

SOCIAL MEDIA – HOW TO BROKER INNOVATIVE COMBINATIONS

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WORKSHOP 3: Social Media and Technology I

Thursday 7 June at 14.30-16.30 | Chair Sirkka Heinonen

9th International Conference of

Finland Futures Research Centre and Finland Futures Academy

in Collaboration with Turku 2011 – Finland's Candidate for the European Capital of Culture 2011

In Social Media people voluntarily share content (for example videos, text, images, music) through online platforms and with the help of applications that base on social software. It is typical that there are several ways for the people to communicate and to interact, and registration as a member is more of a rule than an exception.

The content has its own audience as the traditional media (tv, radio, magazines, newspapers), but people themselves are “editors” and “producers” of the content. This means there is only little if no moderating for the content from others before publishing.

The authors of social media enjoy content made by themselves, copied from others and mash-ups that contain a mix of content possibly from several authors.

*Ahonen, Lietsala (2007)
Managing Service Ideas and Suggestions
– Information Systems in Innovation Brokering*

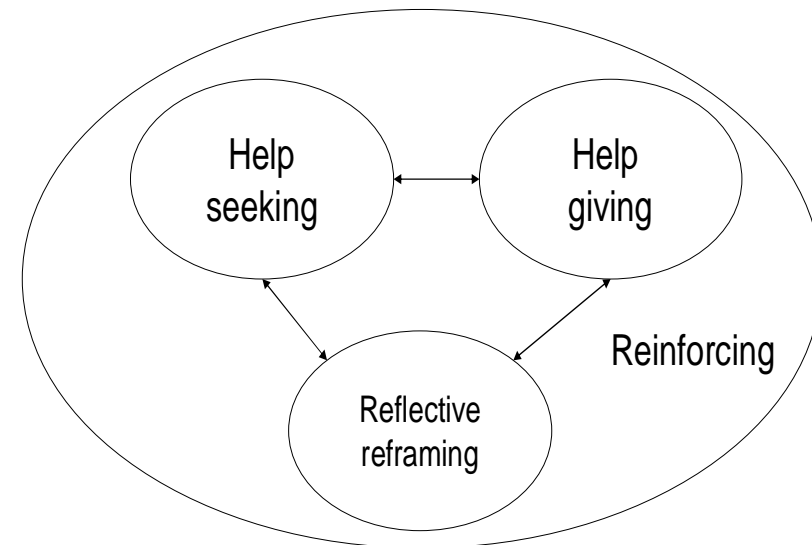
content creation
developing knowledge
PARTECO
open participatory
processes production tools

Social Media





The current social media core services compound several resources from different sources into innovative end results.



Hargadon & Bechky (2006)



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TRACK AND MANAGE YOUR ACCOUNT

<input type="text"/>	<input type="text"/>
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User Name

Password

Please Remember My Sign-In Name

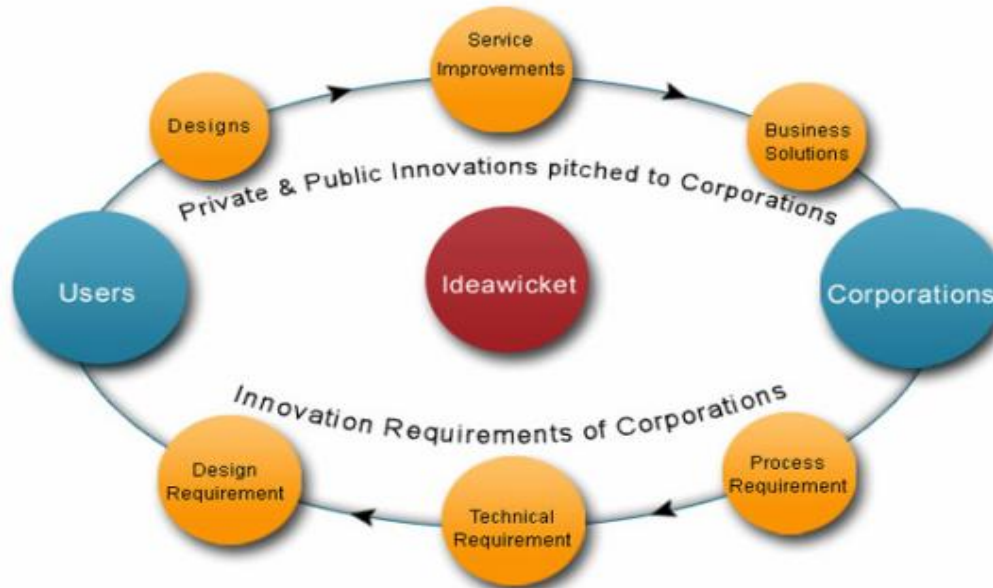
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- Airtel
- GPS
- Power
- abhijit
- bags
- communication
- computers
- design
- education
- energy
- internet
- mobile
- money
- school
- sony
- space
- storage
- transportation
- web
- wifi

How It Works



What can you do as a user on Ideawicket?

1. Submit ideas, product designs, industrial designs, process improvement techniques, service innovations, business solutions
2. Mark your content as 'Public' which is visible to all or 'Private' which permits access only to the people you choose
3. Suggest corporations that could benefit from your idea
4. Share ideas and innovations with friends
5. Comment on and rank innovations
6. Network with other site members

7

Rank

Comment

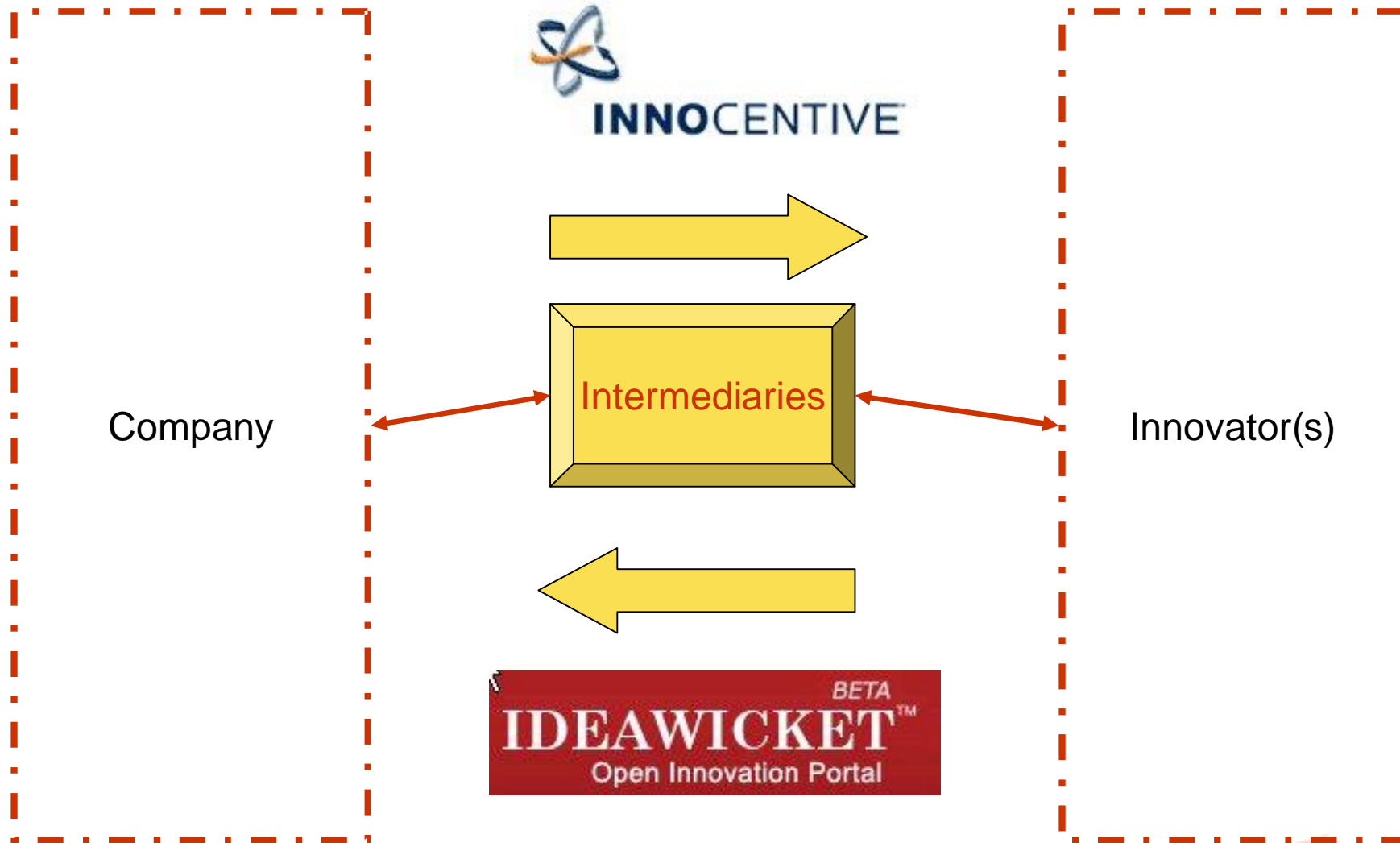
Network

Share

Submit

Different approaches

8





Brokers translate, coordinate and align perspectives from multiple communities. When a person or an organization belongs to different communities and transfers different practices from one to another, they act as brokers (Wenger 1998).

New communities around re-combinations

10

Tekstiversio Näköislehti Mobiili Arkisto Tilaa Taloussanomat Asiakaspalvelu Jätä nimitysuutinen Mediatiedot Toimitus

TALOUS SANOMAT

Pelibisnes.fi **YHTEISÖ** Elina Hiltunen
Liity yhteisöön! Heikot signaalit

Taloussanomat Pörssi & raha Oma talous ITviikko Oma sana

omasana.fi

Etusivu
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Yhteisöt
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Kirjaudu

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Tekijänoikeus

Digitodayn tekijänoikeusblogin perinteitä jatkava yhteisöblogi.
Blogin RSS

Kirjoittajat

Ilya
Jaakko Kuivalainen
Markosamuli
Herikko Hietanen
Huima
Marq
Virallinen Valvoja
Paula Hassel
Liity yhteisöön

Tekijänoikeus

Taloussanomat goes CC

Jaakko Kuivalainen @ **Tekijänoikeus** 4.6.2007 klo 22:38

Julkaisemme jatkossa omat juttumme **CC-lisenssillä**.
Esimerkin voi tsekata vaikkapa [täältä](#).
[Tekijänoikeustietosivu](#) löytyy jutun perässä olevan CC-kuvan takaa.

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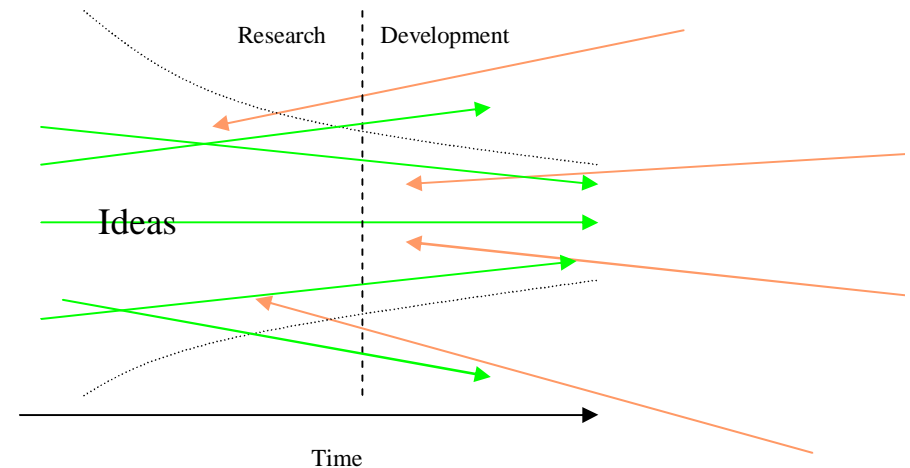


Innovative combinations

© Vesikirpun keittiössä



“ As innovation becomes a more open process, intermediate markets have now arisen in which parties can transact at stages which previously were conducted entirely within the firm.”
 Chesbrough (2006, 14)



Collective Creativity

[STAR WRECK](#) [IRON SKY](#) [COMMUNITY](#) [VIDEO](#) [STORE](#)

STAR WRECK


[SUOMI](#) | [ENGLISH](#)

Pages: [production and shoot](#) - [post-production](#)


Cameras and lights

When we started filming the movie we had very little equipment. We had the **Sony DSR-200P dvcam**, couple of work lights (that cost some 25e), an old portable TV and a broken wheelchair. A lot of the movie is shot using that setup.

From 2001 to 2004:



Most of the equipment we had in 2001 while filming the Hesburger scene.



Some of the stuff used in the last shoots in 2004. Lights, a dolly track, a smoke machine...

Most of the movie was shot with the primitive makeshift equipment, but in the last pickup shoots we did get to play with some more professional gear. Stuff that most filmmakers would probably consider the bare necessities... But since we didn't have access to that kind of stuff we used what we could.

INTRODUCTION

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Prague Film

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Space Transportation Systems: How Space Elevators Will Work

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Weblogs can be used for “klogging”, as a tool for personal and corporate knowledge management (Bowman & Willis 2003).

Keystroke logging (keylogging) captures the user's keystrokes.



Del.icio.us

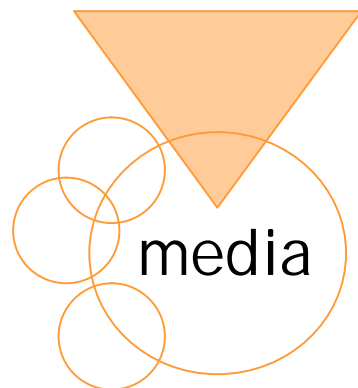
Some brokers rely on a strategy for exploiting the networked nature of the innovation process (Hargadon & Sutton 1997).

Innovative combinations

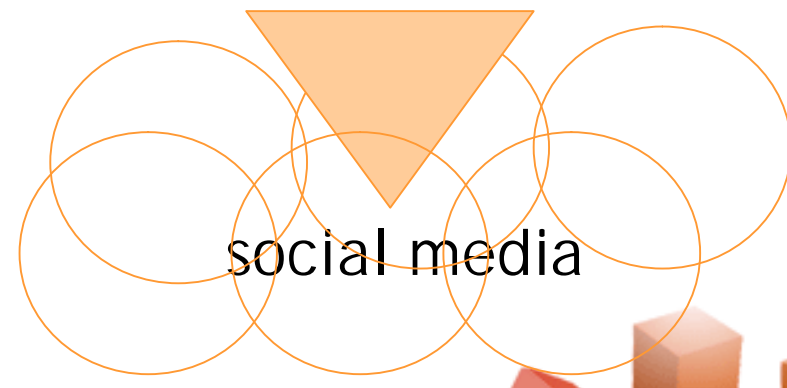
Kuva: Raimo Lietsala

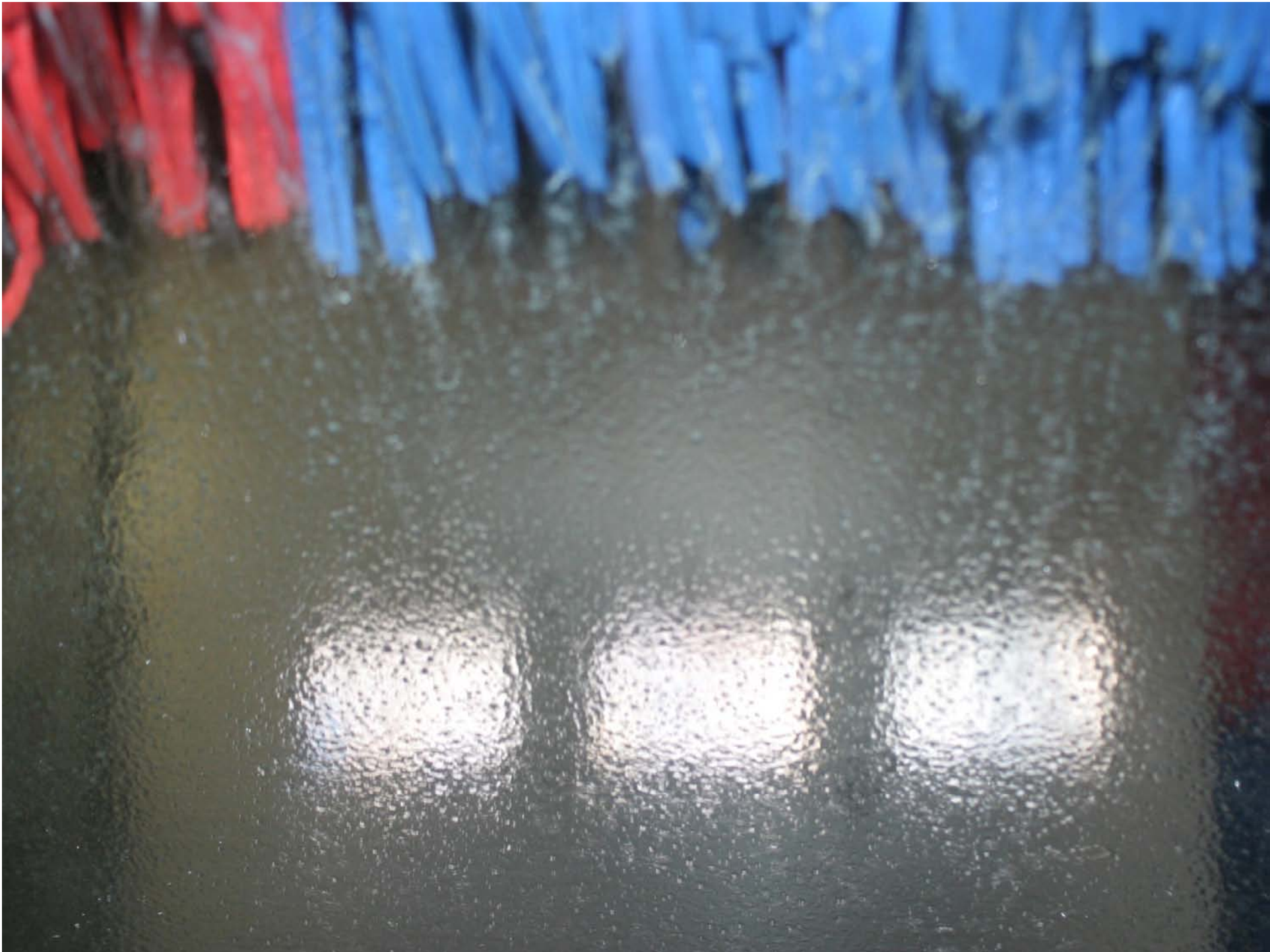


platform + staff
hierarchy
end products
community



platform + people
emergence
community
end products





PARAS



Rise and shine!



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Blog <http://beyondcreativity.blogs.com>

Some further readings

- Chesbrough, H.W. (2006). Open Business Models How to Thrive in the New Innovation Landscape. Boston (Mass.): Harvard Business School Press.
- Hargadon, A. and Bechky B. (2006) When Collections of Creatives Become Creative Collectives - A Field Study of Problem Solving at Work. Organization Science Journal.
- Ahonen, M. & Lietsala, K. (2007) Managing Service Ideas and Suggestions - Information Systems in Innovation Brokering. Tekes- Haas Conference on Service Innovation. Berkeley, CA. ([pdf](#))
- <http://www.somelab.fi>