

Draft for final Project

A. One of the two changed aspects of the dynamics of organizing that I believe will, in the future, be correlated with mediation by digital technologies is communication. Not only this, but I feel that with communication, corporations will be much more globalized.

The reason I feel this way is because the world is constantly becoming more and more global as technology advances, and the main reason for this is the constant rise in communication. You no longer have to be in the same room as someone to give them a message, and technology in this area just keeps on improving, with everything from emails, cell phones, instant messaging, and Skype changing the way we communicate, making it much easier to stay in contact with someone on the opposite side of the world. From all these improvements, businesses can afford to become a lot more spread out as they have.

But in the future I think it might go to a bigger scale, going more towards virtual organizations that Hedberg talked about, maybe even having close in depth projects with an office on the other side of the world. I think that we will just keep heading in this direction, and eventually completely removing all geographical barriers within businesses. Its possible that we have most people work at home, and not go into office at all. There will probably still be an office thought, but it will be much smaller, and only has to have the people that have to be there at it. I doubt we will ever have only virtual organization though, as in only organizations with no offices what so ever, but I do think we may have a blending of that with what we have now.

Why I think this will happen is because we have already been moving in this direction with all of our progress in communication we have had so far, so it makes sense that we will

continue that, and I feel like this is the next logical step. Another reason is that its great from a business standpoint, since it's much easier and cheaper doing it this way, you have to pay for less office space, you don't have to worry about a commute, and you can communicate with anyone around the world.

The other dynamic of organizing that I think will change is the country's attitude about piracy and peer-to-peer sharing. I still think it will be looked down upon, which it honestly should, but not nearly as much as it currently is. The world will probably go a little more towards Lessig's thinking for many reasons, mainly because what we are doing now isn't working, and is only making everyone my age criminals. As he said "What our policy makers have done over the last decade has not actually stopped file sharing; it has not actually helped a lot of artists; it has not spurred a wide range of innovation. All it has done with certainty is raise a generation of "pirates""(Lessig, 10/16/08).

Because of this, I think eventually people are going to start siding with Lessig's thoughts much more, especially after my generation gets into office, since basically all of us are "pirates" anyway and realize that it's always going to happen, no matter what. When this happens, I think copyrighted things will be much less strict, and be more like the alternative Lessig suggested. We would find a way to make both sides happy, get money to the artists some other way like taxes and not criminalizing a whole generation for something they're going to do no matter what the consequences may be. Also, if piracy gets too bad, artists and business may accept this change with open arms, since they will probably get more money from that than they currently do with piracy around. It's kind of a less extreme version of the phrase "if you can't beat them, join them", but instead of joining them they would just be profiting off them. I doubt this will happen anytime soon, since almost every business and politician is against this, but eventually I

think this change in the organizational structure is inevitable for this to happen, even more than my first dynamic, since piracy currently shows no sign of stopping.

B. The problem I want to solve involves my fraternity, Alpha Alpha Alpha, and what I want to do is make it easier to communicate with each other and to remind people of events. My fraternity has 67 members at this time, and we are an off campus fraternity, meaning we don't have a house to all live in yet, since we just started it back up around 2007. The reason communication is such a problem is because we are an off campus fraternity and there are so many of us, and lots of us live pretty far away from each other. So this means as a brother in it, the only way to find out everything that's going on within the fraternity and communicate is through either our weekly chapter meetings, our private Facebook group, or through logging into our website. The problem with our weekly chapter meetings is that people tend to zone out during them, causing brothers to miss events being announced during them, and since it's only once a week it's easy for brothers to forget about events halfway through the week, so it's a pretty bad place for a brother to get all their information from. Our website has a private and public section too it, and the private section has a lot of useful features in it. The problem is nobody uses the website, mainly because of time issues and how badly it is designed. So the only way to get things across is through the Facebook group, since people actually actively use that one. But the problem with everyone using it is that it makes it nearly impossible to post information on it, because as soon as you do, it might get knocked down by something else. Not only that, but the way Facebook groups work is that if somebody comments on them, then it brings it back to the top. So the information you are trying to get across could get buried fast, especially since people post everything on it, from stuff like events coming up to funny things they find online that they

think we would like. It is a really bad way to get things across and you have to sometimes search back pretty far to find things, and it's very easy to miss something altogether.

We also run into problems of people forgetting about events. The person responsible for keeping everyone updated is the correspondent, which is an elected position. The main thing he does is send out emails every day to say what the events are that day, which helps a lot. The problem is that even with this, people often forget about the event up until they get an email the day of, so they may have made plans that interfere with it. And while there is a calendar on our website, nobody really uses it. Almost everyone in our chapter thinks that the calendar on the website is awful and doesn't have half the events on it. Not only that, but only the correspondent can edit it, and this is a problem because everyone has to go through the correspondent every time they want to post an event down. The website also doesn't have a good mobile phone mode; it's basically just the same as the computer mode. So, because of all the problems they cause, I hope to make the communication much better in the chapter and hopefully from that make the events we throw have much more brother activity.

C. The new digital mediation that I will use to solve this problem is by making communication a mixture of the two ways of communication we currently have, Facebook and the website. I will take the openness and ease of access of Facebook and combine it with the efficacy and helpfulness of the website and emails. This way we can still have everyone in the organization participate, but also have it be useful as well. The best way I can think to do this is through an app just for the fraternity. The reason for an app is because it is extremely easy to access, since all you have to do is press a button on your phone. When they press the button, the calendar for the current week and next week will pop up, coloring events in order of their

importance. The events will just have the name of the event and times on it, and if you click on them a more detailed event page comes up. The reason it will only be the current week and the next is so they don't get overwhelmed by events and decide not to read any of it, and most college students only plan two weeks in advance anyway. You could also zoom out to see the whole month, as well as go see future months as well if you like to plan in advance for things.

Anyone can edit the calendar, though the correspondent will be editing it to make sure only serious things get posted in it and checking if they are factual or not. That way people don't always have to go through the correspondent every time they want to post an event, but we also make sure it doesn't turn into a massive joke. The Facebook group would stay and we will keep posting events on it, just so we reach as much of the brothers as possible, but the group will mainly just for be a source for funny videos or asking basic questions. We would also link the Facebook page to this app, so people can easily get all there information about the chapter from one place. I think that this app will be pretty self-explanatory, and the only real problem will be getting people to start using it.

D. Implementing this new organization idea may be a challenge just because of how hard it is to get people to work in a new way. I think the best way of implementing it is by getting everyone in our weekly chapter meetings (which everyone in the chapter is forced to attend) to download it. The only place to download the app will be off our website or at chapter off a computer, that way only brothers and pledges can download it. Once they have downloaded it, we will begin informing them with the app, by running a quick tutorial of it for them, so they understand exactly how to use it. Then we will tell them this is the main way of getting info out from now on so they should really start using it. I think informing will be the best approach to this since it is a very open app within the fraternity, and the more information the brothers know

about the app, the better it will be utilized. Doing this during chapter will be for the best for this, because that way we can get the information out to as many brothers as possible as well pledges. Even with doing this in chapter though, I still think we will need to advertise it through the daily emails, chapter meetings, and on our Facebook group for the next month or so, just to get people to really start using it and so that as many people as possible know about it, as well as having a tutorial section on it if needed.

I honestly think this is all we need to do to get people to use the app. The reason for this is the same reason I think people use the Facebook group, and that is because it is easy to use and get too. People will be way more willing to just push a button on their phone to get a calendar then to go to the website that is hardly ever updates, is annoying to move around in, and that you have to put in a password to use every time. And not only this, but they have no real reason not to use it, since it is already installed, is just one click away, and they know how to use it. Also, I can easily see people checking while bored, since that's what people nowadays do while bored, check random apps on their phones. Even with all these things going for it though, I still think we will need to advertise it through the daily emails as well as at chapter meetings for the next month or so, just to get people to really start using it.

My hope is that making this app as simple and easy to use as possible will get people to actually start using it and be more informed and in the loop when it comes to fraternity events. Not only this, but the fact that anyone can edit it will ensure that all events get on the page, making it an even better resource and even more of a reason for people to check every day. With the ease and accuracy, there is no reason for brothers not to use it.

E. There are many potential problems in this solution, as with anything, since there really is no "one best way", no matter what Taylor thought. One major flaw in this plan is that even

though technology is moving forward and most people now have at least some kind of smart phone or thing that can use apps, some still have nothing of the sort. This is bad because they will be completely out of this new organizational design; since they obviously cannot participate if they cant download the app. This will get people out of the loop and completely strand people that either chooses not to get a smart mobile device or cant afford one.

Another risk is that the correspondent may not keep up with the app. In the past we have had a few correspondents not pull their weight, or start to slack off towards the end of the semester, and because of this it could be a problem if they stop looking over the app and making sure all the events are right.

Another problem is that some of these events are supposed to be private, and only brothers and pledges are really supposed to know about some, so random people don't show up at our events. Having an app that has all of our events on it without a password could make it easy for someone to just grab a phone from a brother and look at it.

F. It will be hard to prevent and manage all of these problems before hand, and they definitely cant be stopped completely, by I still think there are things that can be done to make the these problems effect as little as possible.

The first problem, which is that some people may not have smart phones, is a pretty big problem as well as being the hardest to solve. The main way I suggest that we solve this is by trying to get information to them other ways, even if its not as easy as the app. We would still have the Facebook group and the website for one thing, as well as the daily emails. They would have to keep up more then other people on it, but at least they have something. We could also have a computer version of the app, that way it could solve the problem of not having to log in

each time they want to see something, but it also means its not portable, so again its not as convenient. This is pretty much all we can do to solve this problem, since we obviously don't have the money to get everyone a smart phone. Hopefully the other ways of getting information will be enough to keep them in the loop.

The second problem, which is the correspondent maybe not updating the app, is a problem that cant be stopped, since there is bound to be someone down the line that begins to slack off eventually, since there is a new correspondent each semester. The main thing I can think of to attempt to stop this is to have someone monitor the correspondent, and make sure that he is doing his job. This person will probably be the vice president of the fraternity since he is in charge of the elected officers of the fraternity. He wont have to check with the correspondent very often to see if things are okay, just enough to make sure they are at least keeping up with the app.

For the last problem, which is that information on the app should be private to only brothers and pledges and could get out because of the app, is a problem that will always exist, even if this app did not exist, and because of that there really isn't that much of a problem to solve. This is because it is already pretty easy to get into other places that this information is shown, mainly Facebook, since most people are always logged in on Facebook on their phones. Because it is so easy for information to get out to the public, most people already know the risks and how to prevent it, such as locking their phones or just keeping track of it. For people that don't know, we could go over some of these things in one of our chapter meetings and train them how to use it, especially since it's a good thing to know anyway.

Again, while I don't have any clear cut ways to end these problems completely, hopefully these ways will do enough to limit the damage of the problems as much as possible.

G. I think that my first dynamic of organizing I mentioned, which was that communication will cause companies to be able to be more spread out and globalized, effects my solution directly. We are becoming better connected throughout a stretched out organization through digital technologies. So as the dynamic comes more and more into play in the future, this solution will be more and more affected by it.

As time goes on, and this dynamic becomes more dominate, we would probably change this solution with the times, and monitor this and make sure we don't fall behind on it. The best way to do this is by keeping up with technology. What we could do is the new chaplain each semester could look up new communication options and see if there is a better alternative in the future to this app. Another way we will keep up is by getting feed back from the brothers using the app, that way we can have it as efficient as possible. If we stay on this dynamic, communication wont be a problem.

As for the other dynamic, I don't really think that it will affect the app or the solution. It doesn't because it has little to do with copyright. It kind of relates to remix though, in the fact that the app is a combination of a few other resources, kind of like a bricolage, which is a way of combining other media to make one thing better or "tinkering that may lead to a serendipitous outcome" (Ciborra, 12/2/04). To keep up with this, we would look around at other programs and take away what they did good and add it to our own. The correspondent will probably be the person looking out for new things to add and adding them in.

I really thing that if its implemented correctly it can not only solve this problem, but make it last for a long time as well.

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