

**Publication title:** Standardised (creative) work. Work in graphic- and webdesign and YouTube

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**Author:** Lukas Underwood

**Summary:**

According to the diagnoses of various sociologists, being creative is no longer a requirement for just a few employees, but rather forms the central dispositive of modern capitalist society. According to common assumptions, working creatively requires, firstly, continuously producing something new and, secondly, pursuing a non-standardised activity and producing non-standardised products. Solo self-employed people from the cultural and creative industries seem to be predestined for such activities.

This thesis examines the question of what role creativity plays in the work of these individuals. To this end, the relationship between creativity and standardisation is examined more closely, with the focus on the level of the work process, the product and the action. The empirical basis is formed by 18 qualitative interviews with freelancers from the fields of graphic and web design as well as YouTube.

The analysis focuses on the perspective of the interviewees and initially works out the respective characteristics of the work in the two areas mentioned. The results of the empirical analysis are used to reflect on the three levels mentioned and the relationship between standardisation and creativity is defined as dialectical. This dialectic is object-related and is deeply rooted in the specific conditions under which the work is carried out.

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