Digital Social Innovation:
Nods and Practices

Julianna Faludi, György Pataki, Tamás Veress

Department of Marketing, Media and Design Communication; Department of Decision Sciences; Business Ethics Center

Research objectives:

- To shed light on digital innovation practices in **shared machine shops**, spaces that are considered to be drivers and hubs and practices in **digital and open/collaborative innovation**, with a focus on **social hackathons**
- To understand social entrepreneurship forms in digital startups for social value creation: their role in rewiring society and creation of data-based social value
- To explore, in the science-technology-society vein, how technology by creating **new meanings** in social rituals, like in the fields of **intimacy** or **food**, redefine social order

Collaborative Open Innovation Practices and Shared Machine Shops: Fablabs, Makerspaces and Social Hackathons

Dots of Change?

Business Models and Innovation Practices of Shared Machine Shops

vary in their role in openness, participation, in-house solutions and innovation practices, as well as their role and embeddedness in the local urban space

Data collection methods: participant observation and interviews

Paper: J. Faludi: *Innovation Openness and Business Models of Shared Machine Shops in Budapest*, under review, Journal of Strategic Design

Social hackathons are not for hackers?

Citizen Science, Social Hackathons and Social Needs

explores the instrumentalization, social organization, of hackathons and performed collaborative innovation practices.

Social hackathons: a field of emerging **startups** framed by pre-defined **social needs**. How 'social problems' are being framed and elaborated, and how citizen science is co-produced?

Data collection methods: surveys, interviews and digital ethnography, participant observation of social hackathons by mentoring and design

Digital Social Innovation and Entrepreneurship: Digital Startups for Creating Social Value

Social welfare is being privatized due to the withdrawal of the welfare state. Digital startups draw on **data-based social value** rewiring the social fabric by connecting distant services, vulnerable groups and democratic practices: the core of the **entrepreneurial activity** of digital startups for social innovation is **social value creation**.

Method: Analysis of a pool of **young startups**: change makers with digital solutions. Sampling stems from the categories of a pool of projects applying and winning the European Youth Award of digital social startups.

Categories will shed light on the **framing of 'social value'** and what is interpreted as 'social need' or market failure, and will reflect on the evaluation criteria.

Implications of the research:

1. Understand the formal, **organizational structure** of the startups involved
2. Modeling the **social value creation practices**: digital solutions (apps, hardware, blockchain, fintech) connecting social groups, and service-providers
3. Dissecting **social/technological innovation**: their relation (discussed in literature) and capability to rewire social structure
4. **Measuring social value:** a synthesized approach

Technology and Social Change: Digital Solutions Reshaping Social Order
STS

Food 3D printing as Social Innovation

Would you eat a portrait-pancake or a sausage printed with worms?

Printed food redefines the **meanings**, **rituals** and relations. Cases from design, makers, entrepreneurs toward *smoothfood* for people struggling with swallowing food are explored with the elaborated **digital culinary triangle**, adapted from Lévi Strauss' culinary triangle, inserting Saussure's frames to describe the **dimensions of social innovation with 3D printing of food**.

Paper: Faludi, Julianna: *Printing Edible Solutions: the Digital Culinary Triangle of 3D printed food*, under review, British Food Journal
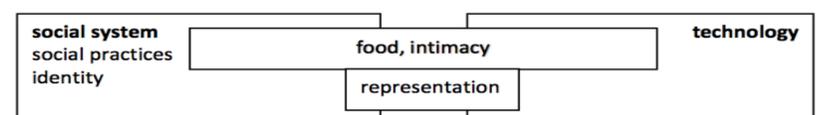
SZÉCHENYI 2020

Európai Unió
Európai Szociális Alap

MAGYARORSZÁG KORMÁNYA

BEFEKTETÉS A JÖVŐBE

EMPOWER-SE

COST
EUROPEAN COOPERATION IN SCIENCE & TECHNOLOGY