

Professor Gillian Youngs

Creativity in the Digital Economy: Opportunities and risks

Professor Gillian Youngs delivered her talk – Creativity in the Digital Economy: Opportunities and risk – as part of Liverpool John Moores University’s Liverpool Screen School Research Seminar.

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Creativity in the Digital Economy: Opportunities and risks

Creativity, like innovation, is fast becoming mainstreamed in the digital economy in ways that extend well beyond the creative industries framework. This presentation explores how this is happening and different perspectives on what it means and may come to mean in the age of big data and internet of everything.

I draw on my applied research working with innovators and my engagements in the Digital Catapult Centre Brighton (DCCB), which launched early in 2015. I contributed to the development of its core concept of [‘Internet of Place’](#) and served in 2015 on its launch Steering Group while in my previous post at the University of Brighton. I continue to be active in the DCCB Stakeholder Group.

Biography:



[Gillian Youngs](#) is Professor of Creative and Digital Economy, Westminster School of Media, Arts and Design, University of Westminster.

Gillian Youngs has been researching diverse aspects of the internet’s impact on society and economy for more than 15 years and has had a portfolio career in journalism and independent communications consultancy.

Gillian Youngs is an applied theorist, actively engaged with business and policy sectors, including through the Knowledge Transfer Network of the UK's innovation agency Innovate UK.

Gillian Youngs work has been supported by funding from the ESRC, AHRC and British Academy. Gillian Youngs is currently focused on the role of creative arts and design as drivers of innovation in the next stages of the digital economy, linked to internet of things and big data.

Alongside chapters and major journal articles, her books include *Global Political Economy in the Information Age: Power and Inequality* (Routledge, 2007) and the edited volume *Digital World: Connectivity, Creativity and Rights* (Routledge, 2013).

Gillian Youngs has given invited keynote and guest papers internationally in: the US, China, South Korea, Turkey, Hungary, Germany, Belgium, Holland, Spain, Austria, Tanzania. Gillian Youngs has also presented more than 100 conference and workshop papers at national and international conferences. Her presentations feature on YouTube and other online platforms.