

Sense-making and user-driven innovation in Virtual Worlds 2008-2011

<http://worlds.ruc.dk/>

- new market dynamics and management,
- social and cultural innovation,
- knowledge construction

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Roskilde University
CBIT
Denmark

Dr. Sisse Siggaard Jensen, head of research, professor
Dr. CarrieLynn Reinhard, post.doc
Ates Gürsimsek, ph.d. student
Dr. Dixi Louise Strand, project manager



the research project

(1) through theoretical and methodological reflection to discuss the concepts of user driven innovation and innovation processes in the practices of Virtual Worlds (VW)



the research project

- (2) critically to analyse such innovation processes and potentials in collaboration with actors in Virtual Worlds



the research project

(3) to develop process- and dialogue-oriented methods for collaboration and the communication of research with actors outside of the scholarly community



the research project

- (4) by means of qualitative case studies to provide empirically based research knowledge about innovation in Virtual Worlds in the areas of: *new market dynamics and management, cultural innovation, construction of knowledge, and knowledge sharing*



the research project

- research team:
 - 1 professor, 2 associate professors, 2 ph.d. students, 2 post.doc, 1 project manager
- partners:
 - Roskilde University, Research group on communication forms, and knowledge production
 - Copenhagen Business School, LIKE: leadership, innovation, knowledge, and entrepreneurship
 - Innovation Lab, Consultancy
 - UNI-C, Centre for Education and Research



the research project

associate partners:

- Saxo Bank in Second Life and real life
- Second Life business Wonderful Denmark, SL RL
- Second Life business Power-Match, SL RL
- Roskilde Library
- Danish Library Center
- Info Island Denmark, Second Life libraries, SL RL
- Øresund University, Entrepreneurship Academy
- Knowledge Centre Vestsjælland
- Tag-art, Virtual Move Statens Museum for Kunst SL

future:

- Danish Architectural Firms
- Virtual Archaeology
- Virtual Robotics



the research project

- case studies
 - Wonderful Denmark, Power-Match, Info Island Denmark, Library Hangouts, Metanomics (coming) and Innovation Lab (coming)
- participatory observations
- video-interviews
- sense-making moment by moment interviews
- laboratory experiments based on Sense-Making Methodology
- focus groups
- design as research



Metrotopia: a laboratory

- City of superheros and –heroines
 - one theme among others to come
- design aimed at the study of:
 - communication, media reception, social interaction, design, and innovation
- Roskilde School ;-) of experimental studies that employ virtual worlds' laboratories
 - video



helpers and provocateurs

- bots in the MMORPGs
 - actant model: project axis (subject – object), communication axis (giver – receiver) and the axis of conflict (helper – adversary).
 - immediate occasions for sense-makings, attention and motivation is provided by the project, and the helper and adversary bots.
 - complexity in the programming
 - simple and stereotyped behaviours



helpers and provocateurs

- bots in e.g. Second Life
 - openness: no immediate project axis (subject – object) or axes of communication (giver – receiver) and conflict (helper – adversary)
 - uncertainty and complexity: no immediate occasions for sense-makings, intentional and attentional navigation and motivation
 - simple and generic in the programming
 - ??? complexity in behaviors and interactions
 - Video



learning bots

- Experiments in Metrotopia
 - Existing bots
 - Pikkubots, SL-bots, Eliza and Pandora chatbots
 - simple and stereotype: collect info, exchange messages, gatekeepers, shop and bar assistants, simple question answers, simple dialogues and behaviours
 - Learning bots
 - agents of the unforeseen, uncertainties, complexities
 - ability to build up experience based on earlier situations and the capacity to store and apply existing experience to new situations
 - Video



leadership and innovation

- one out of many possible application:
 - bring our bots into fields, islands, sims, etc. aimed at innovation practices
 - especially, in the field of leadership of and in innovation processes
 - to act as the provocateurs – the adversaries of the actant model – in the field of creative leadership in innovative practices
 - to provoke and initiate the develop of methods by which to help innitiate and train creative and collective leadership and self-leadership

