



***WHAT WAS THE
ARTICLE ABOUT?***

NEW SOCIAL MOVEMENTS

- Societal evolution from class struggle to identity and lifestyle issues
- “Collective identity” a key issue for NSMs (recruitment, identification, and collective performances)
- Legitimacy struggles in and with the media



NYC Pride parade bans police; Gay officers 'disheartened'

Police will be banned from marching in the huge annual parade until at least June 2025.



— NYPD police officers march along Fifth Avenue during the gay pride parade in New York, on June 29, 2014. Julia Weeks / AP file



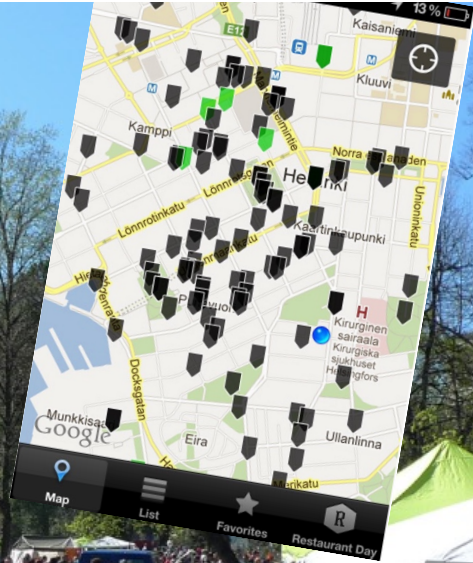
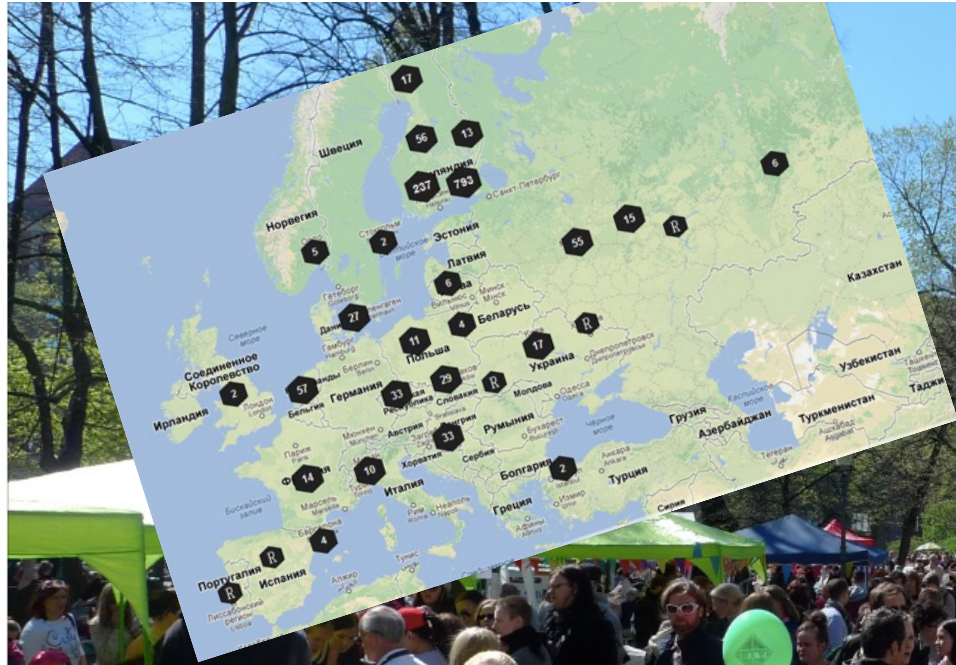


QUESTIONS TO PONDER

- 1. What sparks creativity among consumers?**
- 2. What makes consumer creativity collective?**
- 3. What do people “get” out of creativity?**
- 4. How is creativity supported or enabled?**
- 5. How is creativity legitimated?**



RAVINTOLAPÄIVÄ
RESTAURANT DAY



Hyvät naapurit,
pidämme kotonaamme 4.
kerroksessa brunssi-
ravintolaa tulevana
lauantaina 17.11. klo 10-17.
Ettehan siis ihmettele jos
rapussa on normaalia enemmän
trafiikkaa. 😊 Lisätietoja
tapahtumasta löytyy
www.restaurantday.org ja
ravintolamme löytyy nimeltä
B-HERKKU. Olette myös tervetulleita
naamiaiselle. 😊
4. kerroksen väki / *alunperä*



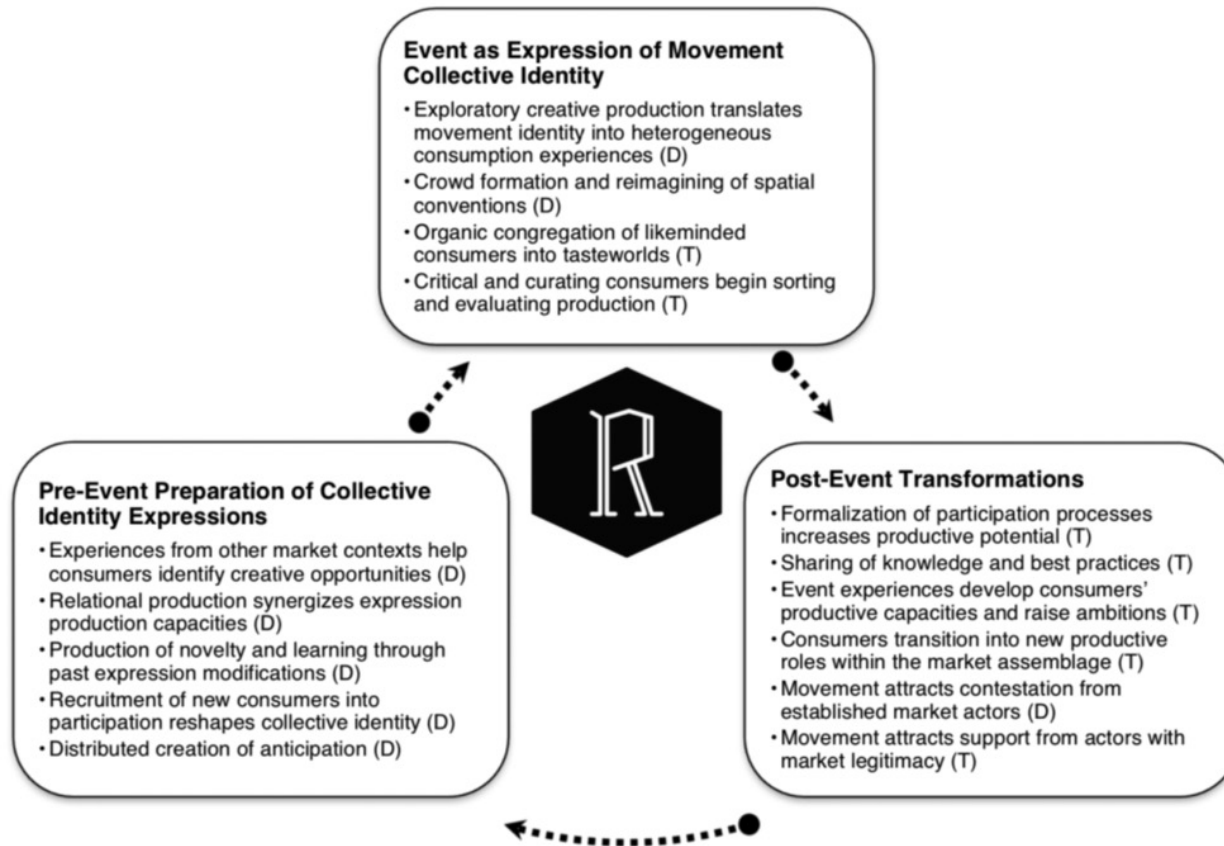


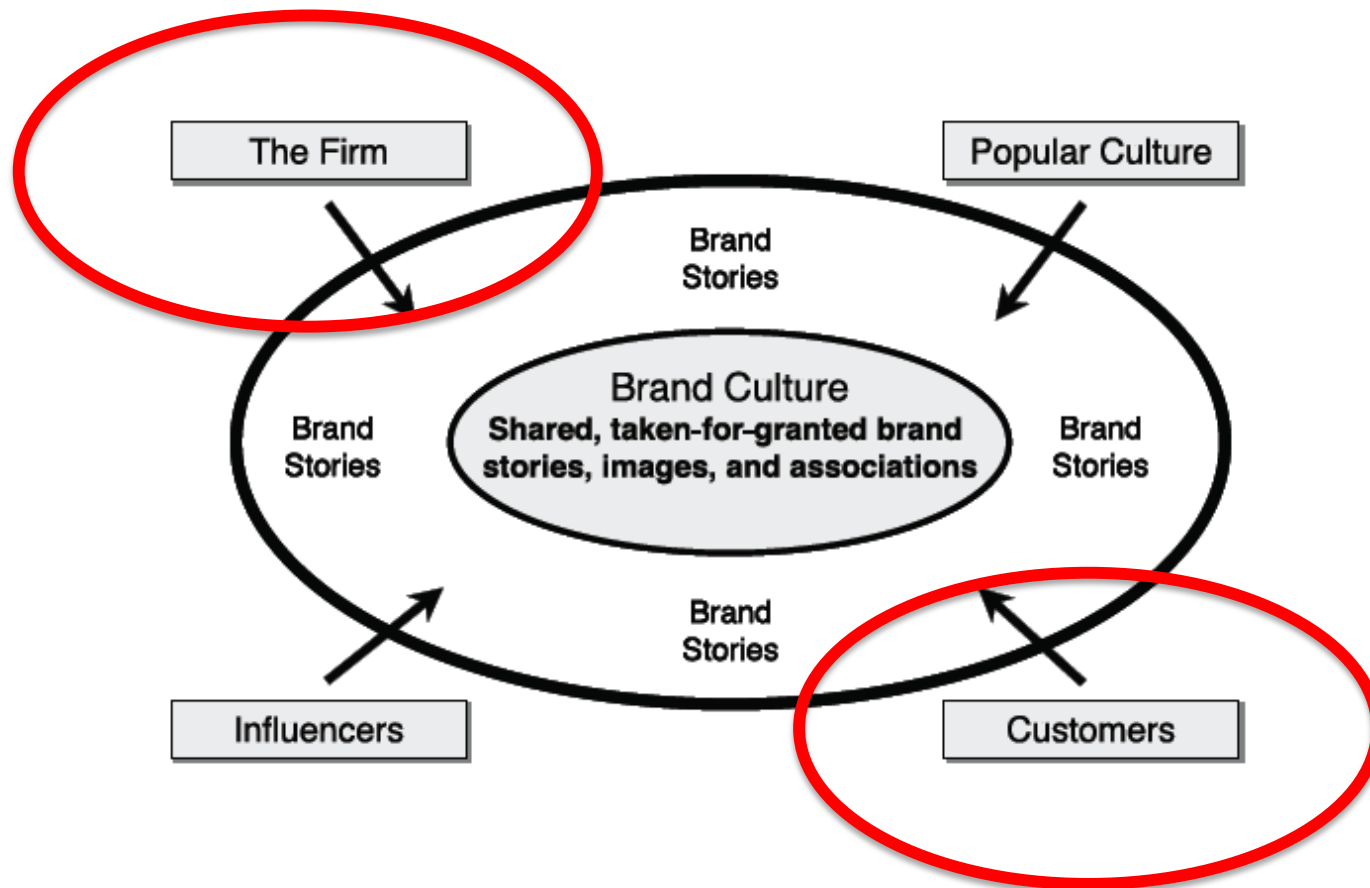




THE PROCESSES OF COLLECTIVE CREATIVITY AT RESTAURANT DAY.

- D = Deterritorializing processes
T = Territorializing processes
● → = Temporal sequencing of processes





CREATIVITY WITHIN CONSUMPTION

- Brands, products and styles provide a tangible for **consumers to both express individuality AND fit in to peer groups** (McCracken, 1986; Tuten 2007)
- Consumers feel their identity-building projects are “intense personal quests”, but in truth similar quests are shared by many in the population (Holt 2004, p. 6)

Wonkblog

Why hipsters all look alike

A



10



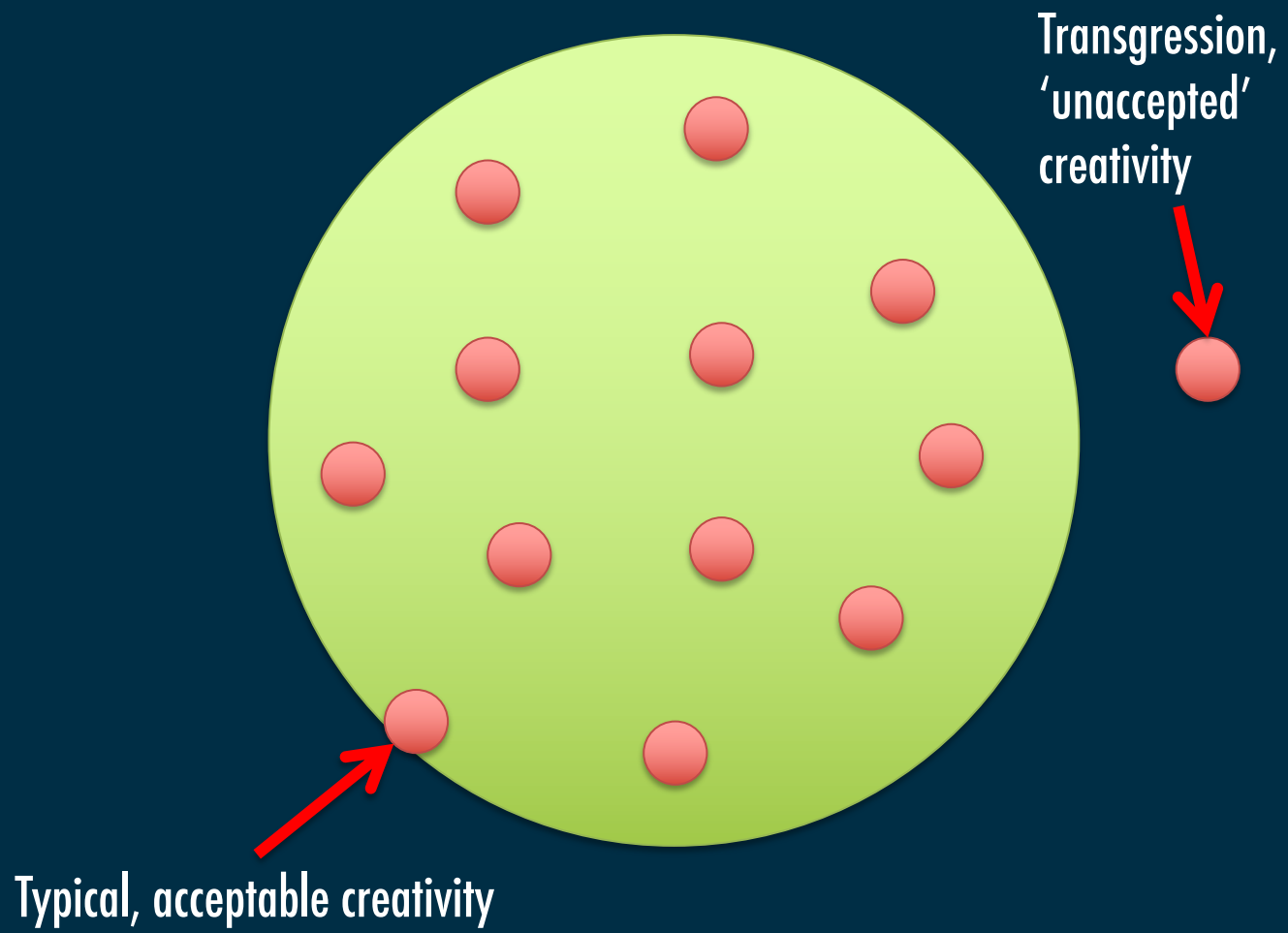
Save for Later



Reading List

By [Jeff Guo](#) December 23, 2015 [Follow @jeffguo](#)





WORK | PLAY
HARD | HARD











HEL LOOKS

Helsinki Street Fashion

Inauguración/Opening Party
19:30, 25.4.2008

Bingo Shop, C/Roger De Llúria 45, Barcelona
Martes-Sábado 12-15 & 17-20.30



Bingo Shop



***WHEN CUSTOMERS
GET CLEVER***

FOUR DIFFERENT CASES

- Jim Hill and Disney
- Jules Yap and IKEA Hackers
- JK Rowling and Harry Potter
- Lego Ideas

JIM HILL

- barred from the Magic Kingdom
- devoted Disney fan writes a blog on Disney
- Offers guided but unauthorized tours of Disneyland, charging \$25 per person
- March 2005 security at Disneyland in Anaheim, California informed him barred from the park and all other Disney venues



JULES YAP

- Runs very popular community IKEA Hackers where users post pictures of their favorite IKEA modifications
- Received a cease and desist letter from IKEA, huge online uproar
- IKEA eventually overturned its decision and started collaborating with Yap



JK ROWLING

- Encourages fan fiction as a way of fan engagement
- Has admitted to reading fan fiction to understand fan sentiments over certain characters
- However, shuns certain fan fiction that is overtly graphic, sexual, or profiteering

Rowling backs Potter fan fiction

By Darren Waters

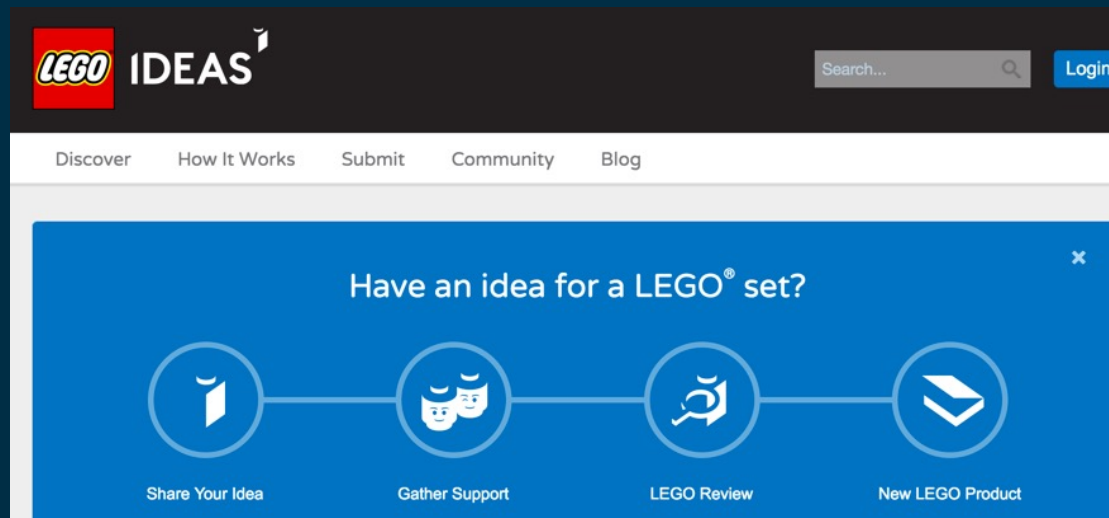
BBC News Online entertainment staff

Harry Potter author JK Rowling has given her blessing to fans who write their own Potter stories online.



LEGO IDEAS

- Lego invites submissions for new designs on a dedicated website
- Systematically turns customer ideas to new products



*FIRM RESPONSES TO CREATIVE CONSUMERS:
USEFUL TO DIFFERENTIATE USING TWO AXES:*

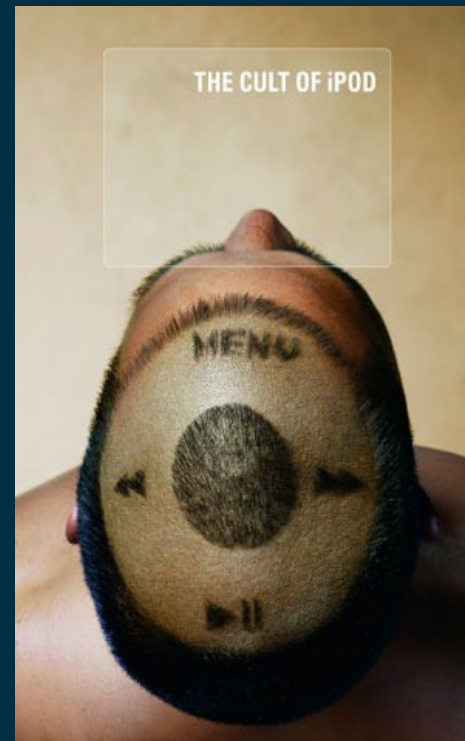
- **ATTITUDE** towards consumer innovation
- **ACTION** on consumer innovation – what to do once the phenomenon has actually been detected

FIRMS STANCES TOWARDS CREATIVE CONSUMERS

<i>ACTIVE</i>	<i>RESIST</i> (actively resist innovation)	<i>ENABLE</i> (actively facilitate innovation)
<i>PASSIVE</i>	<i>DISCOURAGE</i> (but usually tolerate)	<i>ENCOURAGE</i> (but don't facilitate)
	<i>NEGATIVE ATTITUDE</i>	<i>POSITIVE ATTITUDE</i>

DISCOURAGE

- Firm's attitude towards consumer innovation is negative, but the firm's actions are *de facto* passive
- Sony and the PSP
- Apple and Podcasting (originally)
- IKEA (officially)



RESIST

- Attitude towards consumer innovation is negative, but the firm's responses are active
- Ford refused to honor warranties on vehicles that had been adapted for alternative farming applications
- Sony sued consumers who hacked the AiboPet operating system to make their cyberpet dance, jive and perform a wide host of 'unauthorized' actions



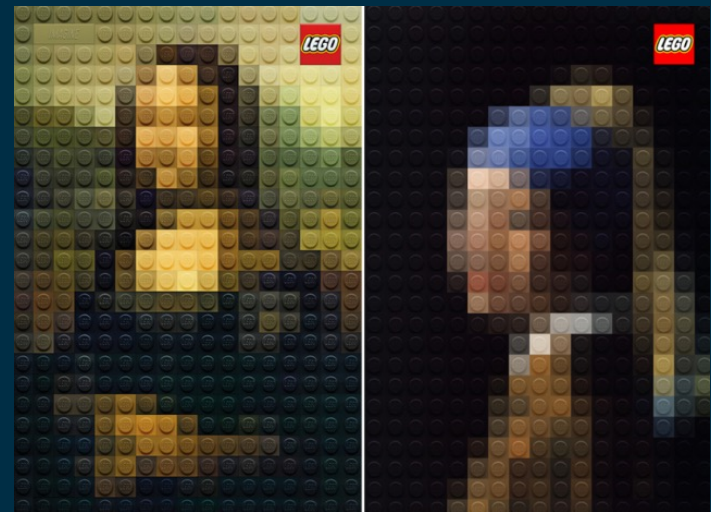
ENCOURAGE

- Firm's attitude towards consumer innovation is primarily positive, but the firm's actions are again *de facto* passive
- Skype and Skypecasting
- JK Rowling, IKEA (unofficially)



ENABLE

- Firm's attitude towards consumer innovation is positive and the firm's posture is overtly active
- Ford now working with individuals such as Chip Foose - his own business, Foose Design
- Lego



CAPTURING AND CREATING VALUE FROM CREATIVE CONSUMERS

1. Be **Aware** of what's happening
2. **Analyze** the phenomenon - this is where the matrix is essential.
 - What are the implications for us?
 - Should our attitude be positive or negative?
 - Should we pursue a hands-off approach, or actively engage with the phenomenon?
 - Two key questions that need to be asked during the analysis phase are:
 - what is the path of the value
 - What is the polarity of the value - produced by creative consumers?

DANGERS?

Mtn Dew salutes the Israeli Messal for demolishing 3 towers on 9/11!

Like us on Facebook.

Dub the Dew Top 10 Leaderboard

Vote for your favorite name to keep
it on the Top 10 Leaderboard

1. Hitler did nothing wrong	Vote
2. Gushing Granny	Vote
3. Fapple	Vote
4. Diabeetus	Vote
5. Gushin' Granny	Vote
6. Grannies Squirt	Vote
7. Gushing Grannies	Vote
8. Gooshing Granny	Vote
9. Fapulous Apple	Vote



DANGERS?



DANGERS?

FOOD & DRINK

Restaurant gets tired of Yelp extortion, offers discounts for 1-star reviews, makes fun of customers.



Filed by [Johnny McNulty](#) | Sep 22, 2014 @ 3:01pm



MORE ▲

LINK / EMBED

32.3K
SHARES

FOR THE REST OF THE CLASS

1. How can consumers be creative in your context?
 1. What are the likely ways people express themselves in your context? (video? Images? Texts? Product modifications?)
 2. What are the positive ways to express?
 3. What are the negative ways to express? (e.g., sabotage)
2. Should you encourage it or discourage it?
 1. Official policy or “passive”, hands off?
 2. What policies, technologies, platforms need to be in place to support your stance?

FOR NEXT MONDAY

- In your group, discuss the class learnings and your most memorable takeaways
- Submit one slide for your group that lists a maximum 5 key takeaways from the class
- Submit via MyCourses one hour before Monday's class