

CO-CREATION AND SHARING EXPERIENCES IN MOBILE COMMUNITIES

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ABSTRACT

This paper presents the attempt to collect and share user experiences in festival. The experiences were recorded (shot) with the mobile video cameras and the videos were published as co-created remixes by the user community and for the user community. The research data is based on the co-created mobile video narratives and it has chiefly been produced within the Mobile Social Media research project during 2008-2010 in the University Consortium of Pori, Finland. An online application called MoViE was developed as part of the Mobile Social Media project and the development work was closely linked to the lessons and experiences gained in the video production projects. The MoViE was designed during the project as a research platform for studying how people can create community-based stories, share and learn with a mobile social media service. This paper is focusing on co-creation, mobile interaction and shared experiences in jazz festival. What is essential about these videos is that the community is able to act impulsively, comment the event and services, share emotions and experiences, regardless of time and place, using mobile technology.