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## **How do computer support personal consumption?**

The work of prosumers in social semantic commerce

Open innovation, open source, customer co-creation, social software, prosuming, location based services, data mining, radio-frequency identification (RFID), long tail, crowdsourcing as well as account card and 3D printer belong to the key words which mark a transformation of the consumer goods industry and of the market and consumer research. These transformations carry four fundamental developments of the relation between producers and customers.

The first and second transformation describes a collaboration for innovation within networks of firms and external entities like customers, retailers and suppliers. Collaboration for innovation integrates the customer into a firm's system of value creation. The customer, a so-called prosumer, participates in the production process and produces the consumer goods himself. "Open source", "open innovation" or "crowdsourcing" have become keywords to describe the production sphere of the prosumer. A prosumer is the active consumer of Web 2.0 in social commerce.

The third and fourth transformation is accompanied by global informationalisation and data mining which carry a flood of information for personal use. Information management tools and communication tools force the capability of semantic web on one hand and on the other hand consumers can use them to improve the efficiency and effectiveness of their own information work. Reflecting on these transformations, I find myself confronted with the following questions: Which may be future tasks of prosumers in semantic web and geography-based commerce? Will consumers satisfy their needs as far as possible within the structures of prosuming and customer integration? Or will for example the geo-tagging social network [www.taggit.com](http://www.taggit.com) build a new structure of orientation and marketing in urban cities. This talk analyzes the social commerce of Web 2.0 and social semantic commerce of Web 3.0 on the one hand and considers the consequences for prosumers on the other.