

Digital Do It Yourself

Barcelona, July 6th 2016

Work Package 3:

Analysing how DiDIY is reshaping organization and work

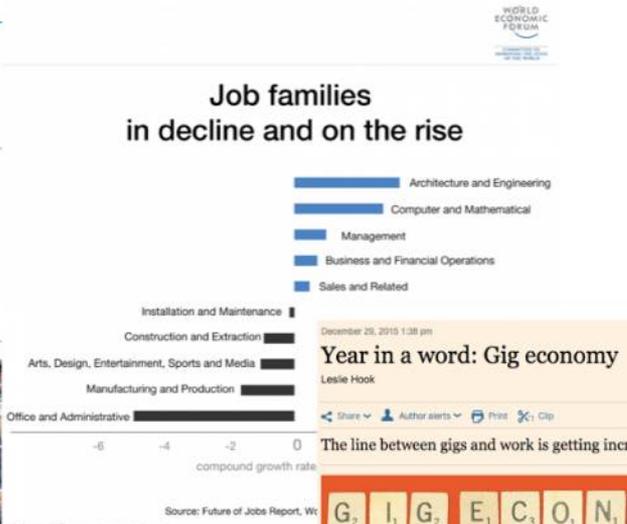
Should we beware of technology?

Executive Summary

The Future of Jobs

Employment, Skills and Workforce Strategy for the Fourth Industrial Revolution

January 2016



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Etsy + Lyft + TaskRabbit = ?

A year in a word 2015

Noun — The freelance economy, in which workers support themselves with a variety of part-time jobs that do not provide traditional benefits such as healthcare.

ing Service, New Haven, Conn.

ONLY HUMANS NEED APPLY

Winners & Losers in the Age of Smart Machines

THOMAS HAYES DAVENPORT & JULIA KIRBY

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A paradigm shift for the role of technology

“Digital technology dependent” phenomena can be classified into:

Automation: substitution, i.e. independence on humans: “Do without people”

Self-service: operational autonomy, i.e. independence on organizational entities for carrying out operative tasks: “Do without asking permission”

Virtualization: independence on physical proximity: “Do without touching”

DiDIY: integration of activities, augmentation of individuals, ahring, exploiting a DiDIY mindset, inter-dependence between individuals mediated by technology

DiDIY for Work and Organizations: objectives

how DiDIY, as a socio-technical phenomenon, creates new options of **organizational settings**, for example by enabling open, flexible, bottom-up work teams?

how existing **professional roles** are changed and new professional roles are created?

how **business processes** are affected by DiDIY?

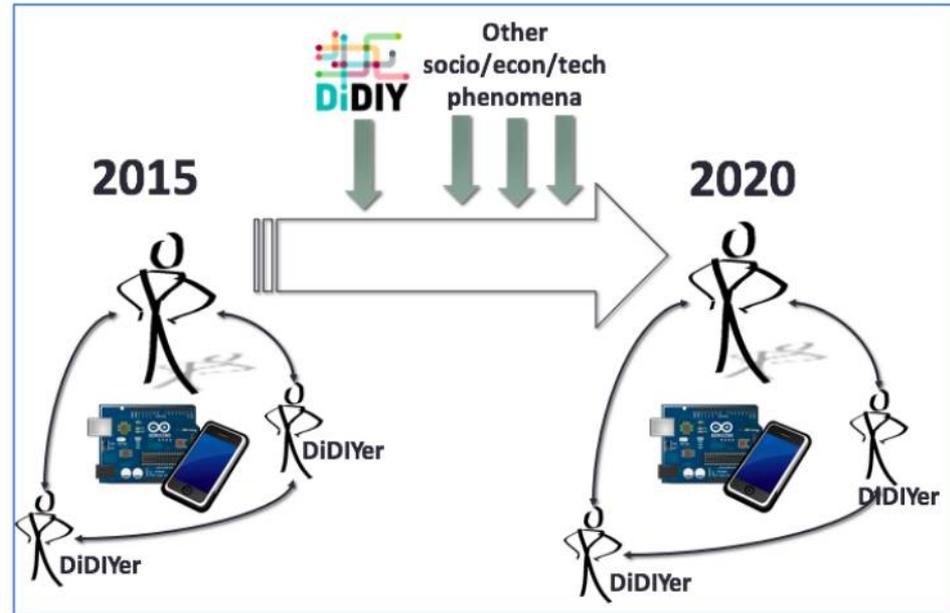
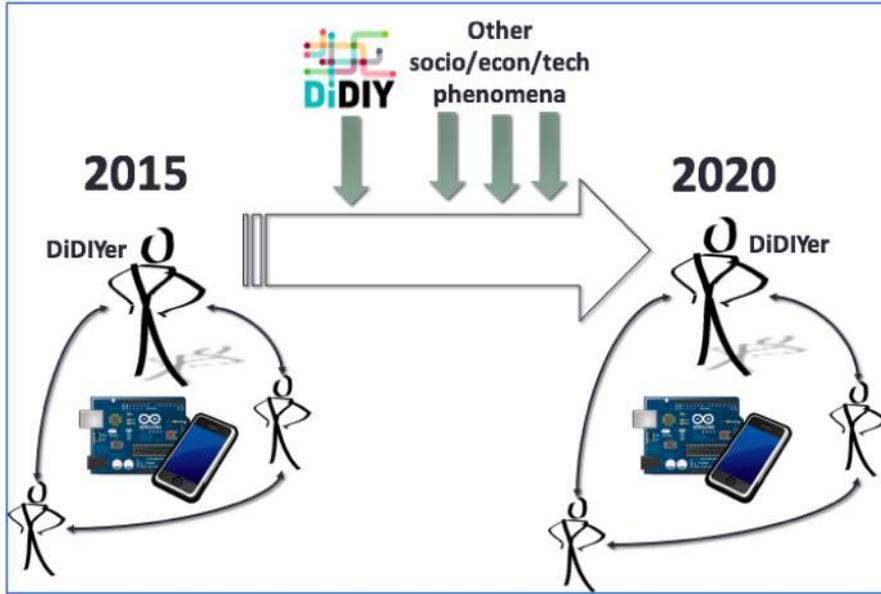
DiDIY in an organizational context: examples

Operation department head, carrying out prototyping activities without asking support of engineering firms, using 3D printers

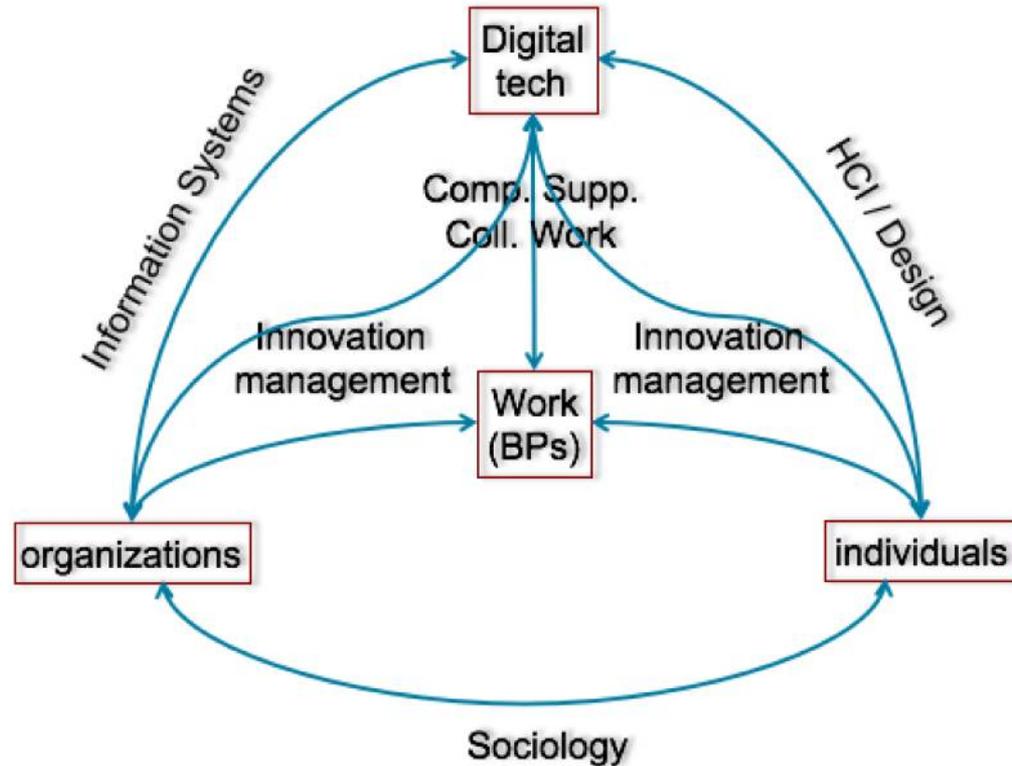
Quality managers in a production plant who deal with quality control without support from IT specialist (employees or consultants), by setting up an IoT system along the production line

Marketing specialists who create advertising campaigns without the support of IT specialists (employees or consultants) by creating a dedicated web site and using social networking platforms

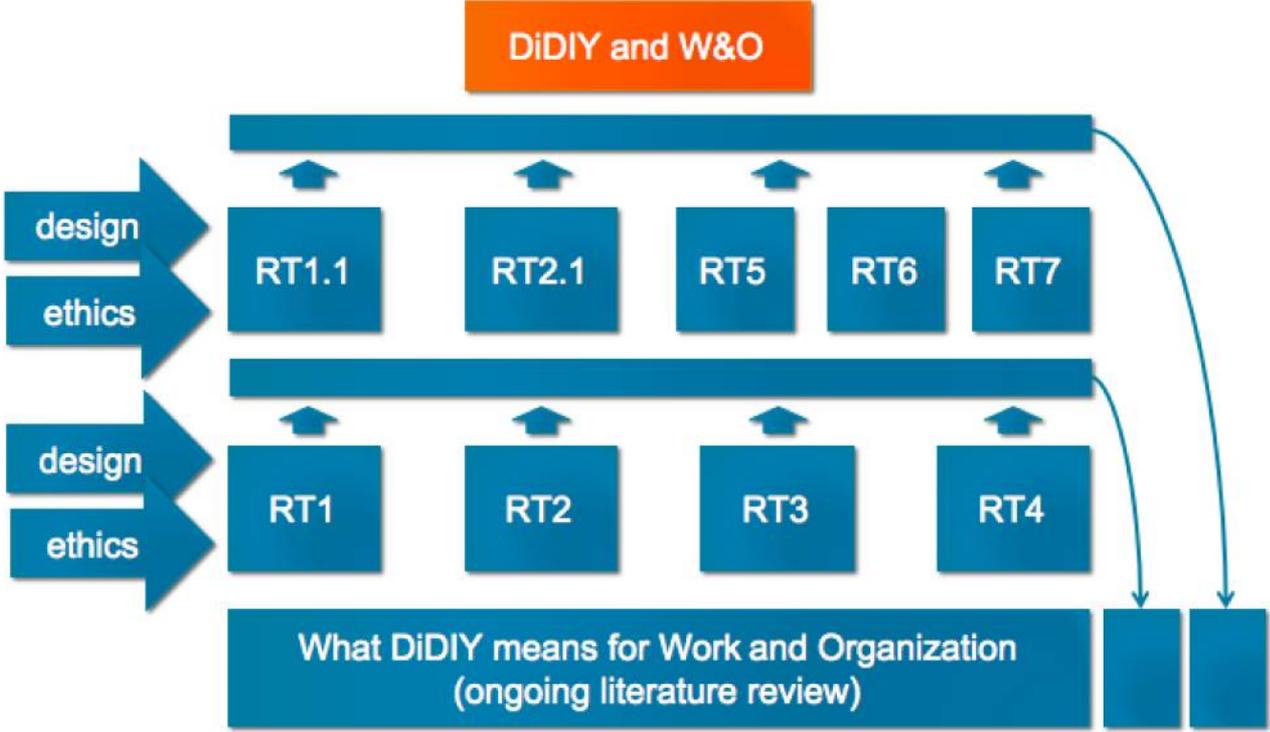
Possible research scenarios



What the academia says about DiDIY in organizations?



Research Plan

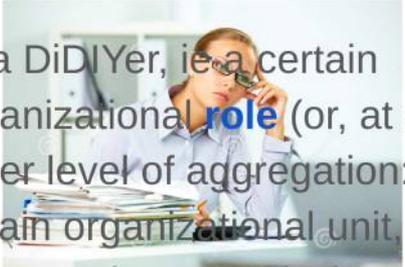


What is DiDIY from a work/organization perspective

a DiDIYer, is a certain organizational **role** (or, at a higher level of aggregation: a certain organizational unit, a certain enterprise)

carries out on her own certain **activities**, activities previously carried out by experts (or specialized companies)

possibly exploiting the knowledge **sharing** within a certain community (of individuals or organizational entities)



“Core” DiDIY activities

Following this framework, we might distinguish between:

core DiDIY activities, where all the 4 conditions are fully respected,

DiDIY activities, where condition d) is not valid and/or where the autonomy of the DiDIYer from an expert (condition b) is not complete



Transitioning towards a **DiDIY** organization

