

renaissance, sharing
bottom-up, conversations

Language thinking

Thomas Madsen-Mygdal

collective, complexity

Me;

23

(easy sharing of your digital photos, www.23hq.com)

Socialsquare

(helping companies open up, www.socialsquare.dk)

reboot

(meetup for european practical visionaries, www.reboot.dk)

language

collective
co-creation

No one is
gonna look up
the definition

Reduction;

Amateur collective
co-created participatory
bottom-up edge created

=CustomerMade

renaissance, sharing
bottom-up, conversations
individual, creation, p2p

th First we define the words
e And then the words define us

culture, lifestyle, simple
amateurs, commons, tools,
collective, complexity

perspective

ConsumerExploitation

The consumers work for free!

Copenhagen, 20. April 2006

Consumers;

“gullets who live only
to gulp products and
crap cash”.

Jerry Michalski

Focus groups
Product design
Community management

Conversations,
participation
& relationships

framing

Amateur

Amateur

Professional

Amateur

Professional
amateur

reality

New?

Then

Research & Development
Focus groups
Consumers

Now

Co-creation
Customermade
Participation &
relationships
Conversations

values

Consumer Generated Content

creation

Wiki
Weblog

think about...

Redefining language is
essential in terms of
process & perspective

New language is
often “old” language

How can we localize
the “new” words?

It seems lot's of
language is still missing
to mirror reality

Your language
should be the change
you want to achieve

Watch your words!