

Interactive Flashlight Research: A new scientific approach for industry- academia integration?

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Evaluation Criteria's

- Criteria's for excellent research
- Criteria's for excellent Academia- Industry Integration



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- Industrial perception of science:

„Scientific men sometimes [...] state the results of really important investigations on practical subjects in a form too abstruse for ordinary use; so that the benefit which might be derived from their applications is for years lost to the public“

- Academic perception of industry:

„A moderate amount of theoretical knowledge would be sufficient to demonstrate the fallacy of chosen approaches“
(W.J.M. Rankine, 1858)



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- KM is a relatively new scientific domain**

- Lack of conceptual foundation and cumulative tradition, identity crisis, no barriers to entry, trend for divergence
- This can question the scientific accuracy of the research

- Turbulent economic environment:** quickly changing

- Methods and tools should vary with the business problems they solve
- Much traditional literature research and mechanistic user requirements analyses
- Researchers think in extensive time cycles

- Do we need a **more constructivist research approach?**



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- Research as a **social learning process**
- **Architectural principles** for research environments:
 - **Articulation and reflection**: reflection in action and reflection on action
 - Generation of **complex problems in diffuse initial situations**: allowing direct participation in detailed definition of problem
 - **Authenticity and embedding of the problem into a real life situation**
 - Step-by-step **takeover of responsibility**: definition of self-dependant role



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European Research

- adapt European research to the needs of industry
- to follow five major goals for research

Content

- Identify and integrate different opinions and experiences
- Indicate changes in the perception of KM in time

Community

- Stimulate networking and knowledge sharing
- Raise awareness

To be integrative and transparent

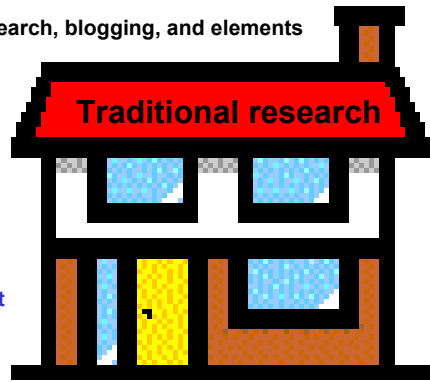


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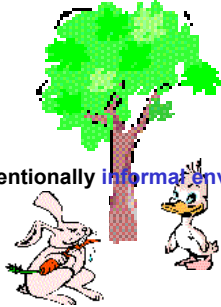


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Between action learning, action research, blogging, and elements of classical journalism



Intentionally informal environment



Mixture of different communication approaches

Mixture of different evaluation instruments

- classical research instruments
- New trends: action research



Example: Theme activities

Theme 1: „Which business problems can you solve with KM?“

Synthesis report

Keynote presentations

Polls

Surveys

Weekly digests

Interviews

Offline workshop





Content

- Wrap up of results in 'Synthesis Reports'
- Good Practice examples and case descriptions
- Identification of gaps in research implementation
- Identification of hot topics
- First validation of gut feeling in larger audience
- Surprises that might change focus of research



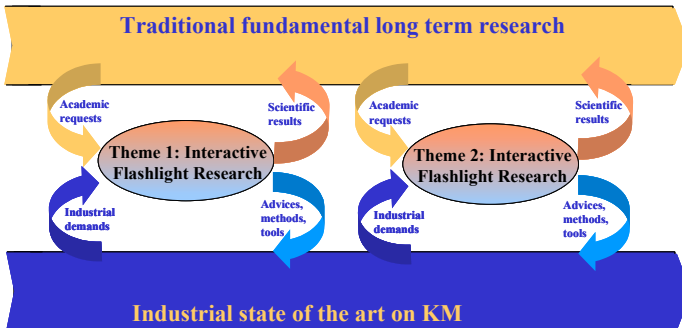
Community

- Industry – academia integration
- Learning is happening
- Good interest
- Emergence of new communities



European Research

- Development of a new, promising research approach



Major Advantages

- Low cost approach
- Fast and **actual outcomes**
- Involvement** of many stakeholders
- Good impression of **general opinions** about a topic in the community
- No “quick and dirty” – strategy, but **combination** of classical research methods
- Community development: creation of **common sense** about special points of interest even in a virtual community.
- Enables to carry out **research in a European environment** – across countries, across organisations, and across disciplines
- Both: **Understanding and change**



Conclusion

- Short term approach with qualitative results
- Shall **not replace** but complement classical research approaches
- To be included in **future research** projects
- Path the way for a **new type of interaction** between industry and research
- Approach needs to be **further evaluated** regarding quality of outcomes

→ This session is dedicated to the evaluation!



Questions:

- What are **chances and risks** of the new research approach?
- How is it possible to reduce risks/ to **ensure scientific excellence** of research results?
- What are appropriate models or approaches to **organise Academia- Industry- Integration?**



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KM european forum

