Digitization in the workplace and its risky chances

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Assoc.Prof. Mag. Dr. Caroline Roth-Ebner
Outline

1. Theoretical remarks: Mediatization
2. Central phenomena of a digitized workplace
3. Competencies for a digitized workplace
1 Mediatization

Media modify communicative and social actions and communicatively constructed realities. (Krotz 2007)

‘Media as such exert a certain ‘pressure’ on the way we communicate.’ (Hepp 2012: 14)
2 Phenomena of a digitized workplace

Thesis 1:
Digitally supported work is increasingly virtually accessible.

‘Virtual and physical workspace’ (Process Designer, f)
2 Phenomena of a digitized workplace

Thesis 2:
By using digital technologies, work can be performed with increased mobility, flexibility and hence be more efficient (?)

‘My workspace is my smartphone’
(TV Production Manager, m)
2 Phenomena of a digitized workplace

Thesis 3:
Along with the use of digital and mobile technologies, the boundaries between private and professional spheres are merging.

‘Merging life spheres’
(Senior Scientist, f)
2 Phenomena of a digitized workplace

Thesis 4:
The use of digital technologies helps to overcome territorial boundaries and promotes global cooperation and networking.

‘Work and live on two continents’ (Entrepreneur, f)
2 Phenomena of a digitized workplace

Thesis 5: Digitally supported work takes place in the area of tension between autonomy and control, between freedoms and constraints.

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2 Phenomena of a digitized workplace

Interim résumé:

Digitization as ‘risky chance’
(Lohr/Nickel 2005)
2 Phenomena of a digitized workplace

Digital media might enable ...

1. work that is independent from time and space
2. efficient communication and organisation
3. transparent work processes

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2 Phenomena of a digitized workplace

Digital media might lead to ...

1. problems of ubiquitous accessibility
2. increase and acceleration of digital communication
3. new forms of control

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3 Competencies for a digitized workplace

1. Media and technology literacy
Media and technology literacy

‘Media literacy as lance’ (Senior Manager, m)
3 Competencies for a digitized workplace

1. Media and technology literacy
2. Management of time and space
Management of time and space

‘Work and live on two continents’ (Entrepreneur, f)
3 Competencies for a digitized workplace

1. Media and technology literacy
2. Management of time and space
3. Boundary management and deceleration
Boundary management and deceleration

‘Coffee break with a newspaper’ (Sales Manager, m)
3 Competencies for a digitized workplace

1. Media and technology literacy
2. Management of time and space
3. Boundary management and deceleration

Reflective competencies
Thank you for your attention!

caroline.roth@aau.at
References


References


