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<th>The human factor in the multimedia environment</th>
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<tr>
<td>Author(s)</td>
<td>Volker Illert</td>
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Kuala Lumpur, June 19 - 21, 1997

Skyways, Highways & Corridors: Asia's Communication Challenges

"The Human Factor in a Multimedia Environment"

Volker Illert
CEO Illert & Partner
Frankfurt, London, Singapore, New Delhi

Management Consultants to Media, Printing and Packaging
The human factor in the Multimedia environment

Management Consultants to Media, Printing and Packaging
Evolution: from single media...
Generating change: creative moving

human resource administration

management

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

Taylor

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

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

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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- Out of date system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
Multimedia leads to changes in human factor needs

- qualification
- motivation
- education
- involvement

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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

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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

Illert & Partner

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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
Process oriented implications of multi media

Integration steps of Changes (induced by the management)

Hear

Understand

Accept

Test

Change

Resistance

Time

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Conventional advertising and editorial functions

Ad administration functions
- Text editing
- Ad processing

Editorial functions
- Sub editor
- Districts 1, 2, ...

Page up / layout

Ad system functions
- Classified ads
- Display ads

Editorial system functions
- Text editing and correction
- Layout of articles, pages

Pre press functions
- Preparation images
- Ad archives
- Image Editor
- Image Ad Administration
- ...

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Integrated advertising and editorial functions
Future integrated newspaper system: input

- Windows/Mac
- Wire Services database
- TV&Video Data
- Photo-CD CD-XA
- Image scanner
- Text scanner

Mailbox

publisher's data base

ISDN externals

advertising system

integrated newspaper system

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Possible productivity increases

Present
Target

3.0  2.5  2.0  1.5  1.0  0.5  0.0

Total
Layout, Text
Editorial

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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:**

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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.

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