Do it Together

Organizations & Technology to Empower Collective Innovation

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Microsoft Research Summit
07 14 14

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www.washingtontime

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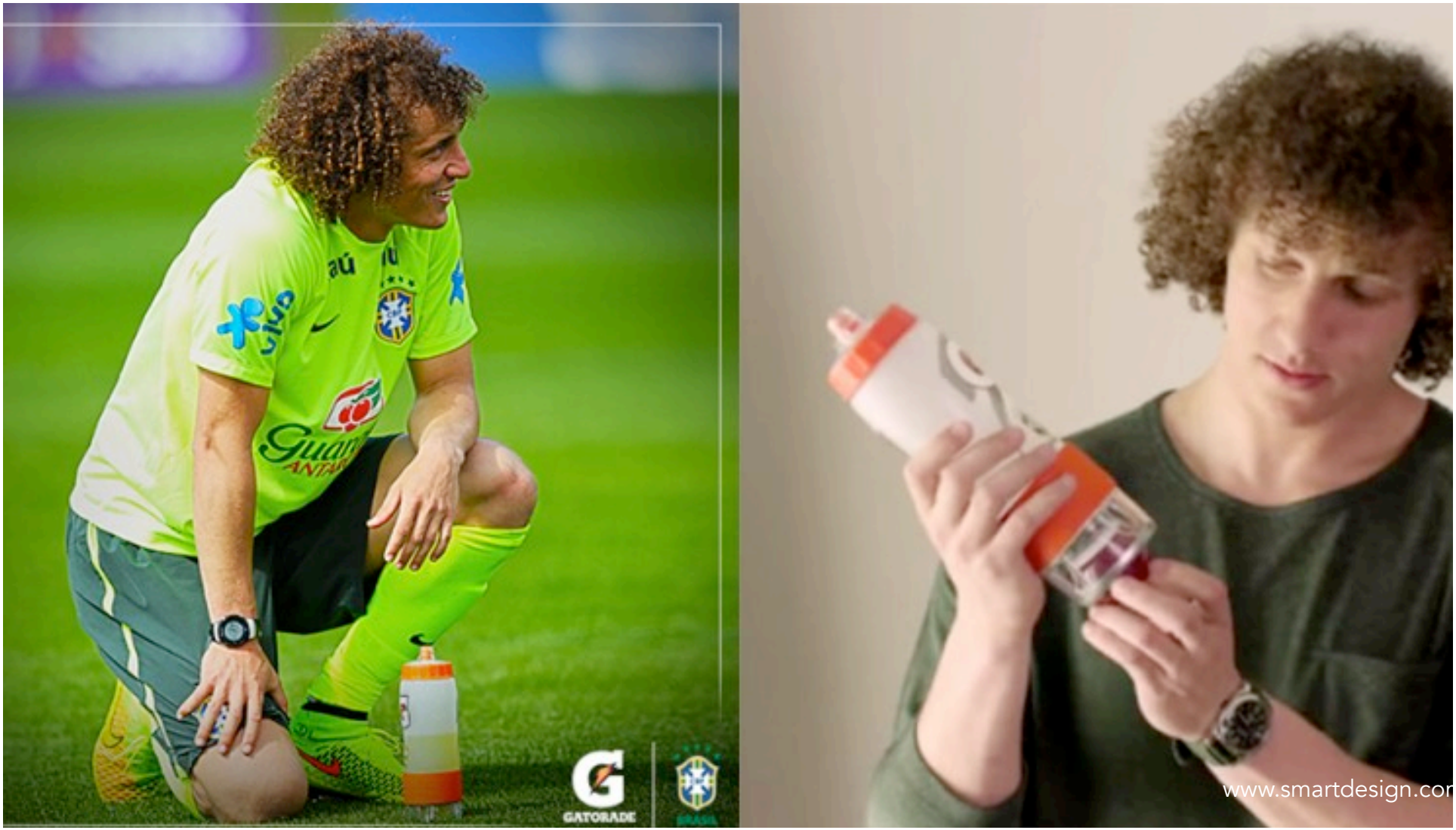
Nike’s Cleat

Gatorade's Sports Hydration Monitor



Luis Suarez Soccer Bite App

Adrian Healey
@AdrianHealey

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The scene at Belo Horizonte airport..and it's not the departures board they are watching. #BRAvsMEX pic.twitter.com/ZaKvy6Rx5K

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Innovation depends on

(1) money
(2) expertise
(3) feedback

(Amabile et al, 2004, Ford, 1996, Shalley & Perry-Smith, 2001, Shane 2011)

Exclusive apprenticeships

Elite financial & social networks

Collective Innovation

Using new forms of organizations and technology to harness the untapped knowledge, skills, & resources of millions of individuals to enhance innovation

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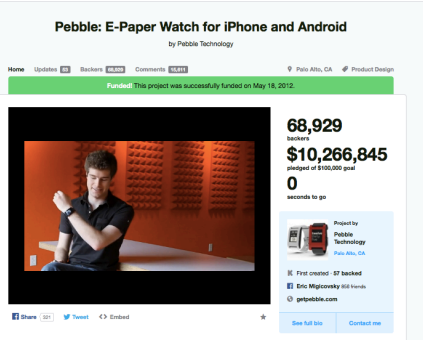
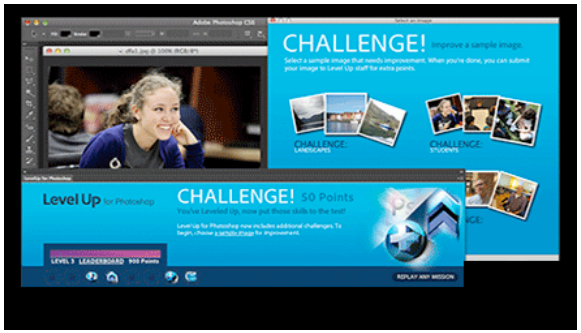
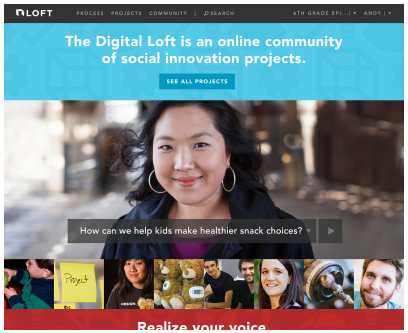


crowdfunding



crowdsourcing



digital lofts

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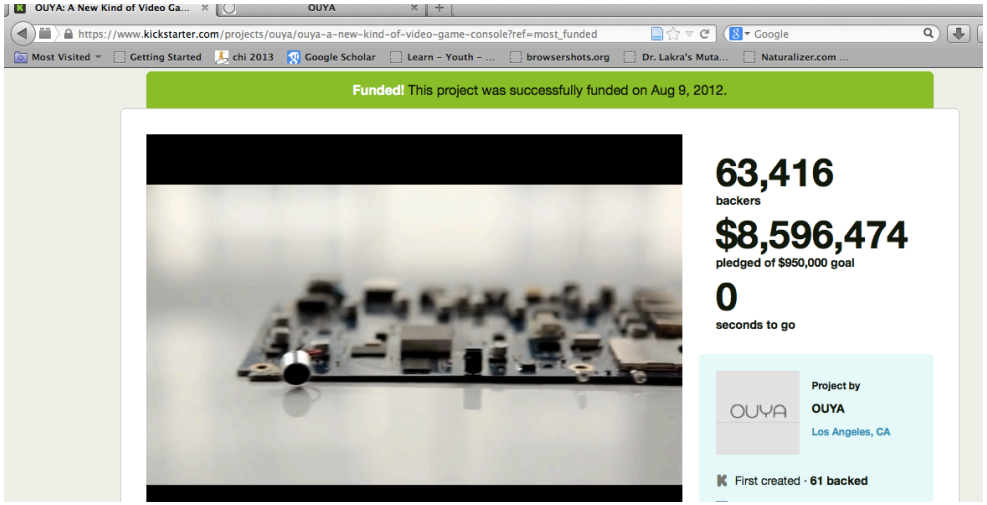
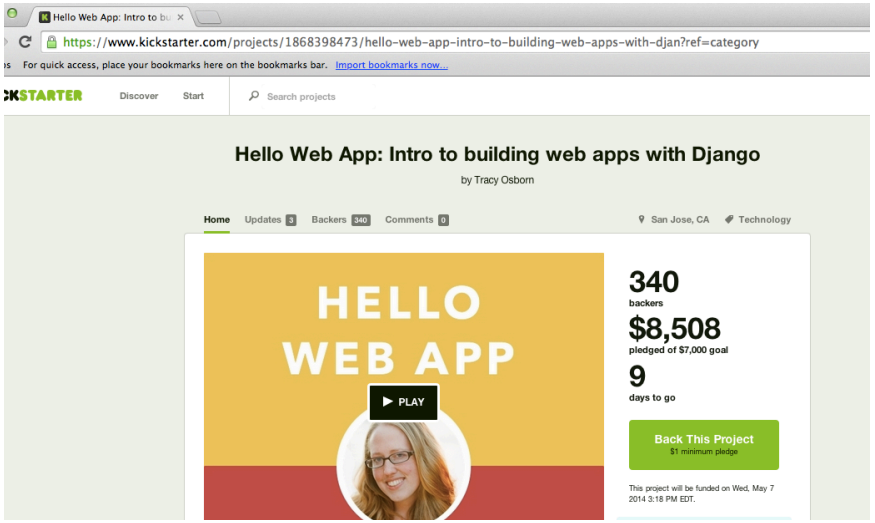
Crowdfunding

Request & exchange of resources through social media and online payment systems





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5.....800

2011 2014

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$1,213,612,470

Kickstarter.com

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$3.86/person

United States Census Bureau

Why does this matter?

Formation of new products, ventures, and professionals

With crowdfunding, it's the gamer that decides which projects they want to do, and that's a big deal for us because we never had a say in it before…it's usually ***the big guys with billions of dollars that make all of the decisions for us****…*

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Communication technology changes who, how, & when we ask

THE UNFINISHED PEDESTAL.

WHAT SHALL BE DONE WITH THE GREAT BARTHOLDI STATUE?

Retrospect of the Work Done—Money Collected and Money Expended—How Congress Failed to Give $100,000—Condition and Prospects of the Work on Bedloe's Island—The Necessity of Immediate Action—A Liberal Contribution from the Hotel Men.

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Fame & Fortune in 30 days?

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"*The funny thing is* ***I probably gave other people as much money as I've just made*** *on this Kickstarter campaign...* ***I could have kept that money in my pocket, but the whole thing is like, a load of confidence***."

-

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GIVE

Sympathy (Rick, Cryder, & Loewenstein, 2007)
Guilt (Cialdini, Baumann, & Kenrick, 1981)
Identity (Aaker & Akutsu, 2009; Meer & Rosen, 2008)

BUY

Goals
Information
Feelings (Jenkins, 2009)

Internet security
Navigation functionality (Chellappa and Pavlou, 2002, Kim et al, 2011)

PARTICIPATE IN ONLINE COMMUNITIES

Desire for knowledge
Social standing
Peer companionship
Approval
Desire to improve society (Kraut & Resnick, 2011)

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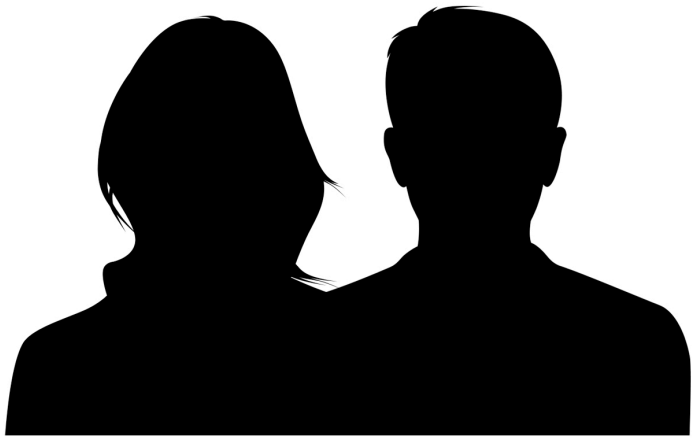
Why do people participate?

	Motivations	Deterrents
Creator	Raise funds Expand awareness of work Form connections Gain approval Maintain control Learn new fundraising skills	Inability to attract supporters Fear of public failure & exposure Time and resource commitment
Supporter	Collect rewards Help others Be part of a community Support a cause	Distrust of creators' use of funds

Gerber & Hui, 2013

Approval linked to Monetary Contribution



*"Now there's actually **real hard numbers** showing interest."*

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Get approval with low risk

"I have no idea if people will want [my product]. So like if people don't want to buy it, and they don't like it . . . there won't be any. Then I won't have made them. . . . It's just an incredible way to take a risk and it's a totally safe risk to take."

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Expand awareness of work

"We didn't even really care if we got money because [our product] is such an insanely low cost thing to run. So, we ended up just doing crowdfunding in order to get [our product] out."

App Designer

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Ideas to improve design

"I had to put some of my designs on the web before but it was always for smaller design communities, but this was **much larger reach** … a few people offered specific design comments… **an engineering guy told me to make this screw 5 bits not 6 bits**."

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Barriers: Time and resources

I never received my pdf! I want a refund or immediate emailing of it!

.. And guess what. You forgot to put me in that too. Honestly I know that you're getting a lot of smoke blown up your ass for making such a great book. But from my perspective you totally suck.

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Collective Incubators

Systems using networked computing and communication technology to support innovation

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Treat people as if they were what they ought to be, and help them become what they are capable of being.

Goethe

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Dr. Matt Easterday

Dr. Haoqi Zhang

Julie Hui

Mike Greenberg

Emily Harburg

Daniel Rees Lewis

Natalia Smirnov

Gulu Saiyed

Arthur Hjorth

Anna Bethune

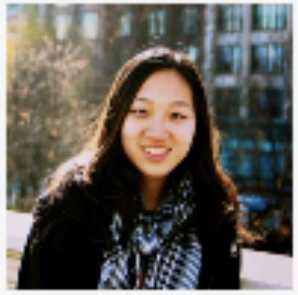
Salwa Barhumi

Zachary Paul

Stephen Chan

Hannah Hudson

Nicole Leigh Zhu



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