

Title	映画製作における多元的アクターの連帯による共生的価値 共創：アクターネットワーク理論に基づく独立系映画製作の 資源統合過程のエスノグラフィ
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Abstract

This study aims to reveal the symbiotic value co-creation mechanism inherent in filmmaking through the lens of a service ecosystem. Using an independent film project on Parkinson's disease (PD) as a case study, the research traces how diverse human actors such as the director, patients, staff, and audiences, together with nonhuman actors such as the script, funding, costumes, promotional materials, and the pathology itself, form an evolving network and co-create novel value. In contrast to conventional film studies centering on the finished product, this thesis analyzes the broader production process to show how filmmaking can function as a catalyst for social change. The study integrates Actor-Network Theory (ANT) with service science to re-envision filmmaking as a multifaceted value co-creation platform. Employing a hybrid qualitative approach including participant observation and autoethnography, the author-director examines how nonhuman agency and the translation process align heterogeneous interests, gradually transforming a personal purpose into a collective mission. This close-grained analysis illuminates how roles, responsibilities, and boundaries between observer and participant are repeatedly reconfigured within the service ecosystem. The findings indicate that filmmaking generates multi-layered values—empathic, social, emotional, and educational—extending beyond the final film. These values are sustained by convivial tools embedded in service offerings that invite external actors to gain presence and participate in the ongoing reconfiguration of relationships and resources. As a secondary implication, the analysis suggests that this process can support diversity, equity, and inclusion (DEI) by reframing pathology not merely as a constraint but as a resource for meaning and relational reassembly. Furthermore, the study shows that such dynamic alliances are accompanied by psychological, social, and educational transformations among participants, fostering a resilient ecosystem over time. Overall, symbiotic value emerges through a dance of co-creation: a continuous process of mutual recognition, translation, and reassembly among heterogeneous actors, offering theoretical and practical contributions to both film studies and service science.

Keywords

Filmmaking, Actor–Network Theory (ANT), Service Offerings, Conviviality, DEI (Diversity, Equity, and Inclusion)