

DOES OPEN INNOVATION GENERATE COLLECTIVE INTELLIGENCE?

An empirical case study with participant observation

EVIDENCE FROM HACKATHONS

DEFINITIONS

OPEN INNOVATION



COLLECTIVE INTELLIGENCE



INITIATORS

Ownership:
Government, private,
NGO...

Industries:
IT, medical, agriculture,
banking, automobile...

Motivations:
Recruitment, open
innovation (any phase),
marketing, investing...

INTERMEDIARIES

HACKATHON HACK-MARATHON



- ▼ Challenge
- ▼ Group formation
- ▼ Ideation
- ▼ Prototype
- ▼ Pitch
- ▼ Evaluation
- ▼ Win

HACKERS

- Programmers but also
- Initiators
- Stakeholders
- Partners
- Users
- Suppliers
- Students
- Enthusiasts

COACHES/MENTORS



VALUE



- Ideas
- Improvements
- Solutions
- Open data optimization
- Labor
- Talents
- Civic engagement
- Branding

- Knowledge sharing
- Exposure
- Internships
- Jobs
- Networking
- Fun

Photo: 24H-CodING 2015 Hackathon

“ The participants create value by forming part of a collective intelligence, whereas initiators capture most of the generated value.

“ Hackathon classification according to :
The level of engagement
The openness of both initiators and hackers
The purpose of organizing or participation

“ A research gap in open innovation and collective intelligence in the context of hackathons.
Quantitative studies using a larger and more diverse set of data.

Have you organized or participated in a hackathon? Share your experience



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