

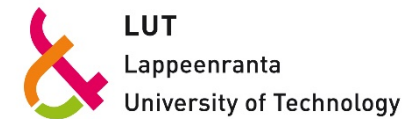


Presentation of the book

Human-Centered Digitalization and Services (eds) Toivonen, M and Saari, E. 2019. Springer.

<https://www.springer.com/gp/book/9789811377242>

Eveliina Saari, Työterveyslaitos





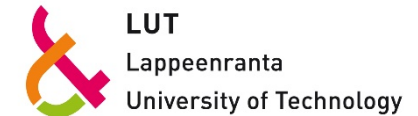
Palvelutalouden vallankumous - Ihminen digitalisaation keskiössä

Palvelutalouden vallankumous– Ihminen digitalisaation keskiössä-projekti, digikumous.fi

VIDEO: <https://www.youtube.com/watch?v=mnli1hUchjQ&feature=youtu.be>

Työkirja Kokeilut käytäntöön <https://www.ttl.fi/kokeilut-kaytanton-tyokirja/>

Tekijät: Eveliina Saari, Kirsi Hyytinen, Mervi Hasu, Mirva Hyypiä, Pirjo Korvela, Sari Käpykangas, Johanna Leväsluoto, Helinä Melkas, Anne Nordlund, Satu Pekkarinen, Marja Toivonen





KUMOUS 2015-2018

- Tutkittiin ja edistettiin 7 palvelukokeilua
- Kohteina perhepalvelut, varhaiskasvatus, ammatillinen koulutus, sote-palvelut ja ikäihmisten asuminen
- Tutkittiin digiarkea ihmislähtöisesti
- Luotiin kokeilut käytäntöön – ihmislähtöinen oppivan arvioinnin menetelmä
- Toimitettiin kv-kumppaneiden kanssa kirja: Human-centered digitalization and services
- Laadullinen ja yhteiskehittelyyn perustuva aineisto
- Yhteensä 150 teema- tai ryhmähaastattelua
- 4 kaikille kokeiluille yhteistä työpajaa
- 5-9 työpajaa kussakin kokeilussa
- 2 kyselyä



Contents of the book, section 1: Theoretical perspectives on digitalization and service innovation

Ian Miles: Transformations of Services

- The chapter is a summary of the development from Service Economy 1.0 to Service Economy 4.0, with digitalization as an increasingly prominent feature in this process.

Lars Fuglsang: Human-centric service co-innovation in public services from a practice-based perspective: a case of elderly care

- The chapter explores how a practice-based approach could contribute to a human-centric perspective on service innovation and support the mobilization of citizens for service co-innovation.

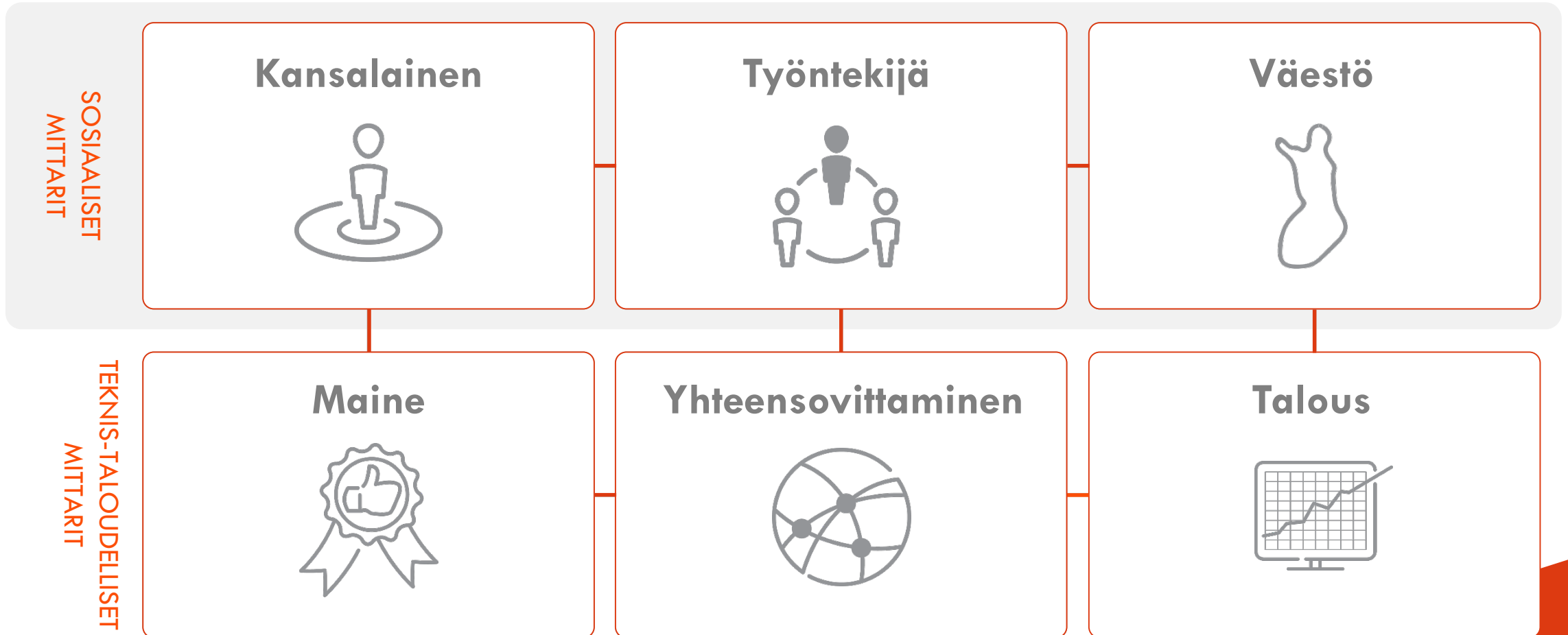
Marja Toivonen and Kyoichi Kijima: Systems perspectives on the interaction between human and technological resources

- The chapter applies systems thinking to study the links of technological and human resources at different levels: in activity systems at the micro level, in networks and ecosystems at the meso level, and in the institutional set-up at the macro level.

Kirsi Hyytinen, Eveliina Saari and Mattias Elg: Human-centered co-evaluation method as a means for sustainable service innovations

- The chapter develops a human-centered co-evaluation method for service innovations in the context of digital services.

Laaja-alainen ihmislähtöinen arviointimalli





**Tarvitaan kehittäjiä,
käyttäjiä ja levittäjiä
yhteistä kehittävää
arviointia**





Contents of the book, section 2: Approaches and case studies on human interaction in the service context

Anne Nordlund, Sanna Sekki, Pirjo Korvela and Jussi Silvonen: The changing everyday life of families and young people

- The chapter examines the impacts of digitalization on everyday life and the opportunities provided by *a sequence map* as a tool for getting better grip on the changes of routines.

Maria Taivalsaari Røhnebæk, Marit Engen and Trude Hella Eide: Institutional logics in service ecosystems — an analysis of immigration and social inclusion

- The chapter pays attention to service areas in which the impact of the digitalization is limited. It deals with complex service systems for refugees and immigrants granted asylum, i.e. services for users in vulnerable and marginalized positions.

Liudmila Bagdoniene, Aurelija Blazeviciene and Gintare Valkauskiene: The views of professionals on patients' value co-creation activities in public healthcare

- The chapter examines how healthcare professionals conceive patients' role in value co-creation. It reveals that while professionals emphasize active social interaction and virtual communication by patients, they have difficulties in taking the patient's perspective in actual care.

Oliver Alexander Tafdrup, Bjarke Lindsø Andersen and Cathrine Hasse: Learning to interpret technological breakdowns: A path to technological literacy

- The chapter argues, with examples from education, that practitioners cannot rely on help from IT service workers but need to become technologically literate and learn how to cope with technological breakdowns.



Contents of the book, section 3: Analyses of the new opportunities provided by digital solutions

Kentaro Watanabe and Marketta Niemelä: Aging and technology in Japan and Finland – Comparative remarks

- The chapter compares applications and acceptability of ICT and robotics in Japanese and Finnish elderly care systems. It shows that basic care practices and concerns are similar, but expectations towards the primary caregiver differ (in Japan ongoing change from family care to facility care; in Finland home care supported by professionals)

Marketta Niemelä and Helinä Melkas: Robots as social and physical assistants in elderly care

- The chapter provides a closer look at care robots and their acceptability among the elderly and the care professionals. Both elderly people and professionals showed positive perceptions towards care robots. They highlighted the priority of humans in the actual care, but accepted robots for carrying out secondary care tasks.

Johanna Leväsluoto, Kirsi Hyytinen and Marja Toivonen: Innovation by experimenting in public services

- The chapter focuses on experimental development in public services. It includes a case study on a new integrated model of social services for children and families. A common service plan and a digital platform were core elements in the model. The experiment was stopped before the dead line due to challenges in the recruitment of users.

Tom Hope: New Information Systems Supporting the Emotional Aspect of Care

- The chapter describes a case-study of the challenges of digitalization in the context of care. The focus is on the emotional needs of those receiving and providing care. A central argument is that current Electronic Medical Records do not sufficiently allow for nurses to express their 'caring mind'.



Contents of the book, section 4: Understanding the interaction between digital and human resources

Nina Janasik: Reframing Autonomy – My Data, Our Data and the Question of Human Dignity

- The chapter analyzes data-driven initiatives and infrastructures that move beyond the individual level (MyData) to think collectively for the social good (OurData). Emphasis is not on the individual's right to privacy and mastery over personal data, but the notion that much personal data is fundamentally social and relational in nature.

Satu Pekkarinen, Helinä Melkas and Mirva Hyypiä: Elderly care and digital services: Toward a sustainable sociotechnical transition

- The chapter examines the development and diffusion of elderly care technologies in terms of sociotechnical transitions. The focus is on sustainable niche development and on circumstances in which niches contribute to regime change. User involvement and simultaneous development of technologies and services are critical success factors according to the case study results.

Eveliina Saari, Sari Käpykangas and Mervi Hasu: The Cinderella Story – Employees Reaching for New Agency in the Digital Era

- The chapter analyzes how backstage service employees may rise from invisibility to active agency when they are at risk of losing their jobs during digitalization. The results indicate that it is difficult to foresee and develop future competencies of employees, before deciding upon how the service between human beings and technology is organized.

Joanna J. Bryson and Andreas Theodorou: How Society Can Maintain Human-Centric Artificial Intelligence

- The chapter starts from the necessity of maintaining human control in the AI context, and reviews the mechanisms by which such control can be achieved. The authors argue that the real problem is establishing the social and political will for assigning and maintaining accountability for artifacts when these artefacts are generated or used.



The Cinderella Story – Employees Reaching for New Agency in the Digital Era

Eveliina Saari, Sari Käpykangas and Mervi Hasu



Introduction

- New ways of organizing work and services emerge along digital development
- Manual service work disappears, new horizons of work open up
- How are service workers involved in designing new jobs in the digital era?
- Our study highlights job level consequences and opportunities of digitalization in health care organization; employee-driven and human-centered perspective

Example 1 of the contributions in the fourth section: Employees reaching for new agency in the digital era

An example of word processing services in a hospital: alternative horizons for the role of typists when a more digitalized and integrated process (“a typing factory”) is implemented and a deeper change is anticipated as a result of speech recognition technology.

Typist type	Motivation	Change horizon
Quality control editor	Ambitious in terms of quality and rapidity of the service. Appreciates independent work without interruptions	Eager to learn and take part in speech recognition projects, expects editing work to be a positive and more accountable alternative to typing
ICT bridge-builder	Has good ICT skills and pays attention to complaints about user-friendliness, likes independent work, but is happy to guide others as well	May become a lead user or trainer of speech recognition system to peers and doctors
Clinically oriented worker	Is interested in the contents of the dictations, wants to learn more about medical details, feels to be a part in the care process	May potentially discover new work between doctors and the patients, interested in specializing in medical glossary, humanization of current typing factory
Efficient homemaker	Thinks that mobile working is well combined with hobbies or family life. Virtual connections with peers are not a problem	Ergonomics and security could be improved as could social support at work



Conclusion

- Employee's role as a potential innovator of his/her future job neglected in service studies
- The backstage worker **can and must be** involved in constructing future service work
- Customer's and employee's future paths should be designed symmetrically
- Participants became aware of each others' resources, capabilities and relations
- Management needs to be alert to identify and provide service workers opportunities to foresee new work and roles, such as in the story of Cinderella Prince Charming had to search for the owner of the glass slipper