)



Internet in professional communication

- External communication
 - Homepages, other static (?) forums
- Internal communication:
 - E-mail lists, protected wikis and blogs, communal sites...
 - Web (cam) meetings, internet (group) calls...
- Internal *and* external communication:
 - Open blogs ([Digital Culture](#)) and wikis
 - [Research Swarm](#)
 - Familiarizing co-actors to each other in virtual environments
 - (f. ex. [Tutkijankammio](#))
 - Teaching environments



Internet in archiving and co-operating

- Same tools / environments can help in managing knowledge that help in producing it
 - Blogs, wikis, e-mails, homepages, communal sites...
 - Passwords, user groups, admin rights... *protecting* knowledge that needs to be protected!
 - Written discussions (f. ex. a GoogleTalk interview) are easy to archive and go back to anywhere with Internet connection
 - On the Internet, actors can long-distance co-operate more smoothly
 - Web calendars and time managers, wikis, blogs, video sites, [Google Documents](#)...

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Ethical questions + security

- Ethics specially important in research
 - Protecting your informants and building a trusting relationship with them
 - What does *public* mean on the Internet?
 - How to refer to Internet contents?
- (Source) criticism / security and trust
 - "On the Internet, the other part could be a dog and you wouldn't know!" Yep. True. Recognize it. **Get over it.**
 - Is this internal or external communication?
 - Recognize the situations: important when the forum is open for external audience!

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Why social media?

- The cultural shift from producer / user (consumer)-divide to *produser* (Axel Bruns, Joanne Jacobs)
- Mainly Internet and its technologies
 - Mobility and real-timed publishing are the "words of 2009" -> technological convergence: f. ex. editing videos or text documents on the web by cell phone
 - Expectations and pressure for owning the newest (hype) technology and equipment?
- Internet has always been social media – why so "big" right now? What do **you** think?
- Questioning the motives is important when there's hype around...



When and how social media is a relevant tool?

- When there's distance between actors
- When a (media) text needs to be written and edited together quickly
- When studying web environments
- When the conventions of the social media (and long-distance work) are well familiar to the actors

- What else could **you** think of?



Challenges?

- Engaging might not be easy (case: Facebook study)
 - Can't catch them on the aisle and say: "My office, in a five!"
- Security questions must be well concerned
 - Open knowledge vs. business secrets...
 - Personal information of the participants (of course)
- Technological skills vary: interfaces should be easy enough
 - In research, the researcher should be familiar with the conventions of web communication
- Communities do not necessarily appear where expected...
- What else could **you** think of?



Once for the good luck:

- Social media tools are useful in
 - Collecting (research) material
 - Long distance work and co-operating
 - Internal and external communication
 - Archiving and editing media texts easily
- Security / ethics / source criticism
- Relevance and challenges should be considered
 - Not just because it is "in" and everybody uses it



Literature

- Bruns, Axel: Blogs, Wikipedia, Second Life and beyond: from production to produsage. 2008.
- Lietsala, Katri & Sirkkunen, Esa: Social media: introduction to the tools and processes of participatory economy. 2008.
- Search for "social media"
- Coming: Mobile Social Media -article collection in 2010: case of a video publishing / editing site research project

