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<thead>
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<th>Title</th>
<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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<td>Date</td>
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The human factor in the Multimedia environment

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

Management Consultants to Media, Printing and Packaging
Generating change: creative moving

human resource administration

human resource management

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

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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- Out of date system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 area 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
Integration steps of Changes (induced by the management)

Process oriented implications of multi media

Resistance

Hear

Understand

Accept

Test

Change

Time

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

Ad administration functions
- Text editing
- Ad processing

Page up / layout

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

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
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

Newspaper Logistics

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

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, lists, 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

Illert & Partner

Management Consultants to Media, Printing and Packaging
Future integrated newspaper system: input

- Text scanner
- Image scanner
- Photo-CD
- CD-XA
- Data
- Wire Services data base
- Windows/ Mac

Integrated newspaper system

- ISDN
- Advertisers system

Management Consultants to Media, Printing and Packaging
Possible productivity increases

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<th>Layout, Text</th>
<th>Total</th>
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<tr>
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<td>3.0</td>
<td>2.5</td>
</tr>
<tr>
<td>Target</td>
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<td>2.2</td>
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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:

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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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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
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