

Digital Civics, Fall 2018

Week 11: Collective Innovation



Prof. Narges Mahyar

Collective Innovation

- ▶ “A connected, open collaborative process that generates, develops, prioritizes and executes new ideas.”
- ▶ “Collective innovation is the application of collective intelligences to the innovation process.”

Slawsby, Alex Alex David, and Carlos Rivera. *Collective innovation*. Diss. Massachusetts Institute of Technology, 2007.

Eric von Hippel's lead users concept

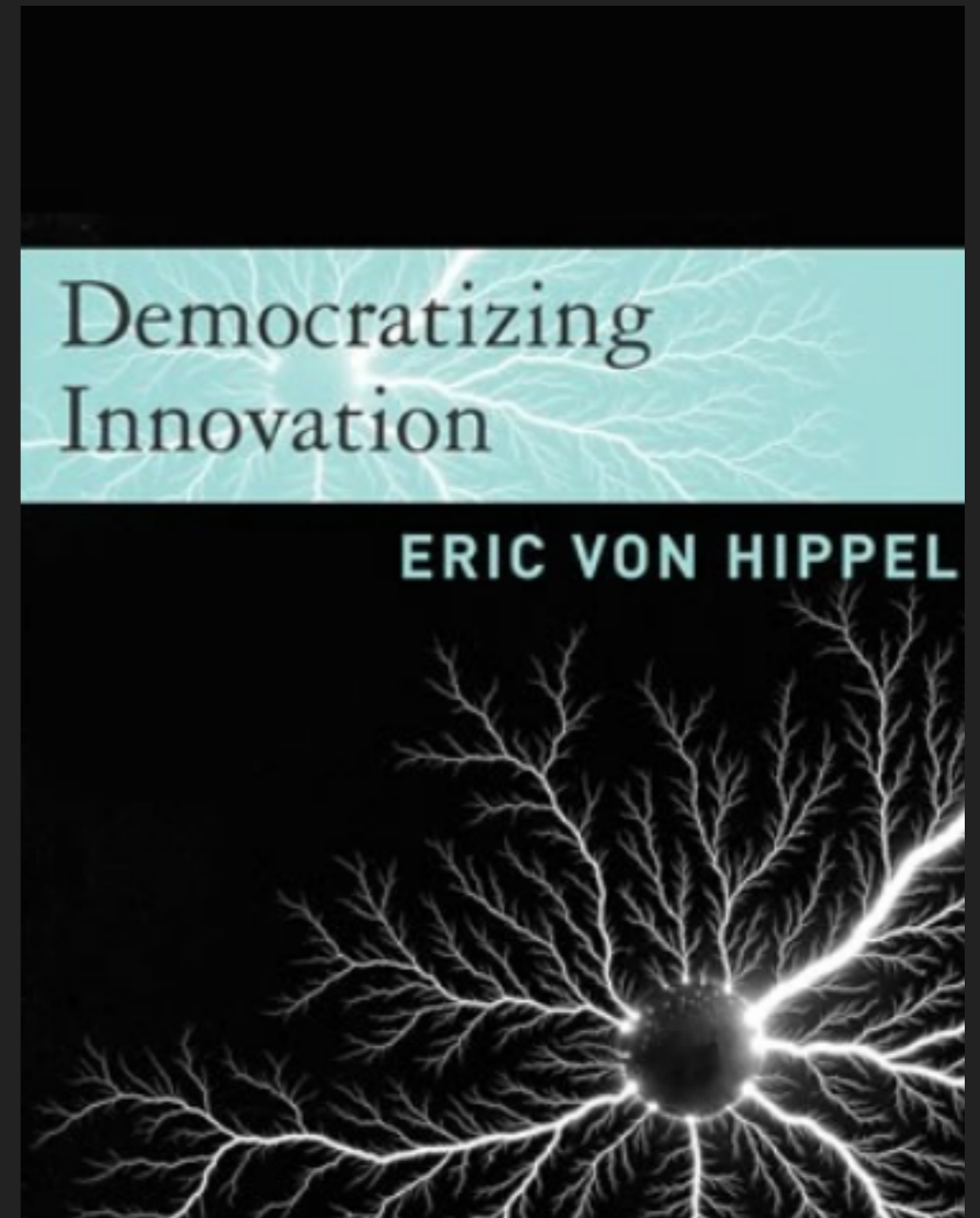
- ▶ "are users whose present strong needs will become general in a market place months or years in the future. Since lead users are familiar with conditions which lie in the future for most others, they can serve as a need-forecasting laboratory for marketing research. Moreover, since lead users often attempt to fill the need they experience, they can provide new product concept and design data as well."

von Hippel, Eric. "Lead Users: A Source of Novel Product Concepts." *Management Science* 32 (1986): 791-805.

791-805

Democratized Innovation: user-centered innovation

- ▶ Von Hippel argues that manufacturers should redesign their innovation processes and that they should systematically seek out innovations developed by users.



Von Hippel, Eric. Democratizing innovation. MIT press, 2005.

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THE JOHNNY CASH PROJECT

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TIME: 00:00:18

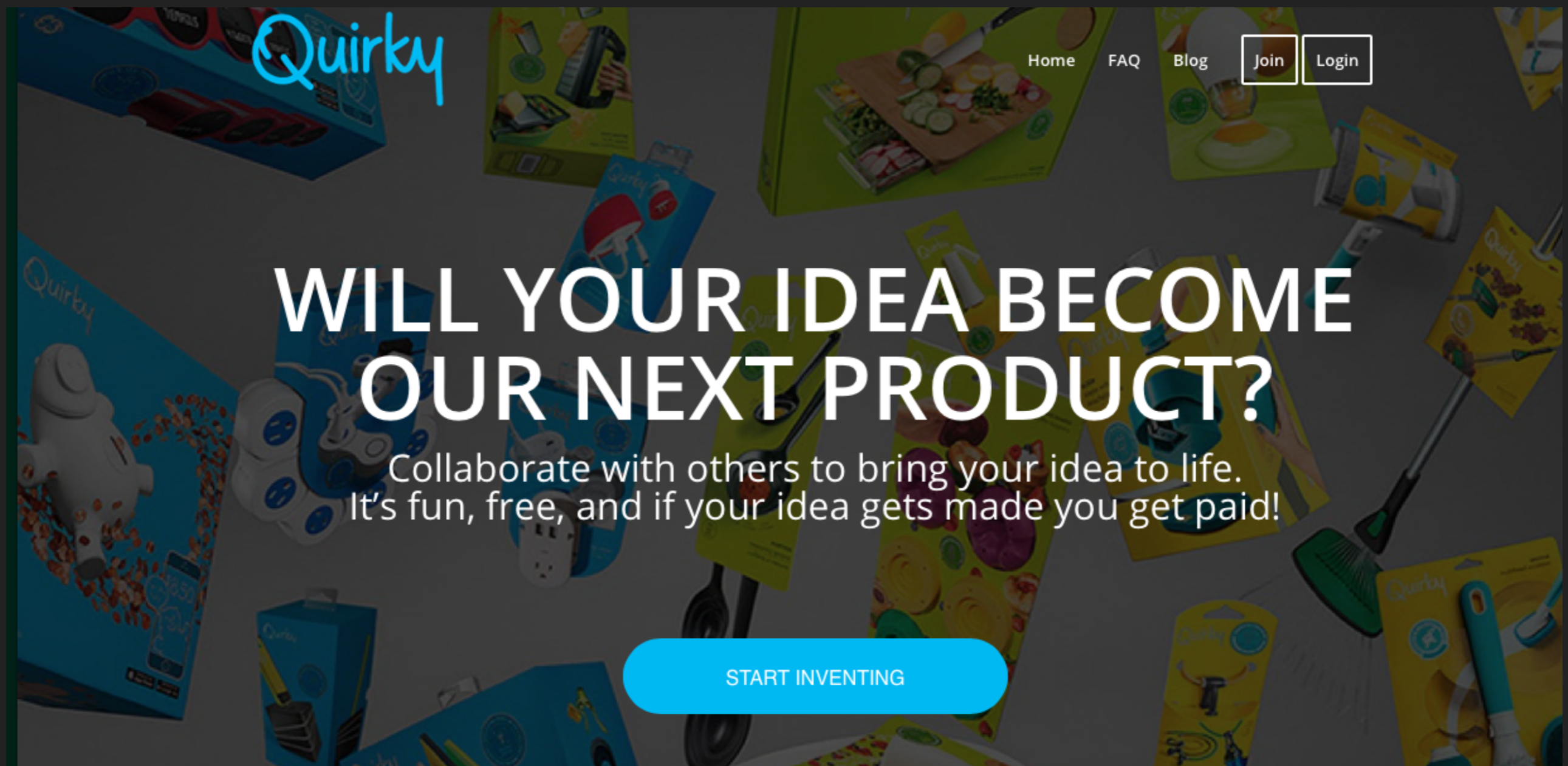


FRAME: 149



<https://www.youtube.com/watch?v=3lp3RpC-60U>

Quirky.com receives hundreds of product ideas every day

The image shows a screenshot of the Quirky.com website. The background is a collage of various colorful product boxes and packaging, including items like a coffee maker, a toaster, and a blender. In the top left corner, the Quirky logo is displayed in a light blue, handwritten-style font. In the top right corner, there is a navigation menu with links for 'Home', 'FAQ', 'Blog', 'Join', and 'Login'. The 'Join' and 'Login' buttons are highlighted with a white border. The main content area features a large, bold, white text overlay that reads 'WILL YOUR IDEA BECOME OUR NEXT PRODUCT?'. Below this text, a smaller white text block says 'Collaborate with others to bring your idea to life. It's fun, free, and if your idea gets made you get paid!'. At the bottom center, there is a prominent blue button with the text 'START INVENTING' in white capital letters.

START INVENTING

99designs.com: open contests available to a community

The screenshot shows the 99designs website interface. At the top left is the 99designs logo, followed by navigation links: Categories, How it works, Find a designer, and Agencies. On the top right is a phone icon and the number 1800 513 1678. The main content area features a testimonial for Jennifer Kenyon, founder of The Crafting Cactus, USA. The testimonial includes a photo of Jennifer wearing a black hat and a green shirt with a logo. To the left of the photo is a stylized illustration of a cactus in a pot. Below the photo is a circular inset image of Jennifer holding a camera. To the right of the photo is a large orange heading: "Design makes anything possible". Below the heading is a short paragraph: "Get a custom design you'll love with our global creative platform. 99designs is the best place to find and hire talented designers to grow your business." Below the paragraph are two orange buttons: "Get started" and "See creativity at work".

99designs Categories How it works Find a designer Agencies 1800 513 1678

Design makes anything possible

Get a custom design you'll love with our global creative platform. 99designs is the best place to find and hire talented designers to grow your business.

[Get started](#)

[See creativity at work](#)

Jennifer Kenyon
Founder - The Crafting Cactus, USA

THE Crafting Cactus
DIY CRAFT BAR

nana14 ▲▲▲

Open IDEO



CHALLENGE:

How might we combat health threats like Zika, SARS, Ebola and Malaria in bold, imaginative ways?

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HIGHLIGHTS
v

Highlights

Take a look at these posts that exemplify bold, imaginative and practical solutions to highlight and celebrate.

Climate CoLab



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In the Climate CoLab, you can work with people from all over the world to create proposals for what to do about climate change.

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Climate CoLab is a project of the
[MIT Center for Collective Intelligence](#)
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Participatory Budgeting : a great example of participatory design





INNOVATIONS IN PARTICIPATORY DEMOCRACY CONFERENCE

MARCH 8 - 10, 2018 IN PHOENIX, ARIZONA

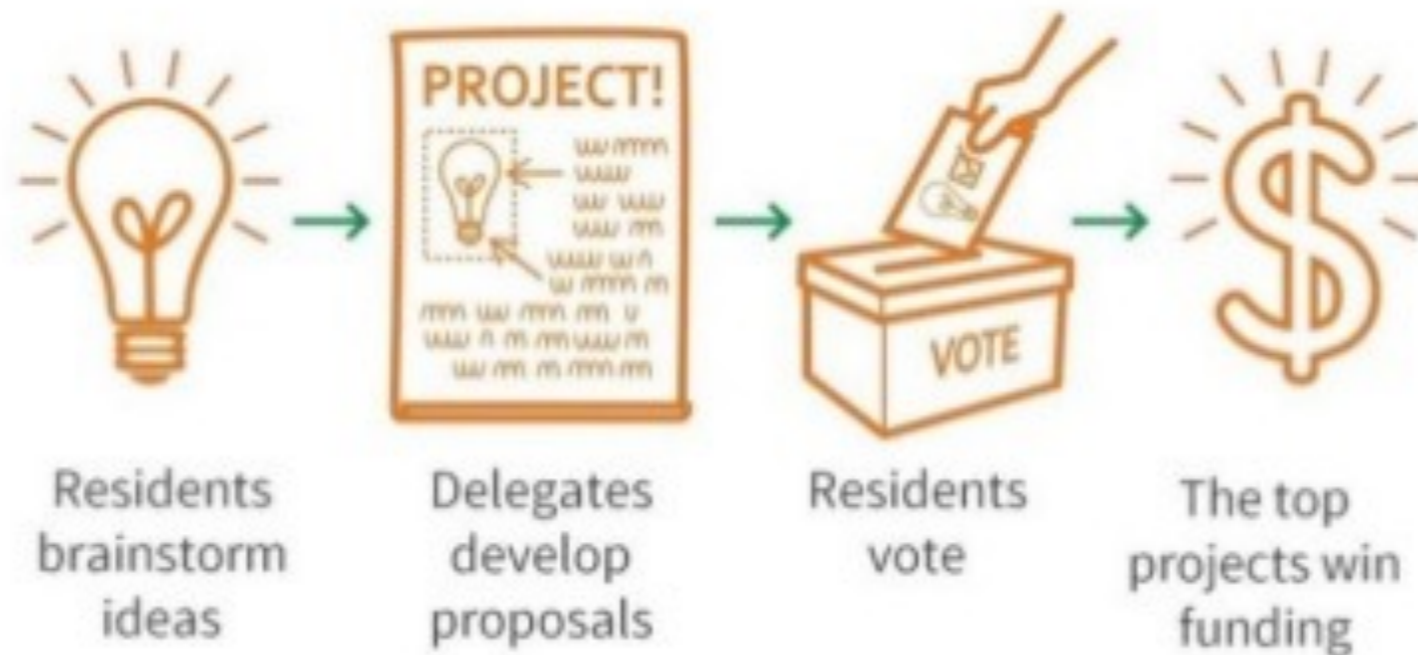


Participatory budgeting and youth empowerment



How participatory budgeting works

The Participatory Budgeting Process



Remaining challenges

- ▶ Providing an end to end support from collective ideation to collection action at scale especially around:
 - ▶ Collective deliberation
 - ▶ Collaborative synthesis of collected ideas