Unexpected Enterprises Research Project

TCCE Creative Entrepreneurship Forum, LSBU, 27th March 2019
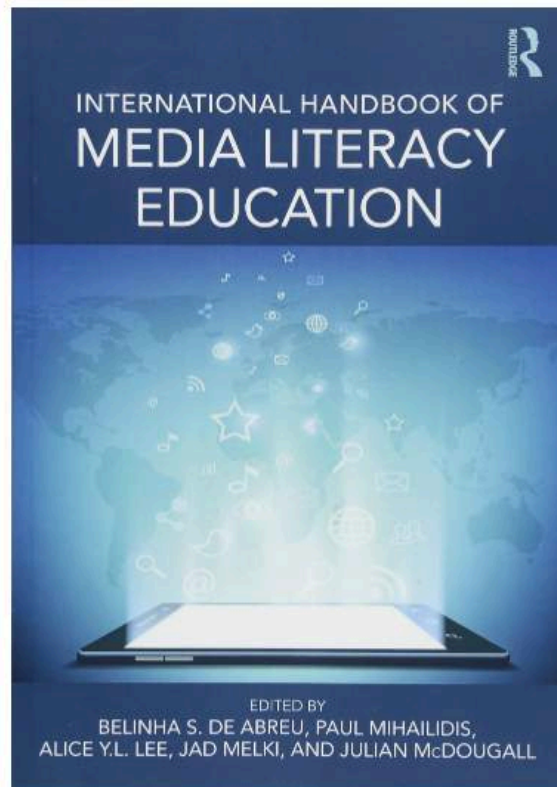
Unexpected Enterprises Research Project

International Handbook of Media Literacy Education, edited by Belinha S. De Abreu, Paul Mihailidis, Alice Y.L. Lee, Jad Melki, and Julian McDougall

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Media Enterprise Education

Professional Practices and Everyday Creativity

Daniel Ashton

"media enterprise education should not be seen as simply becoming 'literate' in learning and performing dominant versions of entrepreneurship" (Ashton, 2017)

The changing landscape of media contexts and cultural production gives rise to "unexpected enterprises", reflecting technical and social innovations, such as those forged in the realm of participatory digital culture

Unexpected Enterprises Research Project

- We want to better understand how technical and social innovations give rise to enterprising behaviour that may be hidden, unrecognised or unexpected within traditional notions of entrepreneurship.

- The project aims to investigate emerging forms of media entrepreneurship and their application to the development of media enterprise teaching and learning in higher education.

Unexpected Enterprises Research Project

Why?

Helping students to prepare for the realities of creative and cultural work

Questioning traditional accounts of entrepreneurship - exploring relevant ways of understanding and talking about creative and cultural entrepreneurship

…. Taking a *critical* and active approach

Questions

- What new forms of media entrepreneurship are emerging/have emerged?

- How might these be effectively applied in teaching and learning about media enterprise? What are the implications of this? E.g. benefits and challenges

Research Approach

A collaborative *design* process involving… educators, students, practitioners in generating ideas for innovating educational approaches.

The project will test ideas in teaching and learning about media enterprise at UWE.

Research Team: Emma Agusita & Dan Ashton. Project mentor: Jon Dovey

Open Innovation Lab – Nov 2018

- Researchers/Academics
- Media Enterprise Students
- Creative/Cultural Entrepreneurs

Open Innovation Lab – Nov 2018

- Jon Dovey – (UWE Bristol)
  Being Entrepreneurial with Creative Technologies

- Annette Naudin (Birmingham School of Media, Birmingham City University)
  Media and Cultural Entrepreneurialism/Enterprise Education

- Entrepreneurs stories and experiences:
Rebecca van Rooijen – Benchpeg (https://benchpeg.com)
Chloe Meineck - Studio Meineck (http://www.studiomeineck.com)
Niki Groom – Miss Magpie: Fashion Spy (https://www.missmagpiefashionspy.com)

- Collaborative research design workshop – enterprise experiences/ benefits/challenges/opportunities (how to support)

Teaching and learning activity – March 2019

UWE Bristol:

BA Hons in Media and Cultural Production & BA Hons in Media, Culture and Communication

Creative Cultural Research Module (Level 2) Session:
"Creative Industries, Economy & Enterprise: *Unexpected Enterprises*"

Thinking and doing enterprise creatively lab – March 2019

Exploring emerging themes and ideas: self-actualisation/creating creative work/new pathways

Exploring/innovating approaches to learning: propositions for creative & cultural enterprise education

Creative and cultural entrepreneurial teaching and learning

Four key areas/approaches:
- Self-promotion
- Spaces and networking
- Business planning
- Live-briefs

Self-promotion

Self-Promotion Group

Task 1: (10 minutes recommended)
Using the template provided, audit your social media use – this requires you to think about, describe and reflect on how you currently use social media networks/platforms/channels for personal and/or professional use. This encourages you to consider the strengths and weaknesses of your current use, whether there are barriers to using it in the way you would like to and if there are opportunities for enhancing your use e.g. by reviewing and making changes to the way you represent yourself personally and professionally.

Task 2: (25 minutes recommended)
Using information provided from the Facebook profile and People Per Hour (freelancing site) profile for Jerry, the music producer, produce an outline LinkedIn profile –
Use the LinkedIn template provided to create the profile.

The template requires you to write a profile summary – choose one of the approaches to writing a summary from the printed article described in the article '5 templates that will make writing the perfect linked in summary a breeze' (e.g. 'the blended summary' or the 'personality summary' etc.)
The article 'How to create a killer LinkedIn profile that will get you noticed' also has some ideas on profile creation.

Spaces and networking

Spaces and Networking Group

Task 1: (5 minutes)

As a group, generate a list of components ('assets') that you consider are important/significant/valuable in creating spaces and environments that enable cultural and creative workers/practitioners/entrepreneurs/professionals to network and collaborate.

Components/assets may include:
People (e.g. groups, individuals, organisations, companies etc.)
Spaces (e.g. non-physical spaces or
Places (e.g. buildings, areas/locations etc.)
Technologies (e.g. tools, platforms etc.)
Products
Services
Activities/Practices
Skills (e.g. technical/social/cultural)
Knowledge (of…)
Experience (of…)
Other resources

Try to think of specifics e.g. names of people, places, products, technologies.

Tasks 2 & 3 over the page…

Task 2: (10 minutes)

Create representations of these components using drawings/words *(using sticky notes)* or by making plasticine models *(as a group you will be mapping all the representations onto an A1 sheet of paper so ensure they are made at an appropriate scale to fit!)*

Task 3: (20 minutes)

In turn, each group member should select an asset of their choice/creation and place it onto the asset map (the A1 sheet with concentric circles in it) according to how they view it:

By placing in centrally on the map you are indicating it is of most value/importance/significance/contributes most. By placing it less centrally, in the outer circles you are indicating it is of less importance/value/significance but that it is still valuable.

When placing the asset on the map say what it is and why you are placing it in your chosen location on the map.

Any 'assets' that have connections between them e.g. people and places can be shown using string/blue tack to connect them.
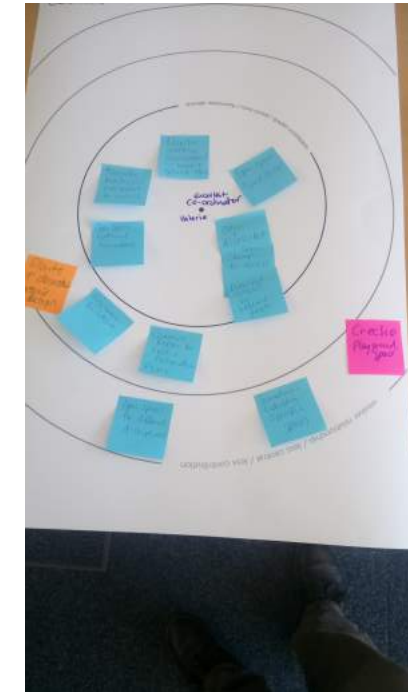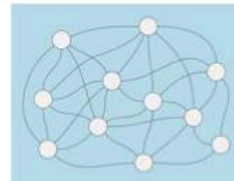
Business plan

Business Plan Group

Task: Make a business plan 'zine' (35 minutes)

"A zine, pronounced "zeen" (just like the end of the word magazine), is a homemade publication. There are no set-in-stone rules for making zines. A zine can be about anything you're interested in... The content and appearance of a zine is completely up to the creator and can be as simple or as complicated as you want" – Celia Perez, *Brightly*

Using the materials provided – business plan templates, examples, articles and guides – layered with your own annotations/drawings/writings make a zine that explores/challenges/reflects on creative/cultural business planning...

- Review the materials
- Try to consider what might be relevant for creative and cultural workers who want to engage in their own forms of enterprise – what might be most useful? Are there new ways of thinking about and doing business planning?

Collaging/modifying/re-mixing and other creative methods are encouraged!
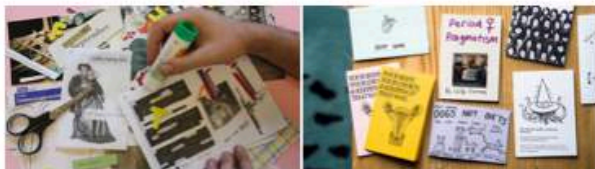
Outputs

Resources/toolkit

"iDoc" with questions, discussion points, illustrative materials from the labs

Academic publications

Emerging research themes include issues/factors of:

- Identity/performance (public/personal/professional)
- Values (alignment/conflicting)
- Inequalities/power/social dynamics (e.g. gender/sexuality, ethnicity, etc.)
- Language (discourse/messaging/rhetoric/imagery/symbolism)
- Space/place (collaborative/connected/co-presence)
- Sociality (sociality of entrepreneurship)
- Networking (informal/formal, key connectors/connections)
- Attributes (positive/approach to 'risk')
- Skills and knowledge (generative/developmental)
- Pivotal experiences (challenges/opportunities/empowerment)
- Serendipity (chance happenings/incidental moments)