



The role of the *Productive Consumer* for Global Digital Enterprise

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#online09

The basic truth

Society is influenced by our communication traditions which is also closely related to our technology capabilities.

These two conceptions continue to live on, not only because of commercial interest, but also because of individual desire to stay 'in touch'. And now to be *always* connected. Increasingly, this is also in response to a fear of the unknown manifest as the risk of *missing out*.

My research reveals the significance of the **social**. The how and why social action/s enhance new ways of being in touch, and of consumerism as we seek to create, publish and disseminate information.

From an informed academic stand point, I consider the consequences of the influence of social media for connections and the totality of the consumer sphere for making purchasing decisions etc.



Productive Consumers

Create data,

- i. to purposely share with others
- ii. unintentionally as information 'data' trails which are left across the web



Are self-reflective

Led by co-produced knowledge

Want to make the right choice/s

Look for consumer influence

Trust is critical

Social decision making

The productive consumer is more informed, more in touch, more engaged and willing to participate, record, search for and store content than ever before. In the face of new waves of publishing, marketing and advertising there are already emerging, with new distribution and consumption patterns from the sharing of information on Facebook, to uploading experiences to Youtube, to Twittering about a successful purchase etc.

Already Facebook is replacing email for a whole generation.



With Christmas (fast) approaching, online retailers such as [Amazon.com](https://www.amazon.com) have already prepared for what has become known as 'cyber Monday' - the busiest internet shopping day of the year that typically falls on the first Monday of December. Last year, Amazon claims that 1.4m items were ordered from its UK site, over 16-items per second and the most it has ever received in a single 24-hour period.

This year, Amazon is forecasting that sales will be 21% to 36% higher (Teather, 2009).

What next? The Digital & Beyond...

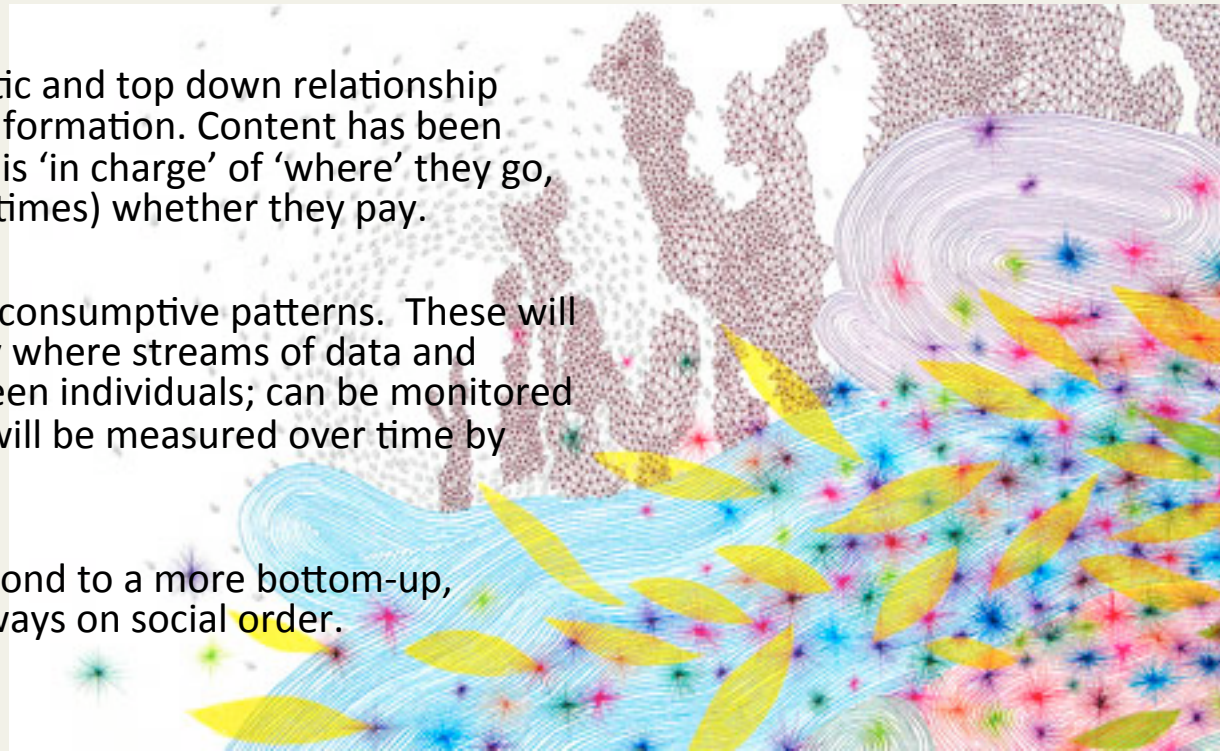
In terms of what the future holds, this is based on how *quickly* individuals make decisions and how they are combining social aspects of everyday life by way of increasingly mobile consumer actions.

Now, there are new waves of opportunities and growth in the cycle of production. And today this means that the individual is in a constant cycle of creation, publication and distribution.

We leave behind the Web 1.0 static and top down relationship between the individual and information. Content has been turned-on-its head. The user is 'in charge' of 'where' they go, 'what' they purchase and (at times) whether they pay.

We can predict there will be new consumptive patterns. These will have *global* impact on society where streams of data and information are shared between individuals; can be monitored and held by companies; and will be measured over time by policy makers.

Ultimately we will all have to respond to a more bottom-up, 'wisdom of crowds' and always on social order.



Key Discussion Points

- How does productive content contribute to the digital economy and influence consumer behaviour?
- How closely do individual experiences influence? In other words, is such information seen as 'unreliable' or 'marginal' content created by 'amateurs'? OR are such streams closer to other forms of content etc. that has been traditionally only created by those with claims to be 'experts' - e.g. rise of Citizen Journalism etc. ?
- Does such social behaviour constitute new forms of 'community' dialogue? How can this be captured and marketed by business?
- In what ways do companies perceive productive content? To fear? To embrace?
- What could be the new business model of companies, publishing services, digital media etc. that produce content? What pressures drive revenue for advertising or 'push marketing'? How will this influence distribution?
- Who owns/is responsible for content? (e.g. critical comments or uploaded content is protected under USA legal parameters (e.g. Section 230 of the Communications Decency Act), but not by others in Europe, e.g. France)
- How should productive content be used by marketing or public relations divisions?
- What should be the relationship between productive content and other sources from traditional media?



End...



I argue that productive content is related to the emergence of persistent *social presence*, by this I mean ever mediated lifestyles.

These integrate the immediacy of social action, decision making and consumer purchasing - whether through websites – Amazon; Social Networks - Facebook, Twitter etc. and even mobile telecommunications.



You can download *some* of my publications which include document information, academic & commercial collaborations from slideshare.com

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References

These discussion points have been informed by my research, consulting work and reference to numerous others social commentaries – some of which are included here...

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