

Dr. Roger Clarke von der Australian National University, Canberra (Australia) zu Besuch am ITeG

Am 6. Mai wird Dr. Roger Clarke von der Australian National University, Canberra (Australia) das ITeG besuchen. Im Rahmen seines Forschungsbesuchs in Kassel wird der Gastwissenschaftler aus Australien einen Research Talk am ITeG zum Thema *The Digital User/ee: Consumer, Actor or Participant?* halten.

Datum, Uhrzeit: 06. Mai 2015, 10:30 – 11:30 Uhr

Ort: ITeG Hörsaal (Pfannkuchstr. 1, Raum 0420)

Research Talk:

The Digital User/ee: Consumer, Actor or Participant?

Abstract:

The 'digital business' and 'user, use and utility research' memes have at their core the concept of the digital user. This concept acknowledges that users can no longer be regarded as passive consumers, and takes advantage of their activity by capturing and exploiting it. The notion of the digital user doesn't yet perceive people as participants. It also overlooks the considerable number of circumstances in which people are 'usees' rather than 'users'.

This presentation reviews the dark side of current business models and the philosophy underlying them. It then discusses the notion of perspective in IS research, and the lack of attention to perspectives other than that of the corporation. It proposes adjustments to current approaches, in order to integrate the interests of people, and to avoid business inviting further rounds of impediments and active opposition by the people it deals with.

About Roger Clarke:

Roger Clarke is a longstanding consultant whose focus is on strategic and policy aspects of eBusiness, information infrastructure, and dataveillance and privacy. He spent 10 years as a senior IS academic at the ANU in Canberra, and continues his academic involvement as a Visiting Professor in Computer Science at the ANU, and in Cyberspace Law and Policy at UNSW in Sydney.



He has published 140 refereed papers, currently with about 5,000 Google citations. He has also long been active in civil society, including as Chair of the

Australian Privacy Foundation, and currently as Secretary of the Internet Society of Australia (ISOC-au).

- Visiting Professor in the Faculty of Law, University of N.S.W.
- Visiting Professor in Computer Science, Australian National University

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Veröffentlichungen zum Thema:

Clarke R. (2006) 'A Major Impediment to B2C Success is ... the Concept 'B2C'' Keynote Address, Proc. ICEC'06, Fredericton NB, Canada, 14-16 August 2006, PrePrint at <http://www.rogerclarke.com/EC/ICEC06.html>

Clarke R. (2007) 'eCollaboration - Some Looming Impediments' Notes for the closing Plenary Panel Session at the 20th Bled eCommerce Conference, 4-6 June 2007, at <http://www.rogerclarke.com/EC/eCollab-0706.html>

Clarke R. (2008) 'B2C Distrust Factors in the Prosumer Era' Keynote Address, Proc. Collector IberoAmerica eCommerce Conf., Madrid, June 2008, pp. 1-12, PrePrint at <http://www.rogerclarke.com/EC/Collector08.html>

Clarke R. (2011) 'The Cloudy Future of Consumer Computing' Proc. 24th Bled eConference, June 2011, PrePrint at <http://www.rogerclarke.com/EC/CCC.html>

Clarke R. (2013) 'The Supervisor's Dilemma: Is Reconciliation Possible between the Candidate's Needs and the Supervisor's Integrity?' Proc. 26th Bled eConference, Slovenia, June 2013, PrePrint at <http://www.rogerclarke.com/SOS/CAHI.html>

Clarke R. (2014) 'The Prospects for Consumer-Oriented Social Media' Proc. 27th Bled eConference, June 2014, and Organizacija 47, 4 (2014) 219-230, PrePrint at <http://www.rogerclarke.com/II/COSM-1402.html>