Digital Social Innovation

Exploring an Emerging Field

Cedric Gossart

Muge Ozman

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Outline

- What is DSI?

- Data and methodology

- A typology of DSIs in Europe

- How do largest DSIs scale up? Main findings

- What is next?

What is DSI?

Digital social innovations use digital technologies to increase the capacity of civil society to address problems, empower people and tackle challenges in areas such as education, healthcare, democracy, transparency, social inclusion and environment. (ex. DSI4EU reports)

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Connected democracy!
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wheelmap.org
Mit Wheelmap.org kannst Du rollstuhlgerechte Orte finden und markieren - weltweit und kostenlos
Direkt Orte finden | Ergebnisse auf der Karte nach Rollstuhlgerechtigkeit filtern | Kategorien filtern

Das Ampelsystem zum Markieren der Rollstuhlgerechtigkeit:
Voll Rollstuhlgerecht — Eingang stufenlos, alle Räume sind stufenlos erreichbar.
Teilweise rollstuhlgerecht — Eingang hat eine Stufe mit max. 7 cm Höhe (3 inches), die wichtigsten Räume...
Nicht Rollstuhlgerecht — Eingang hat höhere oder mehrere Stufen, Räume sind nicht zugänglich.
Status unbekannt — Hilf mit und markiere den Toiletten-Status!

TRACK A TREE

1-boycott.org
Marineland : Ensemble, libérons les orques !
Marineland d'Antibes — VOIR LA C...

opencorporates
The largest open database of companies in the world
Search 163,508,373 companies — All jurisdictions

Freegle
Don't throw it away, give it away!

OLIO — LISTINGS ABOUT FOOD WASTE

Smiile
Partagez, économisez, positivez
Votre réseau collaboratif de voisinage

Do-it for good
Start volunteering | Find volunteers | Sear...

Join the food sharing revolution

Street Support Network — Find Help Give Help
Working Together to End Homelessness
Find support services near you, and see how you can help.

Informationsfreiheit + FragDenStaat.de

Volunteering made easy

1%Club
Do-good crowdfunding

CareToShare
Bringing People Together To Share Their Skills And Tasks!

HO...
Ruuti
HOME | WHAT IS RUUTI?
YOUNG PEOPLE MAKE A BETTER HELSINKI.

nolotiro.org
don't dump it, give it to y...

Spacehive — Create Discover Partner About Search
Make your local area better
Spacehive is the UK's dedicated crowdfunding platform for places
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Social To Crowd
Plataforma de solidaridad directa entre organizaciones y personas.
www.socialtocrowd.org
@Socialtocrowd
GOTEO

Create your own online course
Simple, secure & free forever

Aim of Research

- Different organisations and events to support DSIs, like Social Innovation Competition, DSI4EU, Social Good Week, Ouishare Fest….

- While significant time, effort, and resources are spent, academic research is lagging and scattered across different disciplines.

- A systematic study on different types of platforms, and different means of civic participation is lacking (a necessary step for indicators)

Disciplinary frames

- To study the nature of DSIs, we need to make use of different frames.
- **Innovation studies**: The ways in which they are generated, their structural differences with other conventional innovations
- **Social innovation literature**: the ways in which they contribute to solving social and environmental problems, social entrepreneurship, policy implications, etc.
- **Media and communication studies**: the use of ICTs s in daily lives of people…
- **Science and technology studies**: the way they shape, and are being shaped by society, their power for sustainable transitions
- **Economics of geography**: Geography, localisation aspects

Methodology

- Step 1: Constructing a typology of DSI based on diverse cases in Europe using k-means clustering analysis

- Step 2: How do they scale-up social impact in each type? Analysis of the websites of 40 largest platforms

Data

- Problem-led search of media, academic and non academic literature (magazines, websites of sponsors, journals, online websites focusing on the digital sector and social entrepreneurship, prize nominations, sources like public and private organisations active in social economy, and digital economy)

- 360 DSI cases in Europe (innovations by non profits, for profits, public sector, movements, alliances, individuals)n year of foundation, alexa ranking, etc

Figure 1.   Distribution of DSI cases per country and domain
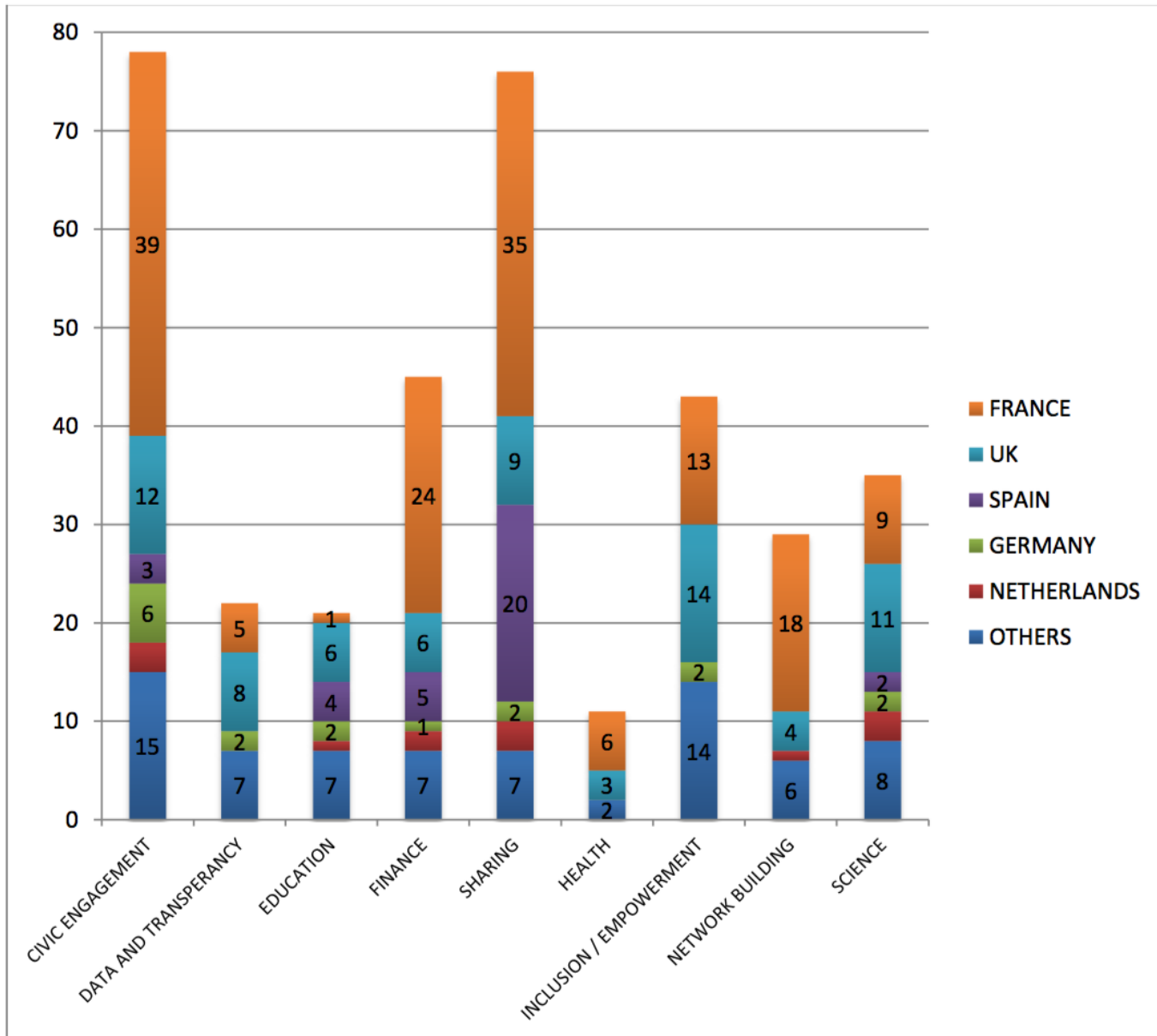
How does the "digital" makes things different?

1. **Geography:** Drastic changes of speed and scale that ICT can provide to overcome the barriers of distance to access information, support, resources.
2. **Type of user engagement:** a wider spectrum of possibilities for engagement, make engagement cheaper, easier…

Variables in cluster analysis

Variable	Explanation
GEOG	The role of geographical location of the user
COLLAB	The extent to which platform forms collaborative and strong links between users
LOCAL	Does the platform facilitate formation of local links
GLOBAL	Does the platform facilitate formation of global links
EXIST	The role of internal social capital in user engagement
OPEN	Is the platform based on open source?
SOC_MOV	Participation in awareness raising, social movements
KNOWB	Knowledge brokerage
MATCH	Matching
INFOC	Information collection
CROWD	Crowdsourcing

Results of cluster analysis

| Variable	Cluster 1 Crowdsourcing	Cluster 2 Sharing	Cluster 3 Virtual communities	Cluster 4 Geographic Information Systems
No of observations	85	127	72	72
GEOG	0.012	0.929	0.028	0.944
LOCAL	0.071	0.874	0.055	0.083
GLOBAL	0.047	0.086	0.708	0
COLLAB	0	0.661	0.958	0
EXIST	0.811	0	0.111	0
MATCHING	0	0.913	0.138	0
KB	0	0.125	0.930	0.083
IC	0	0.016	0.013	0.916
C	1	0.024	0.125	0.055

Figure 3. The four types of DSI

	INDIVIDUALIST	COLLABORATIVE
GLOBAL	**TYPE III:** **Crowd platforms** *Example*: e-petitions, civic crowdfunding, some open data systems	**TYPE II:** **Virtual communities** *Example*: virtual communities, online patient-researcher networks, online volunteering platforms
LOCAL	**TYPE IV:** **Virtual geographic information platforms (VGI)** *Example*: citizen science, urban signaling platforms	**TYPE I:** **Sharing platforms** *Example*: time banks, event organisations, neighbourhood information, exchange and recycling platforms

Scaling-Up

Year of foundation and Global Alexa ranking
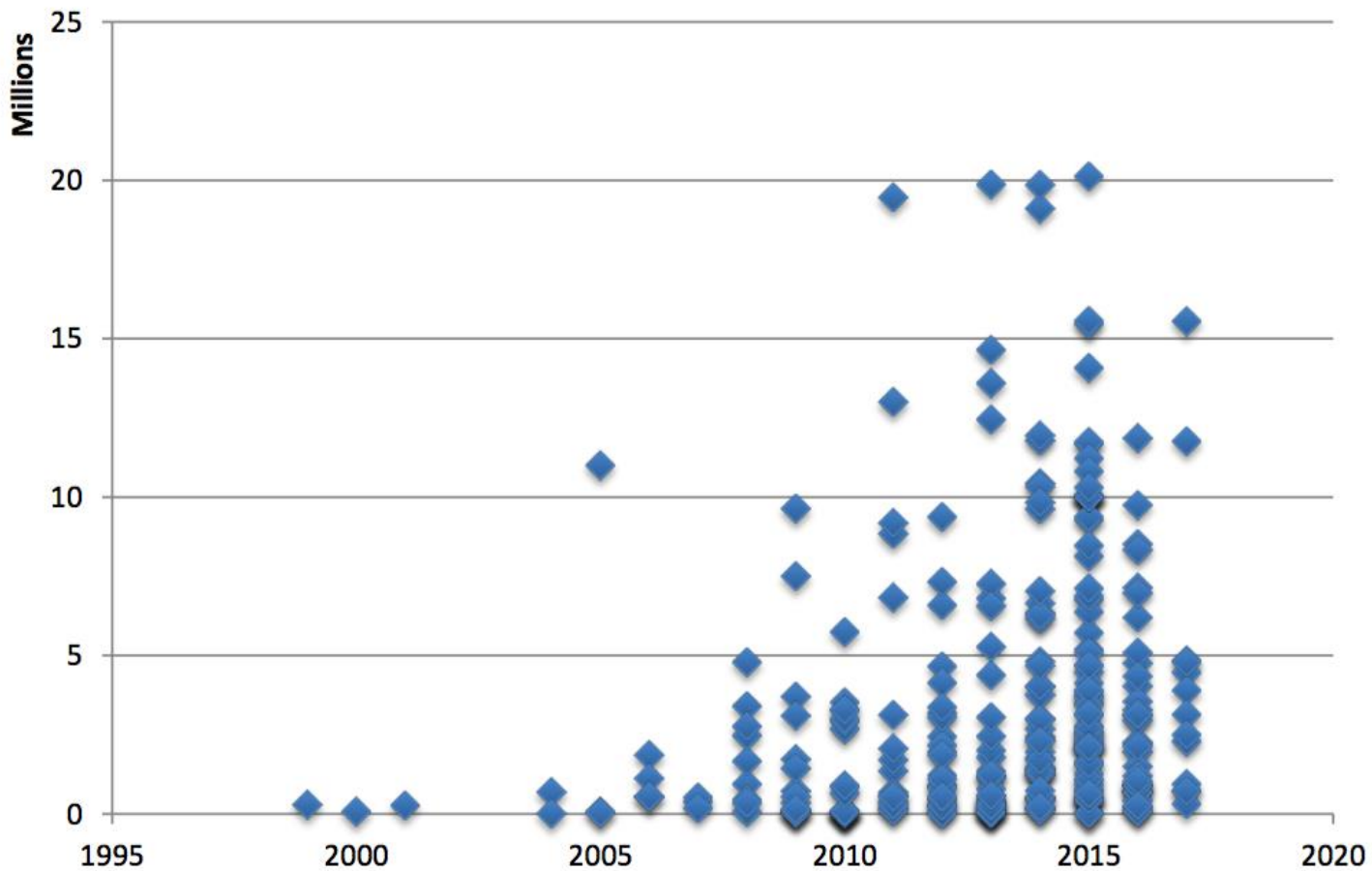
How do (prominent) DSIs scale-up?

- We analysed the characteristics of 40 highest growing DSIs.

- Based on past literature on strategic niche management and sustainability transitions (Kemp, 1998; Kemp et al., 2007; Geels and Schot, 2008), we distinguished three broad action fields of scaling up

Three Scaling-up action fields

Managing expectations

- Providing information and resources about their cause, by reducing the uncertainties perceived by users, as well as communicating these effectively to the targeted audiences.

Activating community agency

- Alvord et al. (2004) : empowering communities to solve societal problems by using their own resources and skills,

Network management

- Three levels of network management
  - among the actors of the platform's audience;
  - between the platform and its audience; and
  - at the level of the platform's ecosystem.

Activity of the DSI	Managing expectations	Activating community agency	Network management	Description	Examples
• Blogs and Broadcasting knowledge	LEARNING			• Improving internet skills of audience, promoting learning about their causes through diffusing information in blogs	Olioex.com Open street map
• Trainings		–	–	• Offer online and offline training not only for digital skills, but also around their cause	Iboycott.fr FixMyStreet.org
• Assigning intermediaries	DEEPENING TRUST	COMMUNITY ENGAGEMENT	BETWEEN PLATFORM AND AUDIENCE	• Intermediaries are individual actors that advocate a DSI in their respective community, often through volunteering, and act as bridges between their community and the platform. ("ambassador", "city captain", "social hero", "champion")	Artportalen.se, WhatDoTheyKnow.org
• Publishing user reputation		–	–	• Mechanism to drive out bad behaviour, deepen trust	Freelywheely, Smiile
• Open-source				• Deepen trust through transparency	Goteo.org, FixMyStreet, Wheelmap
• Online voting		INDIVIDUAL ENGAGEMENT	–	• Users voting for each others' projects, ideas, etc.	Nolotiro, Wemove.eu
• Information entry	–		–	• Empowerment of user, user enters information about information she is capable to provide ("each user is valuable")	Openstreetmap, Artportalen,Wheelmap
• Rewarding active users				• Reward mechanisms to incentivise intermediaries (announcing the "bests")	Babyloan, Brainly
• Social movements and awareness rising	–	MOBILISING, COMMUNITY ENGAGEMENT	SYSTEM LEVEL	• Engaging people to be part of broader social movements to change existing practices and question established frames	Open source DSIs

	Mgmt exp	Activating community agency	Network management	Description	Examples
• **Online cafes and forums**	-	SHARING IDEAS OPINIONS	BETWEEN AUDIENCE	Online chats between users (or use other platforms for chat, like FB, Whatsapp, etc)	Open street map
• **Offline matching/ strong ties**				Collaborative, time and effort requiring exchanges between users	Diffuz.com
• **Offline matching/ weak ties**	-			One spot, short exchanges between users	Grainesdetroc.fr
• **Invite audience networks**				Make use of the social networks of users	Nearly all crowdfunding... GrainesdeTroc.fr
•			INTER ORGANISATIONAL	• leverage complementarities in services (e.g. sharing economy and insurance), • increasing the legitimacy of the platform, • help access backbone data of services • different types of cross-sectoral alliances are also formed so as to build advocacy and obtain support from diverse stakeholders.	Eliademy *Writetothem.org* provided by *Goveval* . *Miimosa.com* alliance with *Airbnb*
• **Alliances with other platforms**	-	-			
• **Local partnerships**	-	-		• Alliances with local organisations to introduce system in that locality	Tousbenevoles
• **Adding new sides**	-	-	NETWORK EFFECT STRATEGY	• Make use of network externalities (more on one side, more on the other, and vice versa....)	*toogoodtogo.com* *Whatdotheyknow.org,.*

	Managing expectations	Activating community agency	Network management	SHARING (12 cases)	VIRTUAL COMM (11 cases)	CROWD (13 cases)	GIS (6 cases)
1. Blogs and Broadcasting knowledge	LEARNING			0.42	0.82	0.92	0.83
2. Trainings				0.33	0.45	0.54	1.00
3. Customising services	ADDRESSING NEEDS			1.00	1.00	1.00	0.83
4. Assigning intermediaries	DEEPENING TRUST	COMMUNITY ENGAGEMENT	BETWEEN PLATFORM AND AUDIENCE	0.83	1.00	0.69	1.00
5. Publishing user reputation				0.75	0.27	0.38	0.50
6. Open-source				0.17	0.36	0.23	0.83
7. Online voting		INDIVIDUAL ENGAGEMENT		0.33	0.18	0.92	-
8. Information entry				-	0.27	0.15	1.00
9. Rewarding active users				0.50	0.36	0.69	0.67
10. Social movements and awareness rising		MOBILISING, COMMUNITY ENGAGEMENT	SYSTEM LEVEL	0.42	0.82	0.23	1.00
11. Online cafes and forums		SHARING IDEAS OPINIONS	BETWEEN AUDIENCE	0.42	0.55	0.54	0.67
12. Offline matching/ strong ties				0.58	0.27	0.23	0.33
13. Offline matching/ weak ties				0.75	0.36	0.46	-
14. Invite audience networks				0.58	0.27	0.92	0.50
15. Alliances with other platforms			INTER ORGANISATIONAL	0.42	0.73	0.62	1.00
16. Local partnerships				0.83	0.36	0.46	0.83
17. Adding sides for creating network effects			NETWORK EFFECT	0.83	0.91	0.92	1.00

Final Remarks
and
Questions for future Research

- High rate of entrepreneurial activity, high rate of failure
- Duplication too high
- Open source platforms have a high rate of growth and transformative power, but small number of "open" platforms
- Engagement is limited (internet skills, digital (skill) exclusion…)
- Sector specific bubbles with no interaction between them
- Low rate of interactions between offline and online organisations (dsi bubble)
- Limited data on users for future research (****)
- Journals?

Note

- Blog DSI: https://digitalsocinno.wp.imt.fr
- Data is open (additions? Access?) contact us…

Muge.ozman@imt-bs.eu

Thank you!

- Thank you