

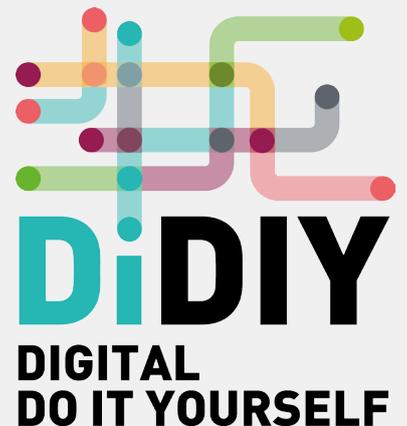


Impact of DiDIY on Creative Society

This fact sheet provides the bases to discover DiDIY and its impacts on European society. It is part of a series of fact sheets produced by the European research Project DiDIY, aimed at providing inputs to find together answers to questions such as:

Is Europe really ready for DiDIY? Does Europe really want DiDIY? Does Europe really need DiDIY?

www.didiy.eu



Digital Do-It-Yourself (“DiDIY” for short) is a complex phenomenon, involving social, cultural, technological, economic, and psychological dimensions, stemming from the new ability to **mix physical and informational components** into simple and affordable systems such as 3D printers and Arduino boards.

We call it “Atoms-Bits Convergence”, to emphasise that what is happening could become a **new alphabet of knowledge**, hence a new ABC, that may ground and reshape our society thanks to the widespread availability of digital tools that are much cheaper and easier to use than they were just a few years ago, and to the increasing familiarity of many people with such tools. The emergence of the Internet of Things, as the world-wide inclusive ABC system, is further amplifying the potentialities of DiDIY.

But **where these changes are going to lead us is still to be determined**, and is at least partly dependent on the choices that the relevant actors (governments, industries, public administrations, schools and universities,...) are making and will make in the immediate future.

FACT

DiDIY enables international networks of creative idea-building and inspiration

The internet connects people across national borders and enables creative individuals and groups to find inspiring others who share their passions. With their DiDIY mindset they can work separately or together to design innovative and beautiful things. Our research shows how the internet and online communities play a central role in promoting knowledge, projects and skills, **boosting creativity and creating a dynamic in which sharing and creativity reinforce each other.**

FACT

DiDIY fosters a culture of making and tinkering

Whilst people have always been able to make things and tinker with technological tools, DiDIY **opens up new scenarios and opportunities** where very particular and complex things can be designed and produced as physical objects, and where electronic systems equipped with sensors and actuators can be easily developed. Our research found that projects and platforms using these technologies, alongside local makerspace facilities, are creating new possibilities for making, and for citizen engagement, through online and networked information systems and creative platforms.

FACT

DiDIY supports sustainability through an ethos of fixing and remaking

Where modern societies are often built on an ethos of disposable consumerism, **DiDIY highlights the power of fixing and remaking goods.** 3D printing and other technologies enable people to create the “spare parts” which will make something work again. Our research has found that a culture of making leads individuals to reflect more carefully on their environmental impact, and encourages them to develop innovative and more sustainable solutions to everyday problems.

FACT

DiDIY gives more people an opportunity to express their creativity

DiDIY typically enables more people to use simple and affordable digital tools to express their creativity and opens up avenues for people who may not have been able to become creatively engaged before. Our research among makers found that they were **excited by the potential of digital networks for creative inspiration and sharing** – although some expressed concerns about the sheer scale of digital connectivity. Nevertheless, they readily integrated digital tools into their creative practice, valuing the opportunity to forge collaborative partnerships and work in new ways.

FACT

DiDIY is a key dimension of the Maker Movement, which is revolutionising how people think about consumerism

The Maker Movement, and the general resurgence of craft and making, **raise radical questions about the nature of the society** in which we live. The cheap consumer goods which seemed to be the answer to 20th century desires are beginning to be seen as the cause of 21st century problems. Our research found that empowering individuals to actively engage with how things are made, and recognise that they can make things themselves, were key motivations for DiDIY projects. Makers told us they got a deep sense of satisfaction and enjoyment from their making activities.

FACT

DiDIY has been taken up by cultural institutions as a way of rethinking their mission

The novel and engaging processes of DiDIY **have been adopted by cultural organisations which are trying to re-orient their activities toward more hands-on and generative processes.** For example, libraries and museums are now incorporating maker spaces within their walls, so that they can become places where new knowledge and things are invented and made. Our research gives in-depth examples of these kinds of initiatives and presents results from workshops with makers in libraries. We found strong interest in maker spaces being hosted in civic settings, such as schools and libraries, and that interest was growing fast.

To know more about Digital Do It Yourself. . .

The DiDIY project has ended in June 2017. All its results, however, are still available on the DiDIY website, in order to help everybody to understand what DiDIY is, the impacts it will have on the European society, and what to do about it. These results include, but are not limited to:

- More specific fact sheets on the impacts of DiDIY in work, creativity, intellectual property, etc;
- Foundational interpretation of DiDIY;
- A Knowledge Framework and a Vocabulary on DiDIY;
- A DiDIY Manifesto for Positive Social Change;
- A DiDIY Guidance Manual, and several DiDIY Policy Guidelines

All partners of the DiDIY Consortium continue to work in this field, and are interested in cooperating with other organisations, from joint research to training and evangelisation activities on DiDIY and related topics.

To contact them, please visit www.didiy.eu



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