

COLLABORATION IN OPEN INNOVATION COMMUNITIES – DO USERS WANT IT?

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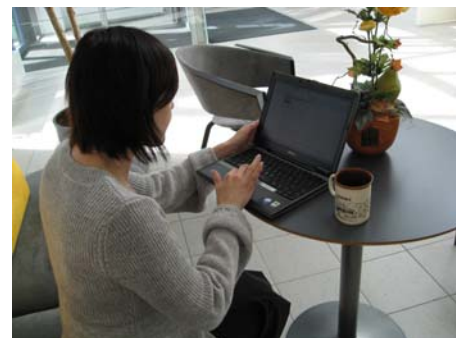


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Customers are collaborating and participating into business processes

- Companies are opening their innovation processes
- Earlier studies indicate that collective problem solving improves the quality of the ideas (e.g. Hargadon and Beckhy 2006; Thrift 2006)
- Research questions:
 - Are users willing to collaborate?
 - How rewarding can be used to motivate members to collaborate in open innovation communities?



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Empirical Study: Design

- A case study of three online open innovation (OI) communities:
 - CrowdSpirit (www.crowdsprite.com)
 - FellowForce (www.fellowforce.com)
 - Owela (owela.vtt.fi)
- *Interviews* of the OI community maintainers
 - One interviewee from each community
- *Web survey* of community members



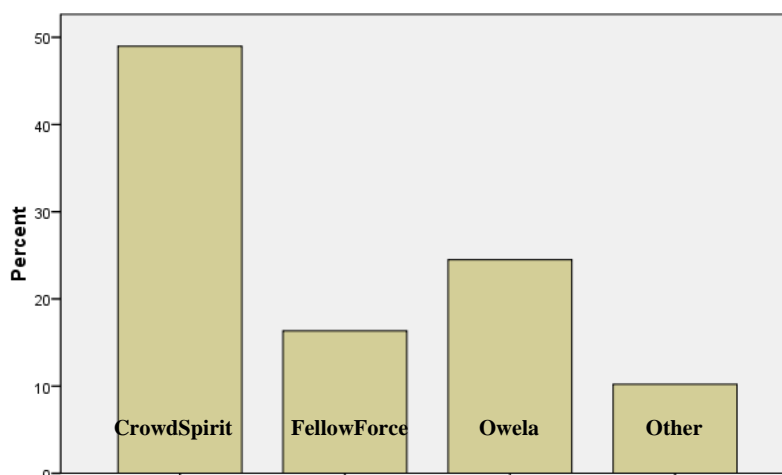
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Web survey of the community members

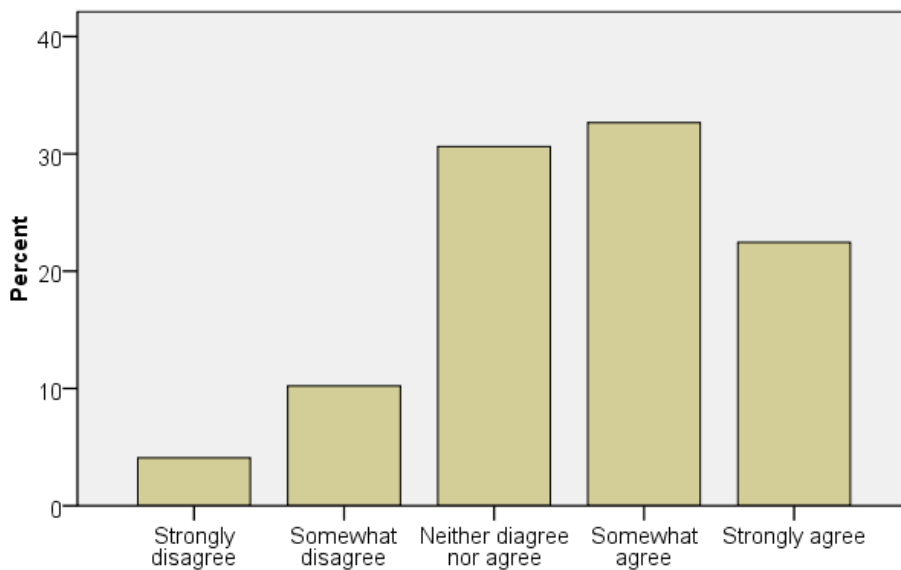
- 49 responses to web survey (sent to ~400 members)
- Majority (24) of respondents from CrowdSpirit (49%)
- 45 (91%) males, the average age 37 years

Name of community, that you participate in?



Willigness to collaborate

I prefer innovating in a group more than individually

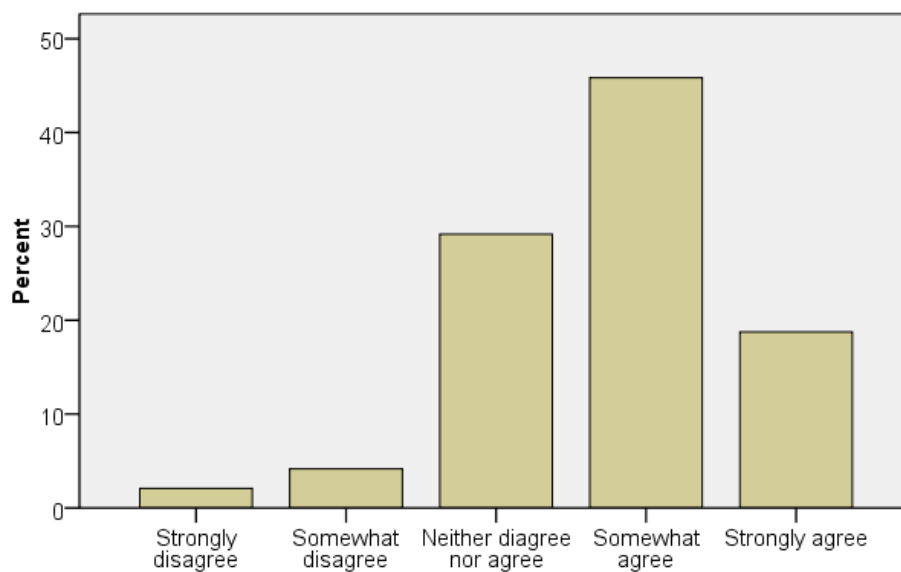


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Willigness to collaborate II

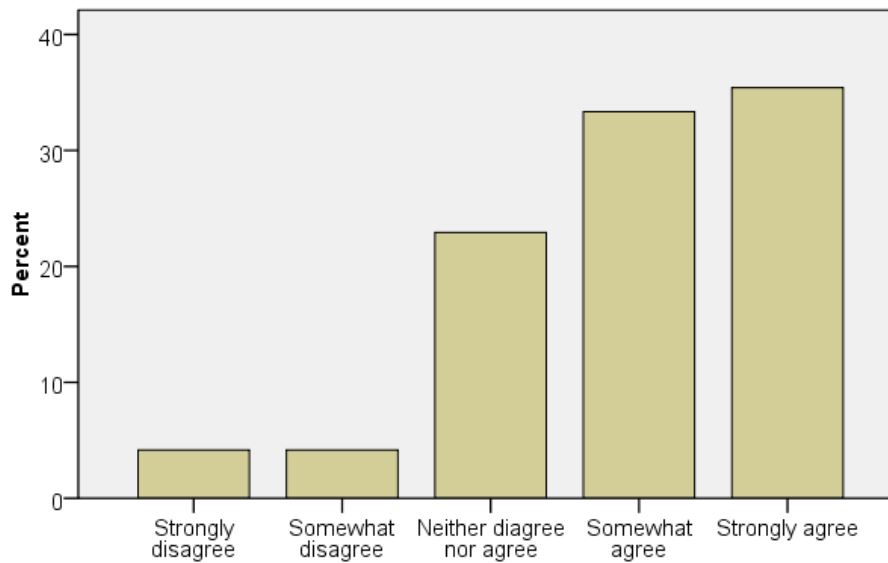
I enjoy collaborating with others in the community.



CrowdSpirit members agreed more with this than other communities' members.

Willigness to collaborate III

I would like to collaborate more with others in open innovation communities

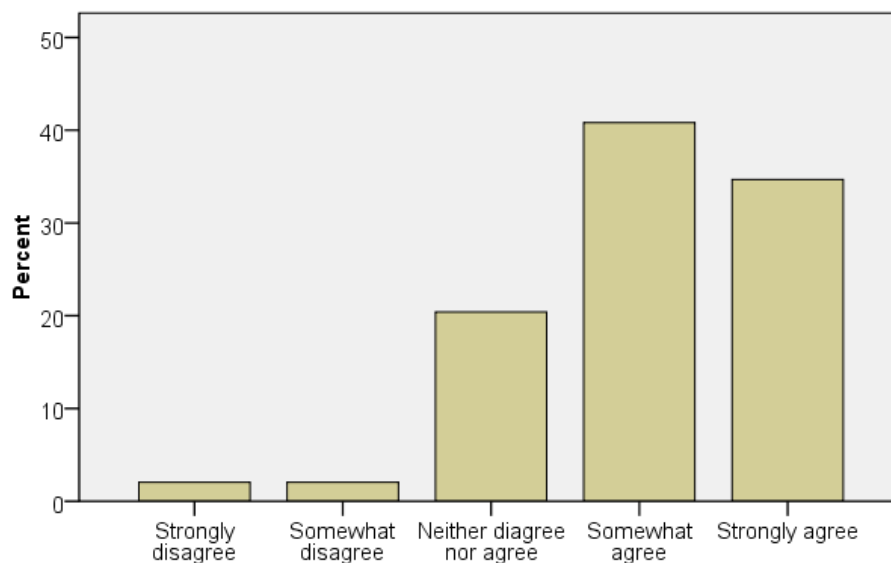


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Opinions on collaboration

Collaboration with others is efficient way to work in open innovation communities



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Interview results

” Collaborative innovation is fun. “ Owela maintainer

“ More collaborative tools needed, chat, main difficulty to get people at the same time in the community (members all around the world)” - CrowdSpirit CEO



“But what is more important is that the challenge is from a collaborative perspective.” FellowForce Co-Founder



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Conclusions

SURVEY RESULTS OF COMMUNITY MEMBERS

- Most of the respondents are interested in collaborating more with others and they see collaboration efficient way to innovate
- 92 % or the respondents thought that all the members of the group should be rewarded
- More tools and methods for collaboration were asked for

INTERVIEWS OF COMMUNITY MAINTAINERS

- Collaboration is important
- More tools and methods needed



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Discussion and future research paths

- Limited number of respondents and cases
- More extensive study with different types of OI intermediaries needed
 - Larger sample size
 - Larger and longer established communities
- Further analysis of gathered data and in-depth studies on e.g.
 - Motivations to collaborate
 - Tools and methods supporting collaboration
 - Rewarding mechanisms



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