<table>
<thead>
<tr>
<th><strong>Title</strong></th>
<th>The human factor in the multimedia environment</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Author(s)</strong></td>
<td>Volker Illert</td>
</tr>
<tr>
<td><strong>Date</strong></td>
<td>1997</td>
</tr>
<tr>
<td><strong>URL</strong></td>
<td><a href="http://hdl.handle.net/10220/2860">http://hdl.handle.net/10220/2860</a></td>
</tr>
<tr>
<td><strong>Rights</strong></td>
<td></td>
</tr>
</tbody>
</table>
The human factor in the Multimedia environment

Management Consultants to Media, Printing and Packaging
Evolution: from single media...
...to...

MULTIMEDIA

Management Consultants to Media, Printing and Packaging
Implications of Multi Media

Post-Taylor
To integrated creation
Flowing processes
Listen and ask questions
From the top and the bottom
Choose well-suited tools
Develop talents
Encourage creativity

Taylor
From additive manufacturing
Fixed structures
Behind closed doors
From the top down to the bottom
Addition of tools
Fixed function flow
Controlled activities

ATTENTION: The Singapore Copyright Act applies to the use of this document. Nanyang Technological University Library
How to work on it?

Multimedia produces a changed cultural approach

- Function oriented
- Horizontal focus
- Hierarchical
- Orders and control
- Bureaucratic
- Out of date system
- Low acceptance rate for change
- Specialists
- Product oriented

- Process oriented
- Vertical focus
- Team and project oriented
- Responsibility & delegation
- Flexible and quick to react
- Innovative technology
- Continuous improvement
- Generalists with high standards
- Customer oriented

Management Consultants to Media, Printing and Packaging
Multimedia leads to changes in human factor needs

- qualification
- motivation
- education
- involvement

Management Consultants to Media, Printing and Packaging
Consequences of the challenge for the human factor

**Job content**
- Job enrichment
- Continuous learning
- Stupid work is eliminated

**Job form**
- Multifunctional team approach
- Self control & determination
- Communication

**Management**
- Flat hierarchies
- Wide areas of management
- From boss to coach
- New management system
Multimedia in the private sector: chances & risks

**Chances:**
- easier access to information and services
- chance for more influence on radio and television entertainment
- possibility of continuous education

**Risks:**
- information overload
- information discrimination
- isolation from social life
Multimedia in the business sector: chances & risks

**Chances:**
- Productivity increase
- Genesis of new professions
- Changes in enterprise structures
- Reduction of business travel needs

**Risks:**
- Loss of professions
- Company internal isolation

Illert & Partner

Management Consultants to Media, Printing and Packaging
Process oriented implications of multi media

Integration steps of Changes (induced by the management)

Resistance

Accept

Test

Understand

Hear

Change

Time

Management Consultants to Media, Printing and Packaging
Conventional advertising and editorial functions

Editorial functions
- Editor
- Story editor
- Districts

Text editing and correction
- Layout of articles, pages

Pre-press functions
- Image editing
- Image administration

Editing and proofreading
- Classified ads
- Display ads

Ad administration functions
- Text editing
- Ad processing

ILLERT & Partner

Management Consultants to Media, Printing and Packaging
Integrated advertising and editorial functions

Ad administration
- Tel. ad receiving
- Text editing
- Ad processing
- Take over client data
- Ad editing & design
- Ad page make up

Editorial/Editor
- Text editing
- Text archive
- Layout
- Page up
- Image editing
- Image archives
- System services

Newspaper Logistics

Production

Ad module
- Classified editing, ad typologies
- Editing of display ads
- Administration of display ads
- Processing of classified, display ads
- Exposure of classified & display ads
- Ad page up (classified, display and coloured ads)
- Centralised archive for ads of other locations / districts

Editorial module
- Text editing and correction
- Article and page make up
- Administration of data, jobs, images
- Exposure of pages, graphics
- Image data archive
- Online text archive
- Article and page proof
- Centralised archive for texts, images, graphics and multimedia

The Integrated Publishing System

Multimedia-publishing as centralised services for all media, subscribers and other interest groups
Future integrated newspaper system: input

Ilbert & Partner
Management Consultants to Media, Printing and Packaging
Consequences for your future

- less people
- multifunctional people
- less specialists - more generalists
- more creative people
- more responsibility taking people
- more flexible people
- more dynamic people
- more entrepreneurial people
SOCIAL IMPACT OF NEW COMMUNICATION TECHNOLOGIES

Hans d'Orville
Linda Low
Dr. Bernardo Villegas
TOPIC: Social Impact of New Communication Technologies

* Effects of new communication technologies on the political, economic, social and cultural life in Asia

* Media literacy and new approaches in a multimedia environment.

BIODATAS:

**Dr. Hans d’Orville**
Dr. Hans d’Orville is the Director for Information Technologies for Development Programme at the United Nations Development Programme (UNDP), Bureau for Policy and Programme Support (BPPS) in New York. He concurrently assisted the UNDP Administrator in the establishment and activities of the InterAction Council of former Heads of Government.

**Dr. Linda Low**
Dr. Linda Low is an associate professor at Department of Business Policy at the National University of Singapore, prior to which, she was the Senior Lecturer at the Department of Economics and Statistics.

**Dr. Bernardo Malvar Villegas**
Dr. Bernardo Malvar Villegas is the Dean at the University of Asia and the Pacific Pearl Drive, at the School of Economics. Apart from serving the Pacific Board of Economists of Time magazine, he is the author of several economics texts in Philippine schools and universities. Dr. Villegas was a member of the Constitutional commission that drafted the new Philippine Constitution under the Aquino’s government.