Innovation Research (K001191)

Course Specifications
Valid as from the academic year 2018-2019

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PS01 lecturer-in-charge

Course offerings and teaching methods in academic year 2018-2019
A (semester 1) Dutch
lecture 30.0 h
demonstration 7.5 h
excursion 7.5 h

Offered in the following programmes in 2018-2019
<table>
<thead>
<tr>
<th>Credits</th>
<th>Offering</th>
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<tbody>
<tr>
<td>Bachelor of Science in Communication Science</td>
<td>5 A</td>
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<tr>
<td>Linking Course Master of Science in Communication Science (main subject New Media and Society)</td>
<td>5 A</td>
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<tr>
<td>Preparatory Course Master of Science in Communication Science (main subject New Media and Society)</td>
<td>5 A</td>
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Teaching languages
Dutch

Keywords
User research, innovation research, user-centric innovation development, innovation management, innovation introduction, co-creation, user insight, potential assessment.

Position of the course
The first course in the curriculum ‘New Media and Society (Media, Technology and Innovation (Ba1))’ frames the importance of innovation in every form of media and communication and sketches being ‘user-centric’ as one of the three basic conditions for a successful media- and/or ICT-innovation. This course lets the students become familiar with a broad range of research methods to integrate the right user insights in every phase of the innovation development process and to translate them in a relevant way for the potential stakeholders (developers, management,...). The purpose of this course is threefold: (1) to transcend the classic social scientific range of research methods, (2) to be able to select the right mixed methods approach, (3) to make the students aware of the importance of interdisciplinarity and the correct translation of research results depending on the stakeholder.

This course is situated in the curriculum of New Media en Society.

Contents
The course ‘Innovation Research’, includes a very broad range of methods (70 methods). The user is always at the center and depending on the phase in the development process (opportunity, product-phase, market phase, live) and the stakeholder with which they work together, another combination of methods is preferred. A User Innovation Toolbox and a matching card also belong to this course, as a matter of hook and guidance throughout all these methods (via Pelckmans Pro).

After a general introduction to the concepts of innovation, innovation processes and innovation management in the field of new media and ICT, the course agenda follows the logic behind this map. The phases of ‘ideation’ on opportunity assessment form the starting point. Furthermore, the students are not just initiated in methods as scenario-analysis or environmental scanning, but they are made aware of the multiple dangers and innovation trash holds in this phase. Once an opportunity is identified, a second
block of methods follows. These are methods to integrate user insight into the phase where an innovation (product of service) is actually 'made'.

With this, there especially needs to be a collaboration with product developers, and a series of methods for co-creation, co-design and usability are provided. The third block is a set of methods to take to the market and to feed a business model with input about market potential and willingness-to-pay. Once introduced, there is a fourth block of methods to monitor the user and the use in the 'live'-phases. Between each of these phases and methods, there are multiple crossing or feedback lines that clarify that user-centric innovation research is everything but linear, but mostly iterative and cyclic.

Initial competences
Recommended: An academic thinking and working level, proven by successfully completing the courses ‘Media, Technology and Innovation (Ba1)’ and ‘Quantitative Techniques (Ba2)’ or to have acquired the competences targeted in these components in another way (e.g. switch or preparation program).

Final competences
1 - To have knowledge about and to be able to apply the right combination of research methods (mixed methods) in function of innovation research, specifically in function of the need for insight that is risen from the user’s viewpoint (insight in new usage patterns of media and ICT) or the company’s viewpoint (how do I make my innovation as user-centered as possible?).
2 - To be able to transcend the traditional communication scientific methodological arsenal by knowing and applying methods and research frames also from other disciplines (sociology, social psychology, HCI, marketing/econometry,…).
3 - To know and to apply scientific literature concerning innovation research methods and frameworks.
4 - To identify, operationalize, analyze and answer the relevant professional issues, starting from a topical issue or challenge for a media- and or/ ICT company.
5 - To be able to frame and analyze relevant developments concerning innovation issues in the field of new media and ICT within the course material provided.

Conditions for credit contract
Access to this course unit via a credit contract is unrestricted: the student takes into consideration the conditions mentioned in 'Starting Competences'.

Conditions for exam contract
Access to this course unit via an exam contract is unrestricted

Teaching methods
Demonstration, excursion, lecture

Extra information on the teaching methods
In the majority of the lectures, methods for innovation research are explained and illustrated based on ongoing or current research. To make the students acquainted with these methods in a sufficiently tangible way, the lectures are also combined with other didactic work forms. In the first instance, concrete demonstration of methods are given in which the students can also work with methods like scenario-analysis, PSAP, co-design, persona’s or affinity diagramming, etc. This happens among other things via workshops/excursions with teaching assistants (e.g. design methods, digital methods).

Learning materials and price
Syllabus ‘Innovation Research’ & User Innovation Toolbox via Pelckmans Pro (ca 45)

References
Cf. Literature bundle in the syllabus (annual update, also available via Minerva)

Course content-related study coaching
On appointment

Evaluation methods
end-of-term evaluation

Examination methods in case of periodic evaluation during the first examination period
Written examination, open book examination

Examination methods in case of periodic evaluation during the second examination period
Written examination, open book examination

Examination methods in case of permanent evaluation

Possibilities of retake in case of permanent evaluation
not applicable

(Approved)
Extra information on the examination methods

The examination concerns a written open book test in which, based on among others innovation issues of the current state of affairs as well as hypothetical innovation challenges, we test the extent to which the students can critically and correctly apply the acquired knowledge on an innovation challenge that arises from a user, market-economic or political viewpoint. More specifically, we test if they can assess the situation correctly and if they can chose the correct combination of methods.

Calculation of the examination mark

Periodic evaluation

Facilities for Working Students

- Possibility to apply for an individualized course of studies.
- Possibility to request an alternative examination date (to move the examination).
- Possibility to receive feedback on an alternative moment.