



**Media
Factory**

Research tracks and research networking in Media Factory

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Media Factory's mission – outcomes for the society and media industry

Media Factory is..

- A network for co-operation with academic media research.
- A translator of research knowledge for the benefit of the society. Provider of new ideas and impulses.
- An active actor in the Finnish society.

Already at the present Aalto university is the most extensive provider of media research and education in Finland.



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Research - two tracks in 2009

- **Enactive Social Media and Gaming**

- Emphasis on innovation, lead by prof. Teemu Leinonen

- **Doing Cross Media – Technology, Production and Consumption**

- Emphasis on implementation of innovation, lead by prof. Maija Töyry



Cycles of innovation (Perez)

previous great surge



Installation period

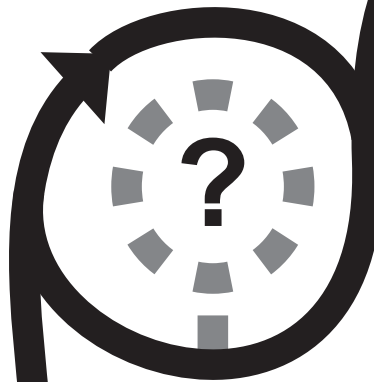
20–30 years

Battle of the new vs. the old paradigm conducted by **FINANCIAL CAPITAL** ending in a bubble collapse

big-bang



Turning point



Recession: A time for policy action

Deployment period

20–30 years

Full expansion of the new paradigm conducted by **PRODUCTION CAPITAL** from “Golden Age” to Maturity

Next big bang



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From innovation to deployment

INSTALLATION:
From irruption to
Frenzy Bubble collapse

DEPLOYMENT
From “Golden Age”
to maturity

**Main
criteria for
investment**

Financial; short-term.
Stock market focus; aim for
rapid capital gains

Long-term growth; production
and market expansion. Search for
dividers. Conscious of “fundamen-
tals” and real long-term returns

**Industry
structures**

Fluid, changing, unstable,
constant challenges to incum-
bents; many participants

Increasingly stable; few firms.
Successful business models iden-
tified; growing barriers to entry

Competition

Very intense, survival of the
boldest: exploratory process;
definition of dominant designs
and best business models

Tempered by stable industry struc-
tures; battels for share of a grow-
ing market with dominant designs
established

Innovation

Constant, bothe real and sham.
Forces by investor expectations
and by fierce competition Accent

Mainly real, in both products and
processes; continuous improve-
ment, driven by profit seeking and
market expansion requirements

cession, instability and changeover



Enactive social media and gaming

- The theme of the research track is to study, design and develop social media and games utilizing latest technologies enabling new forms of interaction with technology and with different users.
- Within the framework they have started cross- and multi-disciplinary dialogue among the researches to define and generate interesting new research initiatives and projects.
- As part of this work the group have found new interesting concepts merging the different backgrounds of the researchers. For instance, “enactive social media” as such is also internationally a unique research topic.

Doing cross media

- The research project concentrates on how digital media innovations change the media landscape and its products as well as media production and consumption. It focuses on the design, management, analysis and development of media concepts. The term “media concept” is understood here in a wide sense including brands, organizational models, products, new formats, technological innovations, new audiences and their changing media habits

The scope of the research includes technological, organizational, (socio-) psychological, (socio-) political, ethical, aesthetic, economic, ecological aspects of interaction, interaction design and agency in user/consumer/producer behaviour.

Field work in a large media company started in May and is still going on.

Benefits for research

- In Aalto University the viewpoints from technology, business, design and audience/users can be utilized to understand the innovative possibilities of new media technologies and how and why some innovations fail and some are adopted by users/consumers



Contribution for teaching

- State of the art products and practices and their deployment are uncovered in research projects and can be utilized in teaching students and educating researchers
- This requires a close connection between research and the university departments



- We need new ways of teaching and learning and coming together to learn from each other.
- Our motto is minds on hands on

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Contribution for the media field

- Better understanding of audiences and users
- Analysis, development and testing of new products and their use
- Piloting and fast feed back via testing and developmental interventions in creating business models, user experience and motivations as well as by process innovations



Researches in the two tracks

- Maija Töyry
- Merja Helle
- Pirkko Oittinen
- Stina Westman
- Sammy Toyoki
- Johanna Moisander
- Henri Weijo
- Saara Könkkölä
- Marketta Majapuro
- Shania Määttä
- Terhi Väistö
- Guillaume Chanel
- Matias Kivikangas
- Simo Järvelä
- Marco Rapino
- Niklas Ravaja
- Jan Kallenbach
- Chip Gylfe
- Emmi Turanlahti
- Joonas Olkko
- Anna Koppanen



- Ilkka Kosunen
- Toni Laitinen
- Kai Kuikkaniemi
- Anu Kankainen

- Otto Kronstedt
- Laura Saarenmaa
- Ulla Ryyänen
- Heikki Nuutinen

Disciplinary – inter/(multi)/ transdisciplinary

Are we here?

Should we be here?

Disciplinary
research

Multidisciplinary
research

Interdisciplinary
research

Transdisciplinary
research

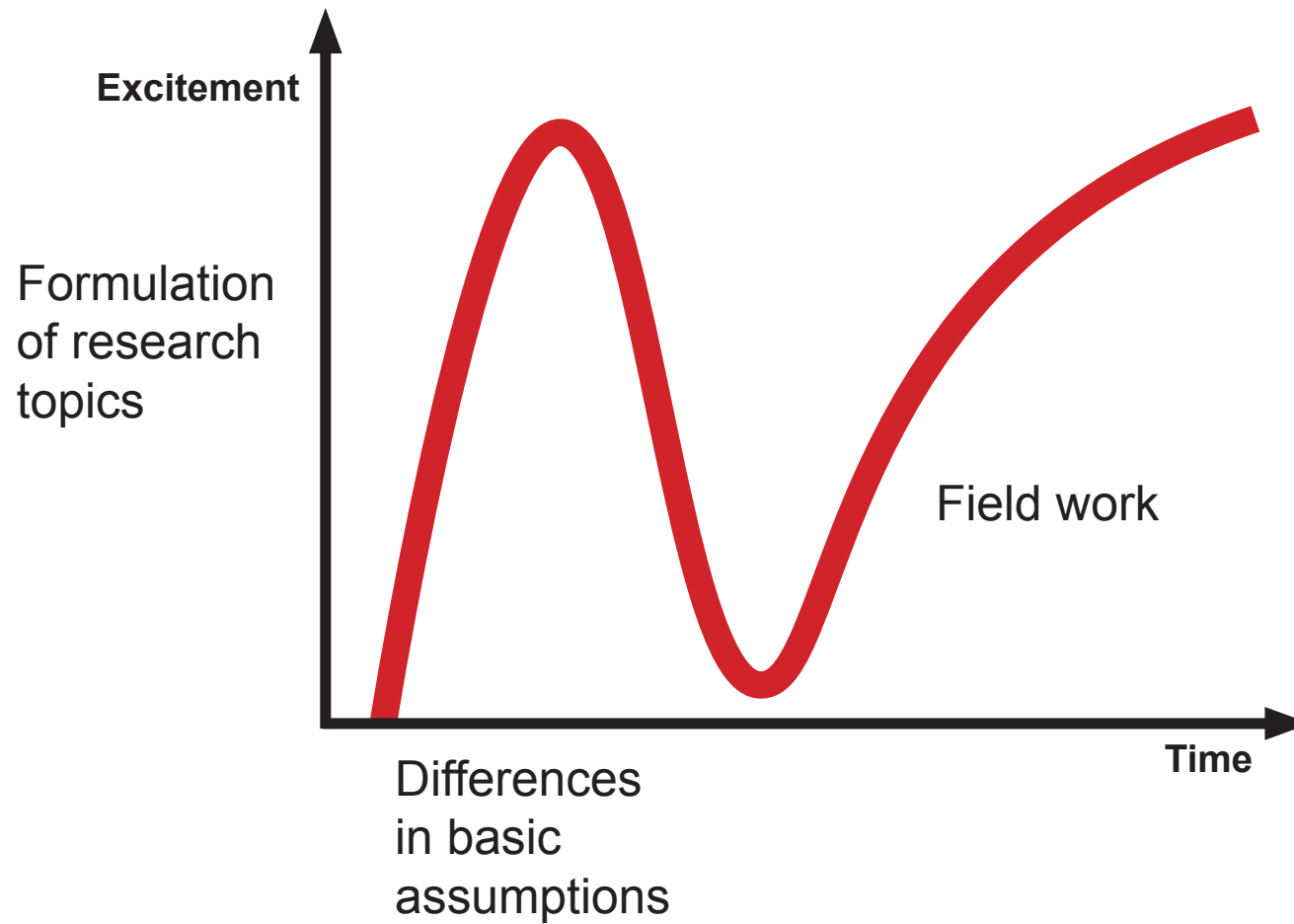
Research on a problem which is "in my head and conceptual"
"Generalizing, decontextualizing and reductionist approach"

Research around a theme (rather than a problem). The theme is approached with tools of many disciplines

Research focuses on a problem or theme for which a common framework has been defined

Large scale problems with interfaces between human and natural systems Several types of actors (government, industry, legislation, academics) New research methodologies

The hype curve of collaborative research



Defining some of the basic concepts

- Including practice, communication, media, audience



- Including user, people, citizen, interaction, enactive, social media, games

Perils and pleasures of multidisciplinary research (Baker 2006)

- "The Escher staircase" - looking down on the others
- "The emperor has no clothes" – exposing the paradigms
- "The tower of Babel" – different languages
- "Dividing the loaf" – cost structures
- "Playing with others" – chaos instead of hierarchy
- "Publish or perish" –who gets to publish what
- "Finding nirvana" – it is worth it; especially transdisciplinarity

Research - five tracks in 2012

- In the future new research initiatives will be formed, the grand aim being **five tracks within the next 2-3 years**

- Scanning the environment to find new thematic focus areas for research defined with industry and advisory board

- The tracks provide pilot funding for new research projects, but do not finance the research groups for longer periods; they are expected to apply for funding via customary channels.

- Promoting education of researchers by establishing an international doctoral school



Examples of Networking

- **Research tracks** meet internally and with each other and exchange information in seminars, workshops etc
- **Researcher's Forum** promotes new ideas and unites researchers interested in themes related to media
- Educators can meet in **workshops** organized by Media Factory.
- The Media Factory **website** is a hub for networking and distribution of knowledge.
- Media Factory fosters **joint projects** with the industry in Finland and academic institutions nationally and internationally.
- Media X and H-STAR at Stanford act as examples



The screenshot displays the Media Factory website interface. At the top, the logo "Media Factory" is accompanied by the URL "http://aaltomediafactory.fi/" and a network diagram. Below the logo is a navigation menu with links for HOME, RESEARCH, EDUCATION, LABS, PEOPLE, and ABOUT. The main content area is divided into two columns: "News" and "Video Channel".

News

- Median murros – a new multidisciplinary course on media and communication**
June 5th, 2009
Media Factory will offer a bachelor's level course (3 cr) in October-November 2009. The aim of the course is to introduce students to current topics in media and communication. The course consists of lectures and group assignments, that focus on six thematic entities that closely reflect media phenomena. The course is open for all Aalto students and it is taught in Finnish. Read the course description [here \(in Finnish\)](#).
- New Video on Media Lab Demo Day**
June 2nd, 2009
Check out the new video on Media Lab Demo Day in our [video channel!](#) Demo Day presented some of the latest results of Media Laboratory's ongoing education and research projects. It was held on the 20th of May, 2009 in Media Centre LUME TV-studio.
Tags: [Demo Day](#), [Media art](#), [Media Lab](#)

Video Channel

- Media Lab Helsinki (Taik) Demo Day**
Presentations on recent MLab projects. Held 20.5.2009 in Taik, Media
by Aalto
- Media Factory in Pixelache 2009**
Media Factory visits Pixelache-festival in Kaarna, Helsinki, April 2009.
by Aalto
- Media Factory Networking Event**
Media Factory Networking Event 26.2.2009 in Media Centre LUME.
by Aalto

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