



Research Report 2005-2009

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Télécom ParisTech / LTCI



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commu- -nication

Economics and Social Sciences

Research Report 2005–2009
Télécom ParisTech / LTCI

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Permanents [IT, CNRS, INRIA]	[19.7, 1.4, 0.4]
Doctorants	17
Postdocs, ingénieurs contractuels, sabbatiques	19
Thèses soutenues	7
HDR soutenues	3
Articles de revues	145
Articles de conférences	72
Livres et chapitres de livres	[20, 40]
C.A. contrats (k€)	4 659
C.A. contrats publics (k€)	1 715
C.A. contrats privés (k€)	2 748
C.A. contrats européens (k€)	196

1 Goals

The department of economics and social sciences (which composes one single “team” for the purposes of this evaluation document) is an interdisciplinary department for teaching and research. At the 1st of July, 2009, it is composed of 30 permanent members in teaching and/or research positions (among which 3 researchers from CNRS and 2 from INRIA), 8 associate researchers, 33 ongoing Ph.D projects, 16 non permanent members and post-doc (among which four visiting professors from abroad for various durations), and 3 persons employed in administrative capacities.

It is original in the French landscape by being highly multi-disciplinary: it involves researchers in economics, management sciences, sociology, information and communication sciences, cognitive psychology and ergonomics, liable to several sections of the CNRS, 29, 34, 36, 37, 40 and 44, as well as CNU section 71 (not represented in CNRS). Its focus is therefore not disciplinary but thematic. It aims to cover the Information and Communication Technology (ICT) “human”-oriented perspectives, with two sets of equally stringent, and sometime cross-cutting exigencies: operating at the cutting edge of each disciplinary field, while also participating to collaborative and innovative research projects (involving cooperation either between social sciences or between social science and more “technology-oriented” departments and industries) which directly benefit from the involvement of multiple disciplines. But in this particular domain, trying to satisfy both exigencies as much as possible is a key to original, innovative research which may shed new light on the uses of ICTs, for these are usually oriented with respect to multiple normative orders, economic, social, technological, etc.

For management purposes, the department is organized in three research groups, two in Paris and one in Sophia Antipolis. Its research activities are structured around three axes which are deliberately not congruent with the boundaries of the three groups (because they aim towards stimulating various forms of interdisciplinary collaboration). These three research axes each explore significant issues regarding mediated interactions and transactions, but at several scales. At the “macro level” Axis 1 one looks at regulation and innovation-related phenomena in the telecommunication sector. At the “meso level”, Axis 2 studies the production, circulation and reception of media and cultural contents with an eye towards the blurring of the boundaries between producers and consumers, professional and amateurs, etc. At the “micro level” Axis 3 focuses on mediated interactions and the local management of situations and activities relying on communication technologies and services.

2 Main Results

Social sciences are essential to the development of the IT sector for IT-based technologies and services mediate the way we collectively inhabit in “Information Ecologies”. Putting such technologies to work in actual settings cannot be separated from social issues related to various forms of “living together”. The scientific recognition level of the laboratory can be seen in several ways :

- in the number and quality of its publications;
- in its growing attractivity (several well known researchers from CNRS and INRIA have joined us in the last three years; the number of foreign researchers asking for visitor’s status is also increasing);
- in the growing network of its teaching and research partners (EHESS and MSH Paris, Paris I, X and XI universities, University of Nice Sophia Antipolis, the ENSCI school of Industrial design). In each case this implies co-habilitated master formations, and significant teaching commitments.
- in the striking progression in the participation of the laboratory to collaborative research project (with a good success rate on ANR-deposed projects) and its growing ability to get funding from various sources (state agencies, “collectivités locales” and particularly the Ile de France and PACA regions, ministries – culture, justice- research programs) and stimulate additional teaching and research activity (post-doctoral and doctoral positions) complementary to the one of its permanent members.
- in its efforts to sustain cooperation with the industry. The laboratory is committed to maintain and develop relationships with the industrial research sector, either through direct contractual research, or indirectly through the participation of its researchers to several competitiveness poles (Cap Digital in Ile de France, SCS and IRI in PACA, NFC in Normandy). It also aims at developing “chaires” funded by key firms in the sector. Two were launched in the evaluation period (“Regulation and Innovation”, with Ecole Polytechnique and Orange; on “ICTs and Sustainable Development”, with Orange and Caisse des Dépôts et Consignations), and one more is in its final stages of elaboration (on the “Imaginary of Technology” with Dassault Systems, Ubisoft and L’Oreal). The laboratory is also involved in several joint research initiatives with the industry (it participates significantly to the joint research laboratory between Institut telecom with Alcatel, and to the joint Paristech initiative with Renault around the “Institut de la mobilité Durable” project).
- In its international orientations on top of a specific training for African regulators and operators, members of the Department are greatly involved in cooperative research with Asian and African regulators and operators about regulatory issues in emerging markets (in more than ten countries). An important level of international cooperation has also developed around the issue of electronic money, and in the frame of the research “chaires” managed by the Department (Particularly on “innovation and regulation”).

More detailed and specific scientific results will now be provided in the sections devoted to the three research axes of the department.

3 Research Axes

3.1 Regulation and Innovation (RINNO), Maya Bacache and Marc Bourreau (animators)

Project participants *Faculty members:* Maya Bacache, David Bounie, Marc Bourreau, Myriam Davidovici-Nora, Laura Draetta, Dana Diminescu, Valérie Fernandez, Laurent Gille, Benoit Leloup, Gérard Pogorel, Thomas Houy.

Research associates: Philippe Barbet, Abel François, Laura Recuero

Post-doctoral students: Valérie Fautrero (2008-2009), Marianne Verdier (2008-2009)

Visiting researchers: Paul David (2008-2009), Pinar Dogan (June 05, June 06), Marvin Sirbu (Sept. 06 - June 07)

Research contracts SportViews European project, COST Action IS0605 Econ@Tel (2008-), Research contracts with the Department of Regulatory Affairs of France Telecom (2007-2009 and 2009-2011), Research contracts with the Groupement Cartes Bancaires "CB" (2005-2011), Research contract with FT R&D on regulatory forecasting (2007-2008), Contracts with regulatory authorities in developing countries, Chaire "Regulation and Innovation in Digital Services" Orange-Ecole Polytechnique-Telecom ParisTech,

PhD projects Chiraz Karamti (Started 2001, ended 2007): Empirical evaluation of the contribution of ICTs on economic performance.

Mathieu Manant (started, 2003, ended 2006): innovation, inter-firm cooperation and intellectual property. Valerie Fautrero (Started 2004, ended 2008): Broadband access technologies: actor strategies and emergent use patterns.

Yun Jiang (started 2004): The structuration of the value chain for mobile technology in the context of the growth of multimedia technologies : which economic models ?

Lilia Rebai (started 2004): Identifying relevant telecom markets in Tunisia.

Marianne Verdier: Interchange Fees and Pricing in Payment Card Systems (Started 2005-ended 2008).

Asmyati Rasyid (started 2005, ended 2008): Preparing new directions for long term telecommunications development in Indonesia.

Régis Chenavaz: Dynamic pricing models (started 2005).

Joeffrey Drouard: Competition and Investment in Telecommunications (started 2006).

Bruno Karoubi: Economics of Payments (started 2006).

Benjamin Chevallier (started fall 2006): The structuration of new market services and the management of regulation costs by mediated communities.

Christian Grece (started 2006): Management and pricing of the hertzian spectrum.

Dominique Vian (Started 2006): From the assessment of invention to its transformation in innovation: cognitive processes.

Serge Pajak (started 2007): Intellectual property and innovation strategies.

Tania Horquin (started 2007): The forms of emergence of the markets for teleservices.

Context and objectives

The dynamics of ICT industries are influenced by a tension between innovation and regulation (see: Gille et al. (2009) [340]). Indeed, these industries are characterized both by a high pace of innovation (affecting the supply side and the demand side), and strong regulation (through intellectual property, the scrutiny of competition authorities, and sector-specific regulation in telecoms and media markets). On the one hand, due to the endogenous relationship between technological progress and industry structure, regulatory policies clearly affect the speed of technological change, via two different channels (Bourreau and Doğan, 2001¹). First, price regulations (e.g., the regulation of interconnection charges and retail prices in telecoms, or the regulation of the interchange fee in the payment industry) alter industry profits, hence the incentives to innovate. Secondly, both price and entry regulations (e.g., spectrum licenses, patents, banking licenses. . .) change the terms of entry, and hence innovation decisions regarding new entry. But on the other hand, to the extent that technological changes alter the organization of the industry, the speed of innovation - particularly in the new markets - should also be reflected in any regulatory intervention. If regulatory authorities cannot respond fast enough to follow the rapid change of the

¹Bourreau, M. and P. Doğan, 2001, "Regulation and Innovation in the Telecommunications Industry," *Telecommunications Policy*, 25, 167-184.

market, many regulatory measures then become either inefficient or obsolete.²).

Consequently, new flexible forms of regulation are called for. Indeed, though a regulation which would not adapt fast enough to changes in technologies or market structures would be inefficient, an unregulated environment would probably also lead to inefficient outcomes, as the current economic crisis illustrates. We therefore need to rethink public policy, by taking into account innovation dynamics and the institutional constraints (Bacache and Maynéris, 2006)³.

This research project tackles the two dimensions of the relation between innovation and public policy through two different areas of research:

Sub-theme 1: Regulation in Innovative Industries. In this first area of research, we study the design of public policy in innovative industries. In particular, we examine how sector-specific regulation in telecoms should be designed to take into account its effects on innovation strategies.

Sub-theme 2: Innovation in Regulated Industries. In this second area of research, we study innovation strategies in industries where regulatory constraints are binding (intellectual property, constraints on R&D collaboration in Europe and US...). A strong emphasis is given to the payment industry.

Sub-theme 1: Regulation in Innovative Industries

The telecommunications industry is the most dynamic industry among those subject to sector specific regulation.⁴ Dynamic industries are characterized by a high speed of innovation. Two types of innovation, namely innovation for new services and innovation for alternative network infrastructures, underlie competition in the telecommunications industry. While innovation for new services is provided mainly by telecommunications operators,⁵ equipment suppliers provide most of the innovation for new network technologies. A network innovation in the equipment sector is followed by an adoption process in the telecommunications sector. Operators have to decide whether and when to adopt the new technology. Indeed, an immediate adoption may be costly and risky.

One key regulatory issue in the last decade has been how to encourage new entrants to invest in their own infrastructures.⁶ This is why, in the broadband market, as Baranès and Bourreau (2005) [8] have shown, it has been highly debated whether service-based competition (where new entrants lease access to the incumbents' infrastructure to provide services to end consumers – e.g. through unbundling of the local loop) could delay or even deter the development of facility-based competition (where new entrants build their own access infrastructure, using cable, WLL, or more recently, fiber access technologies).

Bourreau and Doğan (2005 [27], 2006 [25]) showed that service-based and facility-based entry are indeed substitute strategies for the entrants, and hence, that policies that are designed to support each one of them may exhibit conflicts. They developed their arguments on the basis of two formal dynamic models, where an incumbent and an entrant compete to provide high-bandwidth services. They showed that an incumbent who faces an effective threat of facility-based competition can strategically delay facility-based entry by providing attractive terms of access to its facilities. The delay that is introduced by attractive terms of access is by virtue of a replacement effect, which may also affect the choice of technology to be eventually built by the entrant. A regulatory intervention is therefore called for, but Bourreau and Doğan have proved

²This calls for an ever evolving regulation. This is somehow done in practice. In particular, in Europe, the so-called "Review" aims at adjusting regulation every four years (see: Pogorel and Gassot, (2006) [59])

³Bacache et Mayneris, 2006, "Le rôle de l'Etat : fondements et réformes", Bréal, Paris.

⁴Other asymmetrically regulated industries include electricity, railway, etc.

⁵The fast convergence of telecommunications and media has been another source of innovation in services. This evolution question the separation of media and telecom regulators, as Gérard Pogorel argues in [373] and [101].

⁶This is true in particular for rural areas, where the development of alternative access infrastructures is crucial due to low investment from the main players (see Fernandez, V. Fautrero et G. Puel (2009) [51]).

that the so-called “sunset clauses” which set ex ante a date after which access will no longer be regulated are ineffective.

Wireless access technologies have long been cited as candidate technologies for new access infrastructures. In the last ten years they also experienced a high pace of innovation (with such technologies as Wifi, Wimax, etc.). One strong limitation of these technologies as entry enablers is that they usually require access to spectrum. For this reason, it has become more and more crucial to fine tune the regulation for access to spectrum resources (see [392]). The department conducted a research project on this issue and was also involved in a European research project, SPORT VIEWS. One important output of this research is a new framework with simple decision rules to help public authorities designing their spectrum management public policy.

Pogorel (2007 [100], 2008 [370]) began by showing that management regimes for the radio spectrum were defined by a 4-dimensional problem: (1) Are frequencies assigned according to a harmonized plan? (2) Should technologies be normalized? (3) Should the spectrum rights be exclusive, unbundled or collective? (4) Should the fees be set by market mechanisms, administrative procedures or a hybrid form of the two? He then proposed a set of decision criteria for each of these four questions. Nine schemes resulted from the different possible combinations. The taxonomy he obtained illustrates the possible rationale for a variety of schemes larger than the standard trilogy (Command and Control, Market and Commons) proposed by the FCC and Cave’s 2002 reports. It allows decision makers to make choices using all the technical information available on the basis of defined criteria and a rigorous methodology.

The evolution of the telecom sector in the last years has also been marked by the development of wholesale markets where facility-based entrants compete with incumbents to provide wholesale services to service-based entrants. One example is the development of mobile virtual network operators (MVNOs) in the mobile market. In the fixed market, the development of the unbundling of the local and the development of fiber networks in some countries ([302]) has also given birth to broadband wholesale markets. Bourreau et al. (2007) [152] proposed a formal framework where two vertically-integrated operators compete to serve a pure downstream firm on a wholesale market, while the three firms compete on the retail market. They showed that, without any regulatory intervention, the wholesale market is unlikely to become competitive. Therefore, they proposed some regulatory intervention like a price cap on the wholesale price. This research received attention from regulatory authorities (see Bourreau and Pouyet, 2007 [151]).

Most of our research concerns regulatory issues in developed countries. However, as telecom markets in industrialized become more mature, more and more attention is paid to developing countries. Besides training programs and expertise to regulators in these countries (on computation of interconnection rates, in particular), we also studied how the regulation of the telecom sector should be adapted for developing countries. A particular focus has been made on African countries (see Gille (2008) [335]).

Our research shows that public policy should take into account the innovation dynamics in the ICT sector. In particular, regulatory authorities should build indexes taking into technological progress. Karamti (2007) [71] proposed a hedonic index for mobile services for the period 1996-2002, taking into account quality improvements. Bacache (2009) [380] showed, however, that indicators should be used carefully when taking decisions in terms of public policy, and gave examples where the introduction of an indicator led to unexpected (and inefficient) outcomes.

Though ICT represent a risk for public policy, as they can make existing rules rapidly obsolete, they can also provide opportunities. In particular, in many countries, on-line administration has been developing fast. Bacache, Bounie and François (2008) [409] studied the use of on-line administrative services in France in 2005. They found that the relative access cost to online administrative services, the cost to find administrative information and the cost of processing administrative information as well as the availability of Internet services played a major role in the trade-off between online and offline administrative channels.

Sub-theme 2: Innovation in Regulated Industries

In the first area of research, we study how public policy should adapt to take into account innovation dynamics. However, public policy also affects the incentives to innovate. This second area of research therefore focuses on innovation strategies, in particular in digital markets, and on the effects of innovation on the industrial organization of specific markets.

The first and immediate effect of digitization has been the transformation of rival goods into non-rival goods (for instance, of CDs into MP3 files). As it is well known, this transformation has destabilized the existing business models in content industries, such as the music industry, because it allows end users to copy and share content goods at almost zero cost. Davidovici-Nora (2005) [35] and Peitz and Waelbroeck (2006) [98] propose an overview of the theoretical literature on the economic consequences of end-user copying. They analyze different options to model piracy behaviors, and discuss the applicability of the different modeling strategies to a number of industries such as software, video and computer games, music, and movies.

Though the digitization of content goods and the possibility to copy and share these goods easily and at low cost is a clear benefit for consumers, it also represents a clear threat for companies. However, as Duchêne and Waelbroeck (2007) [41] and Duchêne, Peitz and Waelbroeck (2006) [42] argue, a maximum protection with Digital Rights Management technologies is not necessarily the optimum for the firms. Duchêne and Waelbroeck (2007) [41] propose a model in which they view traditional distribution as an information-push technology in which the firm pays to provide information to consumers and P2P as an information-pull technology where consumers spend resources to acquire information on products they have a potential interest in. They determine copyright owners' protection strategies according to the level of legal protection, and they study their effects on profits and consumers' surplus with the two different information transmission technologies.

A second effect of digitization is that it facilitates a modular design of products. The concept of modularity has been defined in a wide range of fields: construction, art, software design, etc. Modularity in products implies that products consist of distinct, relatively independent building blocks, among which the interactions are ruled by standardized interfaces. Modular design in products allows the pairing of common units with different modules to create product variants. Bourreau and Doğan (2007 [31]) studied modular design strategies in digital markets and showed that the possibility of having common modules embedded in a range of products is likely to affect firms' product innovation strategies and post-innovation competition, both in traditional and digital markets.

Bourreau and Doğan (2005 [181]) consider an innovator who holds the exclusive rights to its innovation and faces a single potential entrant. The innovation has a modular nature and the innovator decides to license an arbitrary partition of it. They show that the factors that alter the sensitivity of the industry profits to the degree of differentiation (for example, the type of competition, cost asymmetries) affect the size of the license. A higher sensitivity implies a smaller license, hence a smaller common component in competing firms' products. Bourreau and Doğan (2009 [26]) provide a simple formal framework to analyze cooperation in product development between competitors. Taking into account a direct link between cooperation decisions on product development and process R&D, they show that the degree of cooperation in product development may adversely affect the intensity of cooperation in process R&D. Finally, Bourreau and Doğan (2009 [184]) extends this setting to an oligopoly and analyze formally the relation between the degree of cooperation in product development and the size of RJVs. They show that the size of the RJV and the degree of cooperation in product development follow a non-monotonic relationship. That is, a high degree of cooperation in product development can either lead to a small or a large RJV.

In this area of research, we are also interested in how intellectual property affects innovation strategies. One reason is that intellectual property rules affect the protection strategies of innovators. Pajak (2009) [206] showed that, indeed, firms trade-off between different protection methods, in particular patenting and secrecy. Using data from the 2004 Community Innovation Survey, he showed that the use of patents, relative to secrecy, is increasing with the firm's size. However, this result do not support the hypothesis of a higher relative use of secrecy for all class

sizes; in practice, only small firms use secrecy relatively more than patent. Furthermore, he investigated whether secrecy was used to protect small innovations or large ones, and found that the relative use of patent was decreasing with the magnitude of the innovation in a third of the innovative industries (7 industries out of 21).

Finally, in this area of research, a strong emphasis is given to the payment industry. In this industry, technological progress has given birth to new payment instruments, such as the debit or the credit card in the 80s or, more recently, virtual currencies (on the Internet) and mobile payments. The development of new payment instruments does not only affect how consumer use payment instruments to purchase goods and services or to transfer funds (see: Bounie and Bourreau (2007) [17] and Bounie et François (2007) [321]), it also transforms the industrial organization of the industry.

Before analyzing the impact of the introduction of a new payment instrument, a preliminary step has been to analyze the determinants of the choice of a payment instrument for consumers. Using an original data set, Bounie and François (2006) [18], Bounie, François and Kiser (2007) [180] and Bounie, Bourreau, François and Verdier (2008) [24] studied the determinants of the adoption and usage of payment instruments and showed that the choice of a payment instrument is influenced more by the characteristics of the payment transaction and by the characteristics of the payment instrument than by individual characteristics (like age or income). Bounie and François (2009) [20] also showed that the determinants of the choice of a bank branch are mainly related to indirect costs of cash withdrawals, whereas the direct of cash withdrawals have no significant effect.

Using this empirical research as a starting point, Bounie, François and Houy (2008) [178] proposed a new decision rule to account for the choice of a payment instrument. They showed that their decision rule (the so-called "Cash holding model") predicts the choice of a payment instrument better than existing rules, like Whitesell's decision rule (Whitesell, 1989, 1992⁷). Bounie and Houy (2007) (see: [408] and [407]) provide axiomatic foundations for the Cash holding rule.

As Bounie and Gaze (2009) [295] show, innovation in payment systems can take different forms: new billing systems, person-to-person lending, etc. The authors show that interbank systems induce high costs for clearing and settlement of payments that are not adapted to the specificities of internet payments. In a similar vein, Bounie and Gaze (2007) [294] propose a synthesis of the main developments of internet payments and show that the use of such solutions are questioning the status of the payment function in the standard theories of banking. The introduction of a new currency can also have the same effect as an innovation in payment systems. Bounie and Soriano (2006) [22] studied whether electronic money could substitute for Euro in the euro zone. Using a formal framework and numerical simulations, the authors estimated the maximum reduction of the mass of money. Bounie and Houy (2009) [21] introduced a formal framework to evaluate the efficiency of the current division of euro coins.

One striking effect of innovation in payment systems is to favor person-to-person transfers. One interesting application concerns money transfers of migrants. Bounie, Diminescu and Licoppe (2008) [296] and Bounie, François and Diminescu [410] studied the effect of new transfer technologies on money transfers of migrants.

In equilibrium, the choice of a payment instrument results from the interaction between different players of the payment industry. The recent theory of two-sided markets proposes a framework to study interactions in payment markets ([111]). Using this theoretical framework, Marianne Verdier (2009) [209] shows that competition in the market for deposits in a context where banks share their ATM networks, leads to an inefficient substitution between cash and debit card. Verdier (2007) [210] proposes a formal framework in which banks invest in the quality of the payment system. The author shows that, if consumers are sensitive to the quality of card payments, then the optimal interchange fee can be lower than the margin of the merchant bank, in contrast with the standard literature. Bourreau and Verdier (2008) [183] study the incentives of a large retailer to bypass the payment system by building its own payment infrastructure. They

⁷Whitesell, W.C., 1989, "The Demand for Currency versus Debitable Accounts," *Journal of Money, Credit, and Banking*, 21(2), 246-251; Whitesell, W.C., 1992, "Deposit Banks and the Market for Payment Media," *Journal of Money, Credit, and Banking*, 24(4), 483-498.

show that the payment system can deter the merchant from introducing private cards by lowering the interchange fee.

3.2 Industry Evolution and Cultural Creation in the Digital Era (MICEN), Nicolas Auray and Patrick Waelbroeck (animators)

Project participants 14 full-time researchers

Multi disciplinary team (sociology, economics, statistics, econometrics, information systems, philosophy and ethics) with 3 economists (Myriam Davidovici-Nora, Michel Gensollen, Patrick Waelbroeck), 1 statistician (Ludovic Lebart), 3 sociologists (Nicolas Auray, Brigitte Munier-Temime, Dominique Pasquier) ; 4 communication and information researchers (Valérie Beaudouin, Olivier Fournout, Isabelle Garron, Pierre Musso).

Ph.D. Projects Rémi Douine (started fall 2004) : non-merchant competition on service markets
Sébastien François (started fall 2008): The involvements of media audiences and the mutations of cultural industries

Research contracts ANR PANIC (2009-2012)

French ministry of culture, DEPS
THD (2008-2010)
ANR Plug
ANR Autograph

Project description

The research project studies the transformation of media content and cultural activities in the digital era. Although some cultural activities have already experienced disruptive technological change, today's fast and easy access to digital content over the internet has revolutionized all cultural industries. Moreover, productivity gains associated with digital copies and internet communications go beyond the productive system. We can already witness three major changes. First, the structure of cultural industries traditionally modeled as an oligopoly with a competitive fringe is challenged by the digital transformation of the value chain. Second, the diffusion and promotion of cultural products now includes internet retailers, online platforms where consumers can interactively post comments and product recommendations, and the self promotion of niche artists. Third, information reception about cultural products has become more active, and led by expert consumers. This process is interactive and self-reinforcing as the frontier between consumers and artists, between amateurs and professionals has become blurred.

Beyond the empirical studies detailed below, the project proposes a multidisciplinary approach to the understanding of new forms of coordination and cooperation between authors, editors, producers, retailers and broadcasters, culture experts and consumers. Three approaches interact in this project; each of them has met international standards of visibility and publications.

- Cultural economics to understand how cultural industries supply, and consumer demand, react to new forms of digital communication;
- A pragmatic approach that analyzes culture as performance, and that seeks to understand how material conditions affect cultural activities and how consumer tastes and amateur work are reflected by different forms of attachment between an individual and an artistic object.
- A sociological approach to cultural audiences that analyzes the collective dimensions of the process by which cultural products and performances are perceived in a community.

The interaction between these three approaches proposes complementary and original analysis of taste formation, invention of forms, cultural variety and attention.

The strength of MICEN lies in a detailed study of the transformation of formats linked to new forms of interaction between production, distribution and reception in the four main cultural industries and its relation to the public good nature of culture, which is relevant for public policies. With this respect, the project also analyzes how public policies, such as subvention, regulation of content and advertising have transformed our perception of culture.

The project builds on PANIC, an ANR project (2009-2012). The axis is led by researchers who have already studied the four main cultural industries (music, movies, book, video games) and therefore offers a perspective on how different supports have adapted to the media convergence.

Sub-theme 1: Cultural Creation and the Digitalization of Production

This part of the project deals with the challenges raised by digital transition of media industries. First, Bourreau, Bounie, Gensollen & Waelbroeck have undertaken an econometric study to assess the extent of economics of scale in cultural in the pre-recorded music industry. Bourreau and Bounie have analyzed the cultural industries as two-sided markets and stressed the specific challenges related to digital culture [297]. Bourreau has isolated the effect of peer-to-peer networks on the music industry crisis in France [297]. Musso questions the traditional concept of innovation in the context of the digital revolution. He reflects on technological “imaginaire” associated with new forms of cultural innovations where informal and collective creativity coexist [390]. Munier offers a historical analysis of the digital revolution. She investigates early substitution between music-hall and theatre attendance on the one hand and prerecorded shows on videotapes, with a special focus on myths and symbols associated with technology [386].

Several research works deal with intellectual property protection and how the separation of content and media has challenged our understanding of copyright. Bourreau, Gensollen, & Waelbroeck have undertaken a study commissioned by the French Ministère de la culture on the impact of digitalization on the music industry [28, 299]. They observed different adoption rates of digital productivity tools such as digital retailing, internet recruitment, online websites and forums [412, 171]. Bacache, Bourreau and Gensollen offer a complementary study that seeks to understand how artists perceive opportunities and threats related to digital music [153]. The vast survey is done in collaboration with the Adami.

In the audiovisual domain, Pasquier explores the transformation of the notion of originality using data on royalty rates [97]. She also studies the tension between labor specialization and the inequality of audiences on television [95]. For the videogame industry, Davidovici-Nora studies the dynamics of innovation in massive multiplayer online role-playing games [34]. Innovations are driven by cooperation among consumers to bring original content to the environment and by the desire of platform owners to control their rights.

Sub-theme 2: Collective Promotion and the Transformation of Retailing

New forms of distribution have appeared with the digital transformation of the cultural industries: online retailers, changes in the bargaining power between industry players, consumers communities.

Digital culture has multiplied the way consumers can access and experience content. This transformation together with online interactions has changed cultural practices. Pasquier has led a series of studies on the impact of sociability on taste formation and cultural preferences [96]. She also analyzes the evolution of cultural transmission with respect to parental authority and peer influence [368]. Auray and Gensollen describe taste formation in the context of online communities [288], where consumers tend to experiment more with novelty [7]. In this context, Auray studies which forms of regulation and governance are best suited to online collaborative filters [3].

Cultural variety and the study of the long tail of electronic commerce is also an important theme. Bourreau and Gensollen construct several measures to track the evolution of cultural variety in the French music industry using data from GFK (2002 – 2007). Douine reports several

measures of online audience and studies the impact of social networks on the promotion of new content on internet platforms. Bounie, Bourreau and Waelbroeck analyze the impact of music downloads on internet peer-to-peer networks on consumption and show that there are two types of internet users: pirates and explorers [123, 23, 99].

Sub-theme 3: New Forms of Digital Consumption and the Emergence of Active Audiences

The research in this section deals with new forms of collective consumption of cultural content and the regulation required for collective or composite works. Using various surveys of media consumption and theatre attendance, Pasquier develops the notion of “performativity” of audience [367]. Fournout and Garron have studied the issues of appropriation of literary works on the internet [326]. Garron studies how online travel guides affect the business of the travel agencies [240]. The team in collaboration with the IRI (Centre Pompidou) studies movies annotation systems associated with the development of fiber optic lines in 500 households.

Auray studies new forms of cultural consumption in online massive multiplayer worlds [287]. He analyzes different forms of cultural production associated with different strategies of self projection and self promotion [117]. François studies the way writers re-use the popular media culture to produce online content [58]. Gentes studies online artist networks and shows how they question our understanding of modernity [229]. Gentes and Garron study mobile solutions combining cell phones and audioguides on new forms of communication with the public in museums [222]. Licoppe and Inada analyze games on mobile phones equipped with GPS devices and study issues related to the violation and the protection of personal territories [90] et [89]. Lejealle studies player sociability on online mobile phones and the relationship between media consumption and the decision to participate to collective actions [383].

Sub-theme 4: The Evolution of Creation Formats and the Emergence of Interactive Constructs

The intertwining between production, distribution and reception of cultural goods gets tighter as users are involved in creation (“producers”), consumers are involved in distribution (recommendation and conversation around cultural works) and producers highly focus on their audience and reputation. This interconnection also transforms the shape of digital and cultural goods.

This theme analyzes the evolution of cultural works in this moving context of active audience, open creation, mixing and rearranging parts. Around these transformations, this research analyzes the future of culture and examines the evolution of the notion of “cultural work”.

Fournout examines how the screen writing in electronic spaces of reception insert into a complex tradition of written dialogue (which he calls “diatext”), of which he studied the past and current forms [52]. Gentes studies, starting from the example of networked art, how an “intermediality” is set up [224, 132]. Beaudouin studies the transformation of digital writing and the emergence of transient writing formats; she analyzes the transformation of communication practices using new hybrid technical devices mixing oral communication with written speech [12]. She investigates the transformations of sociability forms in the context of “being always on” and attention scarcity [291]. Gensollen studies the emergence of new interactional constructs in the area of interactive platforms [16].

3.3 Interaction, Technology, Activity (INTERACT), Françoise Detienne and Christian Licoppe (animators)

Permanent Researchers Michael Baker, Béatrice Cahour, Françoise Détienne, Jérôme Denis, Dana Diminescu, Annie Gentès, Christian Licoppe, Marc Relieu, Willemien Visser

Projects

As principalsPorteurs

- Projet “Urban uses of mobile multimedia services”, with OrangeLabs, funding by Région Ile de France (2006-2008)
- Projet ANR (Blanc) SHS EPE, “Ecologies end politics of writing” (2006-2009)
- Projet “Graphic ecologies of public spaces”, funded by Institut des Sciences et de l’Information et de la Communication du CNRS (2009)

As active funded participants

- Joint research laboratory Alcatel-Lucent Bell Labs- Institut Télécom “Ubimedia” (2009-2012)
- ANR SHS (Communication) COMUT “Communication and Multi-activity” (2009-2011)
- ANR STIC (Content and Interaction) CCCP-prosodie “Characterization and classification of communities of practice: participation and roles at individual level, internal organization, digital rights and external institutions” (2009-2011)
- ANR STIC (RIAM) PLUG on pervasive computing in museums(2009-2009)
- ANR STIC (RNTL) Myblog3D on intelligent virtual agents in 3D environments 3D (2007-2010)
- Contract MOTISTAR (Mobility and ICT in chinese metropolises): funded by Institut des Sciences et de l’Information et de la Communication du CNRS 2008-2009
- ANR SHS (Corpus) MOBITIC, construction of a corpus on mobilities and the uses of mobile communication devices(2007-2009)
- Projet GIP Justice (2007-2008) on Videoconference and distributed courtroom hearings
- Project Turbulences (Started 2009) on social networking, migration and mobilities

Ongoing Ph.D. projects Hanene Jomaa (CIFRE with CIGREF, started 2003, ended 2009) : ICT and performance analysis. From interactionnism to the institution of performance-oriented routines. (to be held in November 2009)

Karine Lan Hing Ting : Phone interactions with consumers in outsourced call centers in Mauritius (started 2006).

Dimitri Voilmy : Interactional uses of interactive blackboards in the classroom (started 2007).

Maria laneva (Co-direction with university of Lyon II): Customer relationship in call centers from an activity theory perspective (started 2007).

Stephane Couture (co-direction with the Université du Quebec à Montréal, started 2007) : sociology of code

Guillaume Ereteo (started 2007): Semantic annotation-based methods for detecting the emergence of communities of practice and supporting their development along their life-cycle

Anne-Marie Hebert (started 2008): Ethnographic study of the design of a mobile game.

Jean-Louis Teitelbaum (started 2008) : Social history of computer desktop “affordances”.

Caroline Jullien (CIFRE with OrangeLabs, started 2008) : The new forms of mediated presence.

Carine Khalil (Started 2008): User-centered lean design for ICTs and the dynamics of organizing

Min Zhang (started 2008): Socio-technical assemblages, public space and urban fragmentation : the Chinese case.

Magali Prost (started 2009) : Affective dimensions of mediated communications in professional online forums

Lalao rakotiainia (CIFRE Alcatel, started 2009): Using existing media cultures to design innovative learning practices for the use of advanced ICT services.

This project deals with the fine-grained observation and analysis of the interplay between social interaction, information and communication technologies and activity system in concrete settings. It is an interdisciplinary research program which involves psychology, cognitive ergonomics, sociology, information and communication sciences aimed at understanding emergent cultures in digital “forms-of-life” [399], inhabiting “informational ecologies”. Beyond the various empirical themes detailed below it is also a locus for a more theory-oriented investigation of the convergence and divergence of different activity-oriented theories and methodologies. The questions discussed here are also part of a more general “practice turn” which is an active concern of current work at the international level in several very active communities (human-computer interaction, computer supported cooperative work, ubiquitous computing, interaction design, mobility studies, conversation analysis, organization sciences, etc.), whose theories we try to adapt and discuss with a sharper focus on the situated use of information and communication technologies [87] [105], and the use of video analysis to study multimodal and multiple engagements in complex settings [109].

Sub-theme 1: Mediated communication and new interactional modalities

A first thread of research in this theme deals with the organization of mediated interactions, and the ways participants accomplish relevant interactional moves and in mediated communication in different settings and the emergence of communicative genres : the construction of emotion in collaborative interactions [186], instant messaging in professional settings (the emergence of the “quick question” genre), accomplishing informal encounters between colleagues in video-mediated tele-presence environments [107] [106], managing commercial “rebounds” and accomplishing “commercial gestures” on the phone in commercial call centers for a telco [85], caring for suicidal callers on the phone [79] [86], discussing a purchase at a distance in advanced collaborative video environments, interactions between phone callers and conversational machines in call center (the issue of “conversational repairs”), interactions between avatars in Second Life (the management of social interaction and “embodied” proximities in the virtual space).

Another (related) set of research deals with how participants coordinate, collaborate and manage multiple involvements in complex activities unfolding in co-present and/or distributed settings in which information and communication technologies figure as prominent resources: finding friends and keeping together in multimedia events, taking turns at the ordinary or interactive blackboard in the classroom, managing ongoing interactions between co-present and distant sites and showing documents onscreen in video-conference and tele-presence environments, managing customers and collaborating with colleagues and managers on large call center platforms in the service industry [72] [73] and e-commerce [301] [349]. One running project in this thread has followed the development of distributed judicial hearings in France from initial experiments in Saint-Pierre and Miquelon to its generalization today in every courtroom and prison in France. It has explored the interplay of the technology with the dual accountability regime (with respect to the organization of mundane social interactions and with respect to the law) which characterizes such settings [88] [80].

Sub-theme 2: Emerging roles, regulation and governance in online communities

This direction of research aims to understand the dynamics of online communities. A first thread of research aims to understand the various forms of participation in online communities. Based on interactionist psychology and cognitive ergonomics, participation is approached by the notion of role, viewed as a phenomena emerging from interaction. It is analysed along several combined dimensions (social, cognitive, interactive). Analyses along these three primary dimensions allows a second-level analysis, where their combination allows participation profiles of participants to be revealed [289]. According to this framework, participation in a community based on open source software production has been analysed. A set of participation profiles [10] [9] [11] have been identified as they evolve throughout the interaction, which provides a global vision of the whole collective process and its dynamics.

A complementary research direction concerns the emergence of a new participatory model of democratic process [285], in particular through the forms of implication of people in collective production of informational public goods [40, 5]. The major issues in governance and regulation of online communities have been identified, so as to underline the rules of the new “economy of contribution” which is being established [4]. This research has focused on the treatment of underhand vandalism, on the institutional mechanisms – like relative veto – invented to struggle against chronophagy of online concertation, in particular the moderation processes which are experienced to avoid the slippage of cooperation in conflict. An investigation of the co-writing graphs and of the effective norms of collaboration in the French Wikipedia has been fulfilled [6, 7]. More generically, the changing context of information production and the increasing influence of the strategies implemented by communication agencies or structures have been studied [282].

Another research concerns the implication of the information technologies for some professionally active people, through the new solidarities emerging from the online communities. It emphasizes the relief function of blogs for some suffering workers. The effusion in blogs is used to compensate the decaying of the places and of the moments of shared listening in the work organization, and the demand of recognition is a substitute for the decline of the collective instances of representation of the staff [286].

Sub-theme 3: Interaction, space and mobility

This research theme develops an ethnographic perspective on space, communication and mobility. It is highly connected to the development of ubiquitous computing and pervasive communication technologies. How do users manage spatial and communicational, local and distant, multimodal resources to produce various experiences of communication reflexively anchored in definite spatial settings or “on the move”? Most of the work in this theme relies on the gathering of naturally occurring sequences, and it relies on corpora of mobile phone conversations and mobile video calls (the latter being the only one of its kind). It deals with space-related interactional topics such as “talking while walking”, providing directions or guiding a mobile recipient in a mobile phone conversation using mobile communication devices while being mobile [374], connecting to and using mobile multimedia services on the move [140] [115]. A similar approach has been developed in mobile video calls, the focus of which is on the work users do to produce relevant images, and to switch from a “talking heads” interaction format to a “video as data” format in which they frame some feature in their settings. Another line of research deals with the social management of mediated proximity, that is how mutual positional knowledge, and particularly proximity awareness as achieved from a distance in different settings (mobile conversation, location aware communities) projects strong expectations regarding face to face encounters [83].

The development of locative media offers new opportunities and resources for this kind of research. Researchers in this thread have performed the first ethnography of a location aware community, i.e. the Japanese players of the geo-located game MOGI between 2003 and 2008 [90] and tried to elucidate some of the more significant concerns and behavioral patterns in the social management of location awareness : the construction of territories in hybrid ecologies [89], “augmented” social encounters [352] and transgressive behavior such as “stalking” [304]. They have also explored the potential of location data for large scale behavioral studies of mobility and communication, with the constitution and analysis of a corpus of locations (through mobile cell positioning) and communication acts (in collaboration with Orange for a test sample of 25 urban dwellers over a year). Findings show how the probabilities to use the phone were highly dependent on places, and various form of interplay between communication and mobility patterns [93, 314]. The research program MOBISTAR (ISCC 2008) has explored how chinese cities and their inhabitants interact with ICT-focused socio-technical systems (here “cybercafés”), and how new socio-technical practices produce fleeting or unstable urban forms and reinforce social fragmentation [255].

The recent evolution of migratory systems combines the issues of space and community, communication and mobility, with the new and complex entanglements between place and on-line participation which characterize current diasporic phenomena. Their study calls for a new

epistemological and methodological approach [249]. Diaspora-related uses of the web are both a cause and a consequence of emerging Web geographies that questions traditional social science dichotomies such as “center” and “periphery”.

Sub-theme 4: Understanding the construction, maintenance and use of complex information ecologies

Distributed cognition has shown how coordination and communication practices rely on environmental resource. Our environments are more and more constructed, governed, and regulated as ecologies embedding cues designed to invite some form of behavior. One research program has looked closely at the construction and maintenance of urban public transport sign systems. Such an ethnographic approach to “graphic ecologies”, accomplished in the frame of the ANR project “Ecologies et Politiques de l’Écrit” led by one of us, highlight the competition of various sign infrastructures and the scripts they materialize in public spaces [308], raising the issue of their integration in a coherent whole [189]. As much as this informational infrastructure strives for perceptual salience, it makes invisible the work of its production and maintenance, and the people who do that work [190]. All these issues have lead to a new research program about: Graphical Ecologies of Public Spaces (ISCC 2009).

This connects to more general issues about the performativity of artefacts [36], [80] whether they be “static signs”, electronic displays, or communication related micro-events. This research program has also looked at the issue of how mediated communicative events start, through “notifications” (which may be linguistic or not) and at the pragmatics of such occurrences: such notifications proliferate and become more “indirect” while users actively shape their notification landscape to adjust what they actually do when they occur, all this raising new theoretical issues about performativity [84, 348, 133].

In the same thread, an ethnography of prescriptions at work has been made. It shows that rules are grounded in mundane activities through heterogeneous ecologies within which artifacts play a important role, but also specific people who stand as intermediaries and strive for a day-do-day balance between the automation of rules and their translation for everyday tasks [38].

Approaching the use of ICTs through the way information ecologies are designed, maintained and inhabited also rises the question of their increasing complexity and force of agencies. Do they support (and if they actually do, how ?) multiple involvements, and multi-activity [33, 81, 82]. This has led to a significant participation of several researchers in this thread in the 2008 ANR project COMUT exploring joint issues about communication and multi-activity.

Sub-theme 5: Designing technologies, engineering interactions

A first thread of research aims to understand and construct models of the design activity, in particular design of interactive or cooperative systems. One theoretical issue is to characterise design with respect to other cognitive activities. According to an augmented cognitively oriented generic-design hypothesis [112, 113], there are both significant similarities between the design activities implemented in different situations and crucial differences between these and other cognitive activities; yet, characteristics of a design situation (related to the design process, the designers, and the artefact) introduce specificities in the corresponding cognitive activities and structures that are used, and in the resulting designs. One methodological issue concerns the analysis of the design activity. A special effort has been made to elaborate methodological principles for analysing collaborative design [394]. A pluri-disciplinary approach, based on science of language, psychology of interaction, and cognitive ergonomics (see [311] for cognitive and interactive approaches) has been developed. Different analysis principles have been developed and compared on the basis of a same corpus of collaborative design (on the CLAPI basis, <http://clapi.univ-lyon2.fr/>, corpus Mosaic). The cognitive ergonomics’ analysis has been extended taking into consideration interaction’s multi-modality [185, 378].

A second, and complementary, thread of research concerns the design and evaluation of interactive technologies with respect to their future use. Several engineering research projects

(ANR + FP6) on adhoc wifi, RFID, and 3D applications have been conducted which combines a media studies approach to an engineering design approach so as to better understand the rationale of conception of communicating object [195, 188, 62]. A focus is put on the role of intermediary artefacts as creative mediation in collective design [61]. This is complemented by case studies in science and technology studies documenting ethnographically the design of mobile location-based services, such as the design and social construction of a location aware game [351], or the design and implementation of Bluetooth-enhanced ads in underground stations from a sociological and juridical perspective.

Furthermore, a special effort is made to elaborate methods to assess usability and acceptability of technologies: methodologies of “re-situating” interviews for analysing user experience [303] and understanding potential sources of emotional discomfort [187]; methodologies to support the construction of trust in systems by projecting users into use [32]; methodologies to assess groupware technologies on the basis of user-studies [192], video-based methodology to analyze connexion to mobile multimedia services in context.

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