How innovative are peer communities?
Approaches to the empirical assessment of peer innovation

Online Workshop – 14 January 2022

Part 1: 9:30 – 12:00

9:30 — Welcome and Introduction
Jan Peuckert, Institute for Ecological Economy Research (IÖW)

Jan Peuckert is a research associate at the Institute for Ecological Economy Research and leads the joint research project PeerInnovation. He studied economics and management in Berlin and Lisbon. His research focuses on the role of collaboration and commons-based peer production for societal transitions towards sustainability.

10:00 — The multiple contributions of peer innovation to sociotechnical change
Sampsa Hyysalo, Aalto University

Sampsa Hyysalo is Professor of Co-Design at the Aalto University School of Art, Design and Architecture in Helsinki, Finland. His research focuses on designer-user relations in sociotechnical change. This includes engagement in participatory design, co-design, open and user innovation, open design, peer knowledge creation, user communities, citizen science and user knowledge in organizations, design ethnography, longitudinal ethnography, social shaping of technology, process studies of innovation, practice theory, and sustainability transitions.

10:30 — Review of indicators for measuring innovation in online communities
Jakob Pohlisch, Vienna University of Economics and Business

Jakob Pohlisch is an Assistant Professor (NTT) at the Institute for Entrepreneurship and Innovation at the Vienna University of Economics and Business. He is also a research fellow at the Chair of Innovation Economics at the Technical University Berlin. His research focuses on open and user innovation. More specifically, Jakob investigates how firms can leverage the potential of crowds in various contexts to increase their innovativeness.

11:00 — *Break*

11:15 — How to identify innovation activities in online communities
Philipp Heß, Technical University Berlin

Philipp Heß is a researcher and PhD candidate at the Chair of Innovation Economics at Technical University Berlin. He studied at Chalmers University of Technology, Gothenburg and at TU Berlin, from which he holds a Master's degree in Industrial Engineering. His research interests lie in the field of innovation, standardization and sustainability. Since 2017, he is the scientific director of the German Standardization Panel.

12:00 – 13:00 Lunchbreak

Part 2: 13:00 – 16:00

13:00   Collecting data on innovation projects in open hardware communities: the LOSH approach
Martin Häuer, Fraunhofer Institute for Production Systems and Design Technology IPK

Martin Häuer is a researcher, engineer and activist in the field of open source hardware, and active in various open source and standardization communities. In his projects, he aims to promote an infrastructure for a sustainable circular economy - and believes that open source principles are an essential part of this. He initiated and led the creation of DIN SPEC 3105 - the first official standard in the field of open source hardware and itself a pilot project for open standardization, as it was published under a free/open license.

13:30   Netnographic approach to investigate user innovations in the online community Instructables
Jakob J. Korbel, Technical University Berlin

Jakob J. Korbel is a research associate at the Chair of Information and Communication Management and manages the REALITAETENLABOR Berlin, a space for interdisciplinary and application-oriented developments, at the Technical University Berlin. His research interests are Virtual Goods and Products, Virtual and Augmented Reality environments, and User Innovations in online communities and virtual worlds.

14:00   Working groups

WG1: How do peer communities contribute to sustainable innovation?

This group asks what kind of sustainable solutions are developed and promoted by peer communities, in which areas and through which activities they drive sustainable innovation, and how this could be supported by different stakeholders.

WG2: How to measure peer innovation?

This group explores which methods and indicator concepts are most relevant for quantifying innovation in online communities, the pitfalls of applying them to data from online forums, and how they can be adapted to different peer communities.

15:00   *Break*

15:15   Presentation of the group results in plenary

15:45   Wrap up and farewell