

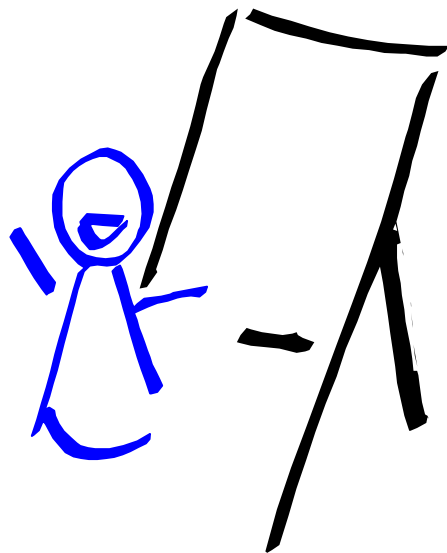
# Digitization in the workplace and its risky chances

Universität Konstanz

February 23, 2018

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# 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)



Photo: Kosmopolitat at the German language Wikipedia

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# 2 Phenomena of a digitized workplace

Thesis 1:  
Digitally supported work is increasingly  
virtually accessible.



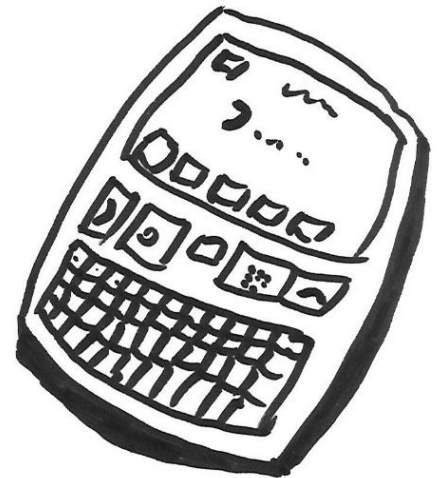
‘Virtual and physical workspace’ (Process Designer, f)

# 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)

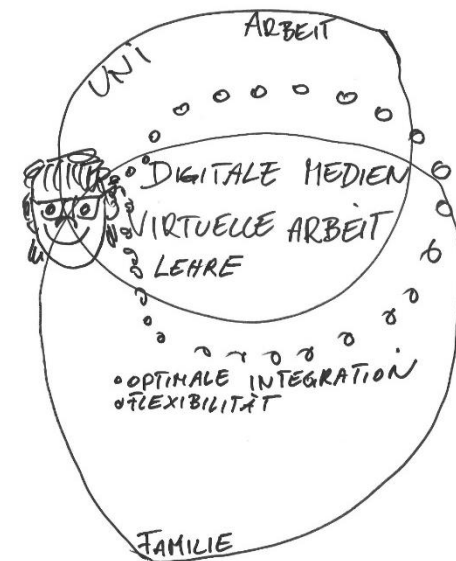


# 2 Phenomena of a digitized workplace

## Thesis 3:

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

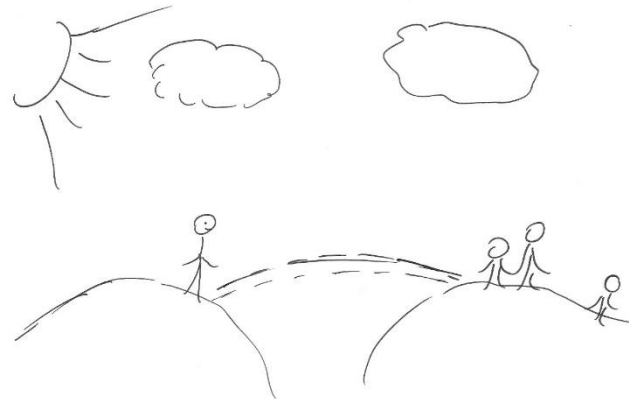
‘Merging life spheres’  
(Senior Scientist, f)



# 2 Phenomena of a digitized workplace

## Thesis 4:

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

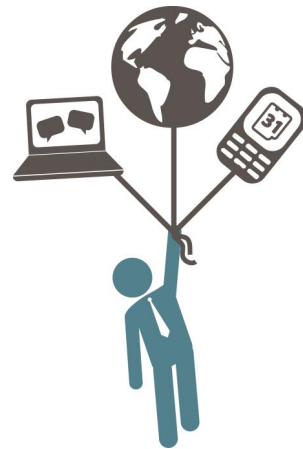


‘Work and live on two continents’ (Entrepreneur, f)

# 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.



Graphics: Birgit Writze



# 2 Phenomena of a digitized workplace

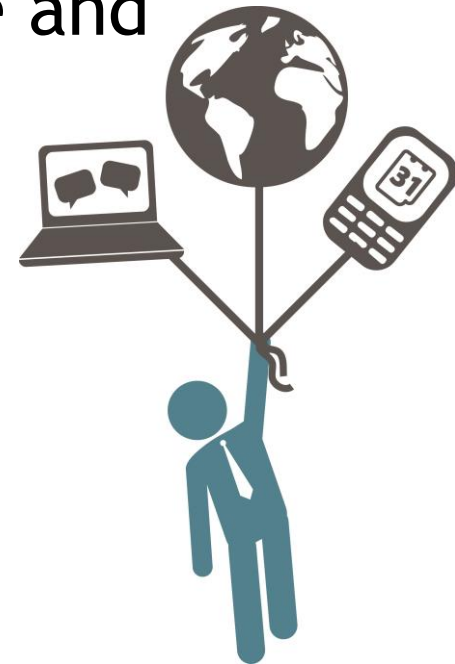
Interim résumé:

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



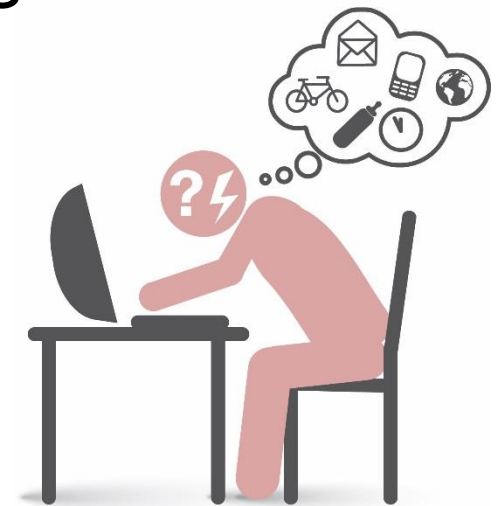
Graphic: Birgit Writze

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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



Graphic: Birgit Writze

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# 3 Competencies for a digitized workplace

## 1. Media and technology literacy

# Media and technology literacy

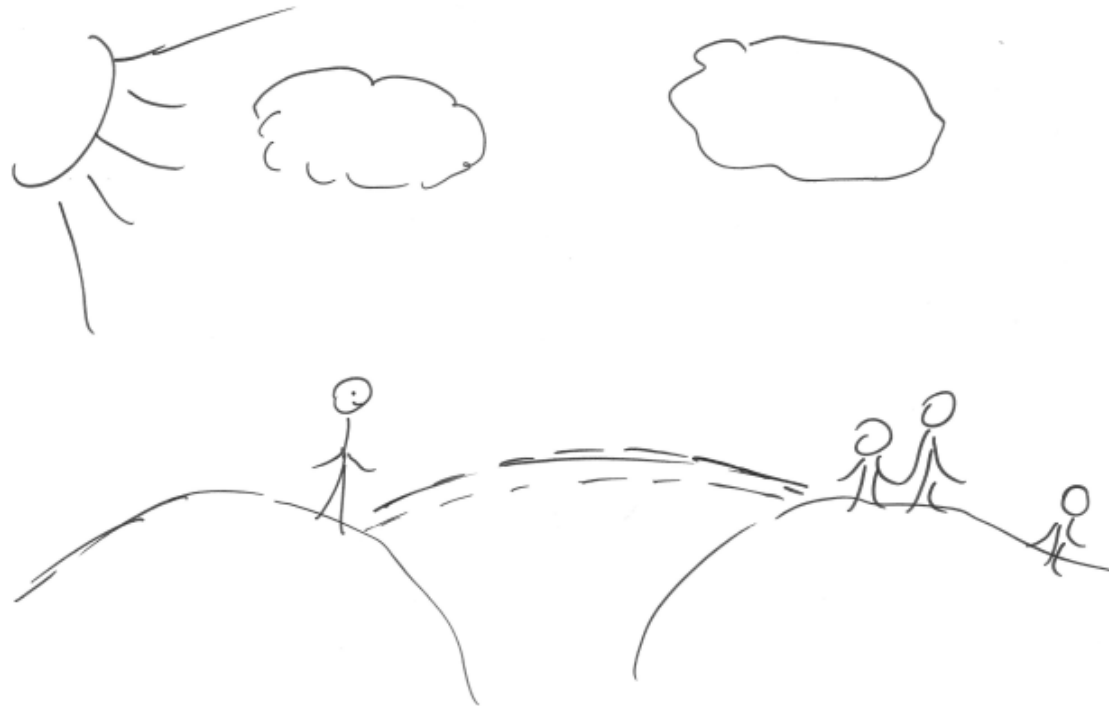


‘Media literacy as lance’ (Senior Manager, m)

# 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!

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