



EXPLORING DIGITAL SOCIAL INNOVATION: THE CASE OF FRANCE

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INGENIO Research Seminar.

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OUTLINE

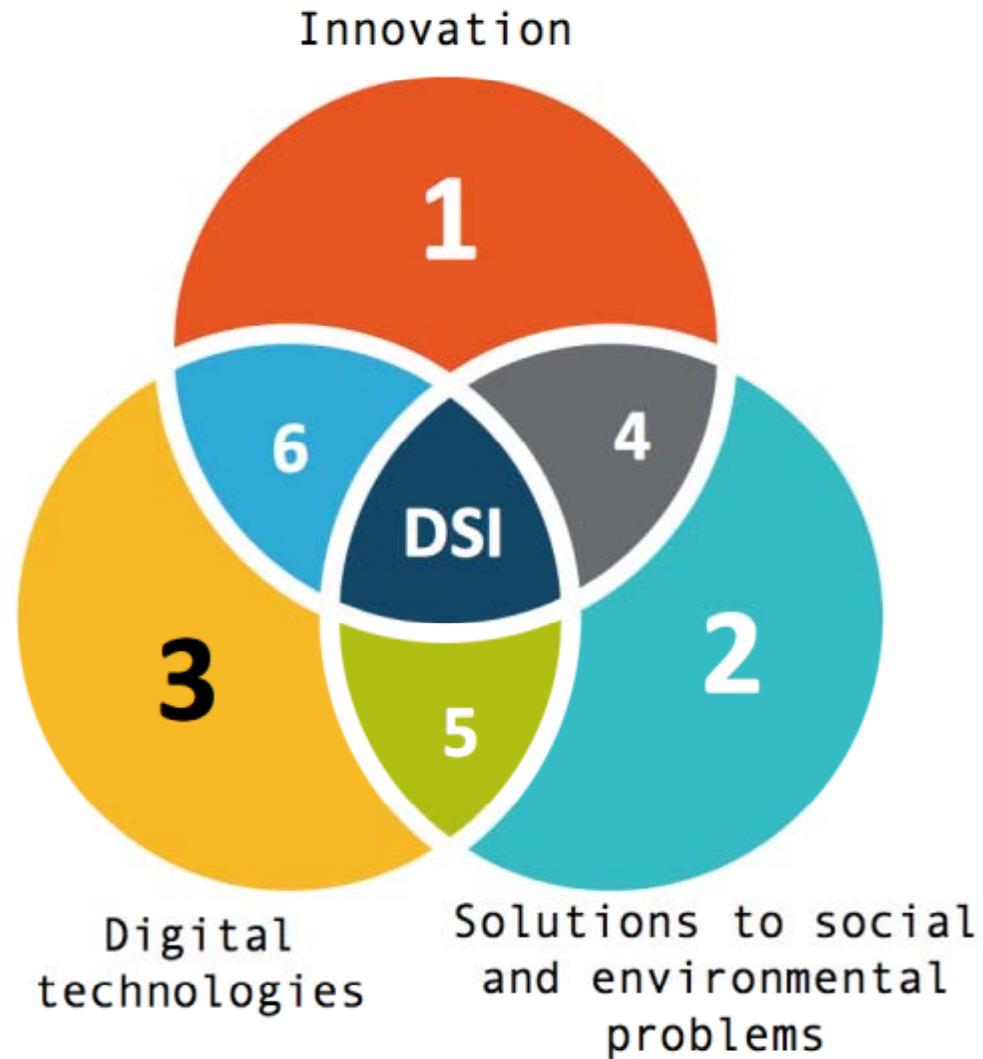
1. WHAT IS DSI?
2. WHY THIS RESEARCH?
3. APPROACH & ANALYSIS
4. A TYPOLOGY OF DSI
5. IMPLICATIONS & FUTURE RESEARCH

1. WHAT IS DSI?

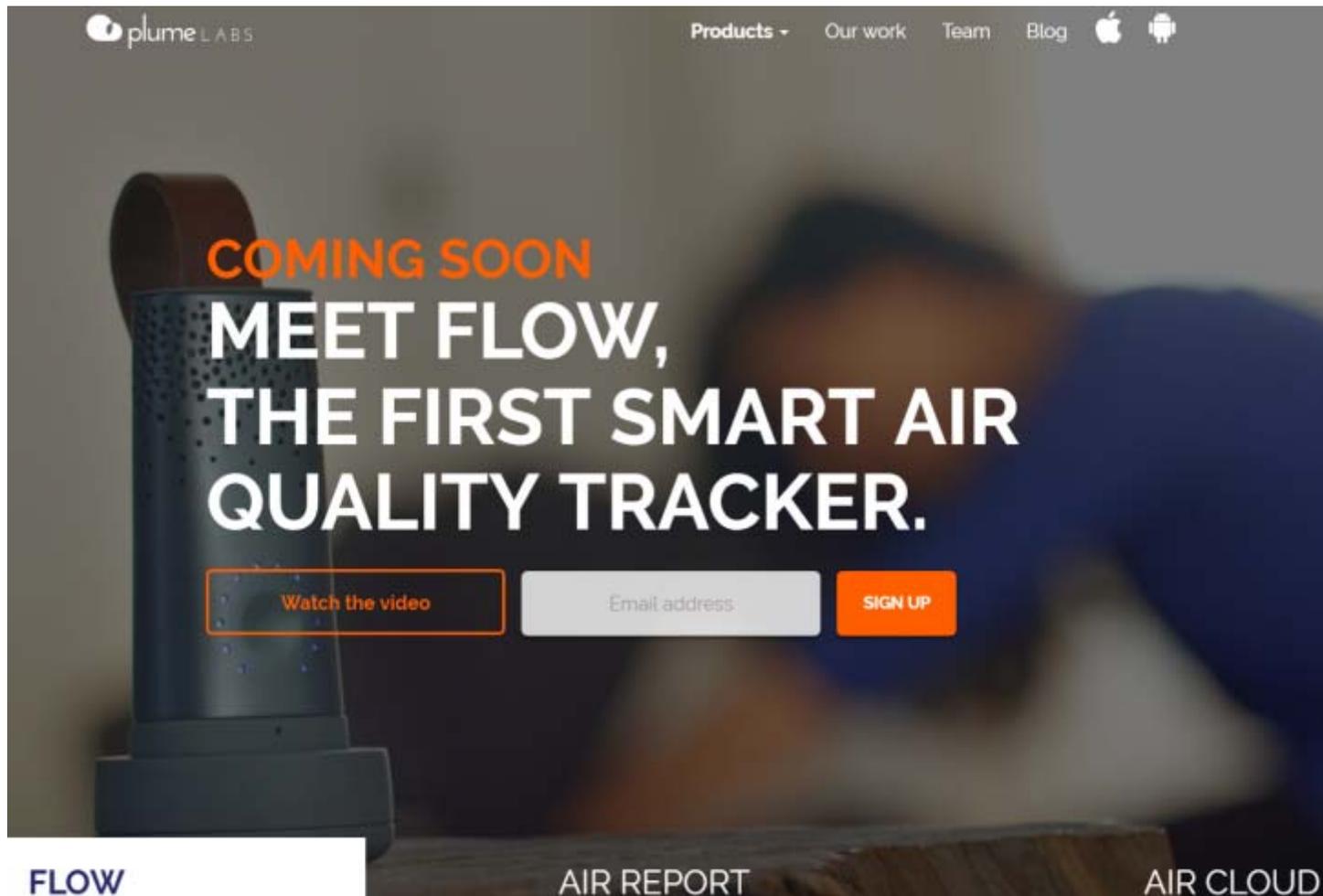
WHAT IS **D**IGITAL **S**Ocial **I**nnovation (**DSI**)?

- Innovations that rely on digital technologies to address social and/or environmental problems.
- Can have a strong transformative power:
 - Target social & environmental objectives;
 - Bring in crowds => synergies;
 - Incentivise openness, inclusion, participation & transparency;
 - High potential for scaling up due to ICTs.

THE BOUNDARIES OF DSI



EXAMPLE OF A DSI



EXAMPLE OF A DSI

CALM by Association SINGA



COMMENT ÇA MARCHE ? BLOG CONTACT FAIRE UN DON

CONNEXION

INSCRIPTION

CONNECTER LES
PERSONNES REFUGIEES
ET LA SOCIETE CIVILE



EXAMPLE OF A DSI



Open Food Facts recopila información sobre los productos alimenticios de todo el mundo.

Añadir un producto

[Imagen con código de barras](#)

[Añadir](#)

[Producto sin código de barras](#)

Iniciar sesión

Conéctate para añadir o modificar productos.

Nombre de usuario o dirección de correo

Open Food Facts - España

Descubre

Open Food Facts es una base de datos de productos alimentarios hecha por todos, para todos.

Puedes usarla para elegir mejores opciones de alimentación, y como se trata de datos abiertos, cualquiera puede aprovecharlos para otros usos.

→ [Conoce más acerca de Open Food Facts](#)

Últimos productos añadidos:

→ [productos de la app móvil pendientes de completar](#)

5252 productos [Explorar los productos por...](#)



Contribuye

Open Food Facts es un proyecto sin ánimo de lucro desarrollado por miles de voluntarios de todo el mundo. Puedes empezar a contribuir añadiendo algún producto de tu cocina. Tenemos también otros proyectos interesantes en los que puedes contribuir de muchas maneras.

→ [Conoce más acerca de cómo puedes participar](#)

EXAMPLE OF A DSI



EXAMPLE OF A DSI

Wheel Share

DEVENEZ ACTIONNAIRE D' I WHEEL SHARE SUR 1001PACT

L'APPLICATION QUI DONNE UNE VOIX(E) AUX PERSONNES EN SITUATION DE HANDICAP

Télécharger dans l'App Store

APPLI ANDROID SUR Google Play

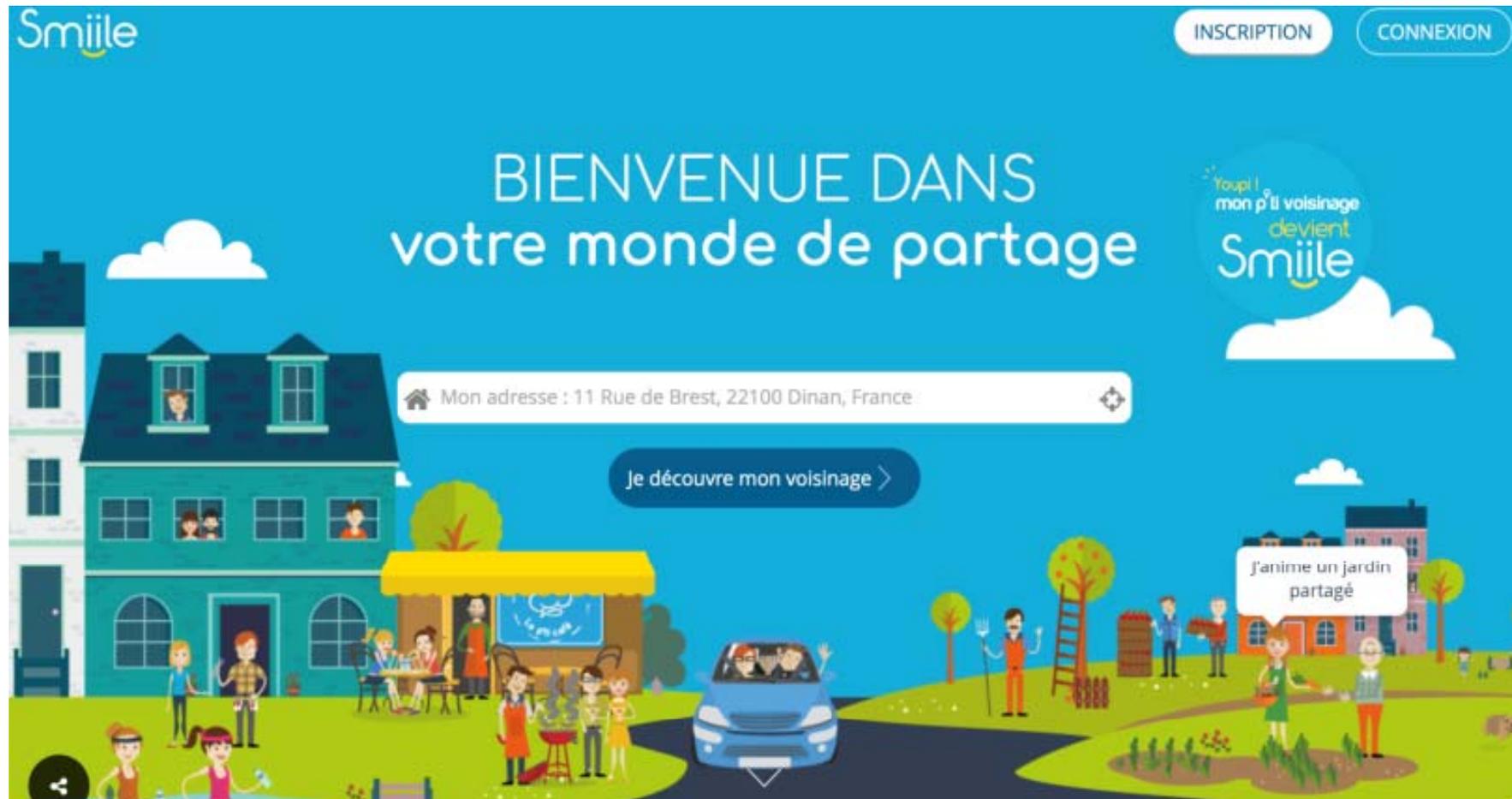
1001PACT

Facebook, Twitter, Instagram icons

Icon representing people with disabilities

The advertisement features a background image of a man in a wheelchair on a paved path. A teal banner at the top contains the text 'DEVENEZ ACTIONNAIRE D' I WHEEL SHARE SUR 1001PACT' and the 1001PACT logo. Below this, the text 'L'APPLICATION QUI DONNE UNE VOIX(E) AUX PERSONNES EN SITUATION DE HANDICAP' is displayed. At the bottom, there are two buttons for downloading the app: 'Télécharger dans l'App Store' and 'APPLI ANDROID SUR Google Play'. Social media icons for Facebook, Twitter, and Instagram are in the top right corner. A small icon representing people with disabilities is centered in the background.

EXAMPLE OF A DSI



<https://www.smiile.com>

IMPORTANT CHARACTERISTICS OF DSI

- From “individual need” to “collective benefit” as a form of social innovation.
- The beneficiary and the user can be different.
- Populations are different: no longer “adopters” but “audiences” (or users).
- Diverse actors like nonprofits, public, & crowds in its ecosystem.

2. WHY THIS RESEARCH?



Une école de FIBT

RESEARCH PROBLEM & OBJECTIVE

- DSI not yet analysed systematically:
 - => Exploratory analysis from the innovation studies perspective.
 - => Build a typology of DSI...
 - => ... & a theoretical framework to study their transformative power.

EXISTING LITERATURE ON DSI

- A few reports from 'grey' literature*
- No theoretical analysis
- Academic literature scattered on specific problems, sectors, disciplines, ...

INSIGHTS FROM LITERATURE ON ICT & SOCIETY

- **SECTORS:** Governance & political participation (Coleman & Blumler, 2014); Nature conservation (Büscher, 2016); Neighbourhood information systems (Burrows, Elison & Wood, 2005); Disability (Gossart, 2015); Arts (Davidson & Poor, 2015); Health (Coleman & Blumler, 2014); Homeless (Toft, 2011); Smart cities (Araya, 2015); ...
- **THEORETICAL FRAMEWORKS, DISCIPLINES:** Media and communications; Political sciences; Sociology; Geography; Virtual geography (Batty, 1997); Virtual communities (Rheingold, 1993); Social theory and policy (Coleman and Blumler, 2009); Urban sociology; Internet & society; ...
- **MAIN ISSUES:** their potential social impacts (positive and negative); incentives behind participation; effect on professions; effects on civic engagement; ...

3. APPROACH & ANALYSIS



METHODOLOGY

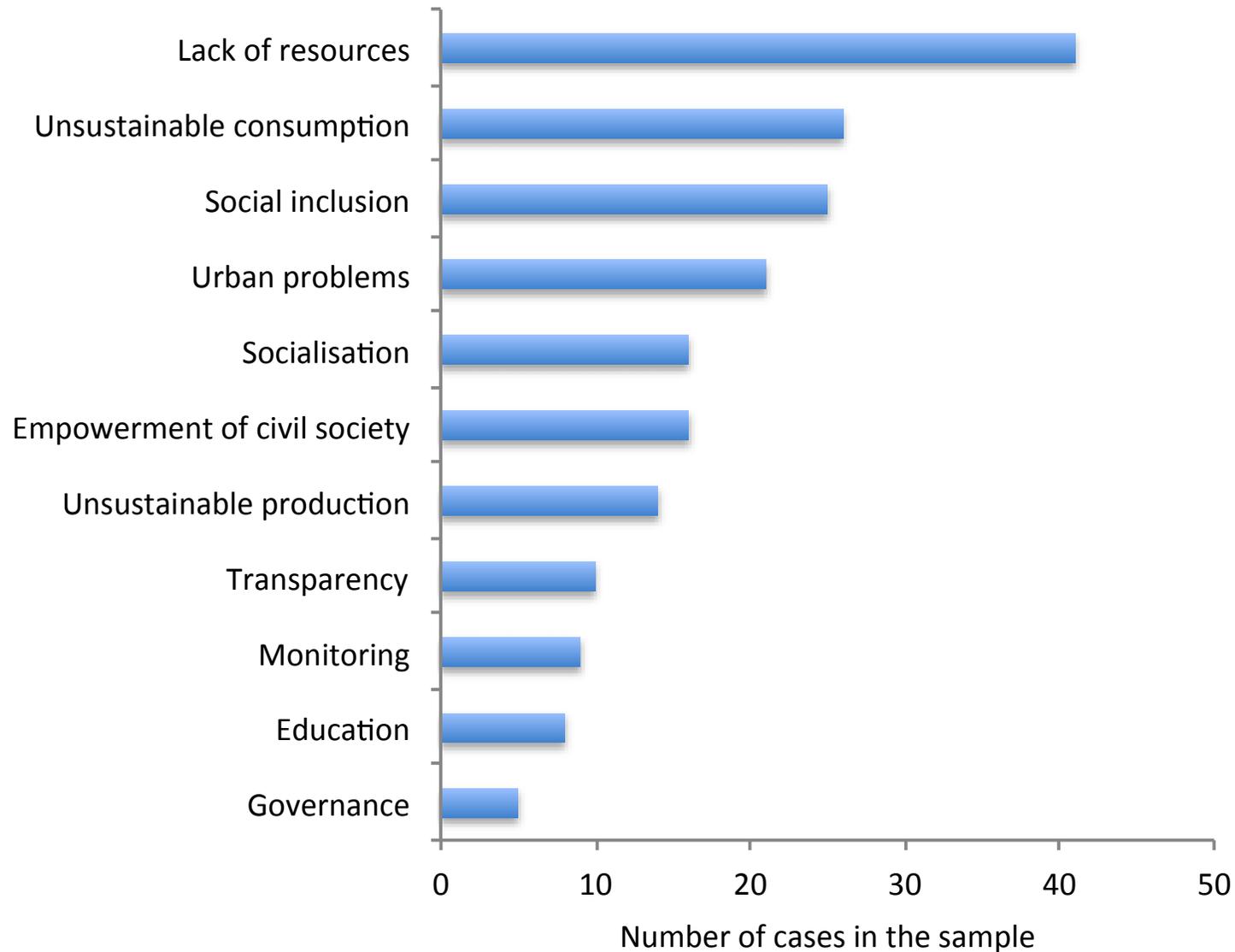
- An explorative analysis of DSI cases in France
- Cases from websites, magazines on social economy (digital and non-digital sources), websites of major sponsors of digital innovations and social innovations, business journals, prize nominations, public organisations on social and solidarity economy and on digital economy.
- 350 cases collected. Applied stringent criteria, ended up with 89 cases.
- 38 questions with binary answers (from innovation studies) on the problems addressed, mechanisms used

METHODOLOGY

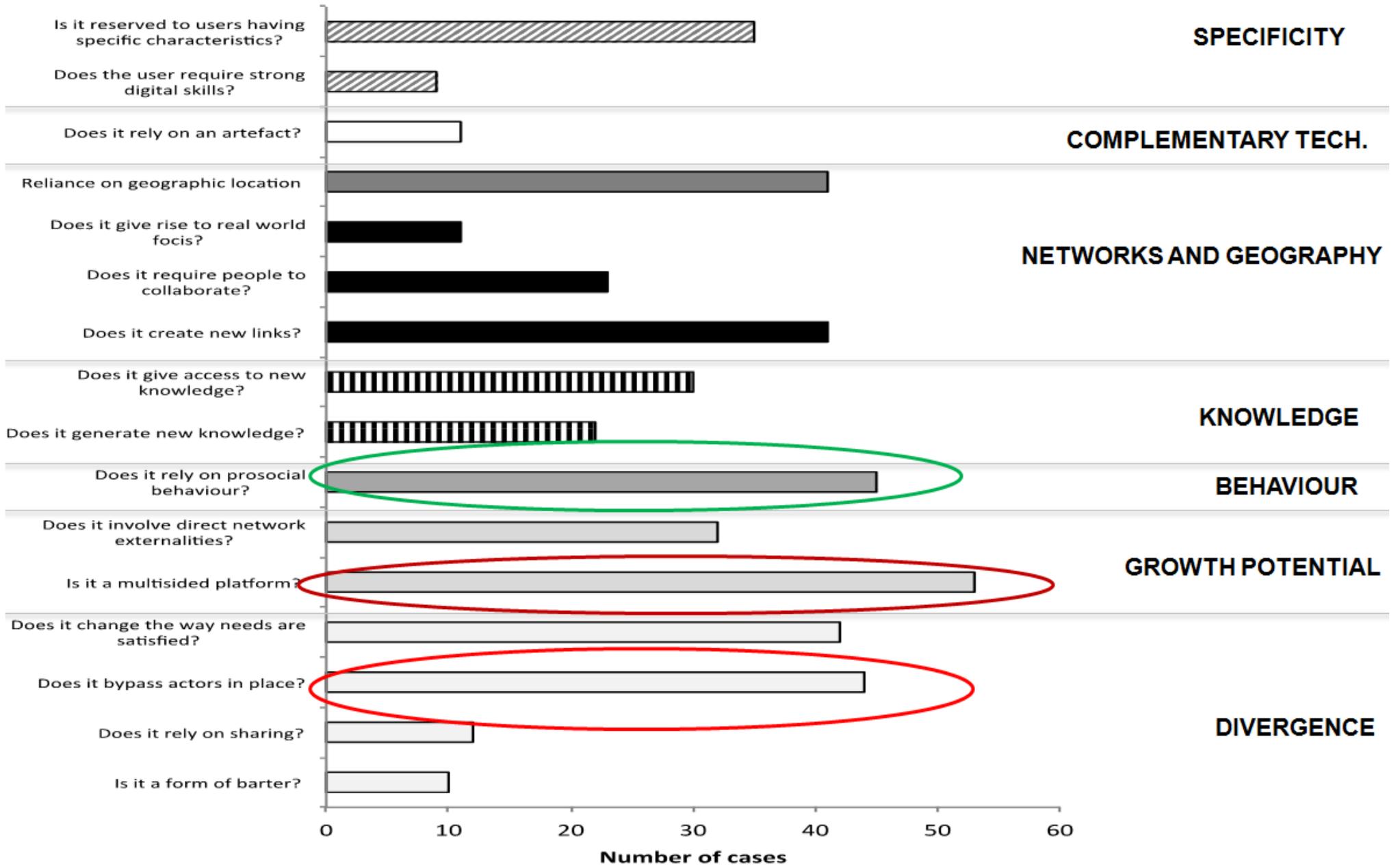
Questions about:

- The type of problem
- Mechanism
- Knowledge
- Network externalities
- Prosocial behaviour
- Divergence
- Complementary technologies
- Geography and networks

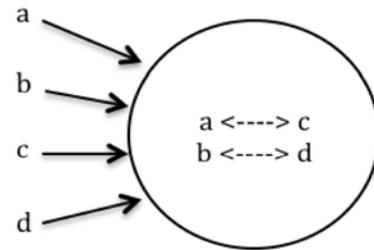
SAMPLE: THE PROBLEMS ADDRESSED



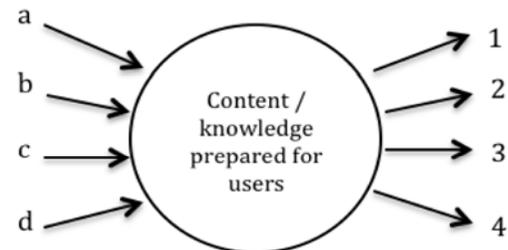
SAMPLE: DISTRIBUTION OF CASES



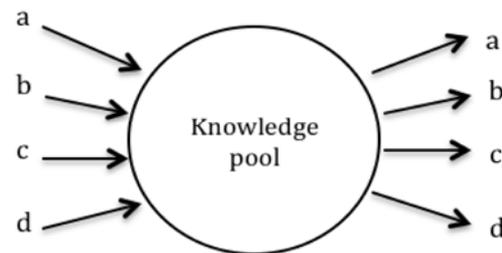
WHICH MECHANISMS OF KNOWLEDGE FLOWS?



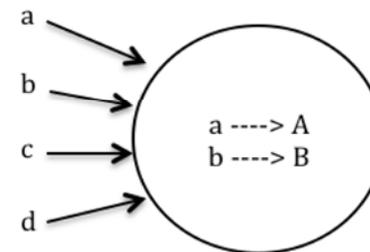
Matching



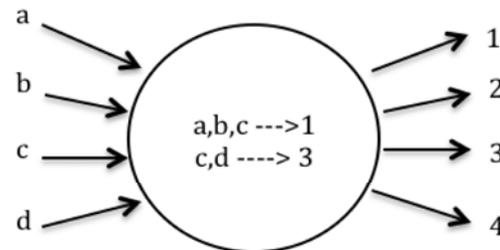
Knowledge brokerage



Information collection and diffusion

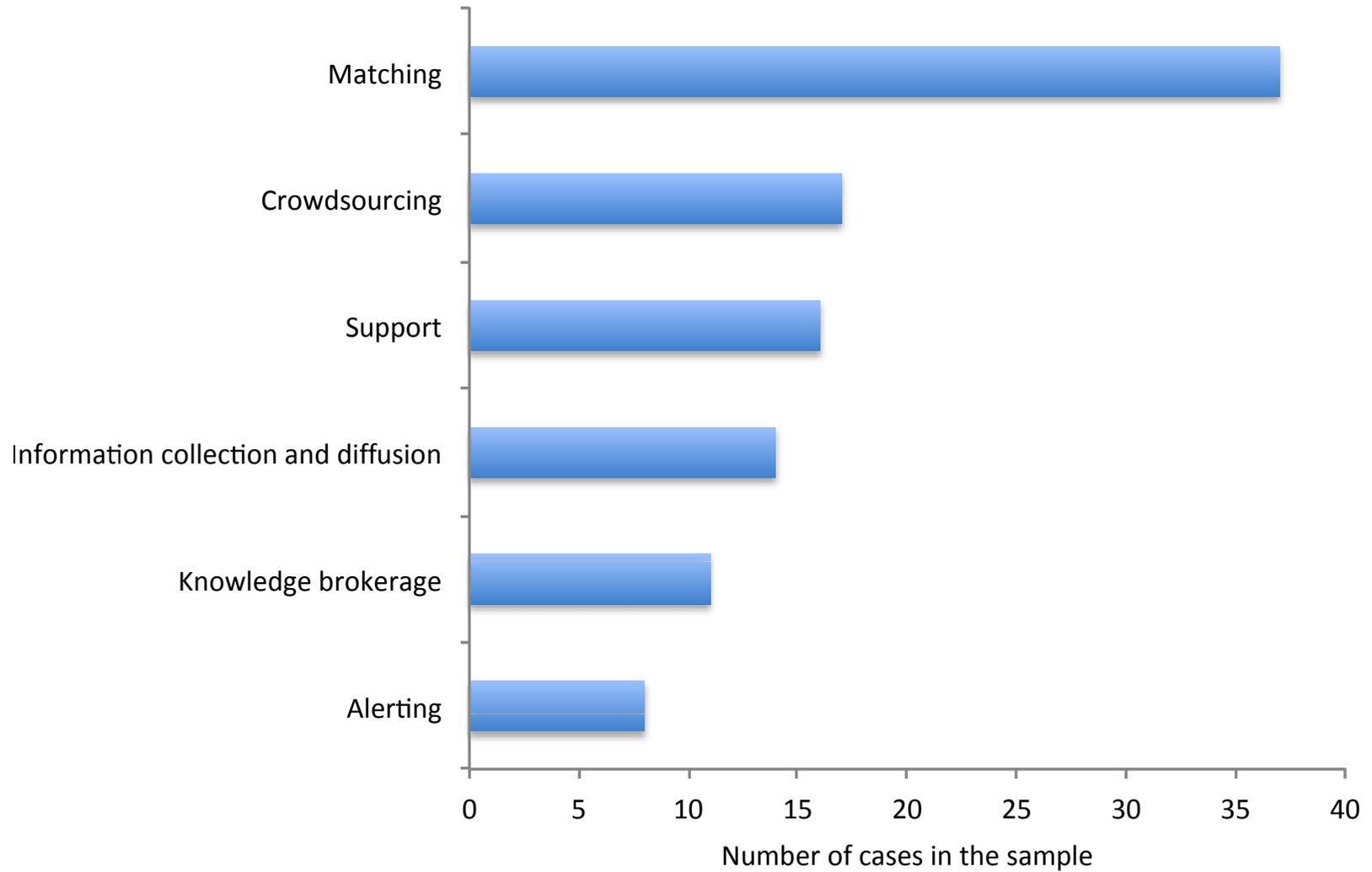


Alerting



Crowdsourcing

SAMPLE: THE MECHANISMS



4. A TYPOLOGY OF DSI



TOWARDS A TYPOLOGY OF DSI

- Social & environmental problems are mostly experienced in real spaces, in everyday lives of people; consider pollution, poverty, health issues, or problems in local communities.
- But the essence of DSI is that, it brings in the virtual world, with two effects:
 1. It can bring a change in the way people perceive their **agency** and efficacy, and actually exercise it, in addressing these problems (Cantiloch et al., 2015)
 2. By involving many people through virtual environments, awareness of problems, and civic engagement can increase, (Bochel and Bochel, 2016)

TOWARDS A TYPOLOGY OF DSI

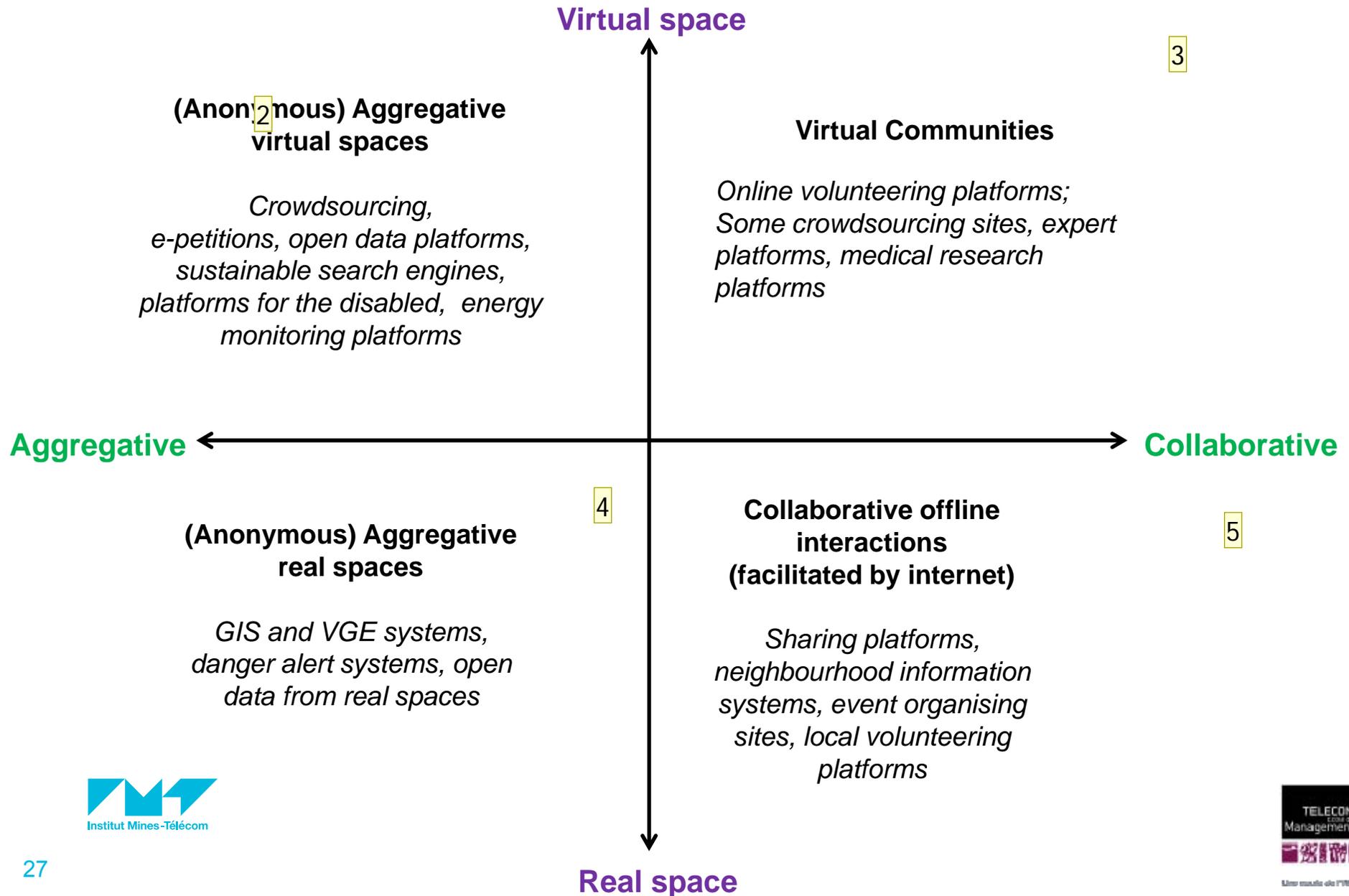
The users are positioned in which space by using the innovation?

Virtual or Real ?

What users do in that space?

‘Anonymous’ nodes, or collaborators ?

A TYPOLOGY OF DSI



Diapositive 27

- 2 The importance of quantification; number of supporters, participative actions, power through numbers among people who don't necessarily share a physical space

 MUGE OZMAN; 20/06/2017
- 3 The importance of community, common meanings, understandings, among people who don't share the same physical space.

 MUGE OZMAN; 20/06/2017
- 4 The importance of quantities in generating new knowledge, advocacy, participation in different parts of the planet. Recording pollutions by crowds, etc and open data where all participate.
 MUGE OZMAN; 20/06/2017
- 5 Communities, collaboration in real places to solve problems, which can be facilitated by digital technologies in making people communicate.
 MUGE OZMAN; 20/06/2017

5. IMPLICATIONS & FUTURE RESEARCH

FLOWS IN DSI SPACE

- **Across problems in a single space:**

E.g. one gets used to collecting information about air pollution, then also starts collecting information about water sources.

- **Across spaces in a single problem area:**

E.g. one cares about homeless, and provides assistance in the neighbourhood, then goes to sign a petition on the internet.

- **Across problems and spaces:**

E.g. crowdsourcing for food waste projects results in increased awareness about environmental problems, and starts recycling activities in real life in the local community.

RESEARCH CHAIR ON DSI: 9 PROJECTS ENVISAGED

1. **EAST:** environmental awareness for sustainability transitions
2. **FLOWS:** Theoretical, conceptual analysis of flows
3. **NETWORKS:** multilevel network analysis in DSI space
4. **DSI READINESS:** research on how incumbents integrate
5. **INNOV:** Research on innovators and business models
6. **INDICATORS:** developing indicators for regulation, performance
7. **CASE:** specific case studies (disability, gender, inclusion etc.)
8. **CROWDS:** user behaviour, a large scale survey (combine with social survey?)
9. **DATA:** Construction of a database on DSI in Europe



GRACIAS!

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*INESS Blog – La recherche sur
l'Innovation Numérique pour
l'Economie Sociale et Solidaire*

<https://digitalsocinno.wp.imt.fr>

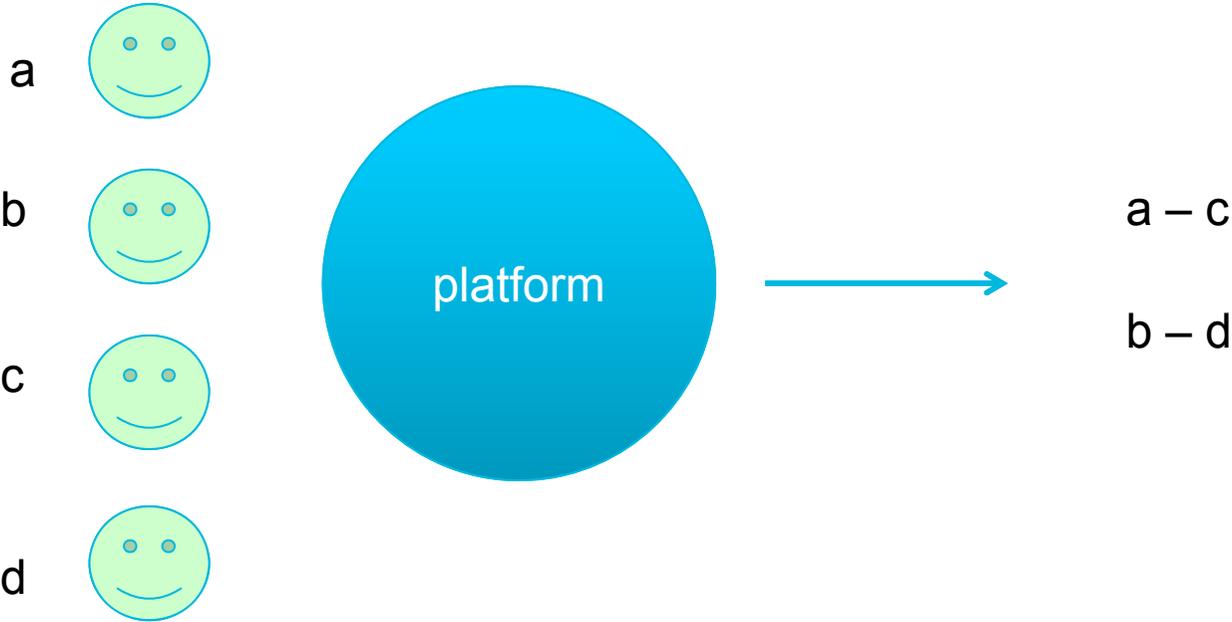


Une école de l'IMT

BACKUP SLIDES

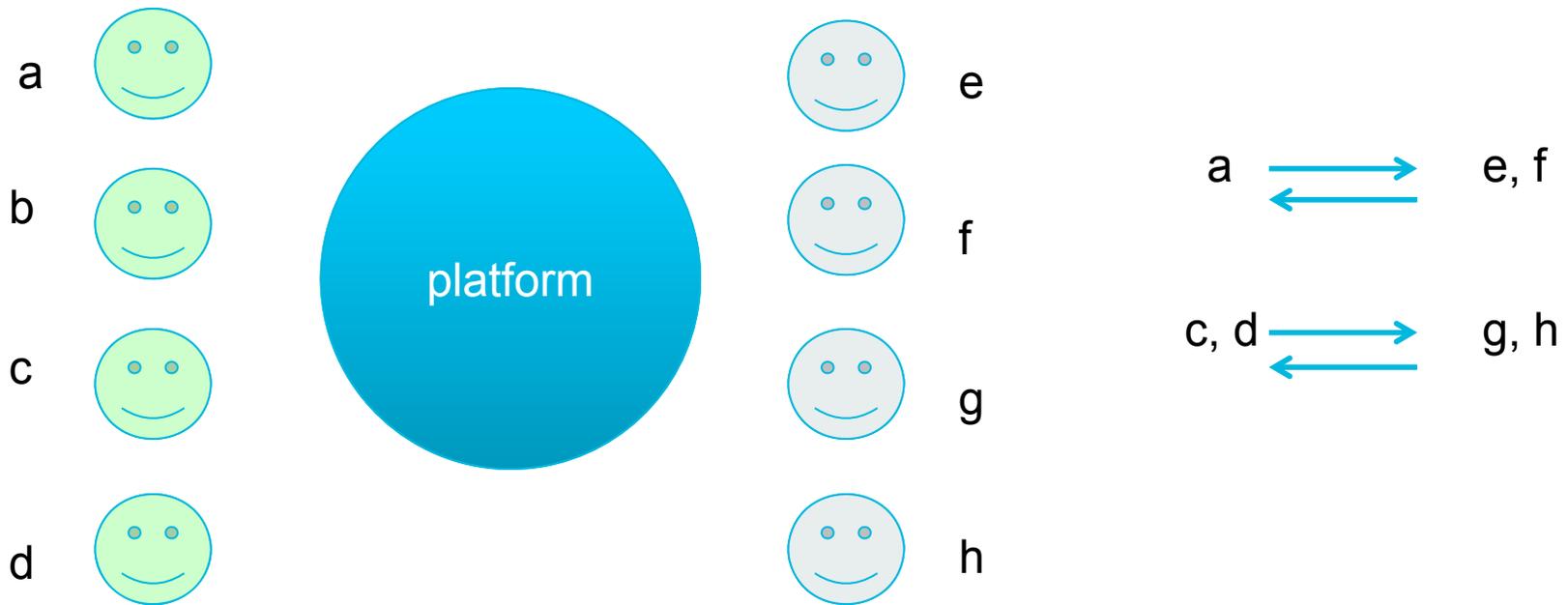
MORE EXPLANATION ON MECHANISMS

Matching



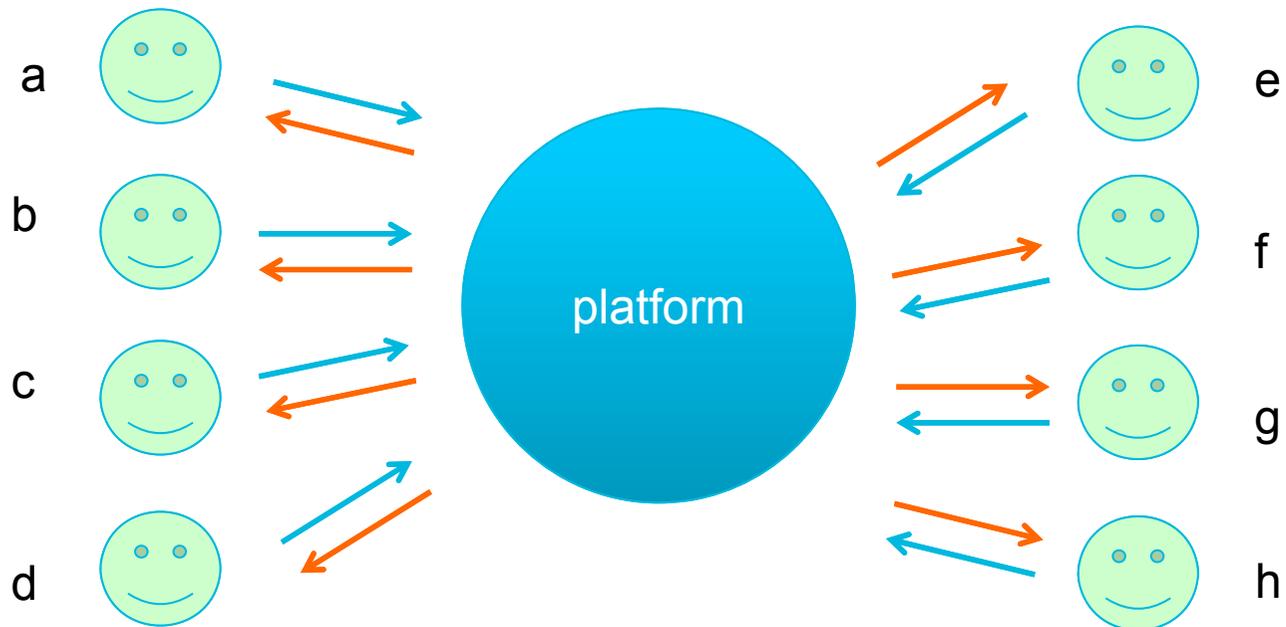
MORE EXPLANATION ON MECHANISM

Knowledge brokerage



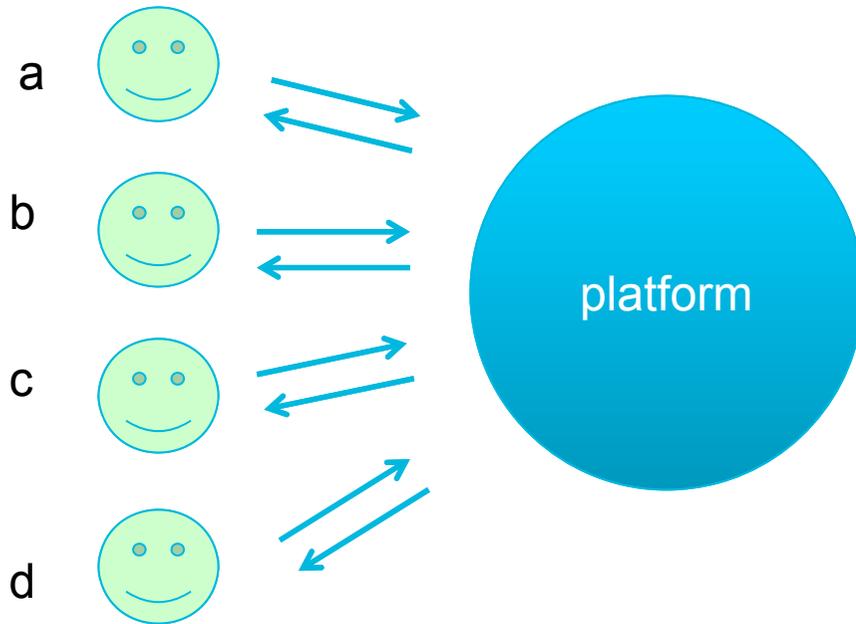
MORE EXPLANATION ON MECHANISM

Information collection and diffusion (wiki model)



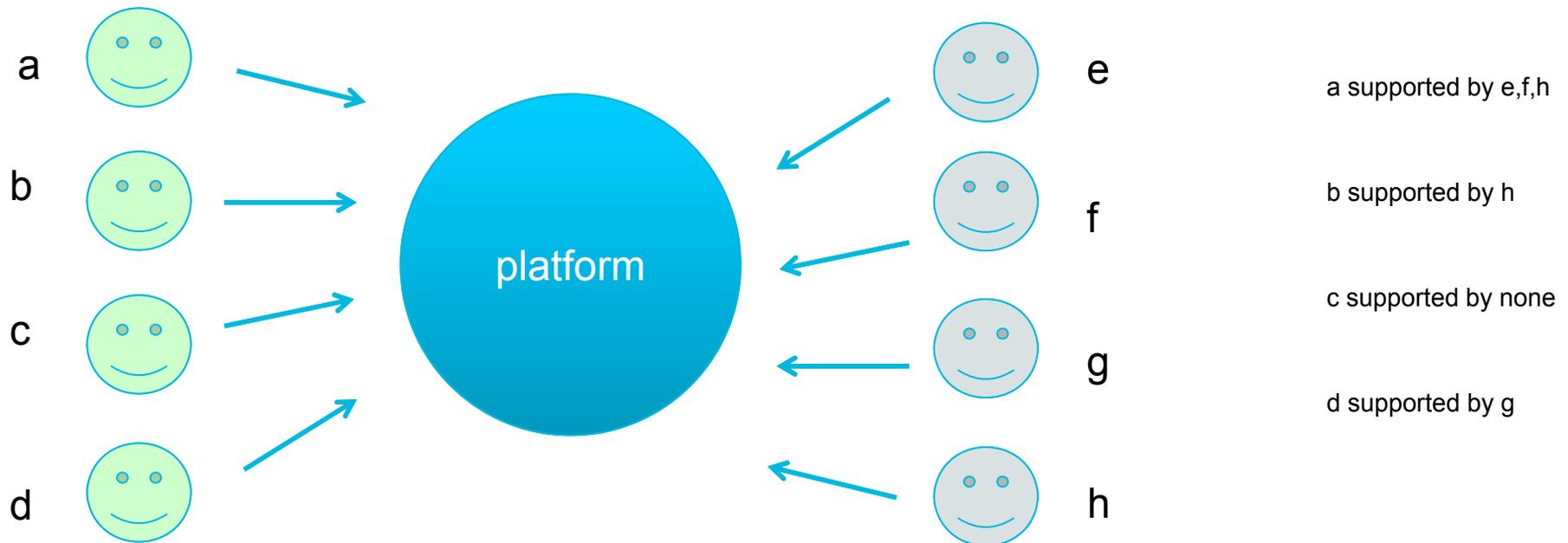
MORE EXPLANATION ON MECHANISM

Alerting



MORE EXPLANATION ON MECHANISM

Crowdsourcing and crowdfunding (petitions, etc.)



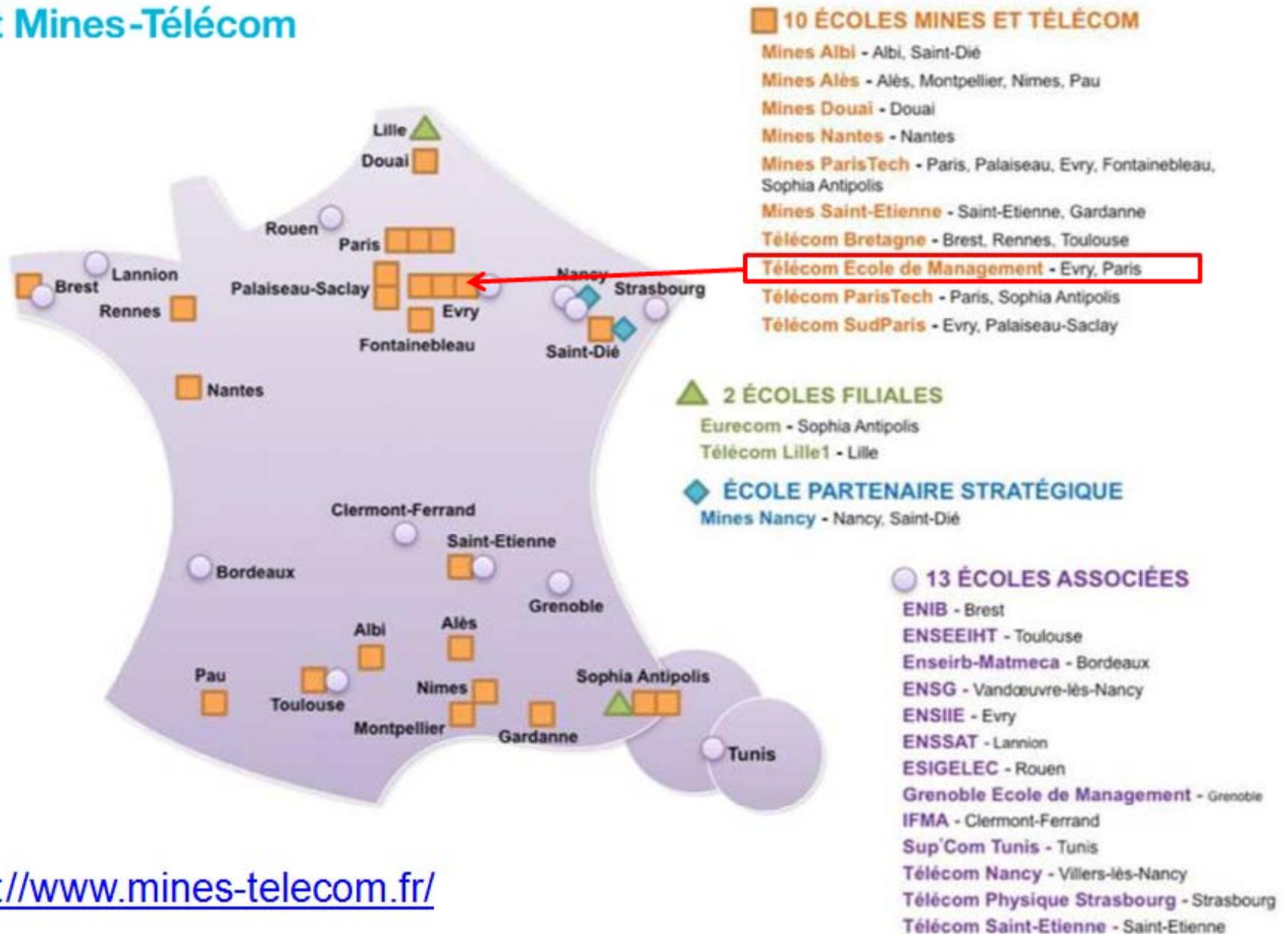
DISTRIBUTION OF PROBLEMS IN DSI SPACES (SUM LINE = 1)

	Collaborative Real	Virtual communities	Aggregative virtual	Aggregative Real
Inclusion	0.24	0.24	0.40	0.12
Urban problems	0.38	-	0.10	0.52
Transparency	-	0.30	0.50	0.20
Governance	0.20	0.20	0.40	0.20
Educational	-	0.63	0.38	-
Lack of resources	0.24	0.15	0.41	0.20
Empowerment	0.38	0.06	0.44	0.13
Socialisation	0.75	-	0.06	0.19
Unsustainable consumption	0.15	-	0.42	0.42
Unsustainable production	0.14	-	0.64	0.21
Monitoring	-	-	0.56	0.44



Institut Mines-Télécom

26 engineering & business schools



<http://www.mines-telecom.fr/>

L'IMT aujourd'hui

Profil académique 2016 (et progression depuis 2012)

- 13400 étudiants essentiellement graduate (+15%)
 - 8 770 élèves-ingénieurs (+10%)
 - 1 010 élèves managers (-1%)
 - 1 560 doctorants (-3%)
 - 2 000 étudiants en apprentissage (+44%)
 - 35 % d'élèves boursiers en moyenne
 - 3 980 étudiants étrangers (+16%)
 - 4 420 diplômés (+9%), dont 2 780 diplômés d'ingénieurs et managers (+13%)
- 2680 enseignants-chercheurs et personnels de recherche
- 1750 personnels administratifs et techniques
- Associé à 8 regroupements de site, dont 3 IDEX et 2 ISITE

Profil recherche, innovation, entrepreneuriat et soutien au développement économique

- 106 M€ de ressources propres en recherche et valorisation (stable)
- 2 080 publications de rang A (+14% à périmètre constant)
- 35 chaires industrielles
- 60 brevets déposés par an en moyenne dans les 3 dernières années (contre 30 en 2012)
- 80 start-up issues de nos incubateurs chaque année dans les 3 dernières années. Taux de survie à 3 ans : 85%
- 9 070 partenariats avec des PME/ETI (+44%)

