



Institut Mines-Télécom  
Business School

# ARE DIGITAL SOCIAL INNOVATIONS RESPONSIBLE?

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# OUTLINE



1.  
INTRODUCTION

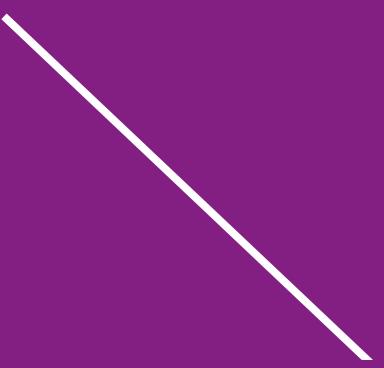
2.  
WHAT ARE DIGITAL  
SOCIAL INNOVATIONS?

3.  
ARE DSI RESPONSIBLE?

4.  
CONCLUSION



# 1. INTRODUCTION



# 1. INTRODUCTION

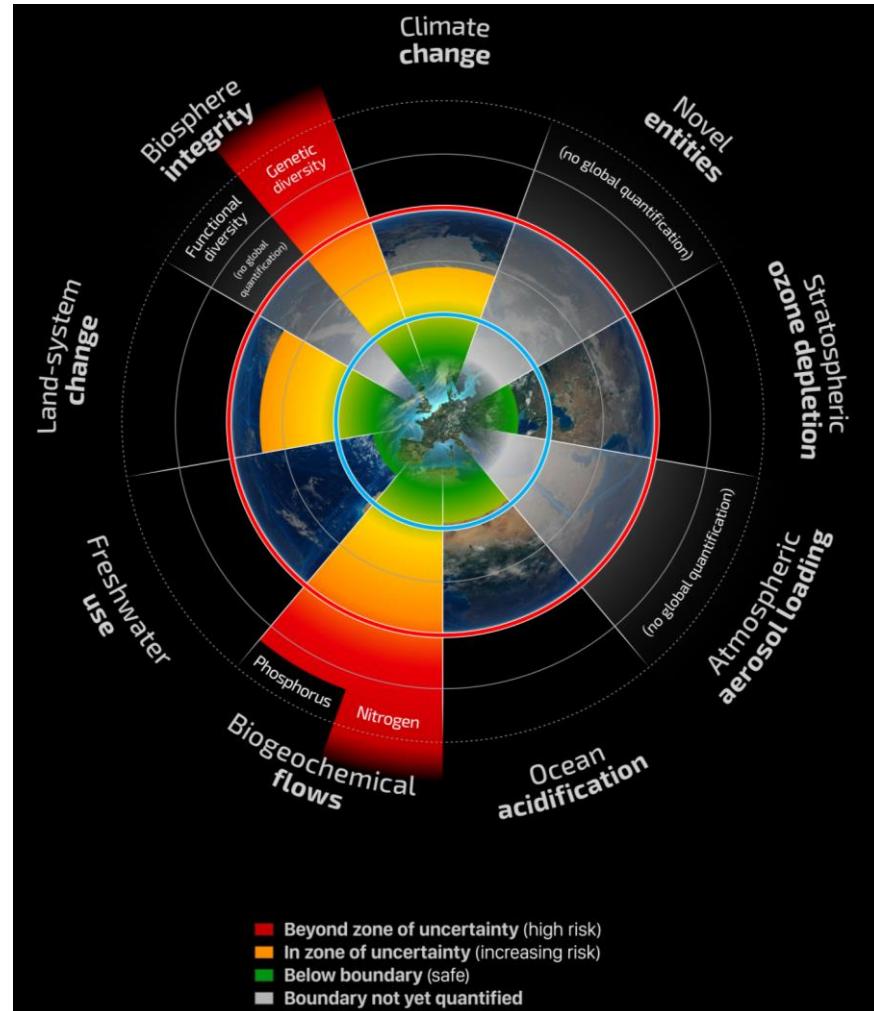
World's grand challenges:  
SDGs



Source: <http://www.stockholmresilience.org/research/research-news/2016-06-14-how-food-connects-all-the-sdgs.html>.

# 1. INTRODUCTION

World's grand challenges:  
Planetary Boundaries



Source:

<http://www.stockholmresilience.org/research/planetary-boundaries.html>.

## 2.

# WHAT ARE DIGITAL SOCIAL INNOVATIONS?

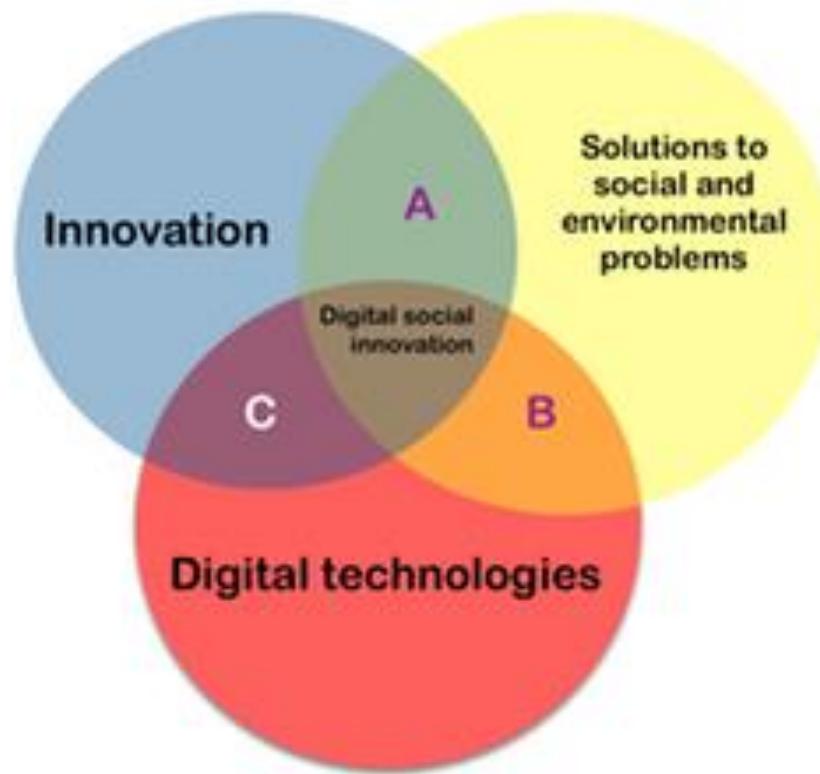
## **2. WHAT ARE DSI?**

Definition (Özman & Gossart, 2018)

“DSI are digital platforms that increase the capacity of civic society to formulate a problem, bring it to the fore of public arenas, and engage a variety of stakeholders to jointly frame and solve this problem.”

## 2. WHAT ARE DSI?

### Definition



Source: Ozman & Gossart (2017), What are digital social innovations?, *The Conversation*, June 21, <https://theconversation.com/what-are-digital-social-innovations-79066>.

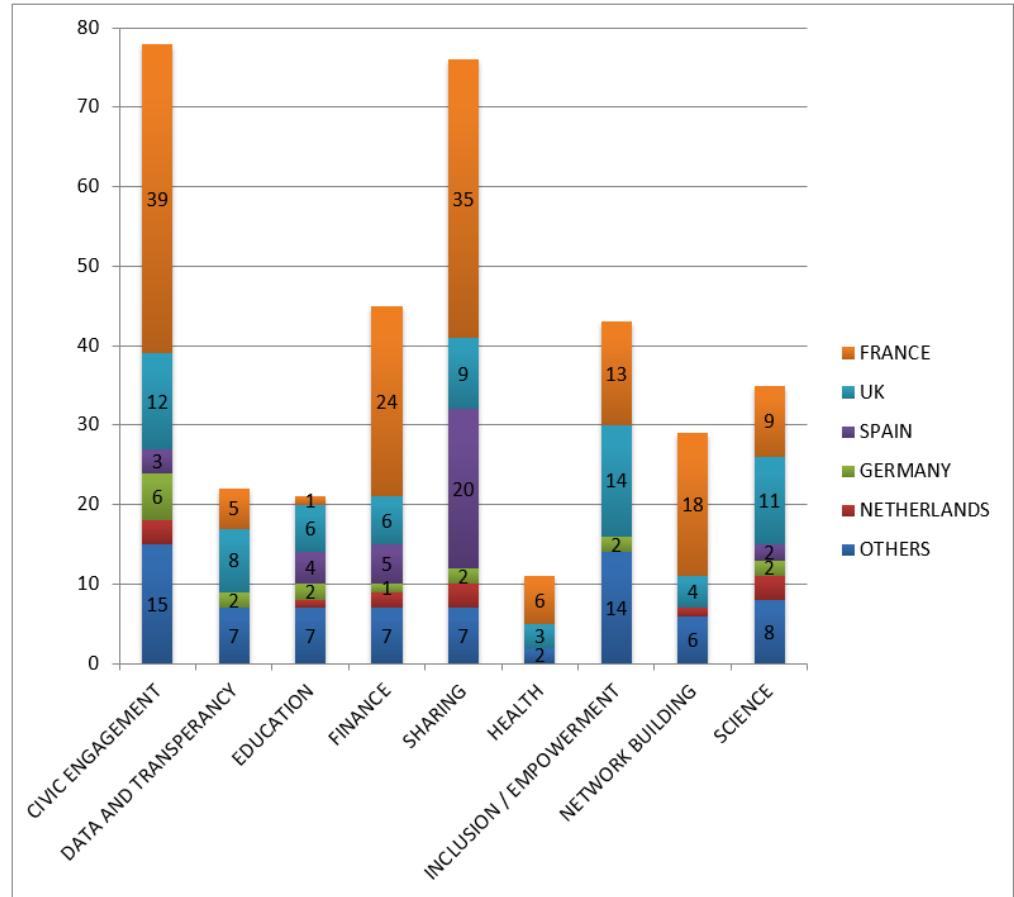
## 2. WHAT ARE DSIs?

Distribution of DSIs cases per country and domain

Nature of social issue addressed and sub-categories	Explanation	Examples
<i>Civic engagement (city, political, volunteering, petition)</i>	Participatory systems that incentivise citizens to engage in decision making processes (popularly known as Civic-tech)	Better Reykjavik, Decide Madrid, Liquid democracy, Writetothem, Fragdenstaat
<i>Data and transparency</i>	Participatory open data systems	Open Corporates, Wheelmap
<i>Education</i>	Peer-to-peer open online education tools	Eliademy, Culture Go Go
<i>Finance (civic crowdfunding, genre specific crowdfunding)</i>	Crowdfunding for community projects or for projects that focus on a particular excluded group (like micro finance)	Co-city (FR), Goteo (ES), Buonacausa (IT), Spacehive (UK)
<i>Sharing (swap, recycle)</i>	Free swap, recycling, services, online time banks	Freecycle, Olio, Peerby, No Lo Tiro, Graines de troc
<i>Science</i>	Participatory open science involving citizens (like citizen science)	Artportalen, Sauvages de ma rue
<i>Health</i>	Researcher-patient platforms that run on a voluntary basis to collect data for research	Seintinelles, Carenity
<i>Social inclusion (homeless, immigrants, women, youth, disability, aged population)</i>	Platforms that aim to empower a certain group of society	Ruuti, Calm by Singa, Streetlink

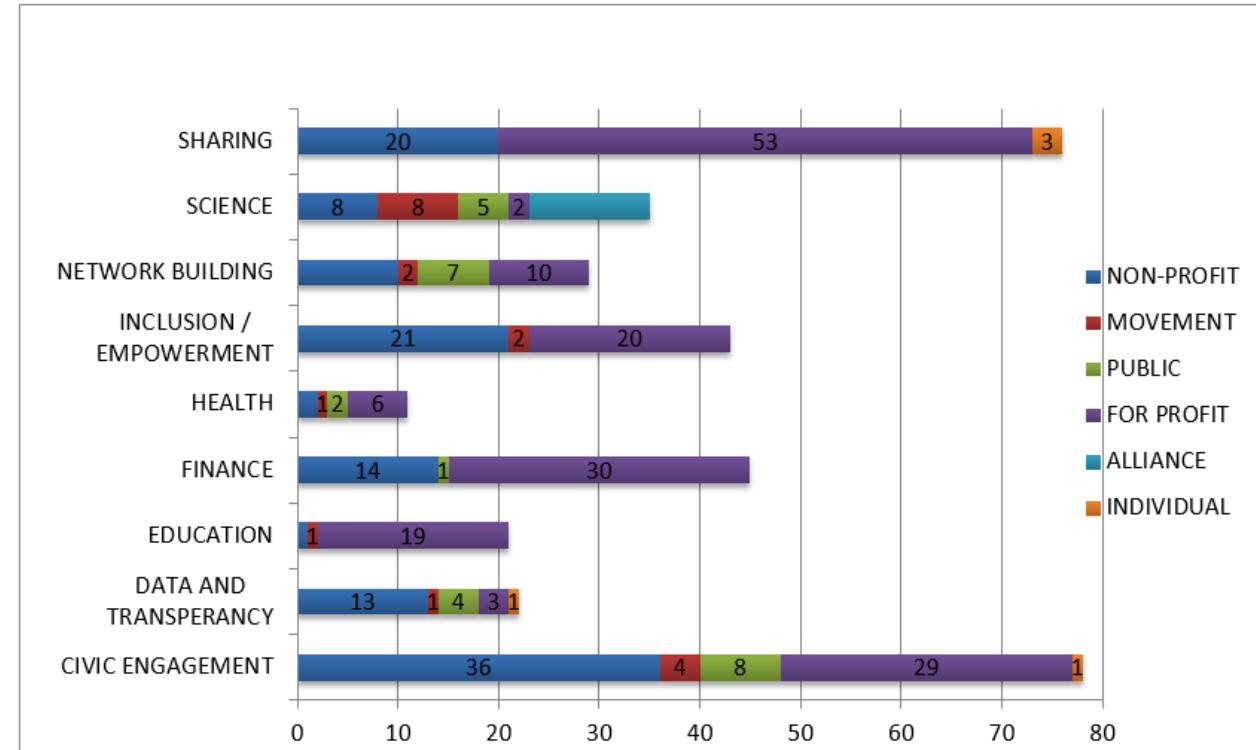
## 2. WHAT ARE DSI?

DSI problem areas and examples



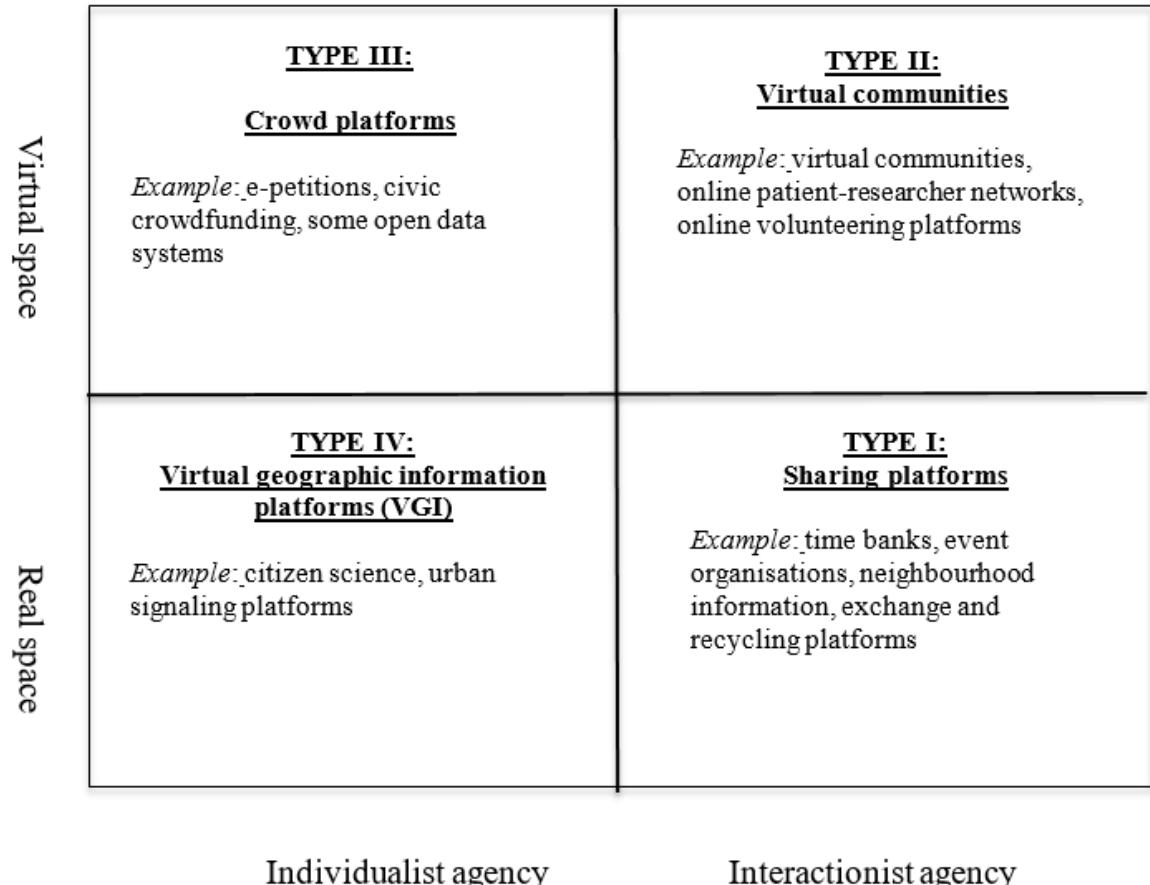
## 2. WHAT ARE DSIs?

Distribution of DSIs cases per domain and status



## 2. WHAT ARE DSI?

The four types of DSI



## 2. WHAT ARE DSI?

Type I

The screenshot shows the homepage of the Smiile website. At the top, there's a banner with the text "Souriez, Smiile assure TOUS vos échanges avec vos voisins" and "Partages d'objets ou de services, gratuits ou payants, MAIF et Smiile vous protègent." Below this is the MAIF logo. Navigation links include "C'EST QUOI SMIILE ? SMIILE ENTREPRISES ?", "INSCRIPTION", and "CONNEXION". The main heading "Smiile" is prominently displayed, followed by the tagline "Partagez, économisez, positivez" and "Votre réseau collaboratif de voisinage". Below the tagline are download links for "Google Play" and "App Store". A search bar contains the placeholder "J'habite à : Exemple: 11 rue de Brest, 22100 DINAN, France" and a "Je découvre" button. At the bottom, four statistics are listed: "396790 VOISINS & VOISINES", "36837 RÉSEAUX DE QUARTIERS ET DE RÉSIDENCES", "182699 OBJETS & SERVICES PARTAGÉS", and "100% DIFFÉRENTS". A link "Découvrez pourquoi >" is also present. A testimonial "Vous allez adorer tout partager" is shown with a "Prêter, donner ou louer du matériel au pied de chez vous, covoiturier, rendre service, animer votre voisinage ..." note and a "Contacter le support :-)" button.

<https://www.smiile.com/>

## 2. WHAT ARE DSI?

Type II



COMMENT ÇA MARCHE ? BLOG CONTACT FAIRE UN DON CONNEXION INSCRIPTION

CONNECTER LES  
PERSONNES REFUGIEES ET  
LA SOCIETE CIVILE



<http://calm.singa.fr/>

## 2. WHAT ARE DSI?

### Type III



Open Food Facts répertorie les produits alimentaires du monde entier.

#### Ajouter un produit

Photo avec code-barre

ou Code barre

#### Se connecter

Connectez-vous pour ajouter des produits ou modifier leurs fiches.

Nom d'utilisateur ou adresse e-mail :

Mot de passe

Se souvenir de moi

### Open Food Facts - France

#### Découvrir

Open Food Facts est une base de données sur les produits alimentaires faite par tout le monde, pour tout le monde.

Elle vous permet de faire des choix plus informés, et comme les données sont ouvertes (open data), tout le monde peut les utiliser pour tout usage.

→ [En savoir plus sur Open Food Facts](#)

#### Contribuer

Open Food Facts est un projet citoyen à but non lucratif créé par des milliers de volontaires à travers le monde. Vous pouvez commencer à contribuer en ajoutant un produit de votre cuisine, et nous avons plein de projets enthousiasmants auxquels vous pouvez participer de beaucoup de façons différentes.

→ [Comment contribuer ?](#)

#### Derniers produits ajoutés :

→ [produits ajoutés par l'application mobile dont les informations sont à compléter](#)

325423 produits

[Explorer les produits par...](#)



<https://fr.openfoodfacts.org/>

## 2. WHAT ARE DSI?

Type IV



<https://iwheelshare.com/>

# 3. ARE DIGITAL SOCIAL INNOVATIONS RESPONSIBLE?

### **3. ARE DIGITAL SOCIAL INNOVATIONS RESPONSIBLE?**

« Responsibility »

**Hans Jonas (1979):**

**« Act so that the effects of your action are compatible  
with the permanence of genuine human life”**

=>

**a) The aim of the action should be compatible (e.g. grand challenges)**

+

**b) The way it is carried out is compatible (e.g. Stilgoe & al.'s criteria: ARIR)**

### 3. ARE DIGITAL SOCIAL INNOVATIONS RESPONSIBLE?

DSI explicitely address grand challenges

Nature of social issue addressed and sub-categories	Explanation	Examples
<i>Civic engagement (city, political, volunteering, petition)</i>	Participatory systems that incentivise citizens to engage in decision making processes (popularly known as Civic-tech)	Better Reykjavik, Decide Madrid, Liquid democracy, Writetothem, Fragdenstaat
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### THE CONVERSATION

L'expertise universitaire, l'exigence journalistique

Culture Économie + Entreprise Éducation Environnement + Énergie International Politique + Soc

## Can digital social innovations tackle big challenges?

21 mars 2018, 01:56 CET



Auteur



**Müge Ozman**

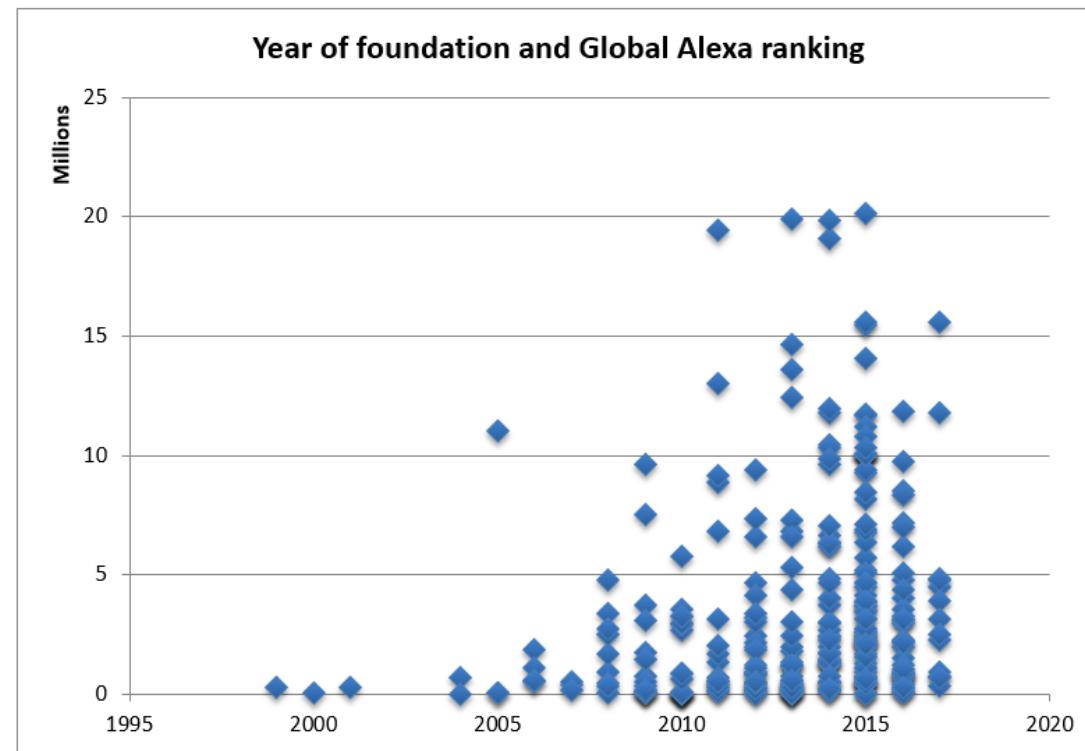
Professor of Management, Institut Mines-Télécom Business School

<https://theconversation.com/can-digital-social-innovations-tackle-big-challenges-93515>

### 3. ARE DIGITAL SOCIAL INNOVATIONS RESPONSIBLE?

DSI contribute to grand challenges when they scale up

The success of DSI measured by the number of users of the platform (spotted per year of creation) provided by the Alexa database. 42 cases scaled up (out of 360).



### **3. ARE DIGITAL SOCIAL INNOVATIONS RESPONSIBLE?**

How do DSI scale up? 1) By **managing visions and expectations**

- **Promote learning**
- **Deepen trust through intermediaries and alliances**
- **Design of services to meet heterogeneous needs.**

**Proposition 1:** Prominent DSI manage the expectations of their audiences through diverse activities like promoting learning, devising mechanisms to deepen the trust of their audience, and customising their services to meet the needs of different user groups.

### **3. ARE DIGITAL SOCIAL INNOVATIONS RESPONSIBLE?**

How do DSI scale up? 2) By activating community agency

- Incentivise community engagement through intermediaries
- Incentivise individual information provision
- Use online voting, Mobilise social movements

**Proposition 2:** Prominent DSI platforms activate community agency by mobilising crowds to solve problems with their own resources, by igniting support for social movements, and by incentivising individual and community engagement in the platform.

**Proposition 3:** Prominent OSS platforms are more often supporters of real-world social movements, than proprietary platforms.

### 3. ARE DIGITAL SOCIAL INNOVATIONS RESPONSIBLE?

How do DSI scale up? 3) By **managing networks**

- Manage networks among audience; Manage system-level networks,

**Proposition 4:** Prominent DSI platforms manage networks at multiple levels, including the networks between their audiences, networks between platform and audience, and at the system level.

**Proposition 5:** Most prominent DSI that are based on location of the users (type I and type IV) scale-up through building local partnerships.

**Proposition 6:** In addition to other mechanisms of scaling up, prominent type 1 DSI rely on managing networks between audiences and develop mechanisms to deepen the trust of users, more intensively than other types of DSI.

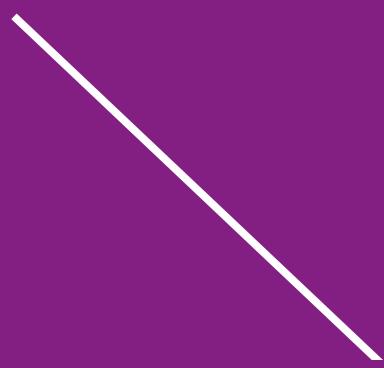
**Proposition 7:** In addition to other mechanisms of scaling up, prominent type 2 DSI scale through learning and social movements, and make alliances with other platforms in managing networks, more intensively than other types of DSI.

**Proposition 8:** In addition to other mechanisms of scaling up, Prominent type 3 DSI use online voting systems, rewarding active users, investing in learning activities, and make use of participants' social networks in scaling up, more intensively compared to other types of platforms.

**Proposition 9:** Prominent type 4 DSI use most of the scaling up mechanisms intensively, as compared to the other types of DSI.



# 4. CONCLUSION



## 4. CONCLUSION

Are DSI responsible?

Responsible DSI...

(1) explicitly aim at solving grand challenges, and ...

(2) follow responsible innovation principles.

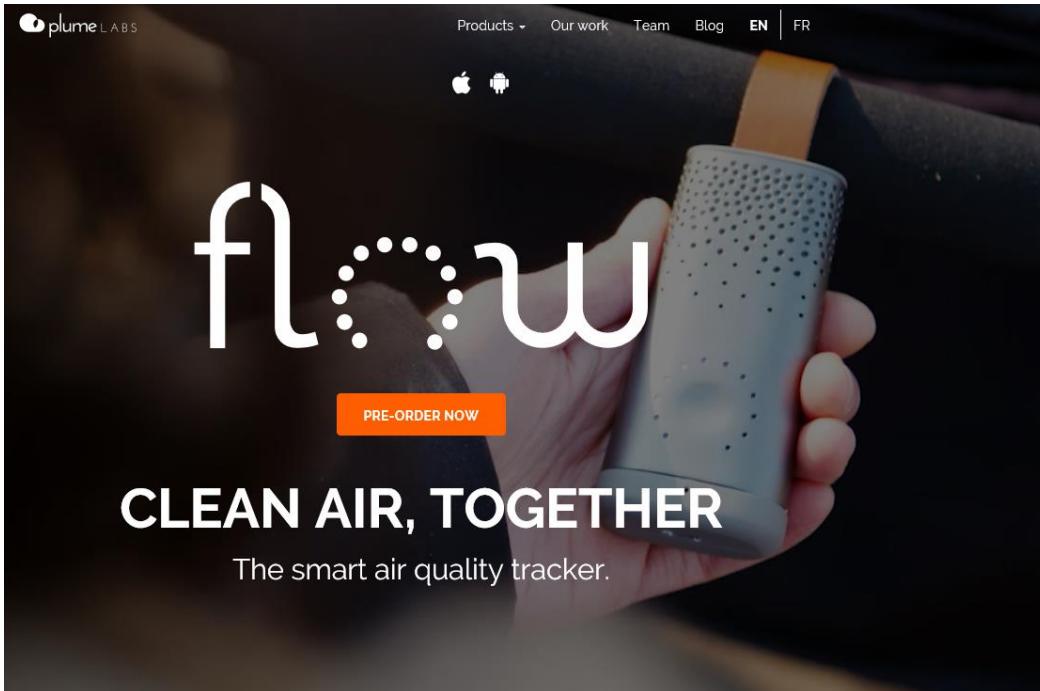
Stilgoe & al. (2013)'s framework: 'ARIR'

- Anticipation
- Reflexivity
- Inclusion
- Responsiveness

Stilgoe, J., Owen, R., Macnaghten, P., 2013. Developing a framework for responsible innovation. *Research Policy* 42, 1568-1580. <https://doi.org/10.1016/j.respol.2013.05.008>

## 4. CONCLUSION

Are DSI responsible? The case of Plume Labs



- Anticipation
- Reflexivity
- Inclusion
- Responsiveness

<https://plumelabs.com/en/>

## 2. WHAT ARE DSI?

Are DSI responsible? The case of a Civic Tech



- Anticipation
- Reflexivity
- Inclusion
- Responsiveness

TEDxParis



Le Monde.fr



WE DEMAND FR

<https://www.flui.city/>

# THANK YOU.



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Une école de l'[IMT](#)



Innovation : être ou ne pas être responsable ?

<https://blogrecherche.wp.imt.fr/2018/06/19/innovation-responsable>

Check out our INESS blog!  
<https://digitalsocinno.wp.imt.fr>

Lisez le prochain n° de la revue *Terminal* sur les ISN:  
<https://journals.openedition.org/terminal>