Why collaborate in long-term innovation research? An exploration of user motivations in Living Labs

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Living Lab research

- The Living Lab process
- Living Labs within NPD processes
- Case studies and applications
- The nature and setup of a Living Lab
- The definition and typologies of a Living Lab
- Tools for and methods within Living Labs

➔User-centric, but lack of user insights

Understanding user motivations in a LL

- User involvement in innovation development ➔ Lead Users
- Users experiencing a need for certain solutions or products
- End-user participation in LL research often has a different nature
- Locus of control and place in the NPD process
- Between LU and market research

Research context

mediatuin
lab voor crossmediale innovatie

LeY LAB
www.leylab.be

VLAAMS PROEFTUIN PLATFORM

Mostly SMEs

close to market

Panel based, iterative, co-creative, multi-method

Planza

avs

HOXXLAND

WEEPEE TV

yelo TV

vtbkultuur

… (+5)

… (+1)

iMinds DIGITAL SOCIETY DEPT.

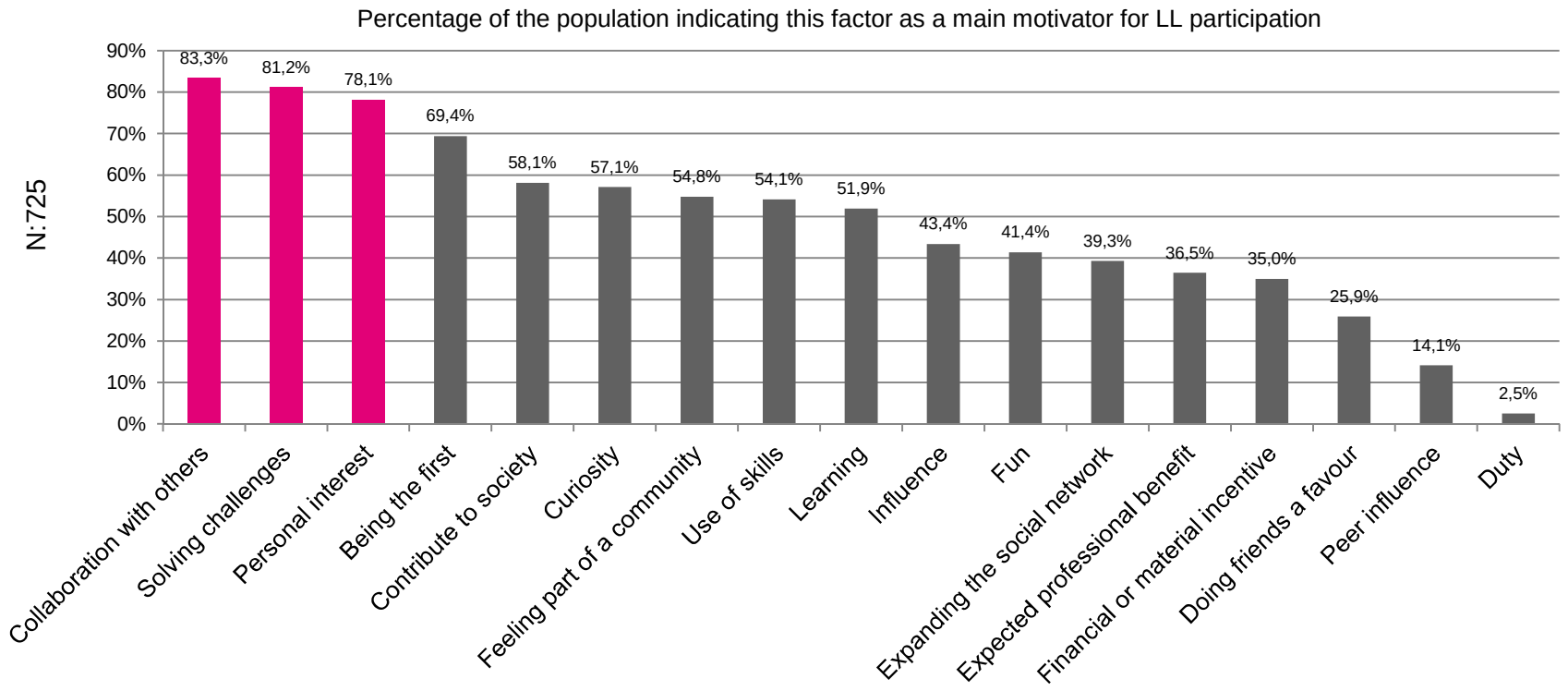
MICT

UNIVERSITEIT GENT

Methodology

- Online (intake) survey, co-creation workshops and field trial
- Binary motivation scale
- Samples
  - 1 online survey (VPP), n: 639
  - 10 co-creation workshops (Mediatuin, LeYLab), n:63
  - 1 field trial (LeYLab), n:26
- Recruitment: on CC workshops & e-mail
- 17 motivational factors

Results: overall motivations



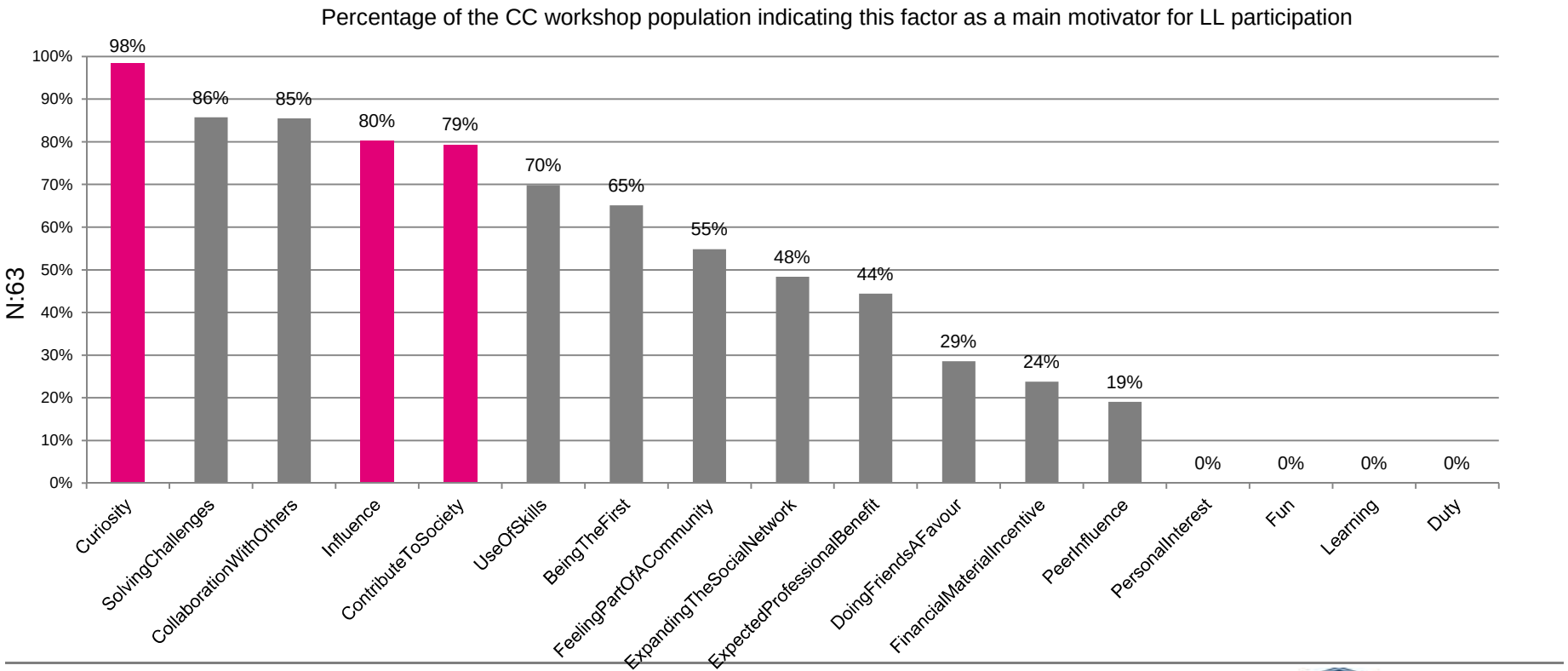
Results: overall motivations

- Most people indicated three options/motivations – see top three answers.
- "financial/material incentive" – only 9 people indicated this as a single answer
- most people indicated "financial/material incentive" as the fifth or third answer

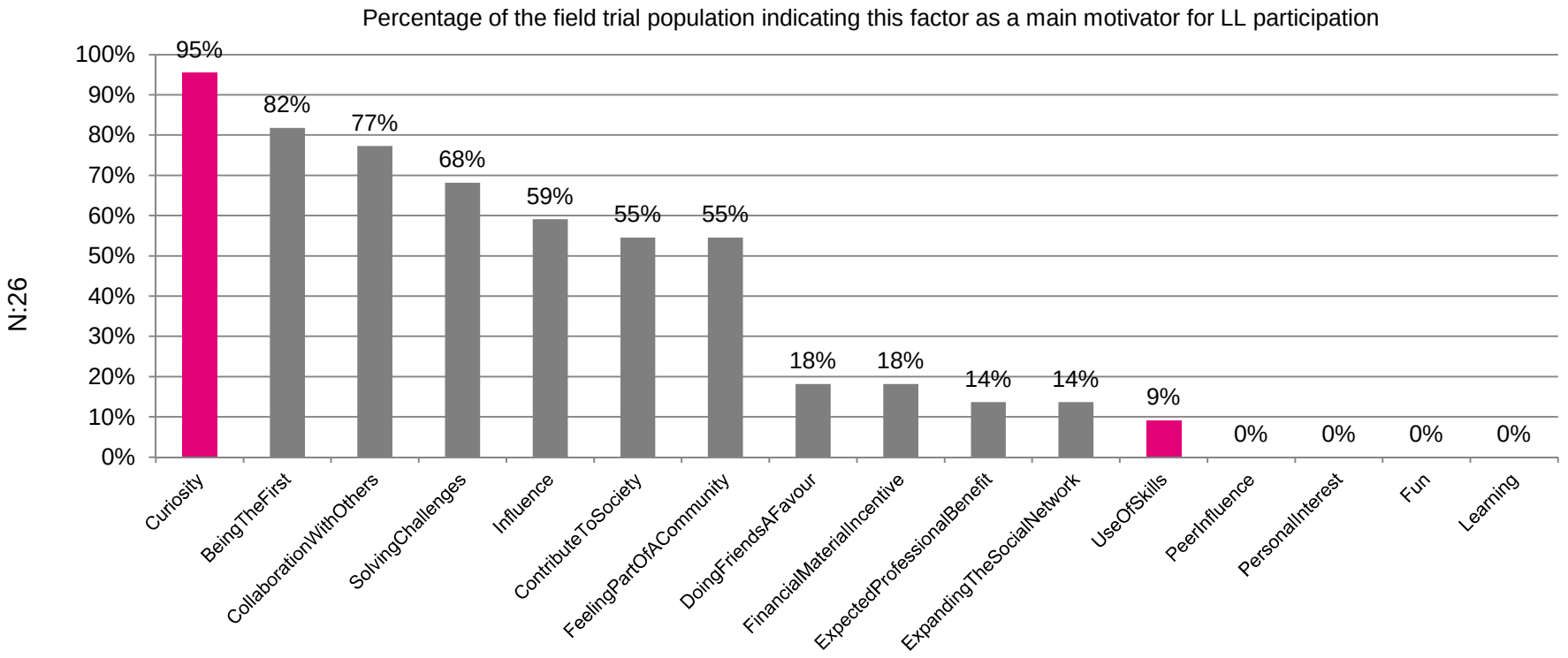
Results: differences between types of user interaction

- Overrepresented motivations for co-creation workshops
  - To have an influence (χ^2=40.4, p<0.01, Std. Res.=4.4)
  - Curiosity (χ^2=64.6, p<0.01 , Std. Res.=4.3)
  - Contribute to society (χ^2=12.8, p<0.05 , Std. Res.=2.2)
- Overrepresented motivations for field trials
  - Curiosity (χ^2=64.6, p<0.01 , Std. Res.=2.4)
- Underrepresented motivations for field trials
  - Use of skills (χ^2=24.2, p<0.01 , Std. Res.= -2.9)

Results: differences between types of user interaction



Results: differences between types of user interaction



Results: differences between types of user interaction

T-test for the difference in motivation between CC and FT (measured on a 6 point scale from 1: not important at all to 6: very important)

	Co-Creation versus Field Trial	N	Mean	SD	t	df	Sig.
Peer influence	CC	63	2,25	1,40	2,36	66,49	0,02
	FT	22	1,68	0,78			
Expected professional benefits	CC	63	3,11	1,40	3,85	48,02	0,00
	FT	22	2,00	1,07			
Use of skills	CC	63	3,87	1,36	5,49	83,00	0,00
	FT	22	2,09	1,15			
Expanding social network	CC	62	3,27	1,31	3,60	82,00	0,00
	FT	22	2,14	1,17			

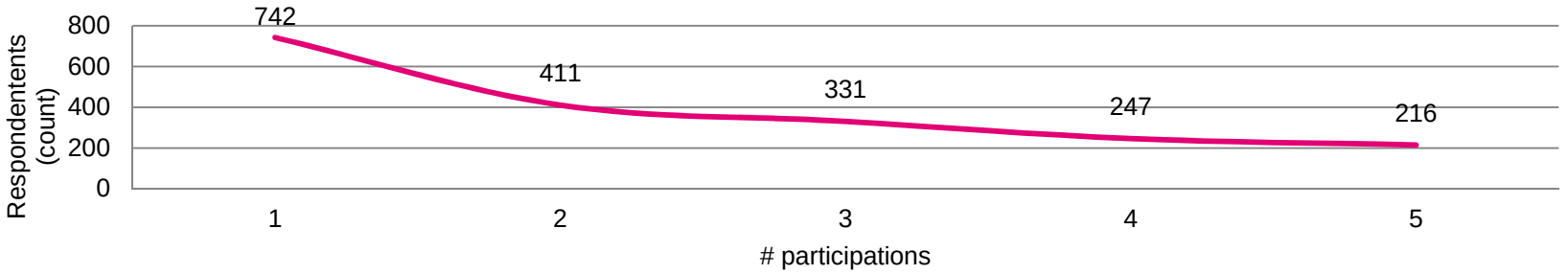
Results: influence of repeated participation

T-test for difference in motivation, depending on previous experience (measured on a 6 point scale from 1: not important at all to 6: very important)

	Previous LL experience?	N	Mean	SD	t	df	Sig.
Use of skills ↑	No	51	3,76	1,41	2,72	83,00	0,01
	Yes	34	2,88	1,55			
Financial/material incentive ↓	No	51	1,98	1,16	2,65	83,00	0,01
	Yes	34	2,68	1,22			

Results: relation with repeated participation (VPP)

- When the element of fun is integrated within research projects, the response rate over time will be higher
- When you are eager to learn something from the research project, the response rate over time will be higher
- When having a personal interest for the themes, the response rate over time will be higher
- When you participate to win a financial/material incentive, your response rate will slowly decline over time



Results: profiling - gender

Men mostly participate to research projects out of
(1)Personal interest
(2)Learning
(3)Contribute to society

Female mostly participate to research projects out of
(1)Fun
(2)Curiosity
(3)Financial/material incentive

Results: profiling

- Besides gender, no other remarkable/significant profiling differences (sociodemo) between motivations to participate could be found
- Interesting tendency: The Ghent region (iMinds' center of activity) is overrepresented for financial material incentive and duty (feeling obliged to participate) ➔ fading away from intrinsic motivations?

Results: profiling – cluster analysis

Final Cluster Centers

	Cluster			
	1	2	3	4
Personal interest	1	1	1	1
Fun	0	0	0	1
Curiosity	0	0	1	1
Financial/material incentive	0	1	0	1
Learning	0	0	1	1
Contribute to society	1	0	0	1
N	148	118	214	143

- Cluster 1 = intrinsic, voluntaristic
- Cluster 2 = extrinsic, prizes
- Cluster 3 = intrinsic, individualistic
- Cluster 4 = multi-leveled motivation

Results: profiling – cluster analysis

- All: need for personal interest
- Cluster 2 (extrinsic, prize): lower response rate over time
- Cluster 3 (intrinsic, individualistic) & 4 (multi-leveled motivation): higher response rate over time

Conclusions

- Motivation to participate in a LL is a multidimensional construct
- Intrinsic motivations for LL participation are most important and sustainable
- Nevertheless there is a relation between repeated participation and an increased importance of a financial material incentive
- While intrinsic motivations should be central in the design of a LL, extrinsic motivations should not be neglected as a combined incentive design is the strongest over time

Conclusions

- Living Labs as a challenging social game
- Creation, intellectual tasks (self-actualization)
- Attraction to 'the new' + importance of personal interest
- Adapt to the different sensitivities of each research method
- Adapt to gender differences in order to overcome bias

And now …

- Search for theoretical models, revealing more complex motivational constructs and connect with theories in other domains
- Need for measurement: self-representation versus experimental environment/setup
- Elaborate on the impact of contextual factors
- Understanding power-users/alpha-users
- Longitudinal research on changing motivations over time, in relation with panel drop-outs

More information?

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- http://www.iminds.be/en/develop-test/ilab-o
- http://www.leylab.be/
- http://mediatuin.be/
- http://vlaamsproeftuinplatform.be/