Do it Together
Organizations & Technology to Empower Collective Innovation

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07 14 14

Grumpy wizards make toxic brew for the evil Queen and Jack.
Nike’s Cleat
Gatorade’s Sports Hydration Monitor
Luis Suarez Soccer Bite App
The scene at Belo Horizonte airport..and it's not the departures board they are watching. #BRAvsMEX pic.twitter.com/ZaKvy6Rx5K
Innovation depends on

(1) money
(2) expertise
(3) feedback

Exclusive apprenticeships
Elite financial & social networks
Collective Innovation

Using new forms of organizations and technology to harness the untapped knowledge, skills, & resources of millions of individuals to enhance innovation

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crowdfunding
crowdsourcing
digital lofts
Crowdfunding
Request & exchange of resources through social media and online payment systems
$1,213,612,470

Kickstarter.com
$3.86/person

United States Census Bureau
Why does this matter?

Formation of new products, ventures, and professionals

With crowdfunding, it’s the gamer that decides which projects they want to do, and that’s a big deal for us because we never had a say in it before…it’s usually the big guys with billions of dollars that make all of the decisions for us…
Communication technology changes who, how, & when we ask
Fame & Fortune in 30 days?
“The funny thing is I probably gave other people as much money as I’ve just made on this Kickstarter campaign... I could have kept that money in my pocket, but the whole thing is like, a load of confidence.”
GIVE

Desire for knowledge
Social standing
Peer companionship
Approval
Desire to improve society

(Kraut & Resnick, 2011)

Sympathy
(Guill, 2009)
Identity

(Rick, Cryder, & Loewenstein, 2007)
(Cialdini, Baumann, & Kenrick, 1981)
(Aaker & Akutsu, 2009; Meer & Rosen, 2008)

BUY

Goals
Information
Feelings

Internet security
Navigation functionality

(Jenkins, 2009)

(Chellappa and Pavlou, 2002, Kim et al, 2011)

PARTICIPATE IN ONLINE COMMUNITIES

Desire for knowledge
Social standing
Peer companionship
Approval
Desire to improve society

(Kraut & Resnick, 2011)
## Why do people participate?

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<th>Motivations</th>
<th>Deterrents</th>
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<tr>
<td><strong>Creator</strong></td>
<td>Raise funds</td>
<td>Inability to attract supporters</td>
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<td>Expand awareness of work</td>
<td>Fear of public failure &amp; exposure</td>
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<td>Form connections</td>
<td>Time and resource commitment</td>
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<td>Gain approval</td>
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<td>Maintain control</td>
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<td>Learn new fundraising skills</td>
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<td><strong>Supporter</strong></td>
<td>Collect rewards</td>
<td>Distrust of creators’ use of funds</td>
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<td>Help others</td>
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<td>Be part of a community</td>
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<td>Support a cause</td>
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Gerber & Hui, 2013
Approval linked to Monetary Contribution

“Now there's actually real hard numbers showing interest.”
Get approval with low risk

“I have no idea if people will want [my product]. So like if people don’t want to buy it, and they don’t like it . . . there won’t be any. Then I won’t have made them. . . . It’s just an incredible way to take a risk and it’s a totally safe risk to take.”
Expand awareness of work

“We didn’t even really care if we got money because [our product] is such an insanely low cost thing to run. So, we ended up just doing crowdfunding in order to get [our product] out.”

App Designer
Ideas to improve design

“I had to put some of my designs on the web before but it was always for smaller design communities, but this was much larger reach ... a few people offered specific design comments... an engineering guy told me to make this screw 5 bits not 6 bits.”
Barriers: Time and resources

I never received my pdf! I want a refund or immediate emailing of it!

.. And guess what. You forgot to put me in that too. Honestly I know that you're getting a lot of smoke blown up your ass for making such a great book. But from my perspective you totally suck.
Collective Incubators

Systems using networked computing and communication technology to support innovation
Treat people as if they were what they ought to be, and help them become what they are capable of being.

Goethe
Grumpy wizards make toxic brew for the evil Queen and Jack.

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