

COST Doctoral Training School - Digital Labour, Globalisation and Creative Industries

Monday 22nd July at 1400 hrs to Friday 26th at 1400hrs Sofia and Razlog, Bulgaria

The workshop will be student centred and participatory. The emphasis will be on participants working together with expert trainer/facilitators to share and develop their knowledge and skills around a practical collaborative project within the specific context of an emerging economy, and to reflect on the progress of their own current research. The target audience for the School is Doctoral students, working broadly around digital and/or virtual work, and post-doctoral researchers wishing to gain new research skills to apply to these fields. The School will adopt a cross-disciplinary approach focussed on the research and PhD process in the context of globalisation, the digital economy and virtual working.

The workshop will combine trainer input on the state of the art in this domain with an emphasis on practical activities. Sessions will introduce the perspective of digital work in a global economy, with others focussing on, for example; innovative research methods, ethics, publication, interviewing, and data analysis.

In one theme students will work in small Study Groups of 4 or 5 (A Groups) with one trainer/facilitator discussing the development of their own doctoral work and drawing on the experience of the facilitator and other group members. There will be two of these sessions (Wednesday and Thursday).

In a second theme, with the help of a visit to a TV station and local speakers on the TV and Film industries the workshop will create a case study of high skill work. Students will be introduced to the local context with a session on Bulgaria: its recent history and emerging economy. Working in another set of small Study Groups of 4 or 5 participants (B Groups) students will seek to identify issues raised by the workplace visit and consider these as the subject of potential case study research. This will act as a vehicle for integration of learning during the one week workshop.

Speakers and sessions throughout the week will provide additional input and facilitate the development of the necessary research skills. At the end of the week groups will present their findings.

Training School Activity – Advice to Participants

You have been allocated to two Study Groups, the Facilitator led 'A' Groups and the Independent 'B' Groups. The table (below) shows which groups you will be part of. These have been created to optimise mixing of participants to share ideas and experiences, though you will inevitably find some small overlap in membership.

You will learn most if you engage pro-actively with the range of training school activities and share your ideas and experiences with others. In particular you should :

- Introduce yourself briefly at the introductory session on Monday, letting the others in the staff and student group know something of yourself personally
- be prepared to talk for up to five minutes on Tuesday (late afternoon) about your current project to the full group, without powerpoint.
- Listen carefully to the background talk on Bulgaria and engage fully with the Q&A on Tuesday morning with local media/creative industry practitioners. Also listen, ask questions and observe what is going on

around you during the TV studio visit. This will all form the contextual background to the 'Virtual Research Project' we want you to develop collaboratively during the week. The overall theme for this is :

“The New International Division of Creative Labour: The Case of Bulgaria”

Each group will develop its own specific project title arising from the focus of interest of the project. The questions you should be asking yourself might include:

- What is interesting, or different, about Bulgaria, its economy, social organisation and creative and media industries?
- How does what I see relate to my own doctoral project?
- How does what I see compare with other countries I am familiar with?
- Where does Bulgaria fit into the international division of labour? What are skill levels like? Where is foreign direct investment (FDI) taking place? What evidence is there of migration or immigration? How advanced and widespread are its ICT and media technologies? Where are the opportunities for it to export its creative and media products internationally? What obstacles are there to this?

When your group presents its proposed project on Friday everyone is expected to play some clear part and you should collectively have agreed upon:

- A project title, a research question, a research strategy including a proposed methodology and consideration of any issues of research ethics as well as logistics. You may have ideas about helpful theoretical frameworks. You should explain what data you propose to gather and how you might analyse this. You should describe and justify your dissemination and publication strategy. As a collaborating research team how will you share roles and responsibilities?

To provide further background information we are attaching a recent (2013) Country Report: **Mapping Digital Media: Bulgaria** published by the Open Society Foundations. Please take some time to look through this.

Clearly, it will be helpful to have a laptop or other device with which you can connect to the internet and produce (for example) powerpoint slides or other materials.

School Trainer/Facilitators Short Biographies

Country Host

Vassil Kirov

I am a sociologist (enterprise, work and organisation, industrial relations) and Associate Professor in the Centre Pierre Naville, University of Evry-Val-d'Essone, France and the Institute for the Study of Societies and Knowledge, Bulgarian Academy, of Sciences, Bulgaria. I am also Associate Researcher of the European Trade Union Institute in Brussels and lead the Bulgarian teams of the EU funded large research projects SMALL, WORKS and WALQING focusing on work changes in Europe. I have worked as an external expert for EC, UNDP, ILO, ITC-ILO, The European Foundation for Working and Living Conditions, CEDEFOP, etc. for various studies on employment and work, including virtual work and have published books and articles in European scientific magazines.

Co-ordinator for the Razlog Doctoral Training School

Keith Randle

I am Professor of Work and Organisation and Associate Dean (Research) at the University of Hertfordshire Business School (UK), and a member of the Management Committee of the COST project 'The Dynamics of Virtual Work'. My research interests focus on the nature and experience of work in the creative industries which I have been involved with and published on for the past 15 years. I have supervised several PhD's in this area including a number who have made a significant contribution to our understanding in this field (eg Helen Blair, Finola Kerrigan and Norbert Morawetz) and have five current doctoral students working on projects around the film, tv and gaming industries.

Tutor/Facilitators

Ivana Pais

I am assistant professor of Economic Sociology at Università Cattolica del Sacro Cuore, Milan (Italy). My research interest focuses on social networks in labour markets, organizations and entrepreneurship. In particular, I investigate new ways of working through social media: crowding, sharing, bartering and making. I am a blogger at « La Nuvola del lavoro » (Italian) and published a book « La rete che lavora » at edition Egea (Italian) on my research. I am co-founder of the Italian Crowdfunding Network and in charge of the scientific committee.

Cynthia Forson

I am Head of the Department of Management Leadership and Organisation at the Hertfordshire Business School, University of Hertfordshire. My research interests include equality and diversity in the labour market and organisations focusing particularly on gender, ethnicity, class and migrant status and the intersectional influence in the lives and careers of ethnic minority people. I am particularly interested in the work, leadership and management experiences of women in the labour market and organisations and have conducted research on the issues of equality and diversity for various organisations, including the BBC. I am very interested in the ways in which some 'new' labour processes (e.g. virtual work) and the re-configuration of labour markets, rather than eliminate, enable and reinforce the position of the traditional normative employee – the white heterosexual male. In doing so I have used a multi-layered, multidimensional methodology that examines issues at the macro, meso and micro levels, enabling a relational approach to the examination of labour market phenomena

James R. Compton

I am an Associate Professor in the Faculty of Information and Media Studies (FIMS) at the University of Western Ontario. My research is in the area of political communication, political economy of media and journalism studies. I am a member of the FIMS Digital Labour Group involved in a study called The Future of Organized Labour in the Digital Media Workplace. My current research investigates the implications of digital technologies on journalistic labour. I am a former reporter/editor with the Canadian Press/Broadcast News wire service and author of *The Integrated News Spectacle: A Political Economy of Cultural Performance*, Peter Lang (2004). I am a former president of Western's unionized Faculty Association, and I currently serve as an elected Member at-large on the national executive of the Canadian Association of University Teachers.

Katharine Sarikakis

I am Professor of Communication Governance at the University of Vienna. Prior to that I established and led the Centre for International Communication Research at the University of Leeds, UK, the largest centre of its kind in the field. My work investigates regulation, policy, ideas and political economy as facets and factors of governing media, culture and communication. My publications include *Media Policy and Globalisation* (2006) *European media and cultural policy* (Ed. 2007) and *Feminist interventions in international communication* (ed. 2008). [Www.sarikakis.info](http://www.sarikakis.info)

Administrative Assistant to the School

Zlatina Rankova

I am the Administrative Assistant for the COST Doctoral Training School in Bulgaria. I have recently finished my graduate studies with a dual MS/MBA degree in Television Management from Drexel University in Philadelphia,

USA and very recently submitted my thesis which focuses on how digital platforms influence linear television programming. My bachelors degree is in Media and Communications from Brunel University in London, UK and I have held positions at various companies involved in television production both in Bulgaria (Sofia) and in the US (New York). I am the first point of enquiry about the Training School in Bulgaria and will be on hand throughout the week to help the smooth running of the event.

Guest Speakers – Q&A session on Tuesday, July 23rd

Mira Staleva

Ms. Staleva has been with the team of Sofia International Film Festival (IFF) from the start (some 13 years ago) and is now Deputy Director of Sofia IFF. She is also involved in Sofia Meetings and the company Art Fest, acting as producer, distributor and exhibitor.

Hristo Hadjitanev

Hristo Hadjitanev is the Head of the Research and Development department at Oldschool Productions - one of the largest television production companies in the country. He is experienced in development of TV and new media projects, consultancy on TV programming, local and international TV market analysis and research, processing of ratings data, scriptwriting and TV content production.

Vasil Stoyanov

Vasil Stoyanov is in his 7th year working for PartyGaming, now Bwin.Party Digital Entertainment - the world's largest publicly traded online gambling firm. He is an assistant team leader for a specialized team with the Customer Service department - a group that deals with in-depth issues related to all of the products of the company, including technical issues, the platforms/websites, and gaming and promotion/marketing.

Participants and Study Groups

Name	Country	University		'A' Groups Facilitator	'B' Groups
Petya Boyukova	Bulgaria	National Academy of Art, Sofia	Influence of modern art over theatrical costumes in Diaghilev's Ballets Russes	Cynthia (1)	1
Alexandra Florea	Germany	Goethe Universitaet Frankfurt	Technology and the Future of Work. The impact of internet on work practices and behaviours.	Ivana (1)	2
Kaire Holt	UK	University of Hertfordshire	Virtual Work in Real World – Political Economy of Gold Farming	Katherine (1)	3
Marianna De Martin	Italy	Lancaster University	Immaterial labour and Creative Workers. A cross-national overview on how Postfordism has changed the role of knowledge workers.	James (1)	4
Mirena Hristova Todorova	Bulgaria	Sofia University "St. Kliment Ohridski"	Methods of strategic analysis for marketing in new media and digital environment	Ivana (2)	1
Lucia Del Moral Espin	Spain	Universidad Pablo de Olavide Sevilla	Community exchange spaces and wellbeing: Timebanking case studies in a European Context.	Katherine (2)	2
William Atkinson	UK	University of Hertfordshire	Historical study of employment in the UK film industry	Ivana (3)	4
David Miyar Cruz	Spain	Universitat Oberta de Catalunya	Mobile work, parenting and informal learning: Exploring the links between ICT-aided flexible work arrangements, involvement in child rearing, and the development of transferable skills in men	Cynthia (2)	3
Frederick Harry Pitts	UK	University of Bath	The social validation of abstract labour-time: a case study of billable hours in the global design industry	James (1)	3
Michaela Stumberger	Germany	Universitaet Erfurt	Recovery at work by using media: creating recreational experiences in the context of organizational culture	Cynthia (3)	2
Alena Siarheyeva	France	ISEN	Open innovation, creative economy, construction and governance of innovation networks and creative milieus and communities - the role of digital technologies	Katherine (3)	1
Peter Block	UK	University of Hertfordshire	Investigating Government strategy for delivering a highly skilled and diverse workforce in the UK Broadcast Industry	James (3)	2
Petya Koleva	Bulgaria	University of National and World Economy, Sofia	Innovation projects as a strategic development factor for cultural organisations (2012)	Katherine (4)	4
Katrine Nielsen	UK	Goldsmiths University of London	Social media and the changing nature of employment.	Cynthia (4)	4
Hristina Stoyanova	Bulgaria	Sofia University "St. Kliment Ohridski"	Offshoring of services and business processes - factors, risks, strategies and outcome	Ivana (4)	3
Mariam El Ouidi	Belgium	Universiteit Antwerpen	The use of social media in recruitment by HR managers and job seekers	Cynthia (5)	1
Claudia Pelzer	Germany	Universiteit voor Humanistiek	New forms of labour organization in the knowledge economy	James (4)	1
Asma El Ouidi	Belgium	Universiteit Antwerpen	Personal Use of social media in the workplace, and employee internet management policies	Katherine (5)	2
Gergana Gancheva	Bulgaria	Universitat Oberta de Catalunya	Employees engagement: tendencies, main drivers and characteristics in the Bulgarian labour market (2006 – 2010)	James (5)	3

Training School Programme

Monday 22nd

Participants arrive

1400 – 1600 Meet in Conference Room at Rodina Hotel, Sofia.

Introduction to the School, the staff and participants, the programme

1600-1630 Break

1630-1800 Introductory Session:

Vassil Kirov: **Bulgaria: A Brief History and Emerging Economy**

1800-2000 Break and City walking tour (optional)

2000-2200 Opening dinner and informal activity

Tuesday 23rd

0830 check out of Rodina Hotel and leave bags. 20 minute walk to Kolikovski Hotel.

0930-1130 Panel Q&A event in Kolikovski Hotel with local speakers from film and TV industry:

“Bulgaria’s creative and media industries, past legacies and future opportunities”

1130-1230 Lunch break – participants free to explore area and find own choice of lunch

1230-1330 Travel from Hotel to bTV Studios (bTV is the biggest TV network in Bulgaria) for site visit

1330-1700 Minibuses back to Rodina hotel to pick up bags and onward travel to Razlog by minibus.

1700 (approx) Check-in to Hotel Katarino

1730-1930 Participant short accounts of their own current research (5 minutes maximum per participant)

2000-2200 Dinner and informal activity

Wednesday 24th

0900-1100 Facilitator led session:

“Gathering your Data: Unfamiliar territory, innovative methodologies and keeping it ethical (1)”

James Compton: “Working with the Unfamiliar”

Ivana Pais: “How to get into the field online”

Katharine Sarikakis: “Elite and in-depth interviewing”

(all facilitators to join Q&A panel)

1100-1130 Break

1130-1330 Independent Study Groups (B Groups) work on identifying research issues in the Bulgarian case and creating a research question

(facilitators on hand to give advice where required)

1330-1430 Lunch

1430-1600 Facilitator led Study Groups (B Groups) to consider development of their own research

1600-1630 Break

1630-1830 Facilitator led session: “**Contemporary Issues in the Study of Work in the Creative Industries**”

Keith Randle: “Getting in and Getting on in Hollywood”

Cynthia Forson: “Researching Diversity at the BBC”

Ivana Pais: “Reputation and Popularity Online: The Case of Pro-Am”

(All facilitators present for Q&A)

1830-1930 Break

1930-2200 Dinner and informal activity

Participant Peter Block has kindly offered to present an additional optional activity, an illustrated talk: **Bollywood in Bulgaria** Peter says;

“If you don’t know much about Hindi films, this short tour will be your primer. The predominately Bombay-based Hindi film industry, known internationally as Bollywood is the world’s most prolific film industry. I will present a view of the industry that is much more than the formulaic good-looking romantic lead, irrelevantly located songs and a narrative that pay little regard to suspending your disbelief, with some extended clips from a range of films from ‘Mother India’ to ‘Mr & Mrs Iyer’ by way of ‘Lagaan’. No clips from Slumdog Millionaire or Bride & Prejudice but an essential clip of Shahrukh Khan (“the world’s biggest movie star”) from ‘My name is Khan’. Not a film analysis, just a personal view”

Thursday 25th

0900-1100 Facilitator led session:

Making the most of your Data: Analysing qualitative data, publishing your findings and keeping it ethical (2)

Katharine: “Analysing Documents”

Ivana: “Analysing Networks”

Keith and Cynthia: “Collaboration and Publication Ethics”

(all facilitators to join Q&A panel)

1100-1130 Break

1130-1330 Independent Study Groups (B Groups) work on designing a research strategy for the Bulgarian case and choosing appropriate methodologies and publication strategies

(facilitators on hand to give advice)

1330-1430 Lunch

1430-1600 Facilitator led Study Groups (A Groups) to consider development of their own research (part 2)

- 1600-1630 Break
- 1630-1830 Facilitator led session: **“Contemporary Issues in the Study of Work in the Creative Industries”**.
Katharine Sarikakis: “Invisible labour in ‘glamorous’ industries”
James Compton: “DIGITAL labour or digital LABOUR”
(All facilitators present for Q&A)
- 1830-1930 Break
- 1930-2230 Travel by minibus to Workshop Dinner in Bansko and informal activity before returning by minibus
- Friday 26th
- 0900-1100 Group Presentations and Discussion
The 4 Study Groups (B Groups) to present their virtual projects on **“The New International Division of Creative Labour: The Case of Bulgaria”**
15 minutes per group, each member to take part, 5-10 minutes questions
- 1100-1130 Break
- 1130-1230 Feedback on projects as a whole, unresolved issues, Q&A with staff panel and conclusion of the School
- 1230-1315 Lunch
- 1315 Depart for Sofia - Participants to be transported to either airport or Sofia centre (ETA approx 1630)

Professor Keith Randle

COST Bulgarian Doctoral Training School Co-ordinator

July 2013