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Fruitful Friction as a Strategy to Scale Social Innovations

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Fruitful friction as a strategy to scale social innovations.

A conceptual framework to enable the emergence of common ground in multi-stakeholder social innovation projects.

RSD10 | 05-11-2021

Maria Belén Buckenmayer, Milene Gonçalves, Ingrid Mulder



How do you see friction?

Something destructive?



Something productive?



Research Team



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Design Enabled Innovation Accelerator Program



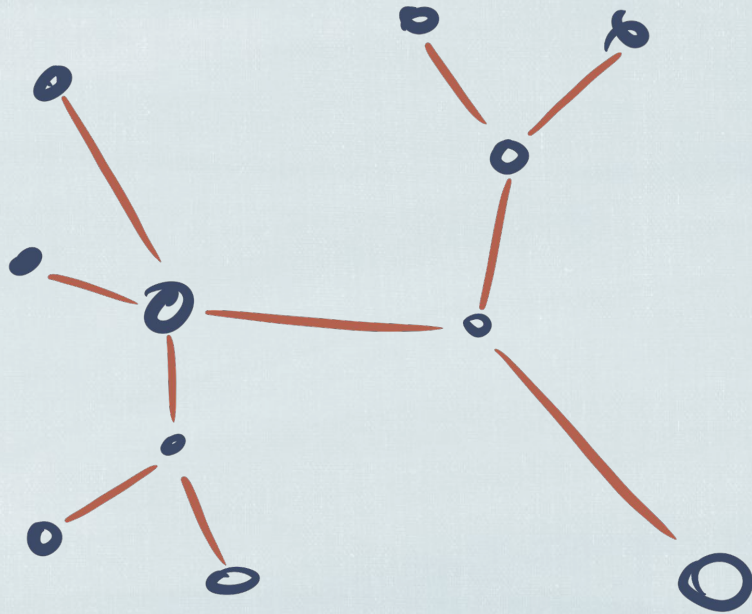
DESIGNSCAPES



Horizon2020
European Union Funding
for Research & Innovation

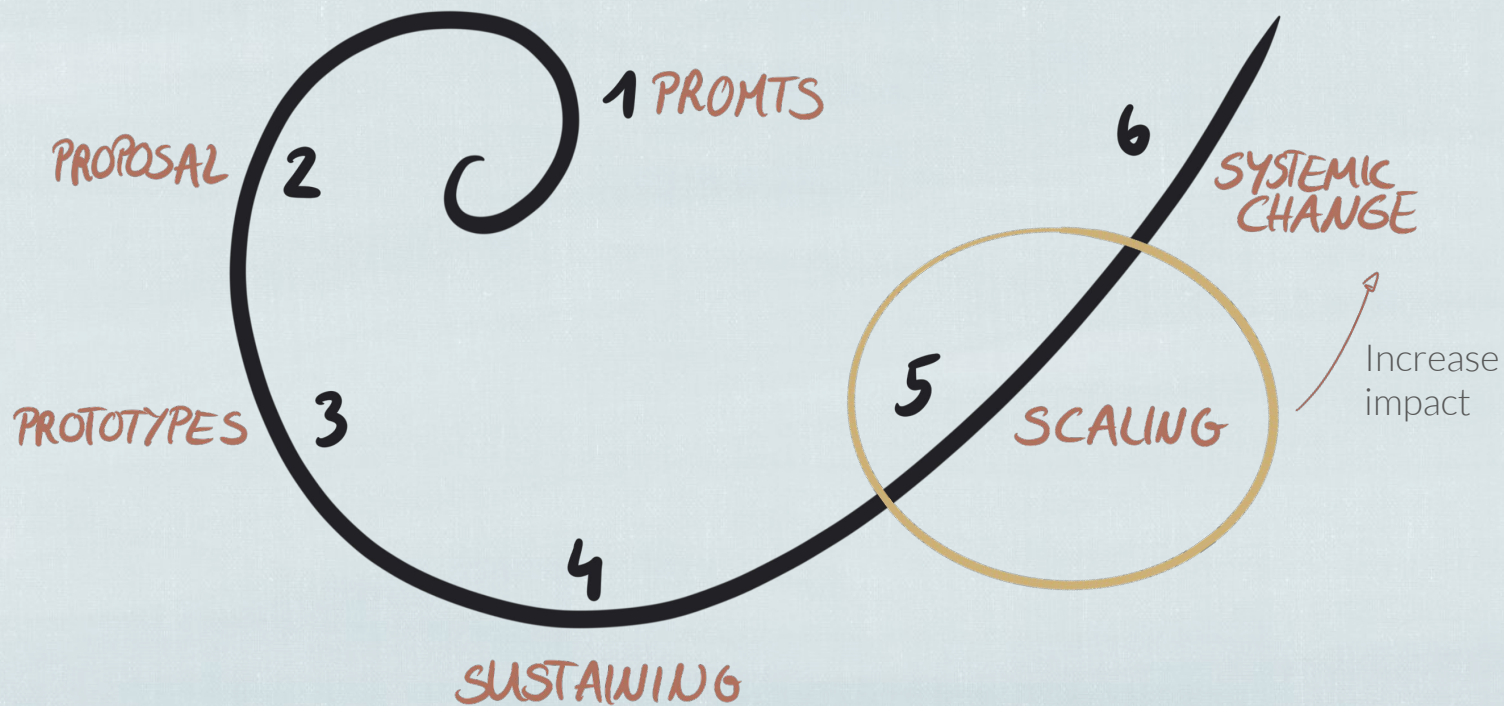


Complexity of world and its' issues

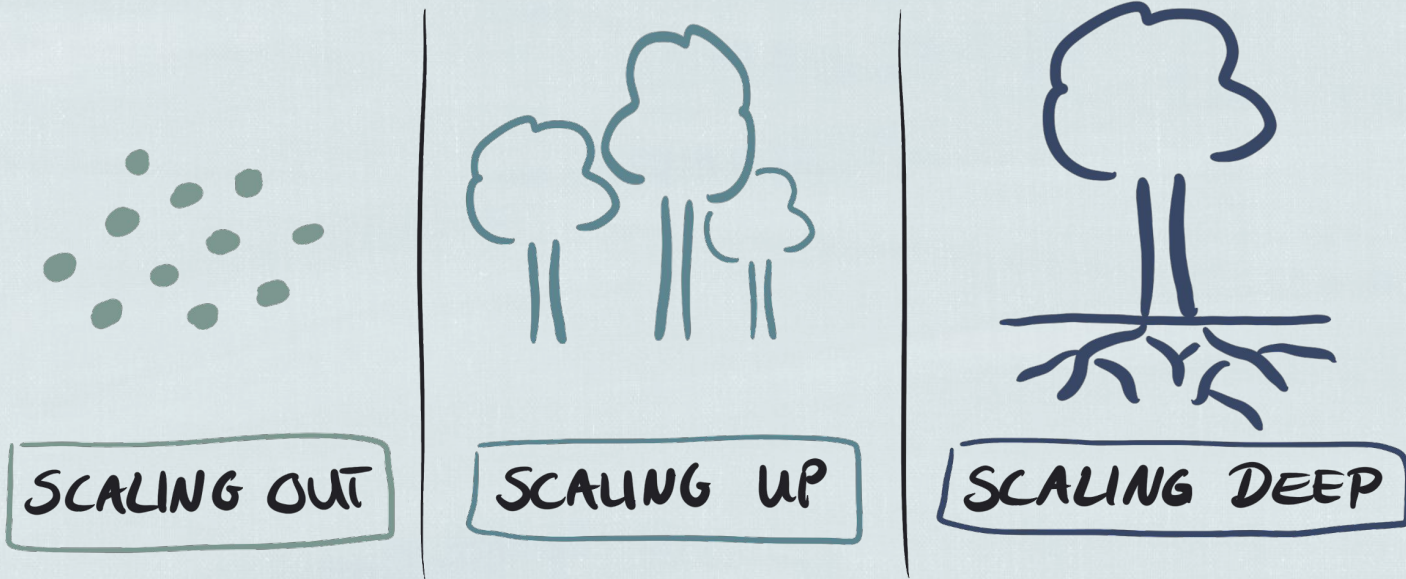


Wicked problems demand new ways
and approaches to solve them.

Social Innovation Process



Strategies of scaling



Strategies of scaling



Replication

Spread to more cities & shops



Laws, regulations

Involve policy makers & local administration

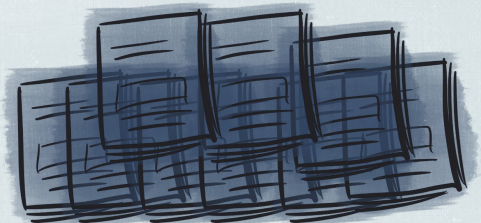


Cultural roots

Influence people's mindset, values & behaviour



Knowledge gap



SCALING OUT

SCALING UP

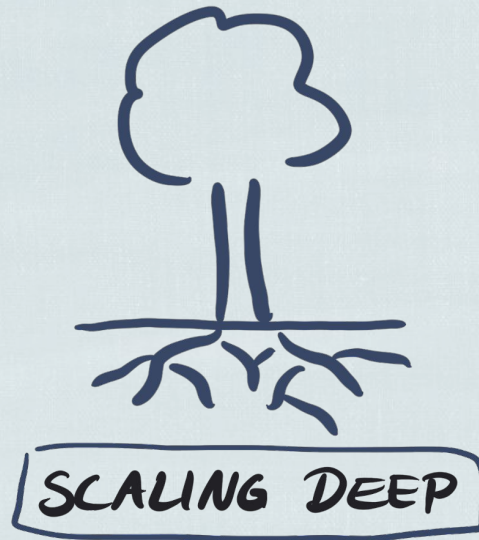


SCALING DEEP



Focus of this study

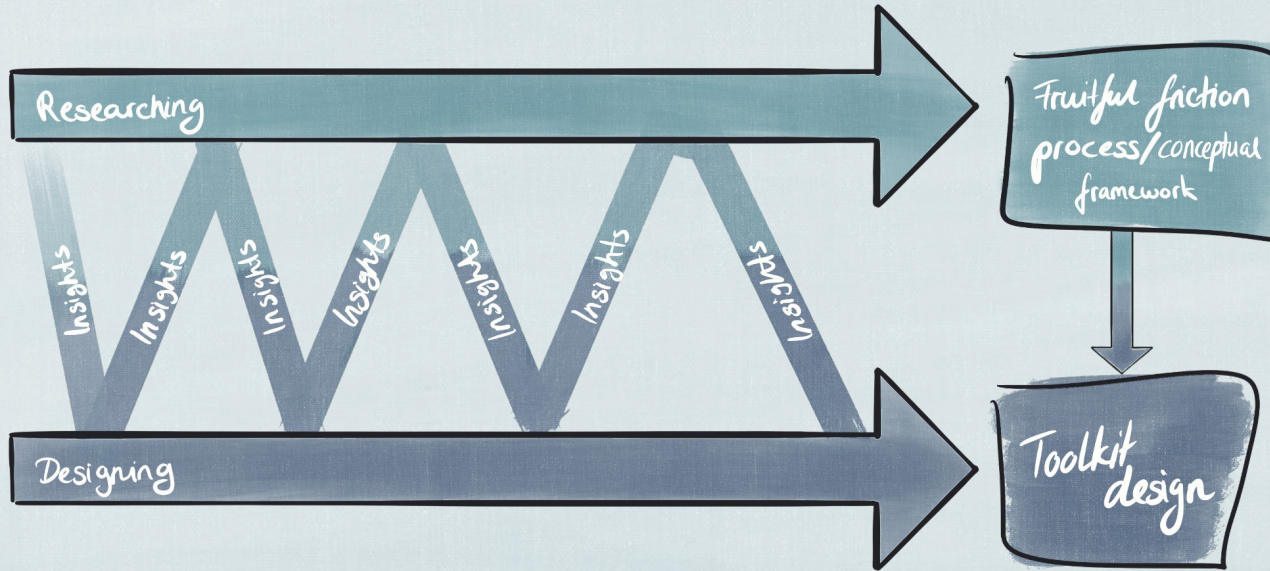
“ Cultural roots
Changing relationships, cultural
values and beliefs, hearts and
minds“ (Riddle & Moore, 2015)








Main Research Question

How can design be used to transform the abstract and theoretical concept of scaling deep into a more tangible approach?

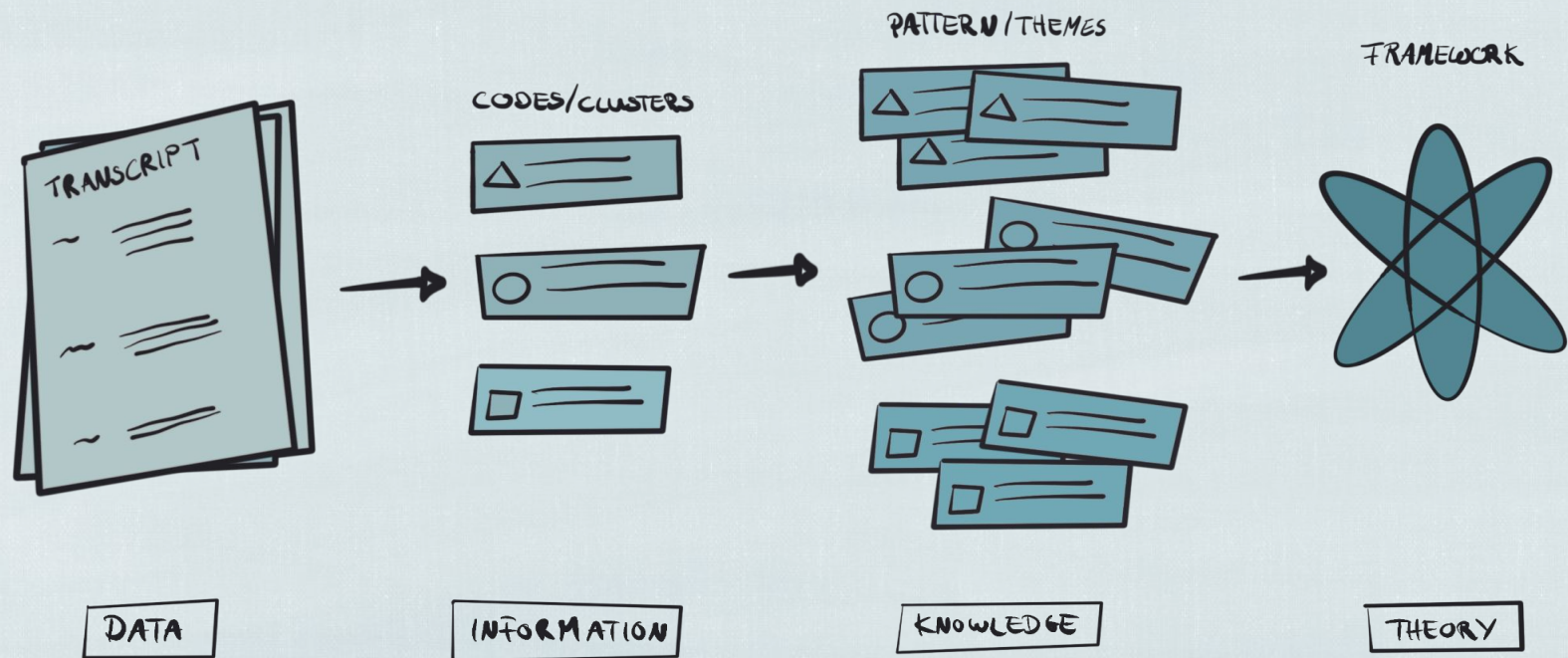
Research through design approach



Research process

Goal	Understand social innovations context, needs & approach.	Understand scaling deep & identify starting points for design.
RQ	Sub-RQ1 How does or can scaling deep look like from a practitioners perspective?	Sub-RQ2 What does scaling deep mean and look like from a theoretical perspective?
Activity	 Literature review	
	 Informal calls	 Semi-structured interviews
	 Documents analysis	 Creative sessions
Output	Conceptual framework - Fruitful friction towards common ground	

Data analysis & conceptualizing



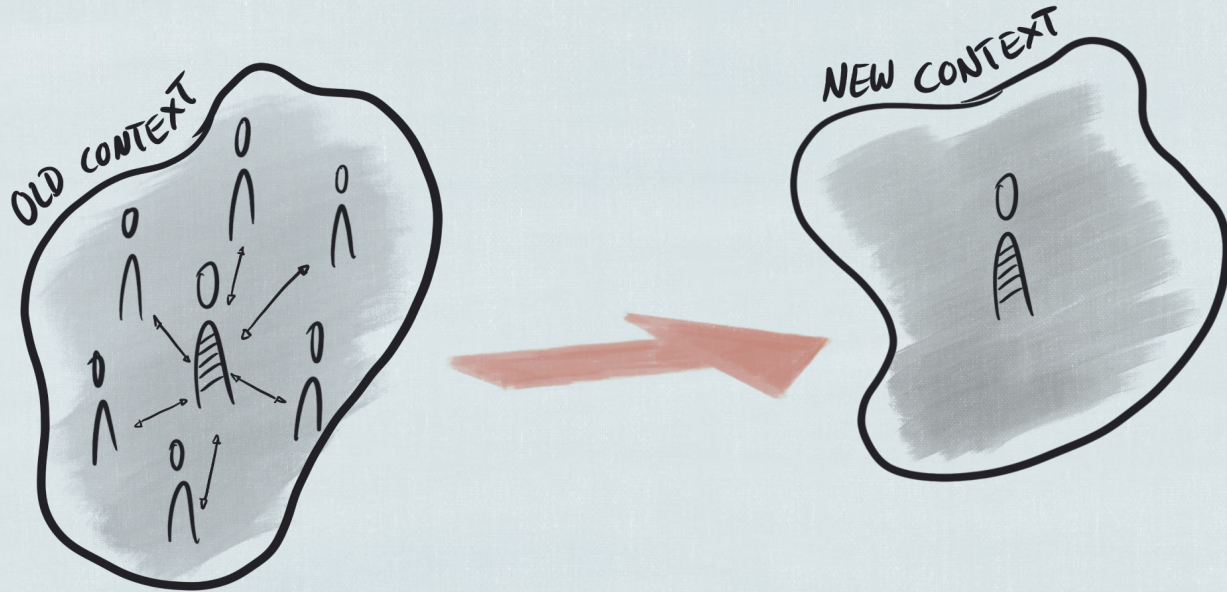
Source: Braun, V. & Clarke, V. (2012) Thematic analysis. In H. Cooper, P. M. Camic, D. L. Long, A. T. Panter, D. Rindskopf, & K. J. Sher (Eds), APA handbook of research methods in psychology, Vol. 2: Research designs: Quantitative, qualitative, neuropsychological, and biological (pp. 57-71). Washington, DC: American Psychological Association.

Source: Sanders, E. B., & Stappers, P. J. (2018). Convivial toolkit : Generative research for the front end of design. In Convivial toolkit : Generative research for the front end of design (p. 256). Amsterdam: BIS.

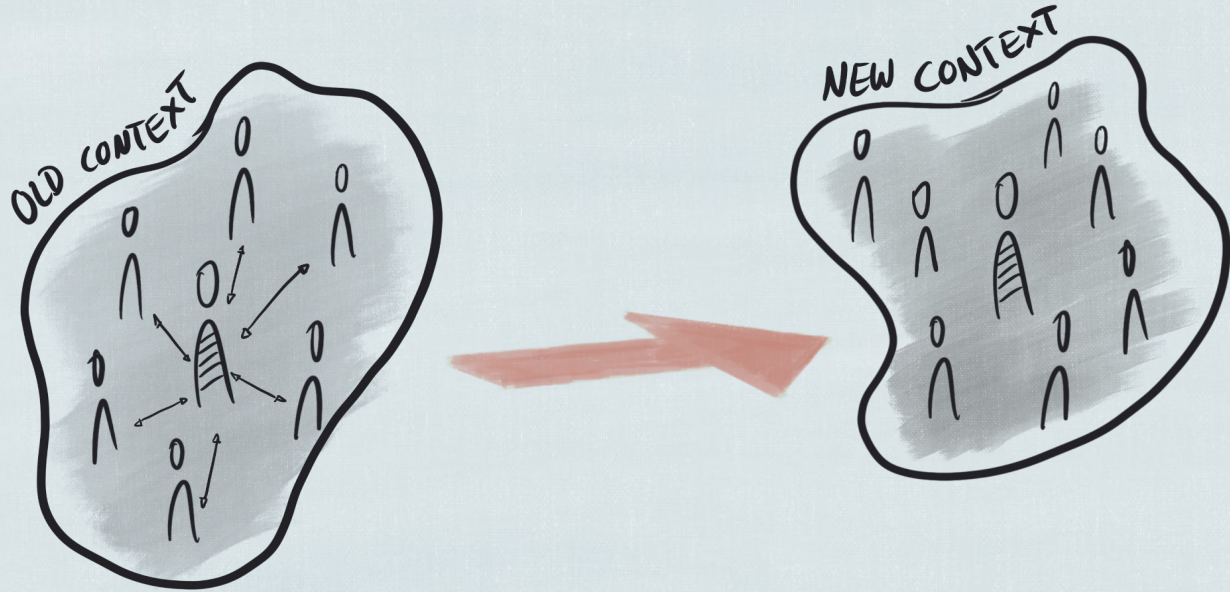
Empirical findings/ insights:

*How does, or can scaling deep look like
from a practitioner's perspective?*

Transition into new context

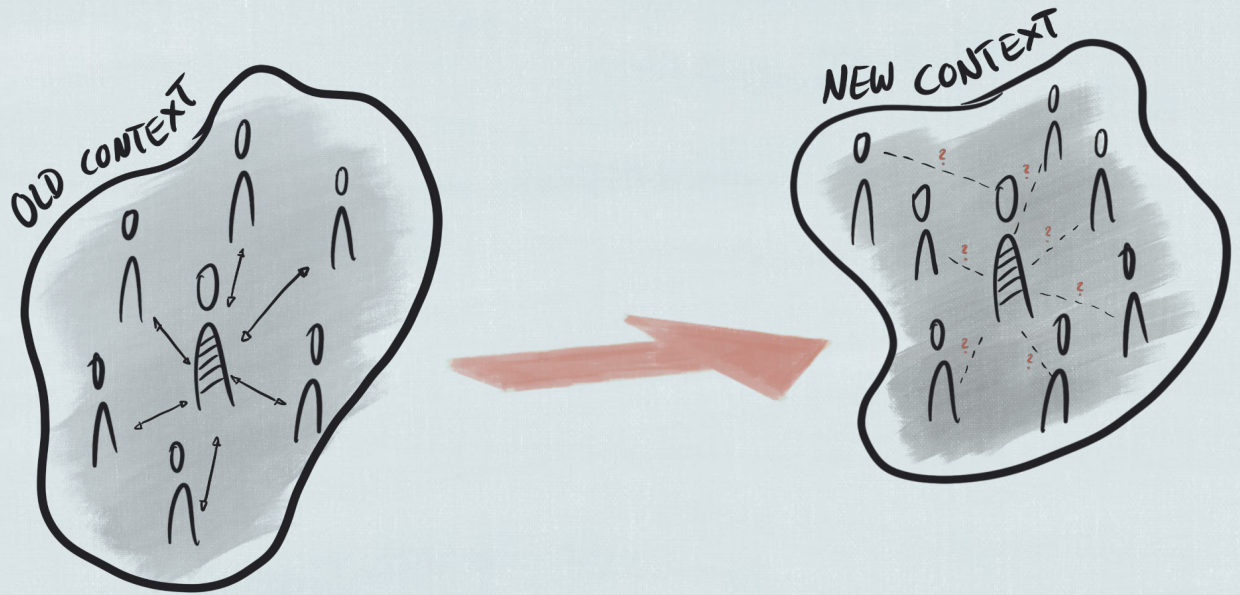


New unknown stakeholders



“ We’re also trying to work with the public administration, but we haven't managed to find a way to do it. This is one stakeholder we're interested in, but we're still trying to evaluate what the relationships could be.
– T.Ospito

Building new relationships

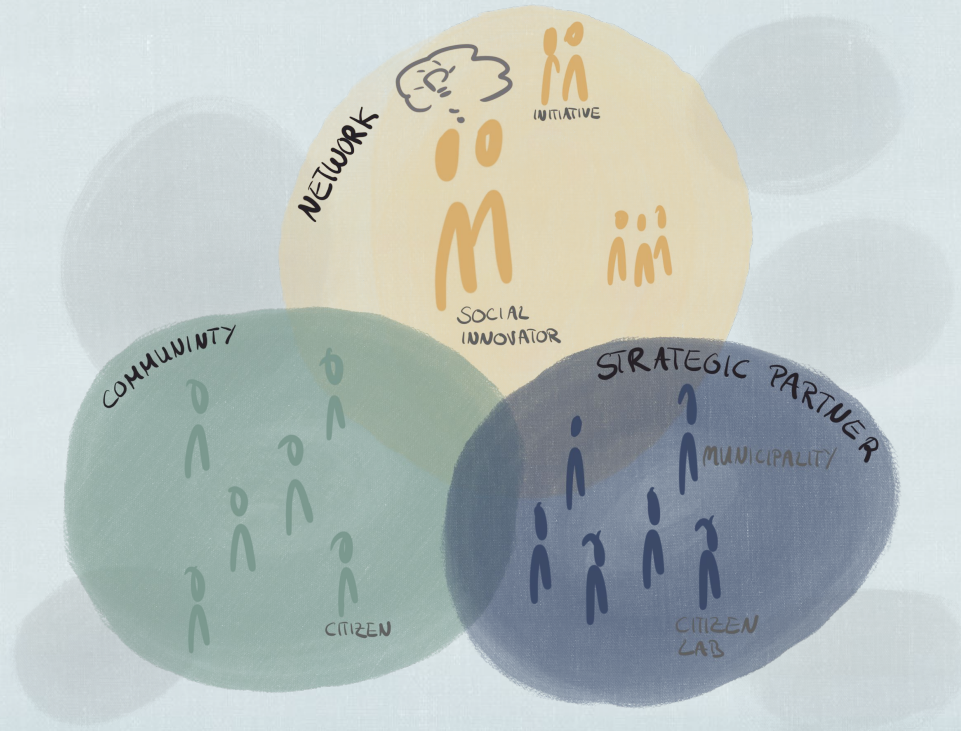




“ *New relationships need to be built first.*
– Giulia, *Ticket for change*



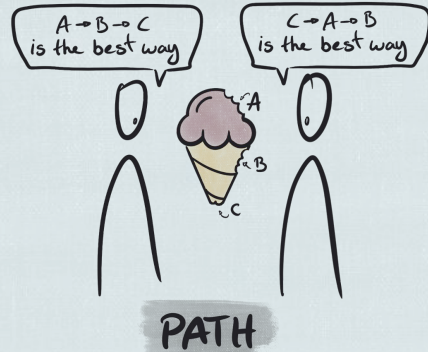
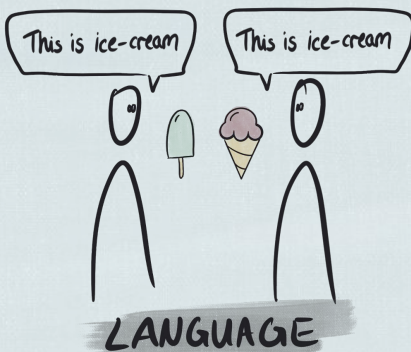
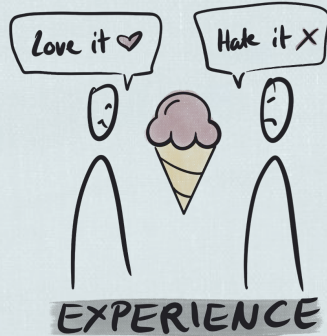
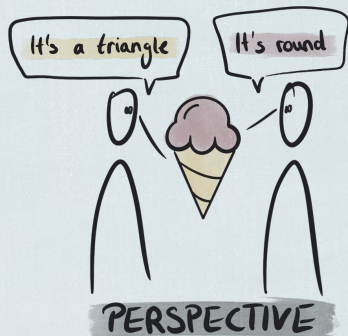
Involving all stakeholders is needed



“ *At the early project stage ... we thought they understood, but actually they didn't. And they decode the ideas totally different than how we proposed it.*

- Chuan, Valencia Design Capital

The problem of a missing shared understanding



Need for common ground & shared understanding





Definition common ground

“ *A common cognitive frame of reference
between the partners of interaction* “
(Bromme, 2000)

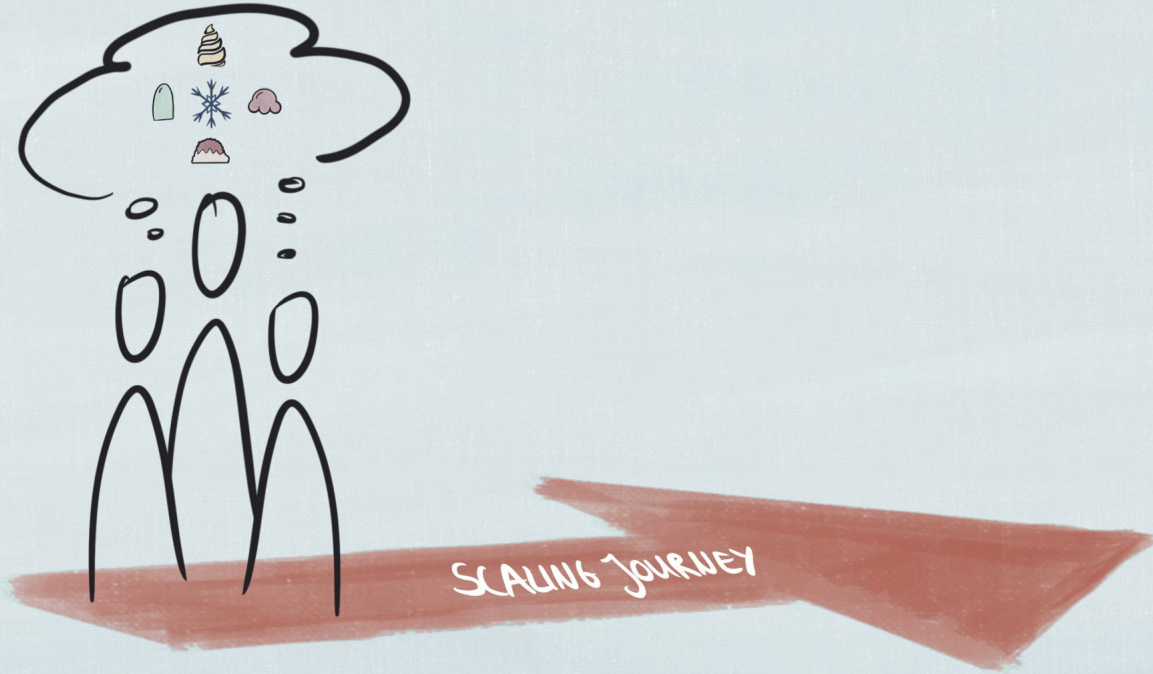


Definition shared understanding

*The ongoing process of creating new understanding
and reaching shared agreement on new meanings.*
(Mulder, 2004)



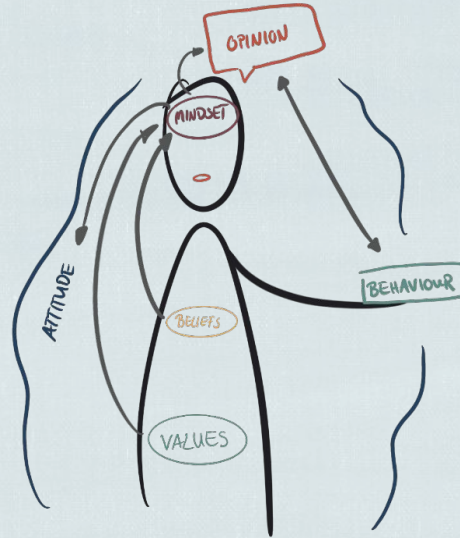
Scaling deep & shared understanding



Contribution to theory:

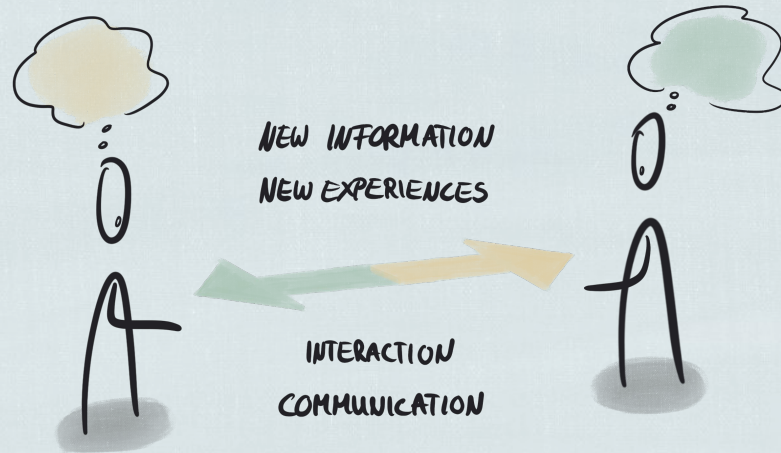
*What does scaling deep mean and look like
from a theoretical perspective?*

Scaling deep is...



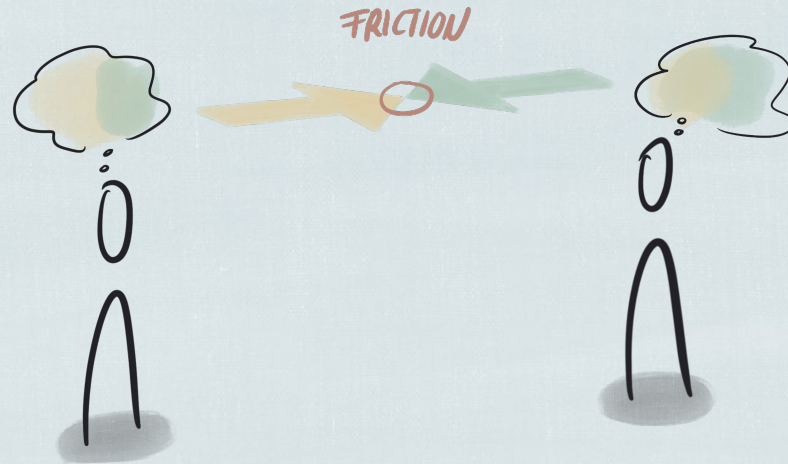
... an internal process

Scaling deep is...



... a social process

Scaling deep is...

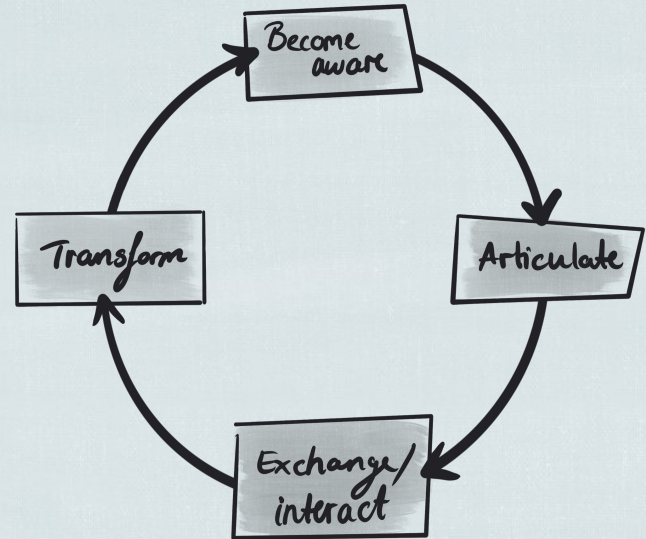


... facilitated by friction



Proposing a new scaling deep definition

Scaling deep is an internal transformation process where implicit, deeply rooted values, beliefs, way of thinking and making sense of the world are addressed, questioned and transformed.

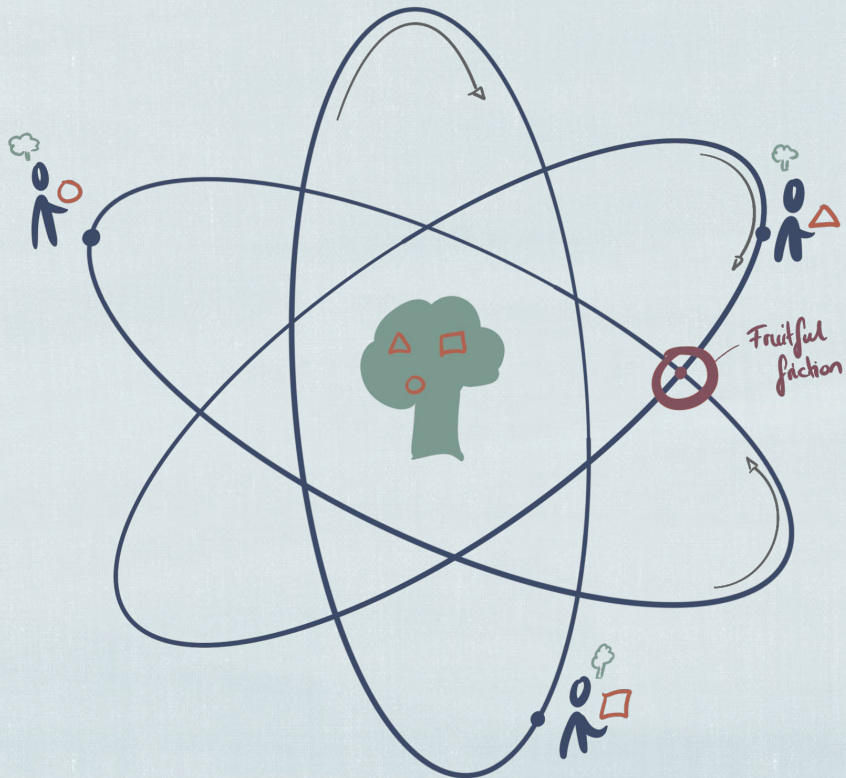


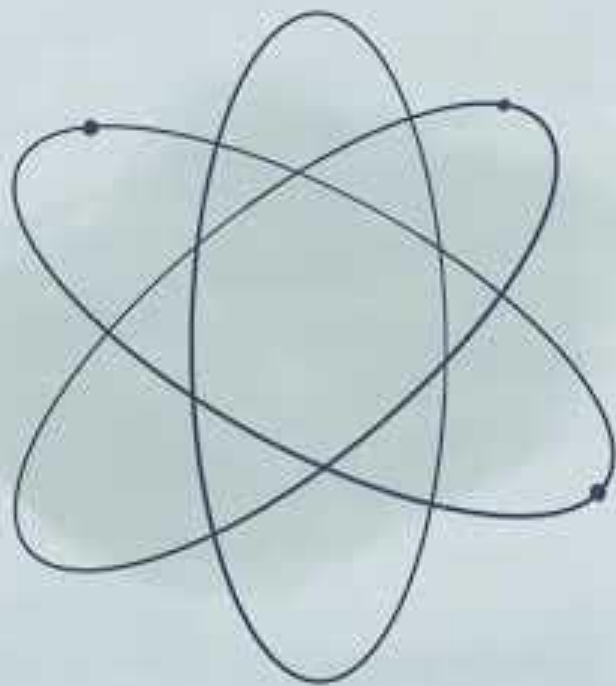


Fruitful friction towards common ground **framework.**

A process that uses fruitful friction to allow stakeholders express their individual perspectives and enable the emergence of a common ground.

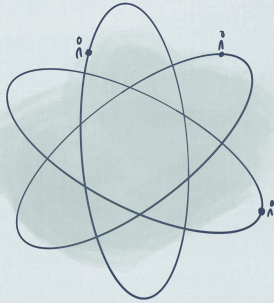
Conceptual framework



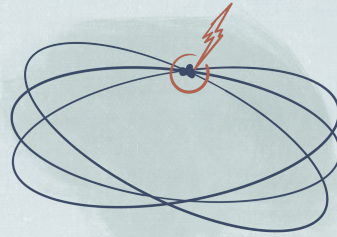


Fruitful Friction towards Common Ground Framework

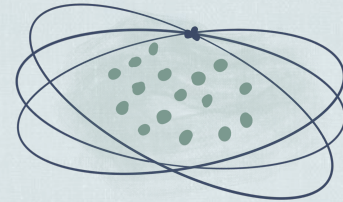
1. No shared understanding



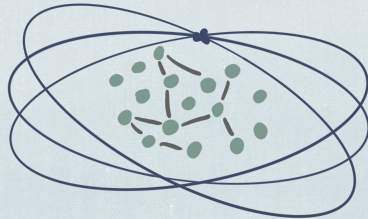
2. Fruitful friction



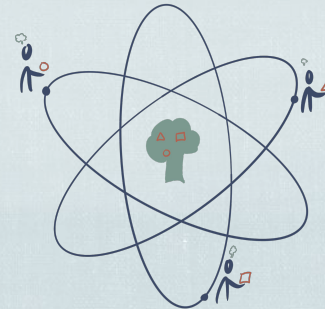
3. Expressing individual perspectives



4. Collective sensemaking



5. Capture common ground



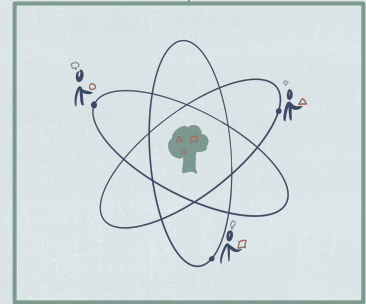
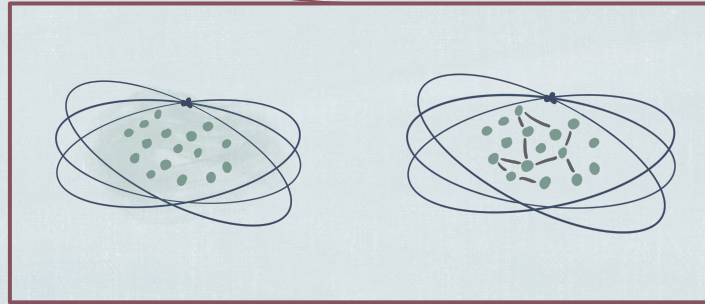
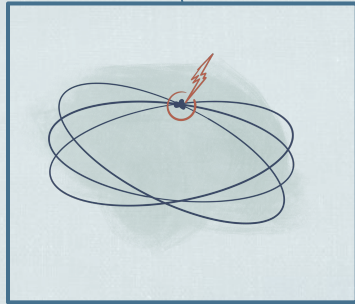
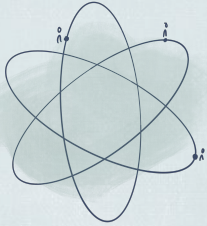


Are we on the same page? Toolkit.

A process enabling toolkit that facilitates social innovators to conduct an online workshop using fruitful friction to reach common ground with their stakeholders.

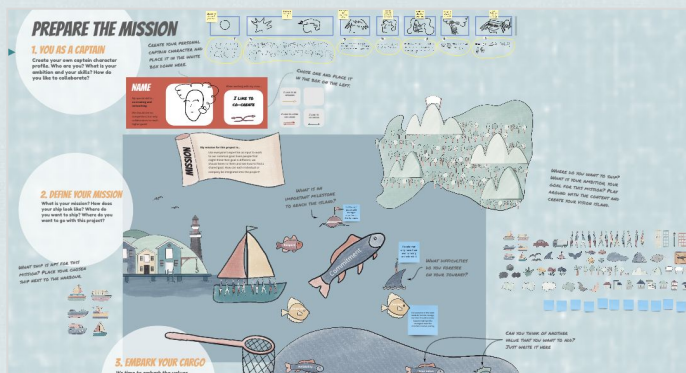
3 main aspects

Trigger people to **express** their tacit perspective (frame) to facilitate the emergence and **capturing** of common ground.



The toolkit in action

Evaluation sessions
with social initiatives



RSD10 – Sailing Workshop

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WORKSHOPS

04- Off to New Shores! Sailing towards common ground

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upclose & personal

Monday Anting Ecology | Tuesday Connected Interactions | Wednesday Changing Things | Thursday Embedded Designers | Friday Evolving Methodologies

Back

*Are we on the same page?
Introducing fruitful friction as a strategy to reach common ground*

How can designers use friction to trigger change in people's mindsets?

Marie Buckenmayer
Ingrid Mulder – project chair
Milene Gonçalves – project mentor

TU Delft

Are we on the same page?
TOOLKIT

Fruitful friction as a strategy to scale deep



Friction as enabler for change



Thank you!

Questions?

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maria.buckenmayer@gmail.com

Conference paper:
<https://rsdsymposium.org/fruitful-friction-as-a-strategy-to-scale-social-innovations/>