

Kai-Uwe Hellmann

The Prosumer as a Role Model

Regarding the newest developments which occur in the field of mutual cooperation/collaboration between producers and consumers it is obviously to think about a new conception of the idea of the prosumer which steems originally from Alvin Toffler 1980.

Although there is no systematic analysis of what it means to be a consumer at all it should be tried to collect and enlist main characteristics and typical behaviours which observe qualitative changes between the concept of the consumer and the emergence of this new generation of prosumers within the last ten, fifteen years.

Methodologically I will use the role theory embedded within a theory of modern society which could help to identify the relevance of this new approach which we could name “the prosumer in the digital age”.