Crowdsourcing Student Engagement in Applied RDI
Joy’s Law

“No matter who you are, most of the smartest people work for someone else”

...so why not work with them?

(Named after Bill Joy, Co-Founder of Sun Microsystems)
Crowdsourcing

Crowd + Outsourcing

(Howe, J. 2006. The rise of crowdsourcing. Wired 14 (6))
“Crowdsourcing represents the act of a company or institution taking a function once performed by employees, and outsourcing it to an undefined (and generally large) network of people in the form of an open call.”

(Howe, J. 2006. Crowdsourcing: A Definition. Weblog 2 (6))
Key Components

1. An organization with a task
2. A crowd willing to perform the task
3. Joint benefit for organization and crowd
4. An online environment for completing the task
“Crowdsourcing ... has existed in one form or another for centuries ... The difference today lies in technology.”

Crowdsourcing has existed in one form or another for centuries. The difference today lies in technology.
Key Changes

1. From centralized institutions to distributed networks

2. From internal to radically distributed problem-solving
Pros & Cons

Diversity & scale
Low cost
Community & affinity
Transparency

Management challenges
High stakes
Churn & burn
IP protection
Bottom Line

Crowdsourcing can solve problems more efficiently by bringing in many more people to work on a given challenge.

Crowdsourcing can be an administrative nightmare.

InnoCentive

Pioneering community

2,000+ challenges in 15 years

375,000 solvers
(2/3 holding a PhD)

Complex challenges with up to $1 million in prizes
“Forrester found that organizations can realize benefits in the form of achieving a faster research process at a lower cost than the alternative of using additional internal resources … or going to an outside consultant”

(Forrester Consulting. 2009. The Total Economic Impact Of InnoCentive Challenges)
VIA Connect

World’s 1st ongoing crowdsourcing community to connect organizations with 1,000s of students, educators and researchers
Innovation Challenges

RDI projects

Sponsored challenges

Connecting sponsoring organizations with students and faculty members
Dementia Challenge

RDI project with private sector partner
Developing new concepts to improve the lives of people with dementia

From 12 health students to 350 VIA students and 116 crowdsourced solutions
Design Challenge

RDI project with SME partner
Boost innovation capacity and develop new design concepts

From 10 students to 450 design students and 106 crowdsourced solutions
VIA Connect

Boosting innovation capacity in a wide range of sponsoring organizations

Boosting employability by developing students’ entrepreneurship and working life skills

Transforming education through blended learning integrating applied RDI activities
Ramping up

4 Semesters / 9 Challenges

500+ Solutions / 1,000s of comments

3,500+ Members

+ 4 new challenges

this term and 1,000 new members, including students from other institutions
Key Learnings & Open Invitation
Learning #1

Don’t turn your mission into a software project!

Build engagement, not websites!
Learning #2

Build your community by building relationships within your own organization.

Work top-down and bottom-up.
Learning #2

Culture EATS Strategy for Breakfast
Learning #3
Start small with a pilot project
Then grow from there
Learning #3

You may want to start by flying under the radar.

But you need a strong team to really take off!
Learning #3

Once you’re ready, position yourself strongly and reach out.

DANISH CROWDSOURCING
Learning #4

Get people on board and pull together

Watch out for the NIH syndrome!
## Not invented here BINGO

<table>
<thead>
<tr>
<th>Yes, but...</th>
<th>Has been tried before</th>
<th>Our customers won't accept it</th>
<th>We are too small for that</th>
<th>We are not Apple</th>
</tr>
</thead>
<tbody>
<tr>
<td>We left that business years ago</td>
<td>We can invent it ourselves</td>
<td>We are the market leader</td>
<td>That's only a start-up</td>
<td>It already exists</td>
</tr>
<tr>
<td>Let's develop it ourselves</td>
<td>The new guy doesn't know the rules yet</td>
<td><img src="light_bulb.png" alt="Light bulbs" /></td>
<td>We have our own R&amp;D department</td>
<td>This won't survive in our sector</td>
</tr>
<tr>
<td>It's against the rules</td>
<td>Impossible to make money with that</td>
<td>We are not in that business</td>
<td>It is not designed for that</td>
<td>That's too simple</td>
</tr>
<tr>
<td>The boss won't like it</td>
<td>The market is not ready for this</td>
<td>Since when did you become an expert at...</td>
<td>Not for our department</td>
<td>Open innovation is a hype</td>
</tr>
</tbody>
</table>

[Source: crossindustryinnovation.com](http://crossindustryinnovation.com)
Learning #4

Integrating the program
...with RDI activities
...with the curriculum and coursework
...with the student incubators
...with the entrepreneurship program
Learning #5

Keep on keeping on with day-to-day operations

AND stay focused on your vision

What are you trying to achieve?
One vision
Opening up the community to other universities
Marginal cost
Short- or long-term commitment
Open invitation
Get in touch
flbg@via.dk
Thank you!
Questions?