



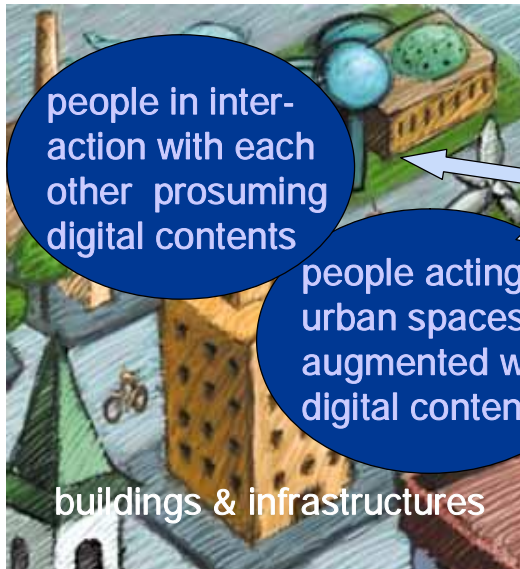
Social Media Applications for Innovative Working Environments

Toni Ahlqvist, Minna Halonen and Sirkka Heinonen

9th International Conference of Finland Futures Research Centre and Finland Futures Academy
Culture as Innovation – The Search for Creative Power in Economies and Societies
Session on *Social Media and Technology I*: Chair Sirkka Heinonen
6–8 June 2007, Turku, Finland



DIGITAL CULTURE IN KNOWLEDGE SOCIETY



people in interaction with each other prosuming digital contents

people acting in urban spaces augmented with digital contents

buildings & infrastructures

digitalisation

dWork
dLearning
dCommerce
dHealth
dEntertainment
mobility (transport)

working
housing
leisure
shopping

prosumers (producers + consumers)
public + private
physical + virtual
social + technical
mass media + personal media



Role of Social Media - improving creativity in work places -

INNOVATION IS "IN"



- Innovations and creativity as ground for innovations
(..EU, Finland, Tekes, Sitra, VTT, companies..)
- The National Knowledge Society Strategy 2007-2015:
A Renewing, human centric and competitive Finland (26.9.2006)
- *Creating an Innovative Europe. Report of the independent expert group on R&D and Innovation.* The European commission 2006.

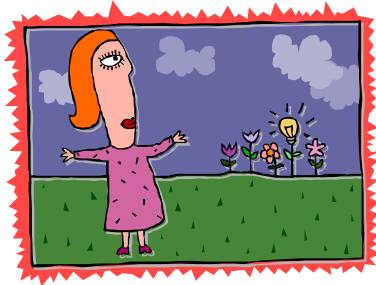


CREATIVITY



- What is creativity?
- Everyone (and every organisation) has potential creativity
- Creativity can be cultivated - do you want to be creative?
- Is it possible to develop working environments, which nurture creativity?
- What is the benefit of creativity? (innovations, competitive edge, recruitment, job satisfaction)





What is creativity?

- play of mind - "legitimate" for: children, artists, absent-minded professors
BUT dare bosses write blogs?
- seeming "counter pole" of creativity =
rationality, responsibility, facts orientation, efficiency



What is creativity?

- out-of-the box thinking & action
- combining different things in new ways
- interpreting world in new ways through all senses

cf. foresight = mindset
John Naisbitt, David Lynch



What are the prerequisites of a creative work place?

- time (NB. *slow life*)
- space
- interaction, feedback
- creative dialogue?
- trust
- recognition
- freedom of action
- flexibility



freedom
stimuli
responsibility



What is collective creativity?

- being creative together in a community
- everybody adds value with his/her personal creativity
- How can this be done by using social media tools? -



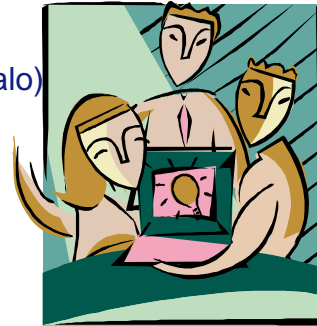
Social media as motor for collective creativity

- combining digital and physical spaces generates *collective creativity*
- *collective creativity* can exist at all levels of interaction
 - between employees
 - between management and employees
 - between employees and customers



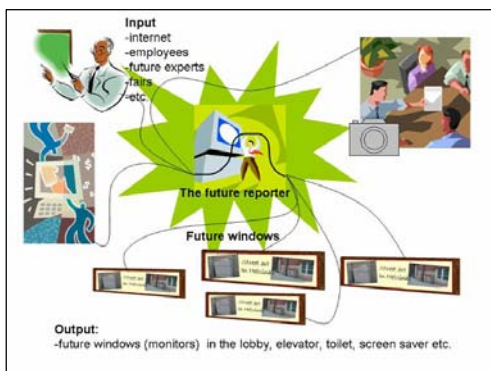
Futures Window as an instrument for collective creativity

- experiment in an office environment (VTT Digitalo)
- workshop on weak signals of social media (SOMED project) 17th November, 2006
- workshop on digital world (VTT's Technology Futures Forum) 1st December, 2007



Futures Window - method of using social media

- Visual weak signals can be shown on monitors in companies elevators, lobbies, etc.

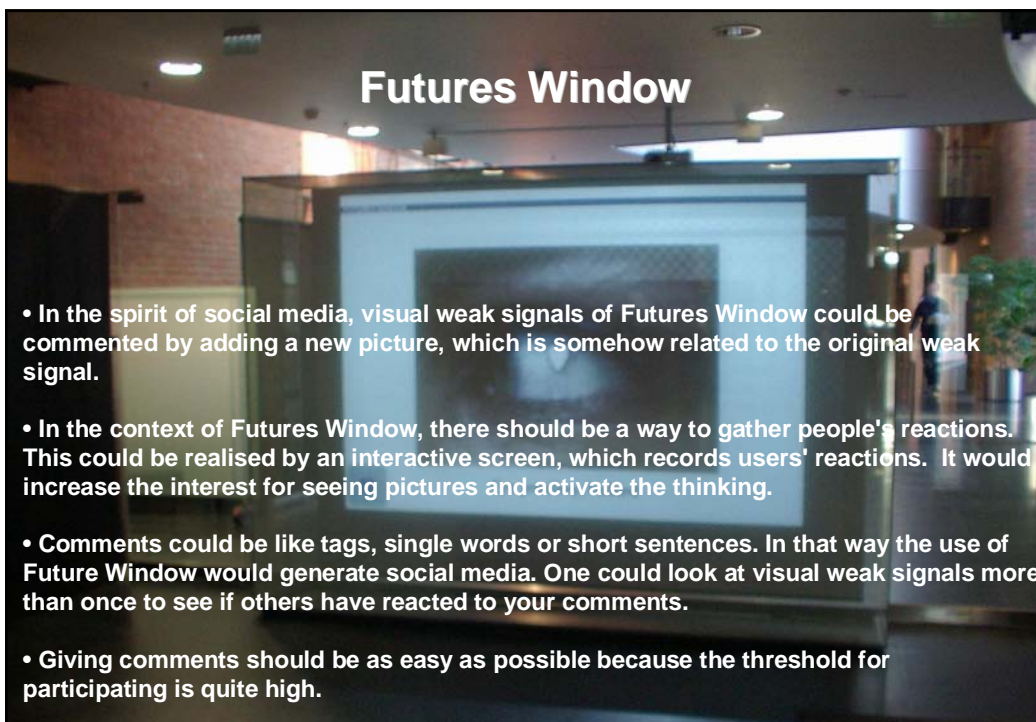
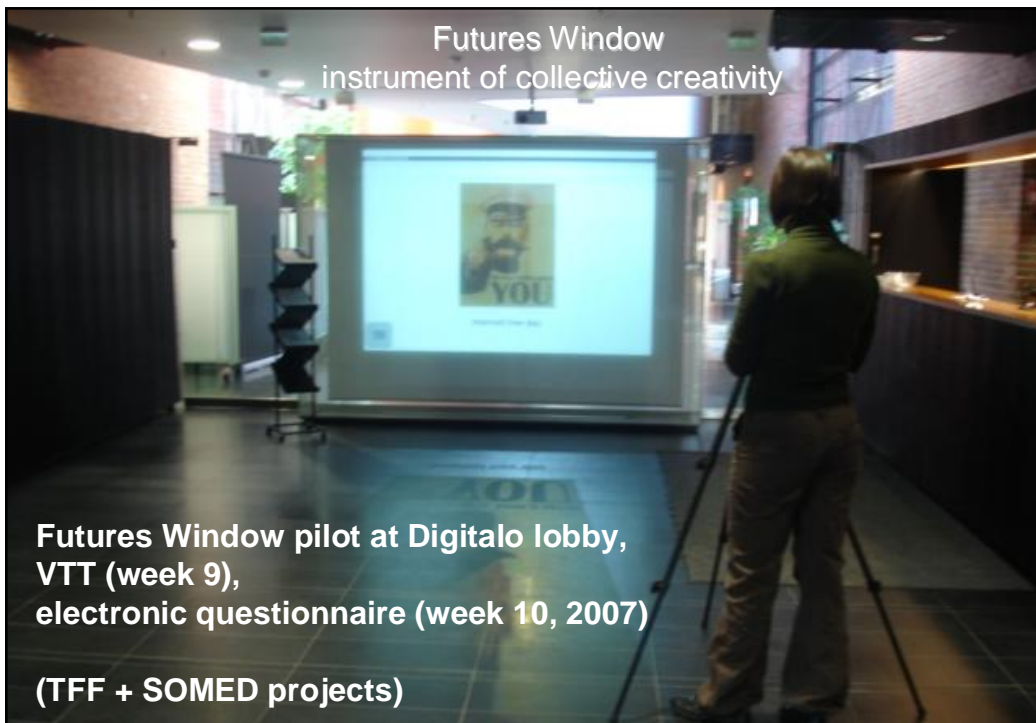


- Futures Window includes three elements:
 - 1) monitor,
 - 2) content (visual weak signals),
 - 3) futures reporter (content provider)

- The purpose is to trigger the employees to think about future possibilities. It may give new, innovative ideas for people working for product or market development, etc.

(Elina Hiltunen 2007: The Futures Window - a medium for presenting visual weak signals to trigger employees' futures thinking in organisations)





Futures Window in workshops: Detecting Weak Signals

- An innovative Foresight Workshop for detecting weak signals of future developments in social media was arranged by the SOMED project on 17th November, 2006 at DigiHouse in Otaniemi, Espoo at VTT Technical Research Centre of Finland.



Photos: Sirikka Heimonen

- Workshop was structured to proceed as two interlinked phases
 - Phase I: Identification of weak signals by means of the Futures Window method
 - Phase II: Elaboration of interpretations of visual weak signals



Detecting Weak Signals



Eye Jewellery, Holland

- The most interesting signals were elected for further elaboration (workgroup voting after general discussion).
- The chosen signals were to be elaborated from the viewpoint of social media.



Photo: Sirikka Heimonen



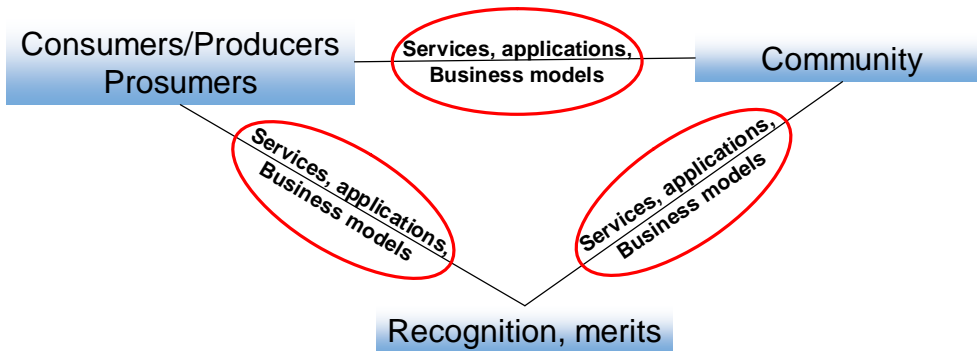
Photo: Sirikka Heimonen

- This presentation gives some highlights from the results of the workshop



The Playground of Social Media

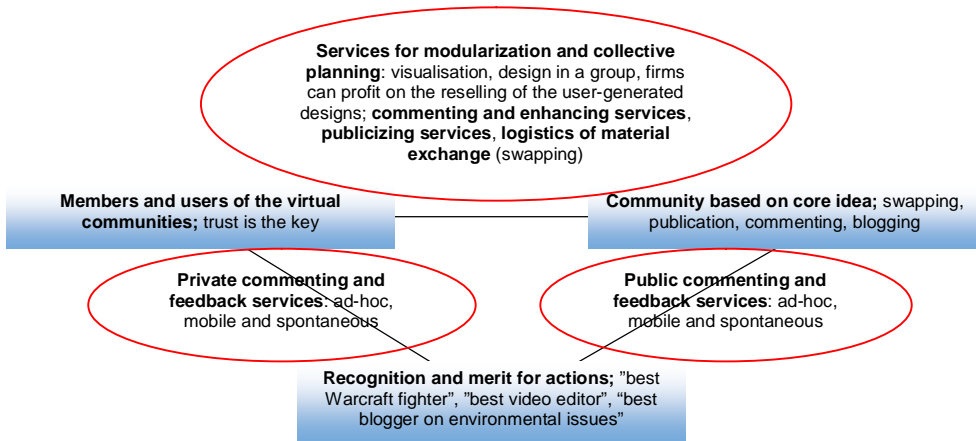
- interpretation of players and motivation -
 - search for new services, applications and business models -



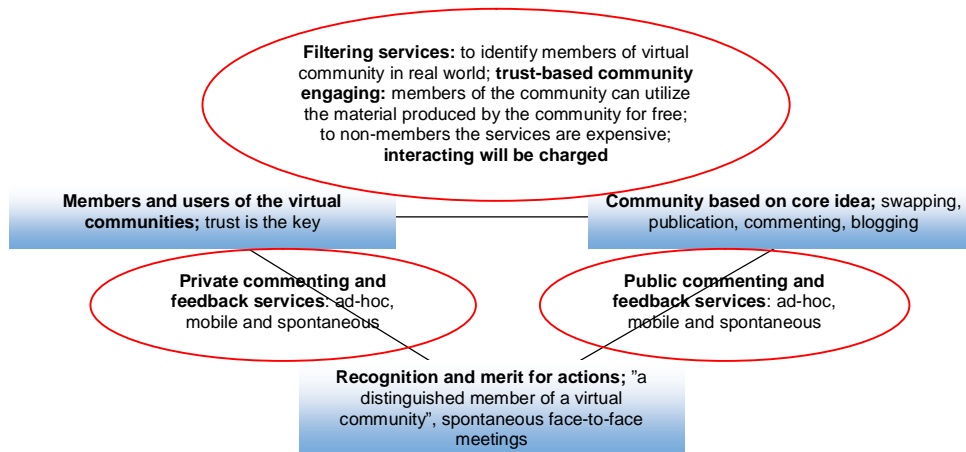
Some examples of the workshop results

	Generic idea	Potential users / segments / needs	Potential products / services	Potential business models
Prosumeristic idea-to-business chains	Personalisation and expression of identities	<ul style="list-style-type: none"> •Need to express the virtual identity in public •A trusted member of multiple virtual communities 	<ul style="list-style-type: none"> •Personalized and updating clothes and gadgets •T-shirt with Internet connection •"Chameleon car" 	<ul style="list-style-type: none"> •Modular production Services for personalization •Quick mobile feedback services •Collective planning
Idea-to-business chains based on community	Virtual tribalism with real world effects	Members of virtual clans	<ul style="list-style-type: none"> •Organisations with virtual offices or eWork facilities on the remote island •Crowd sourcing •Public art 	<ul style="list-style-type: none"> •Service platforms for the virtual communities to share different objects; e.g. cars with maintenance and credible booking system
Idea-to-business chains based on recognition and merits	Recognition or merit in the virtual community	Members of the virtual communities	<ul style="list-style-type: none"> •Services that are directed for the extreme hobbyists •Swapping and circulating > hobby circles 	<ul style="list-style-type: none"> •Scientific referee system as a business model •Different channels for merit and recognition (e.g. mobile)

Idea-to-business aggregate I: Personalisation and expression of self in social media



Idea-to-business aggregate II: Technologies for community identification in the virtual and real worlds



Comments and Remarks

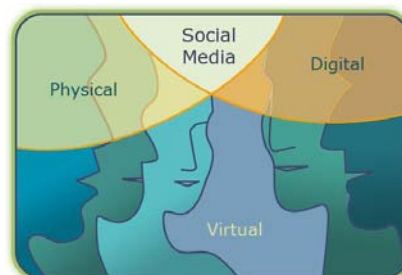
- The idea of Social Media should be further analysed
 - What are the key issues/concepts/"beef" in social media?
 - Globalisation, innumerable number of users, recognition/esteem, self-actualisation, multiple identity, trust, community...
- What is the added value from the concept of Social media for emerging new community solutions?
 - Many emerging ideas and technical applications discussed in the workshop already exist, but not necessarily as directly connected to social media
 - What is the new "IT/POINT/SENSE" provided by social media?



Making good use of collective creativity

- **in collecting and processing ideas from users**
OWELA <http://owela.vtt.fi/> as part of VTT's Somed project

1. **communication forum**
2. **testing ideas**
3. **blog masters**
4. **book reviews**
5. ...



Making good use of collective creativity

"community gardeners" cultivate ideas



Photo© Mimma Halonen

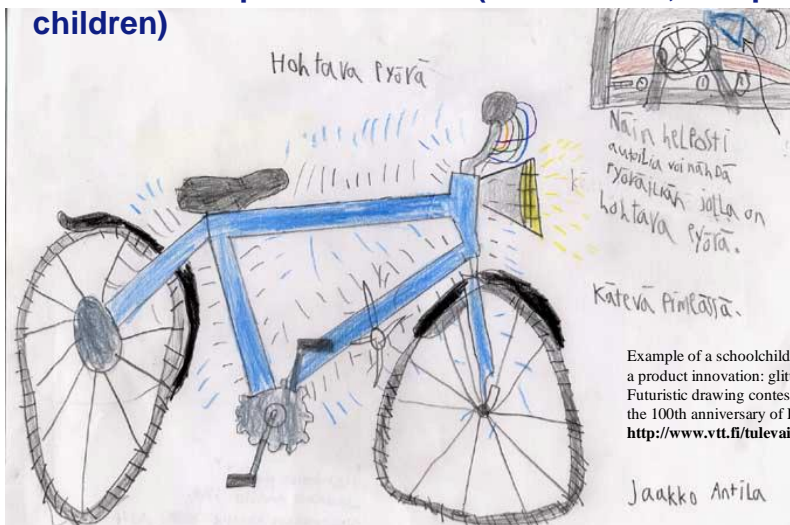
Jaewong Lee: Founder and CEO, Daum Communications Corp. during the LIFT Conference in Geneva, Febr. 2007



Jaewong Lee was interviewed at LIFT Conference in Geneva, Switzerland in February 2007. For more information see the forthcoming report Heinonen and Halonen (eds.) Making Sense of Social Media. Interviews and Narratives.

Making good use of collective creativity

- feedback in open innovation (researchers, companies, children)



Example of a schoolchild's view of a product innovation: glittering bicycle. Futuristic drawing contest in celebrating the 100th anniversary of Helkama Companies. <http://www.vtt.fi/tulevaisuusseminaari>



CREATIVE FORESIGHT SPACE

Innovative working environment empowered by social media?

1) Could organisations have a *Creative Foresight Space*, which combines physical and digital spaces?

Creative Foresight Space = space fostering both creativity and futures thinking

2) Are companies willing to develop and pilot innovation oriented working environments empowered by social media?



Creative Foresight Space

Examples:

1. Innovation space at VTT Micronova, Espoo
2. Think Tank creative meeting room in Scandic Grand Marina (customer survey done), Helsinki
3. Search for a possible new pilot where creative space is enriched by foresight orientation and combining physical and virtual spaces (SOMED Project)



Creative Foresight Space

1. Innovation space at VTT Micronova



Photo© Minna Halonen



Photo© Minna Halonen

2. Think Tank creative meeting room (Scandic)





What is your favourite creative space?

Richard Watson and Andy Hines say that when jogging, and in airplanes...



... their ideas take off!

Andy Hines and Richard Watson were interviewed at Don't Stop Thinking about the Future Conference in Copenhagen, Denmark in April 2007. For more information see the forthcoming report Heinonen and Halonen (eds.): Making Sense of Social Media. Interviews and Narratives.



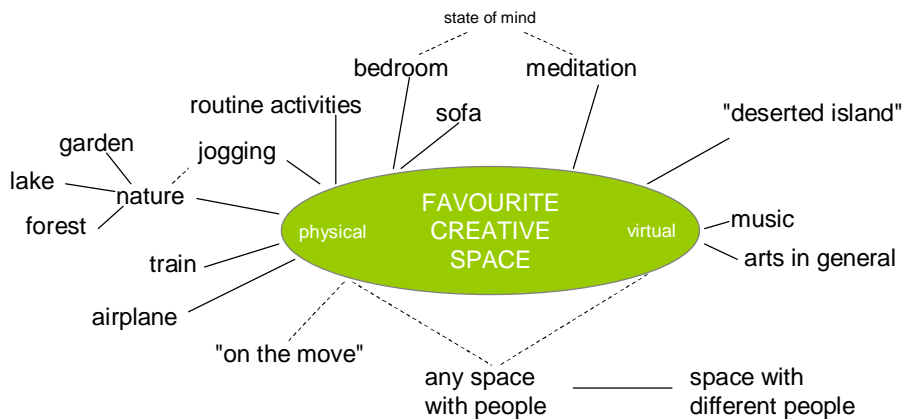
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6-8 June 2007, Turku

Session 3: Social Media and Technology I: Chair Sirkka Heinonen

Ahlqvist, Halonen & Heinonen: Social Media Applications for Innovative Working Environments

Mind map generated in creative collaboration between session participants





Thank you!

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Ahlqvist, Halonen & Heinonen: *Weak Signals in Social Media. Report on Two Experiments in Futures Monitoring.* Research report VTT-R-03466-07. Espoo 2007.

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