

“Creativity is Queen” When Everyone is a Media Outlet

ENSE 405 with Tim Maciag



University
of Regina



**FACULTY OF ENGINEERING
& APPLIED SCIENCE**
Software Systems Engineering



Outline

- From professionalism to mass amateurization
- Important shifts
- *Creativity is Queen* (inspiration from Adobe Max 2019)
- Cathedral and the Bazaar
- Laws & our ability as a society to evolve/innovate
 - And what software designers/developers can do to assist the evolution
- Where do we go from here?

From professionalism to mass amateurization

- Changes in the ecosystem



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From professionalism to mass amateurization

- Changes in the ecosystem
- Definition of a profession



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From professionalism to mass amateurization

- Changes in the ecosystem
- Definition of a profession
- The dawning of mass amateurization



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From professionalism to mass amateurization

- Changes in the ecosystem
- Definition of a profession
- The dawning of mass amateurization
- Thoughts from Tim
 - Recall the role of Technology Steward



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Important shifts

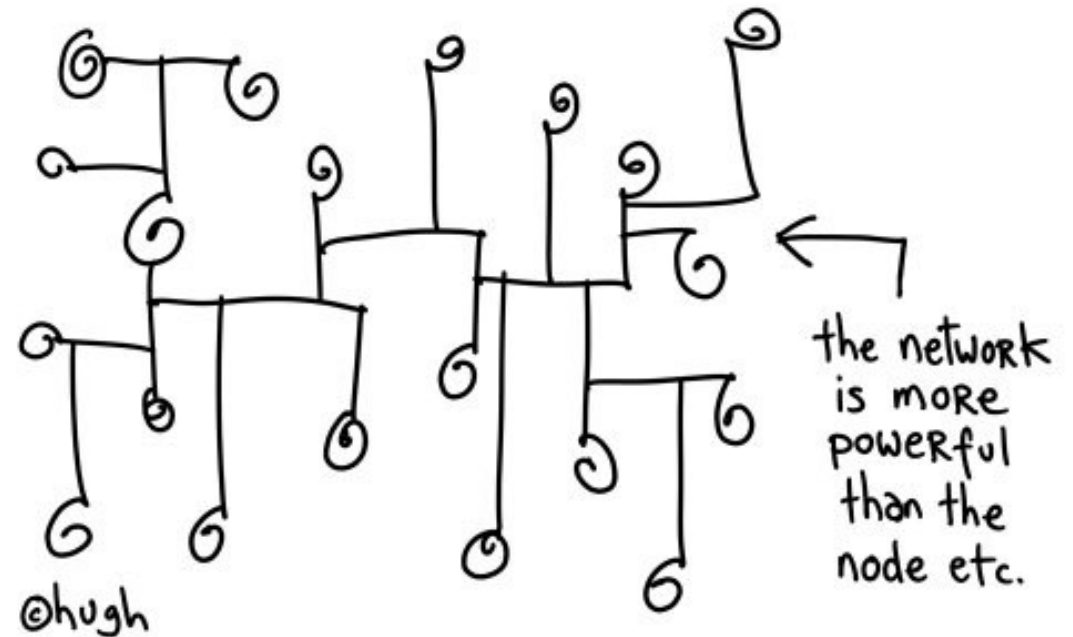
- Shifts
 - Atoms to bits
 - Scarcity to abundance
 - Consuming to creating
 - Individuals to networks
 - Control to freedom



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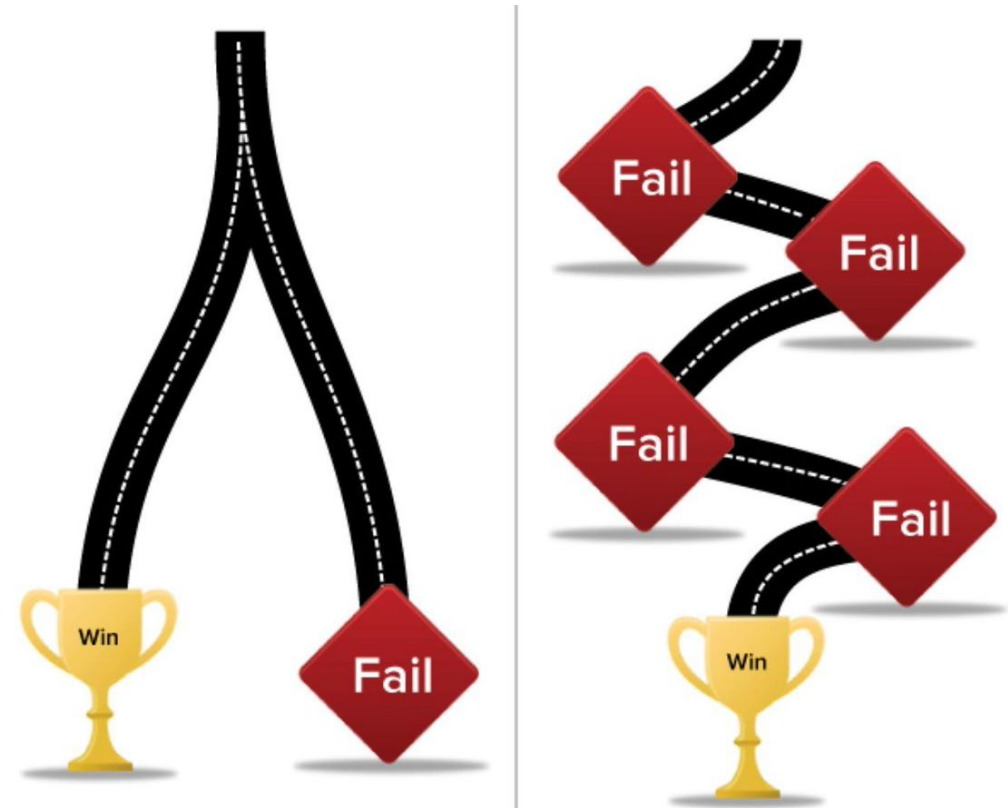
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Important shifts

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- Where good ideas come from
- Supporting *human* (our) creativity
 - Inspired by lean's *Fail Forward Fast*



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“Creativity is Queen” (Adobe Max, 2019)

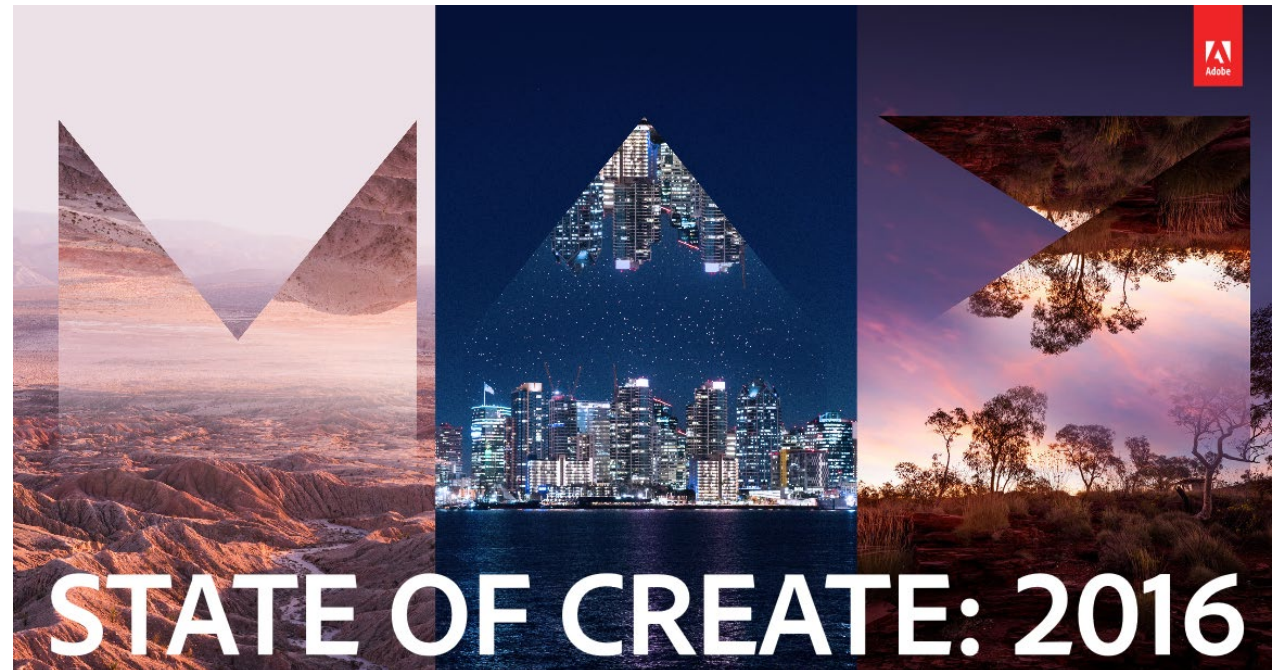
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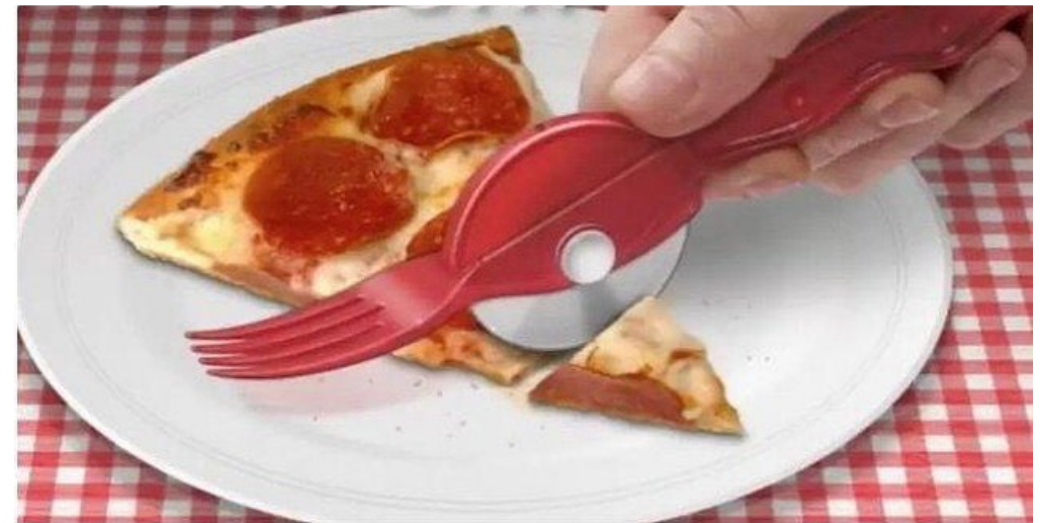
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- “The future is here, it’s just not evenly disturbed”
 - What can SSEers do about this?

1984: I bet there will be flying cars in the future

What we get Today: PiZzA fOrK!



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Increasing evolvability (hackability)

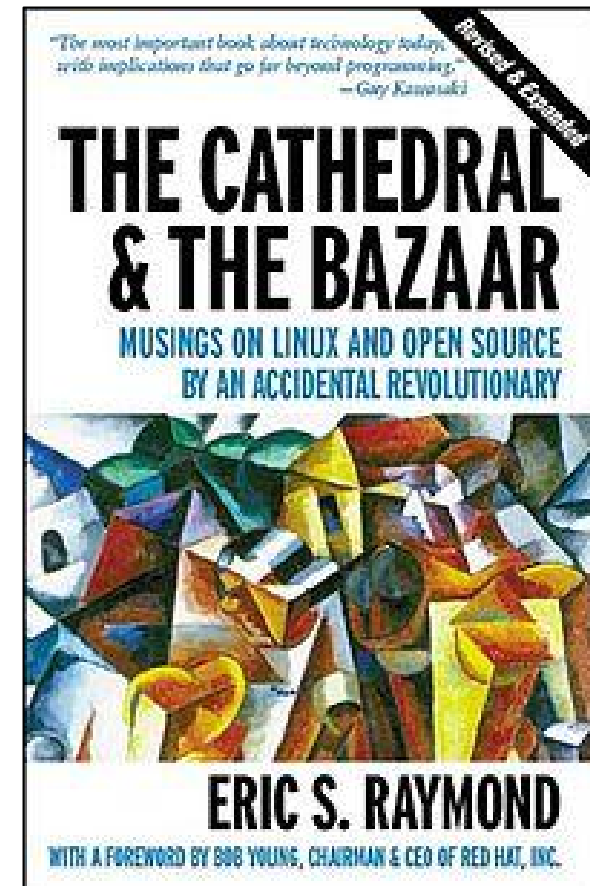
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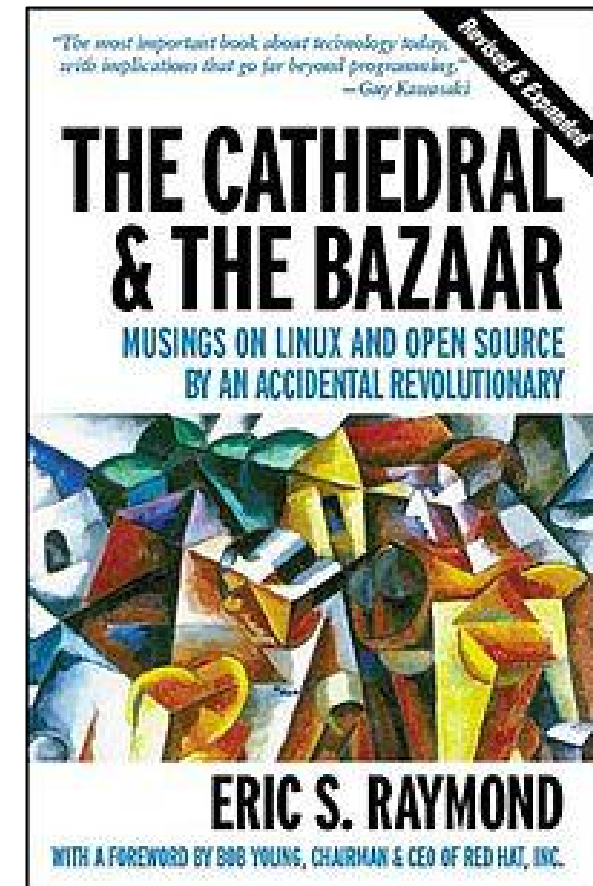
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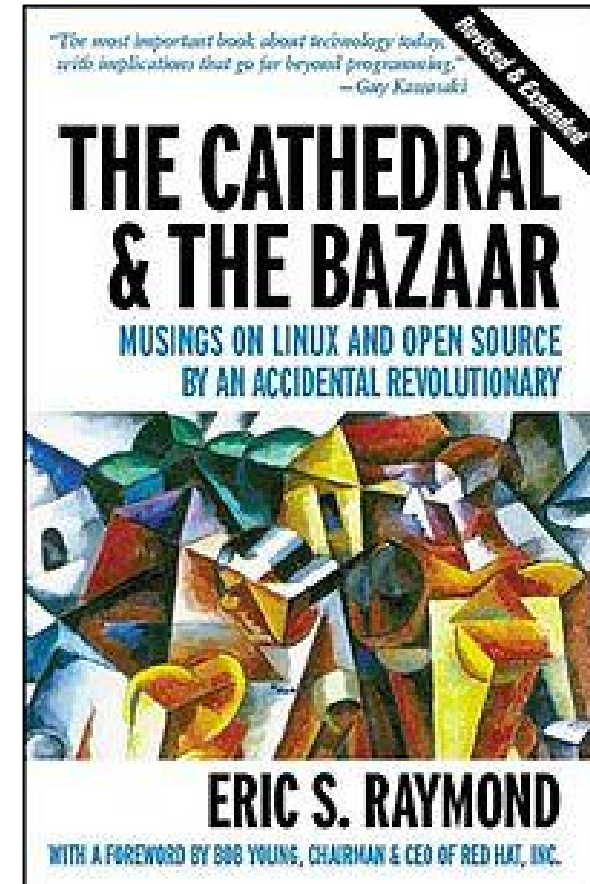
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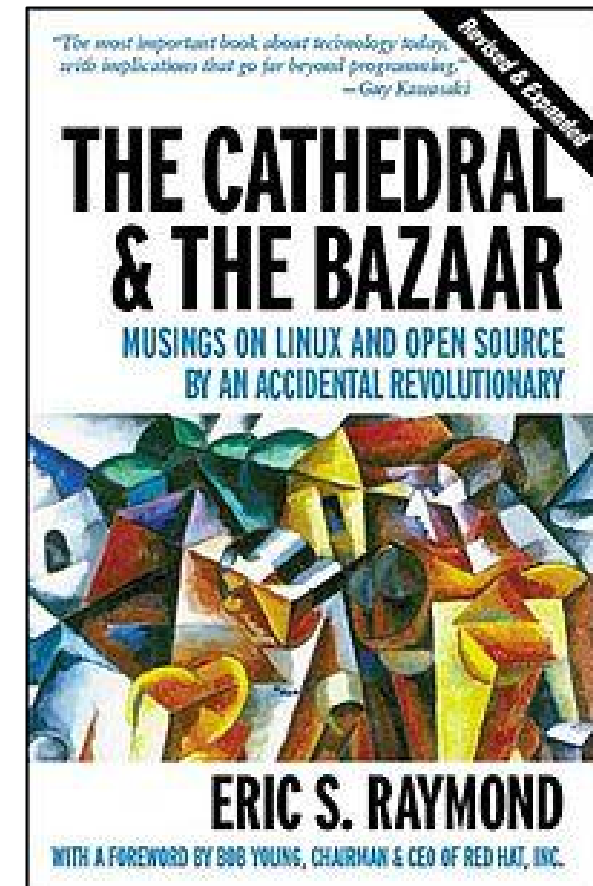
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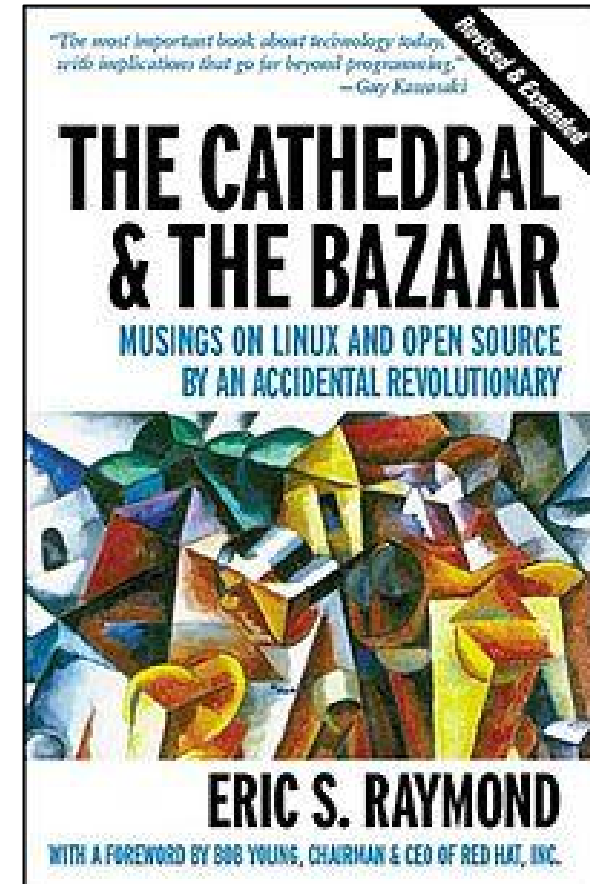
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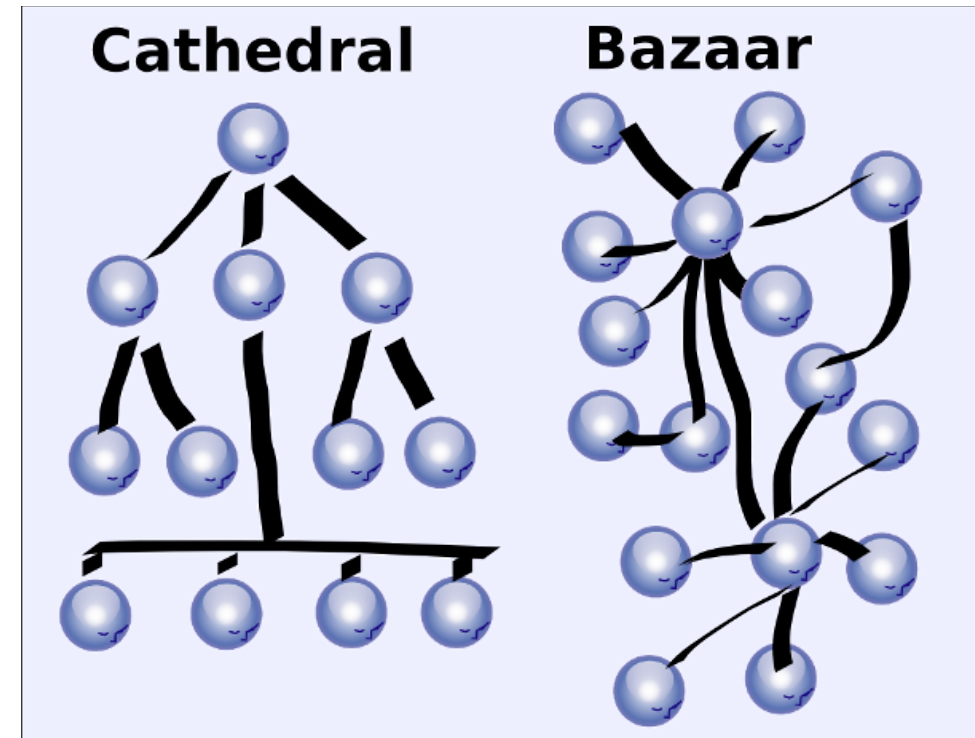
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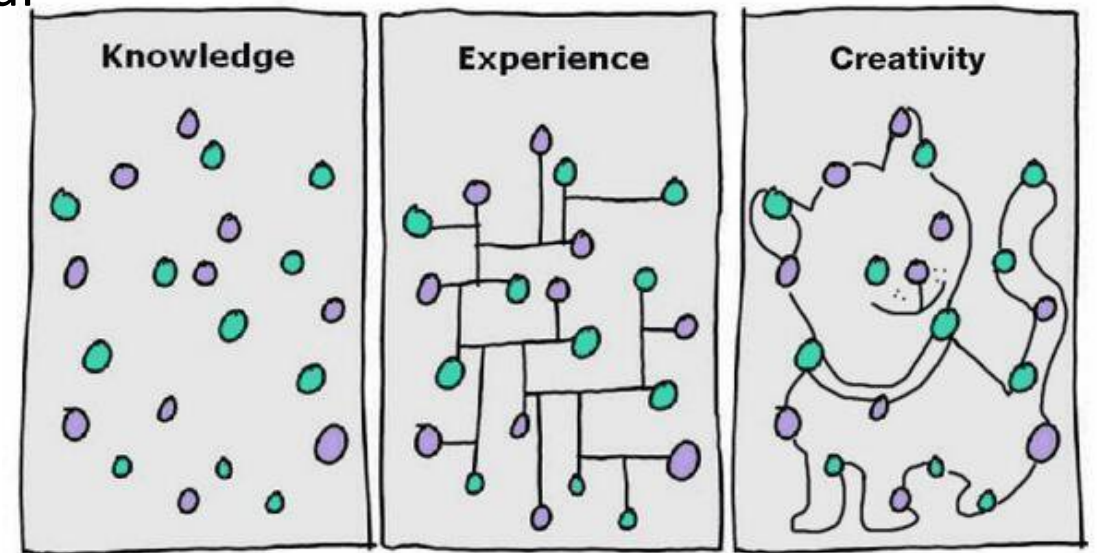
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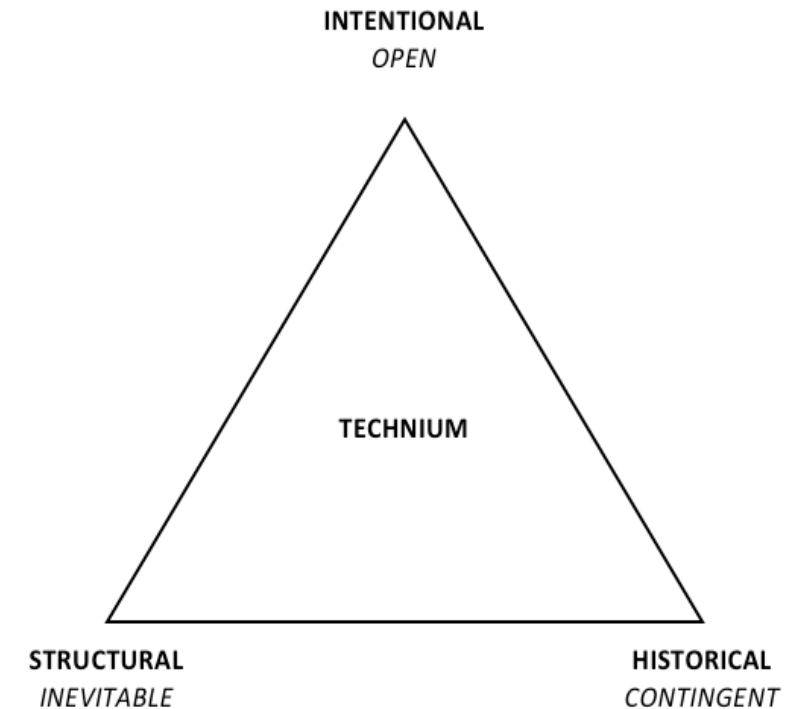
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Copyright, piracy, & our evolvability

- Culture is linked to our individual & social creativity



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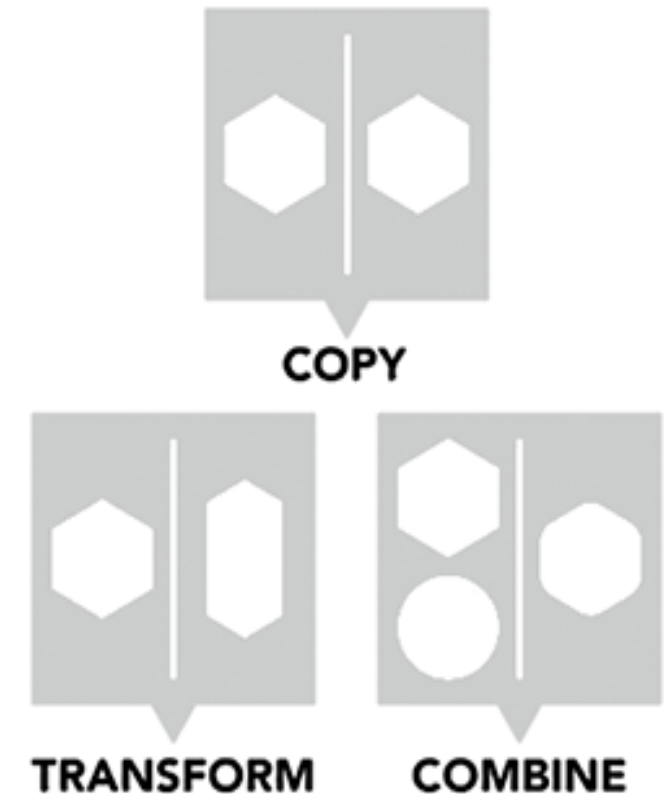
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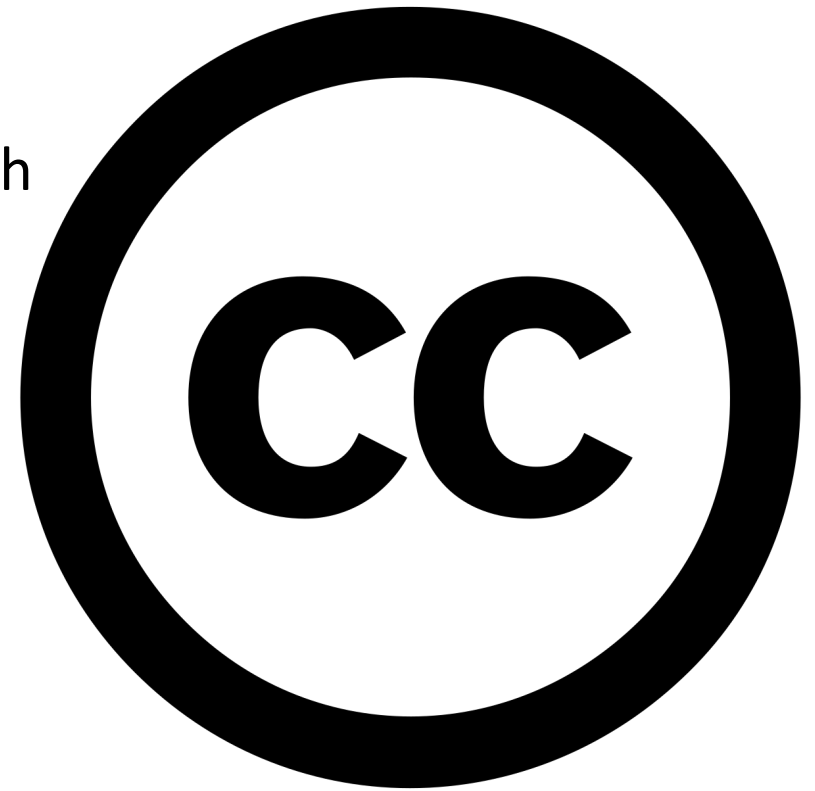
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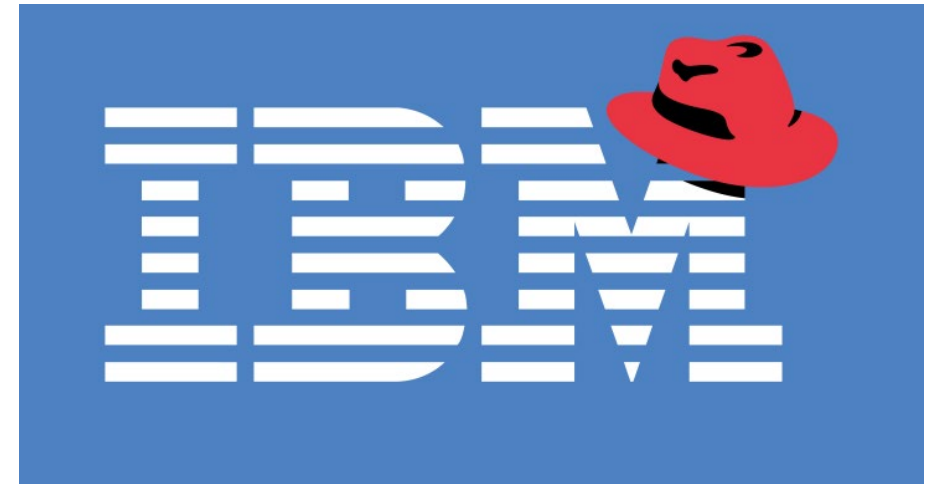
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 - GPL/3, Richard Stallman, [Free Software, Free Society](#) (2014)
 - [Creative Commons](#) (CC, somewhere in-between)
 - Larry Lessig, [Laws that Choke Creativity](#) (2007)



Implications for design/development work

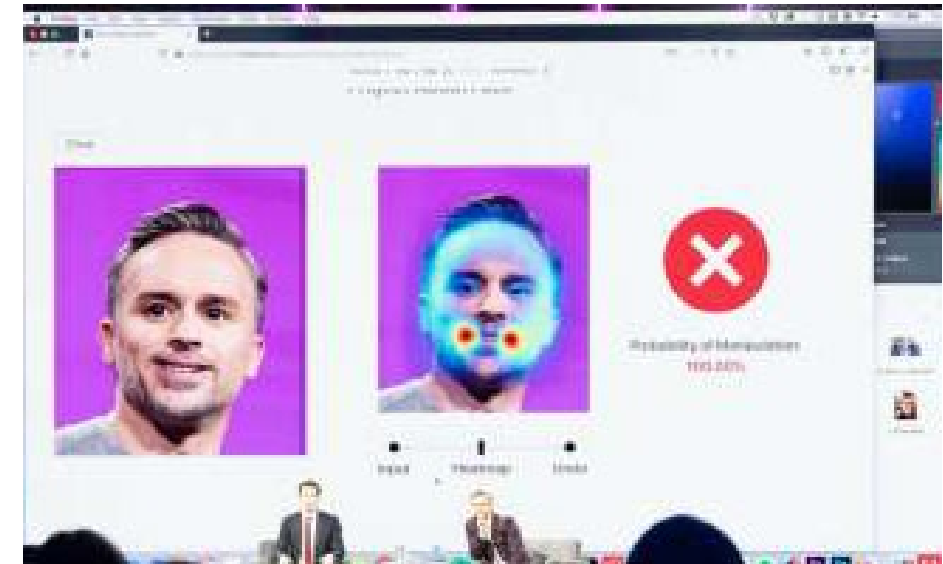
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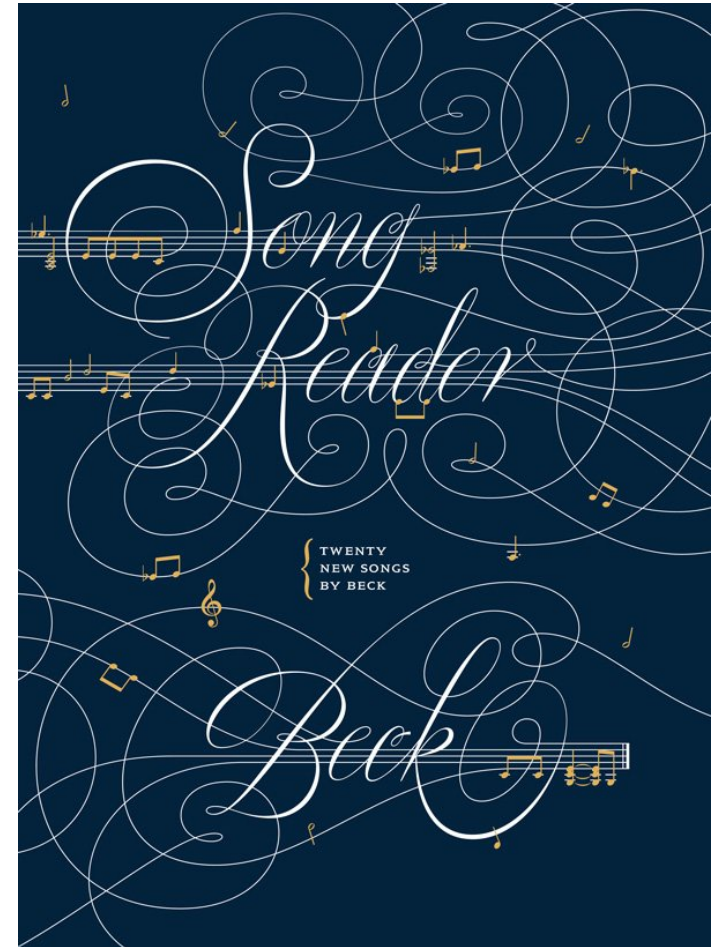
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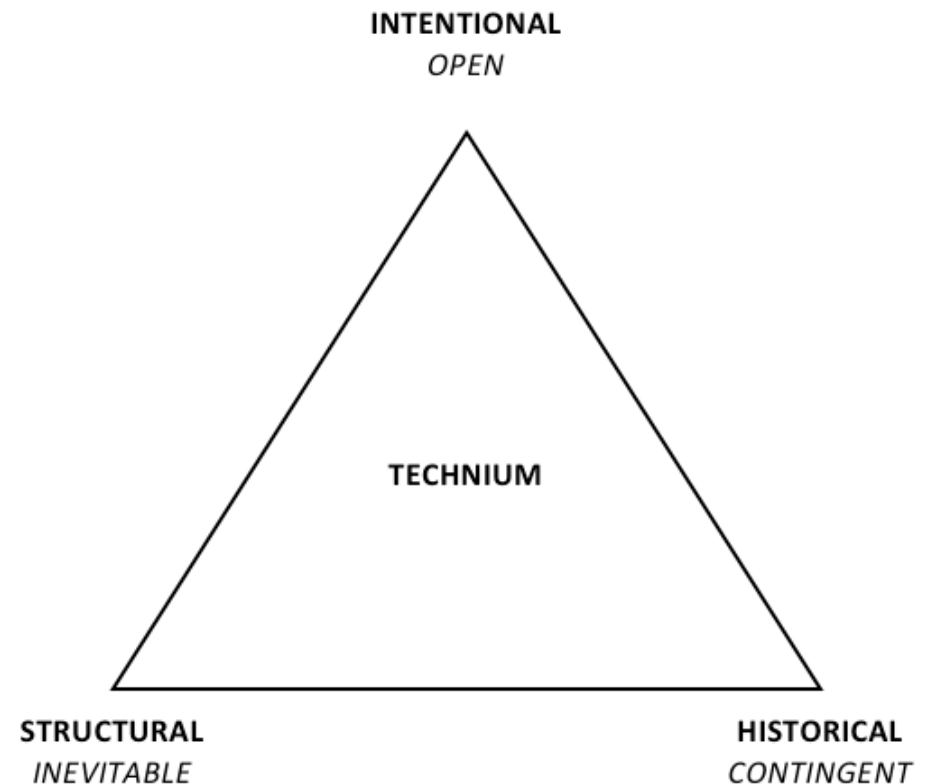
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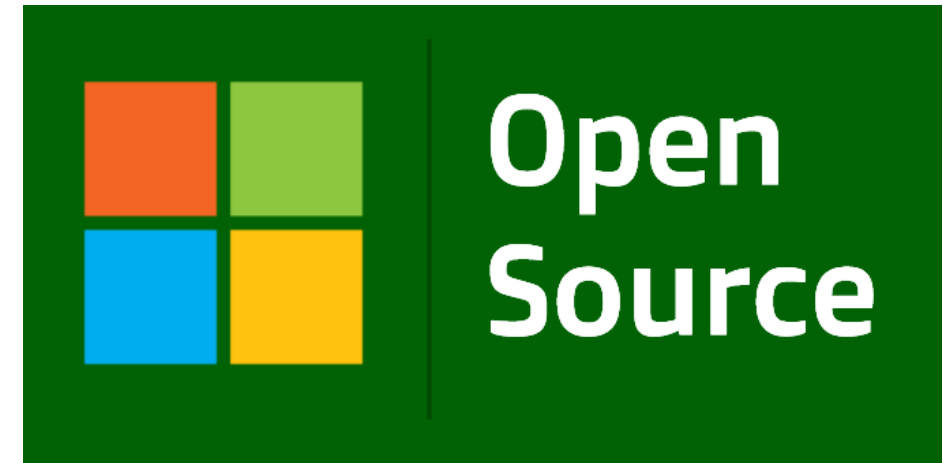
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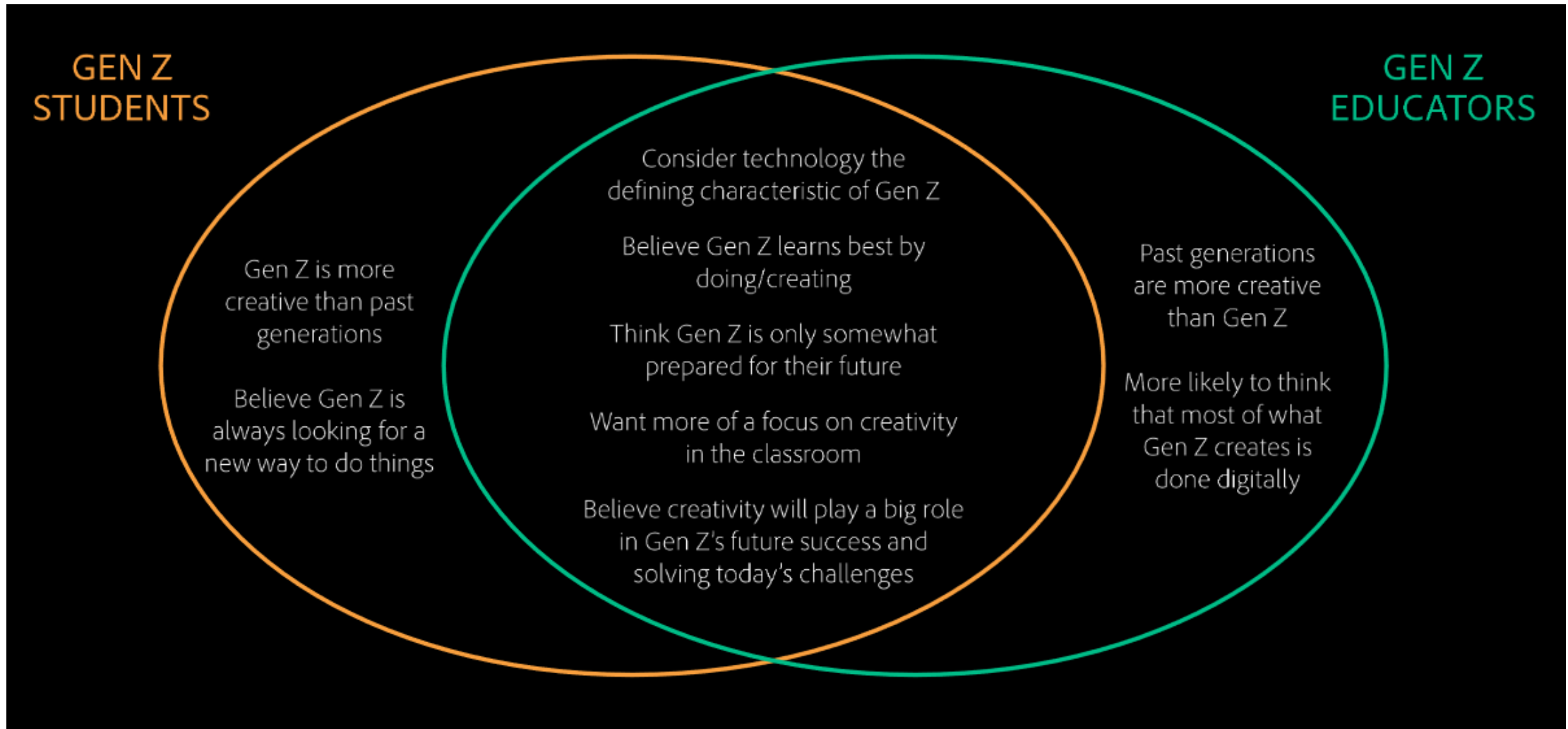
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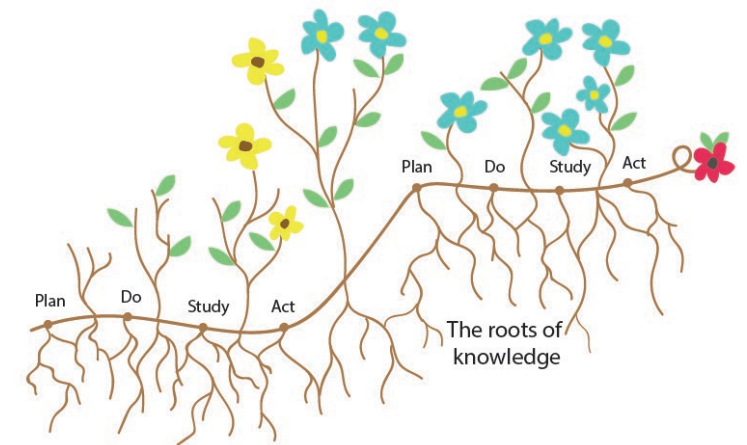
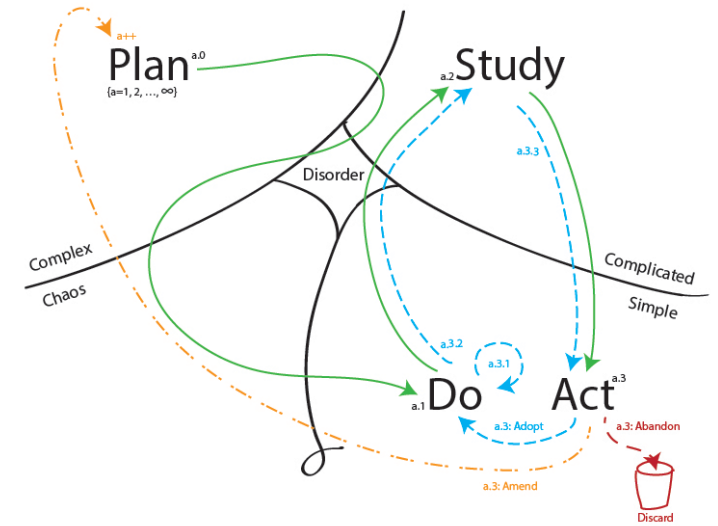
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- Integrating safe-fail exploration into our products by design is *the way*?



- A. Couros. #EtmooC Connected Learning (2013). Online: <https://www.slideshare.net/courosa/etmooC-connected-learning> (Accessed Oct.2018)
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But remember this in all of this...

The **best** thing about the Internet is
that it gives everyone a voice.

or social computing

- From A. Couros (UR Faculty of Education). Presentation keynote (date unknown)

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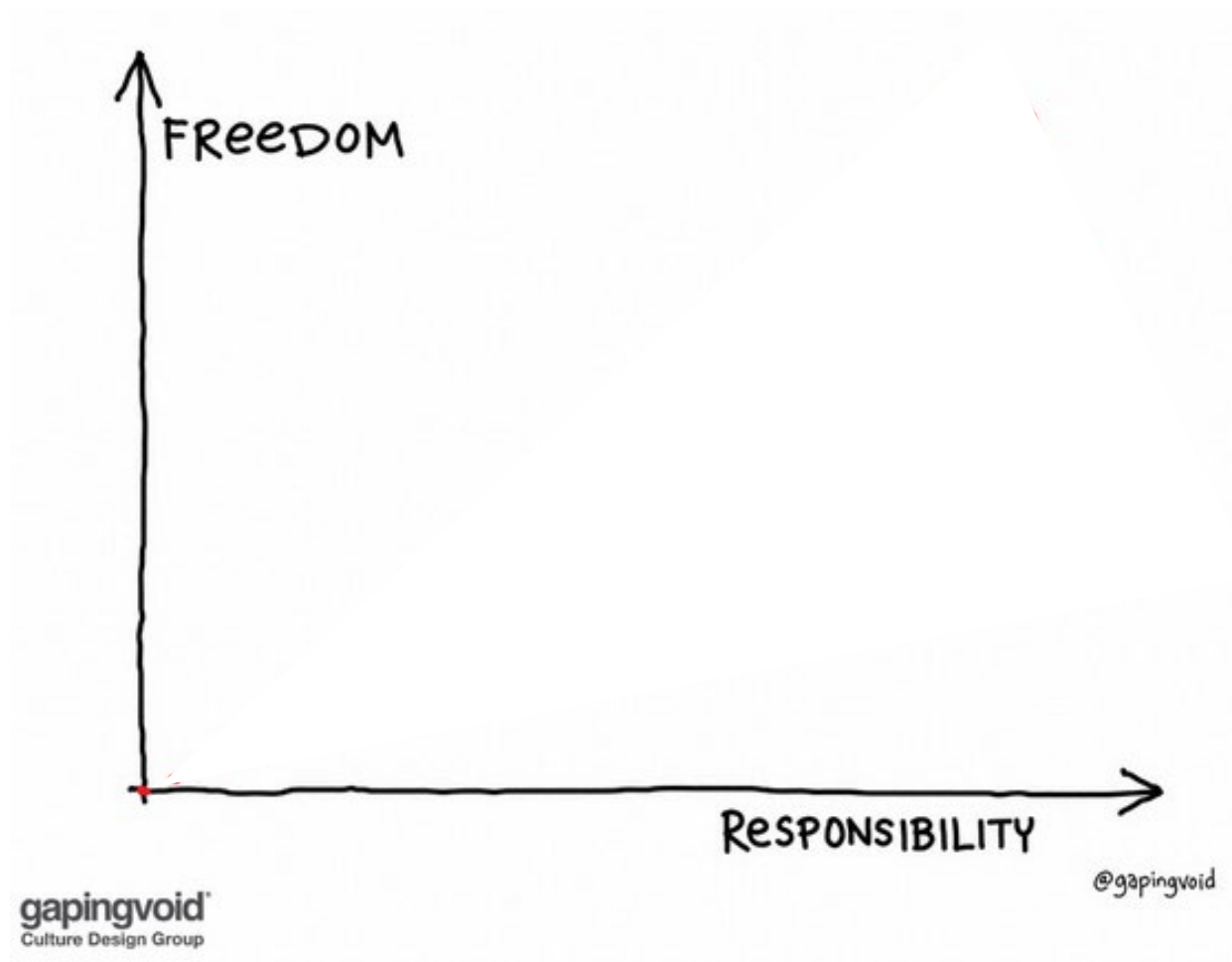
The **worst** thing about the Internet is
that it gives everyone a voice.

^ or social computing

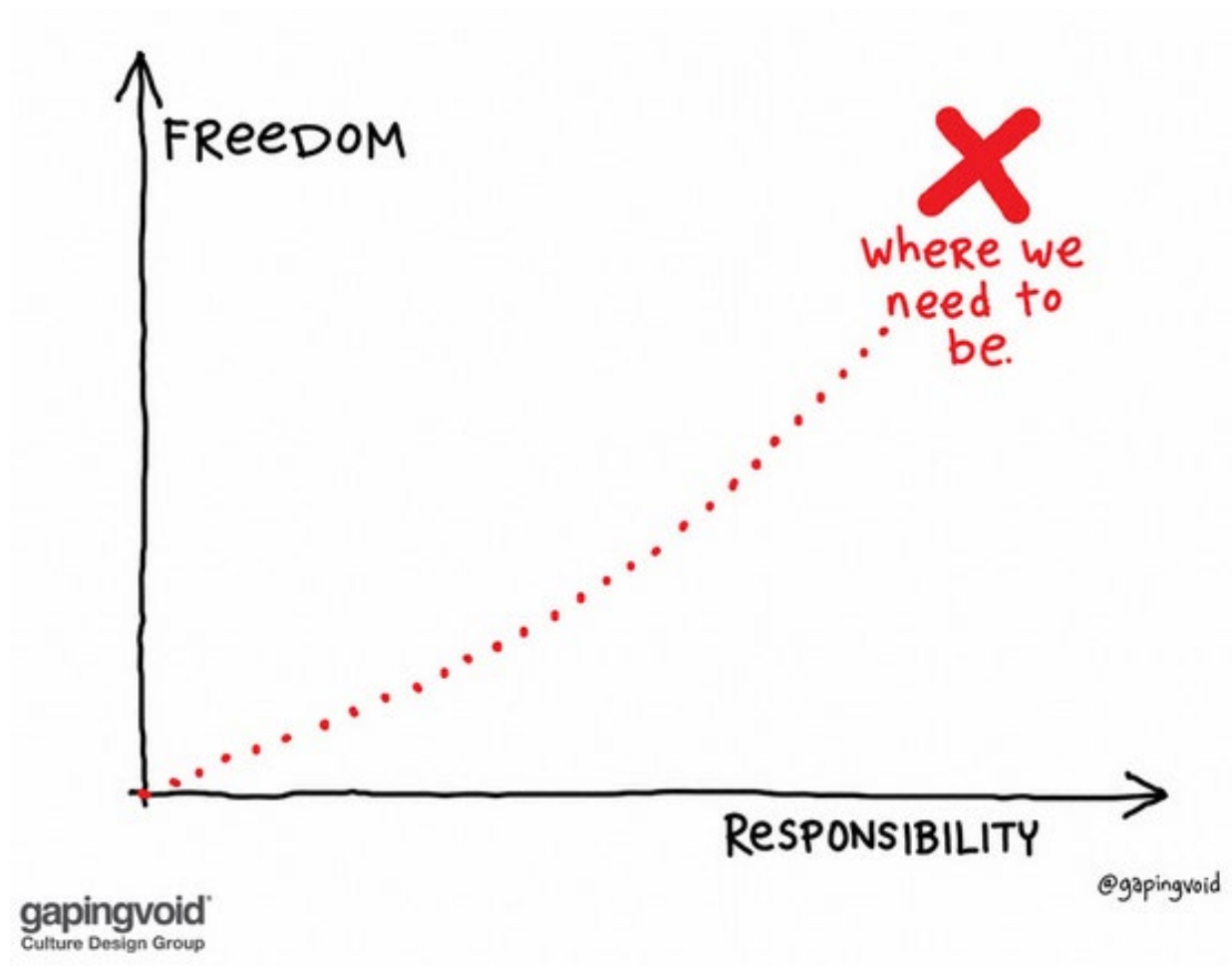
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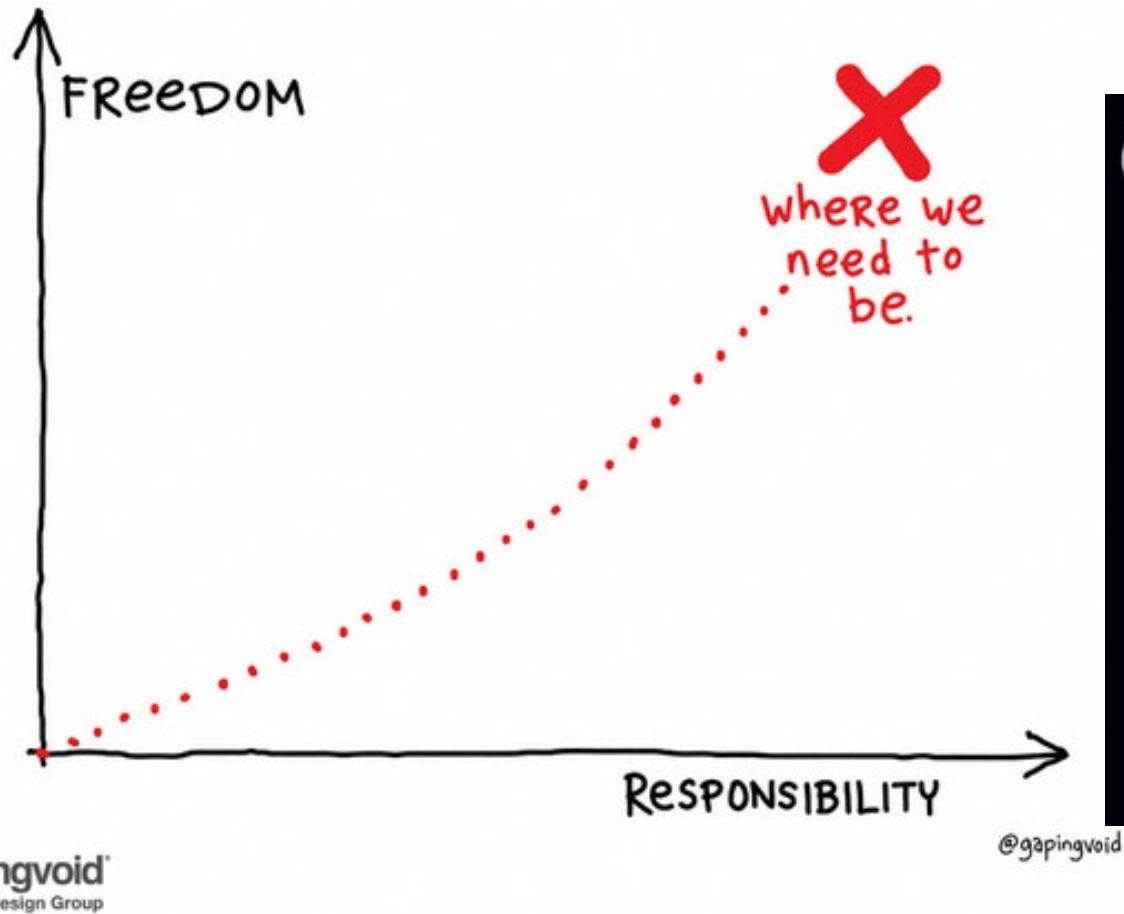
So....



So....



So....



Content Authenticity Initiative

Adobe

The New York Times

And others!

<https://contentauthenticity.org/>

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