

IMPROVING COMMUNICATION FOR COLLABORATION IN SOCIAL INNOVATION PROJECTS - A FRAMEWORK FOR PRAGMATIC RESEARCH

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Motivation

- Part I: General lack of attention to space and boundaries in IS
 - Cf. Habermas' Theory of Communicative Action
- Part II: Lack of structuring support for social innovation projects
 - Many conversations, many tools
 - The need for collaboration patterns
 - Pragmatic Research approach

Overview

- Habermas' theory of communicative action
- Sloterdijk: towards TCA 2.0
- Implications for design and architecture
(i.c., boundary spanning)



Habermas' Theory of Communicative Action

- Coordination by shared understanding
- Validity claims based on a distinction between object world, subject world and social world
- Discourse ethics / universal pragmatics
- Critical perspective: modern tension between life world and system world

Some critical remarks

- Embodiment
- Boundedness
- Text and materiality

Towards TCA 2.0

Spheres (Sloterdijk)

- Being is being-in-the-world, so always localized in time and space
- What does it mean to be “in” some place? It always means being inside some sphere, (some atmo-sphere)'
- Being inside some sphere is first of all a bodily presence, influenced by the air, smells, and the mimetic influence of other bodies (imitation)

Sphere as design

- The sphere is the object of careful design (“Dasein is design”) – e.g. a cosmonaut suit.
- The first design objective is safety/protection.
- For identity protection, not only the physical arrangement is important (walls, locks; personal flavour), but also communication.
- Two kinds of communicative action:
 - Verständigung (agreement) between sphere inhabitants over against the external world (speech)
 - Translation: crossing sphere boundaries (text)

Implications for IS design

- Design of local spheres
 - Rational and bodily discourse
 - More attention to the role of the outer space: uplinking, downlinking (Taylor)
- Design of sphere network (architecture)
 - Connection via boundary objects (text,..)
 - Connection via boundary spanners (actors)

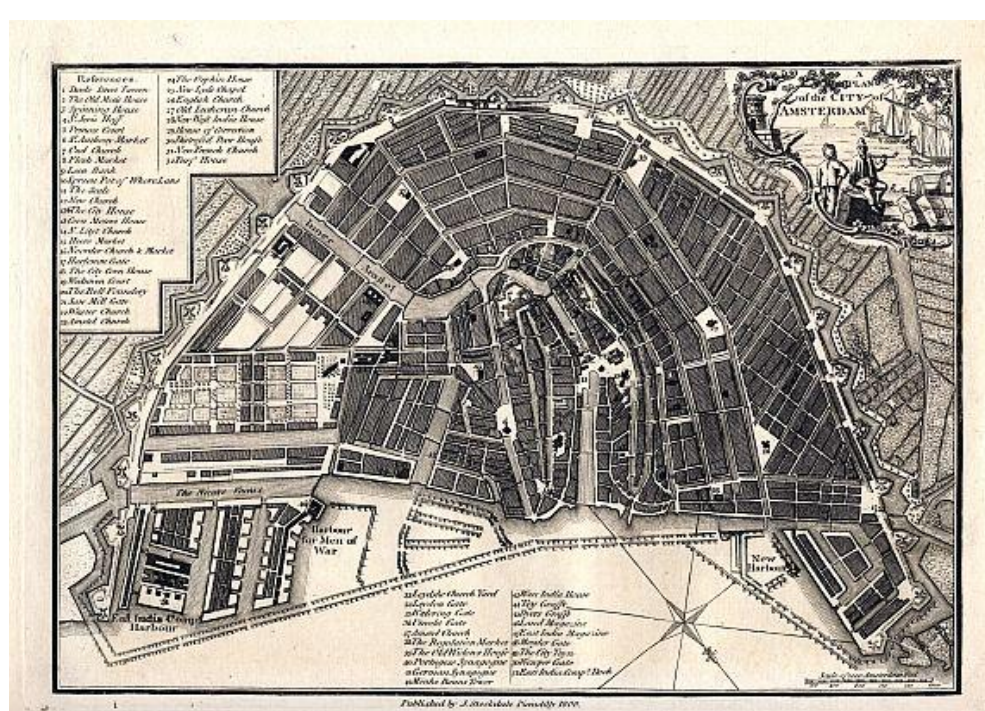
Some basic rules

- Inter-spheres should stimulate either the creation or the exchange of boundary objects and provide them with a global identity.
- Inter-spheres should contain actors that are also a member of other spheres - boundary spanners - and provide them with a clear role (in the case of exchange, possible roles are importing and exporting) .

Sphere types

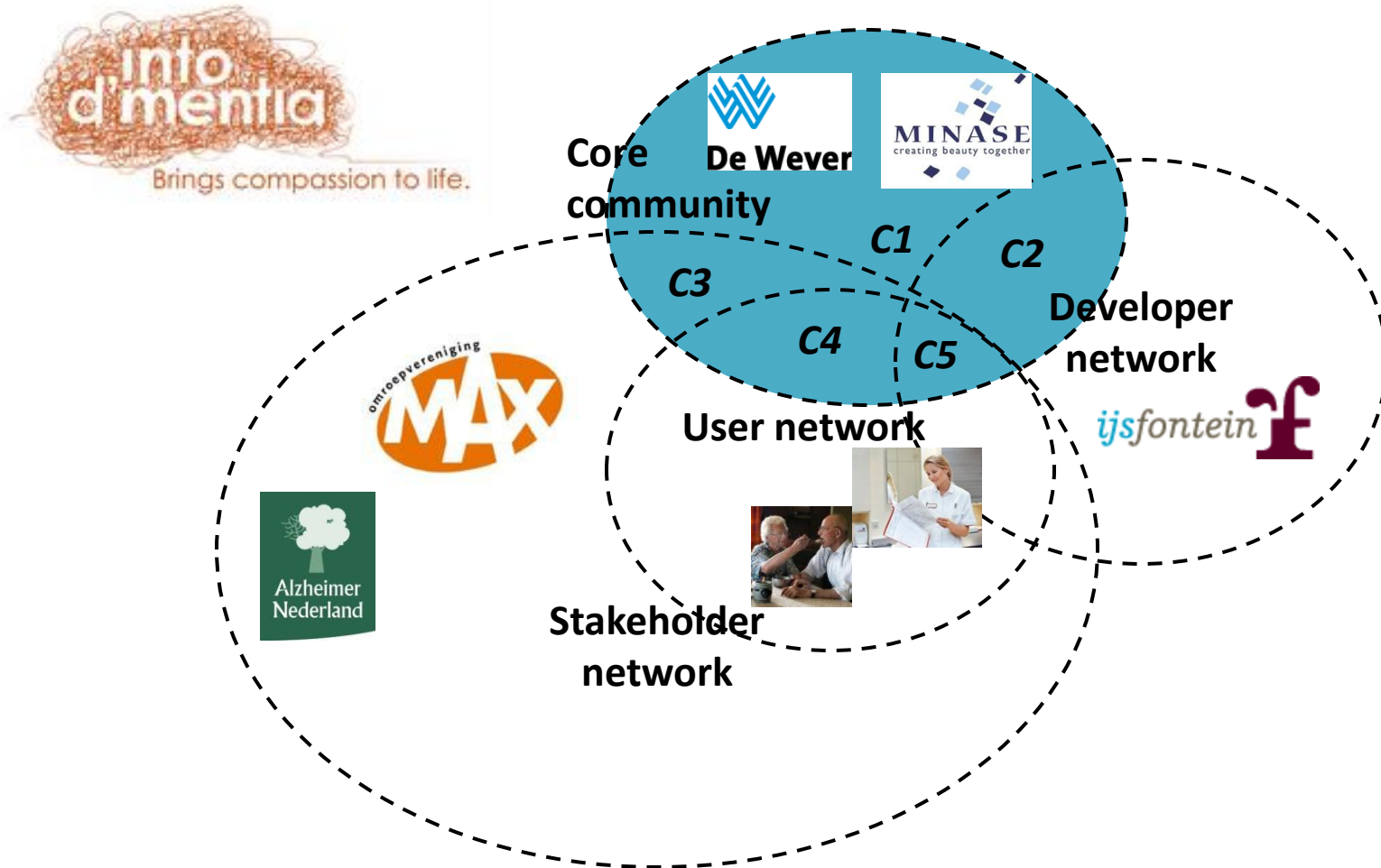
- Public inter-sphere
- Closed inter-sphere
- Private sphere

exchange
production
reproduction

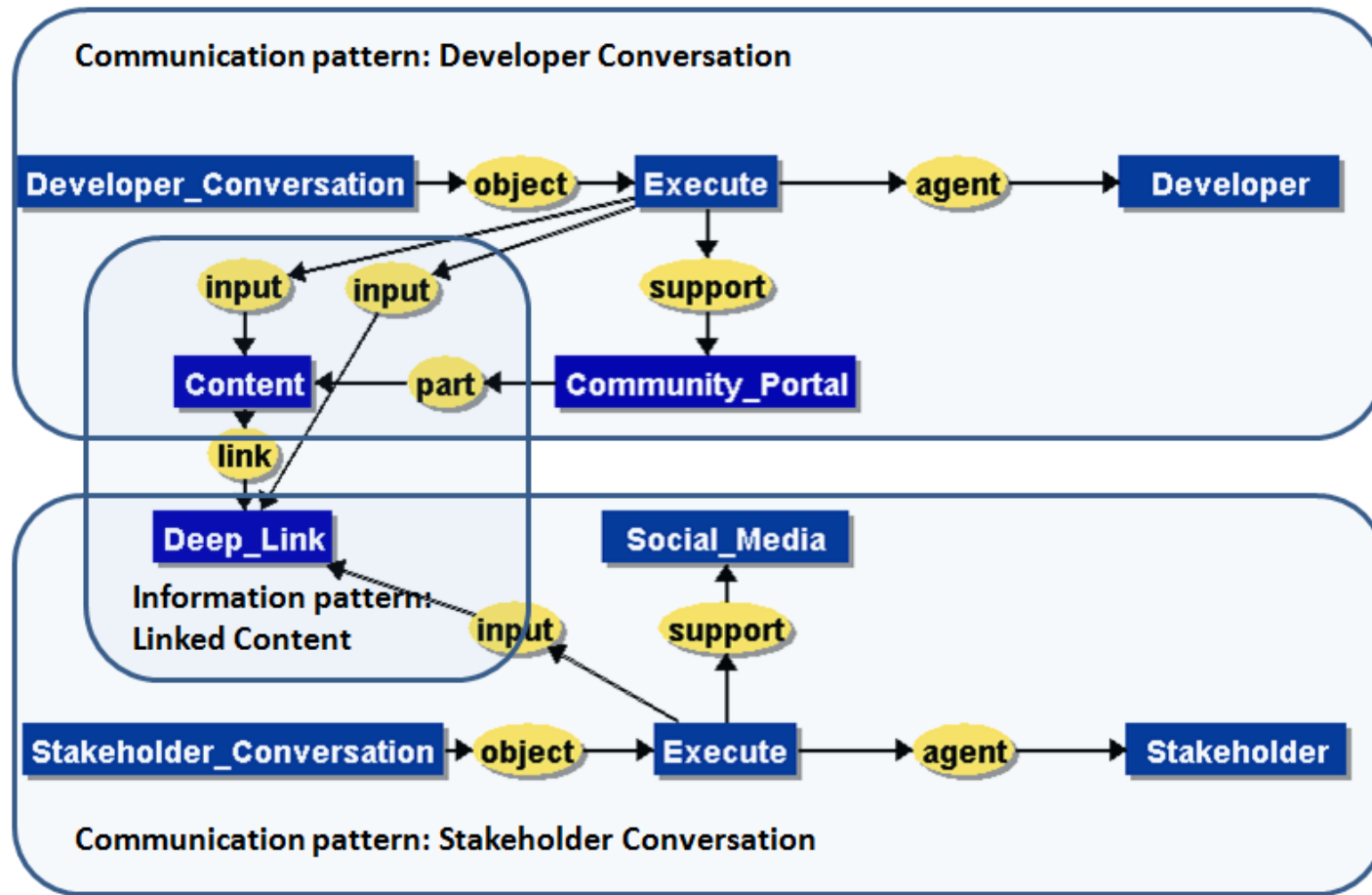


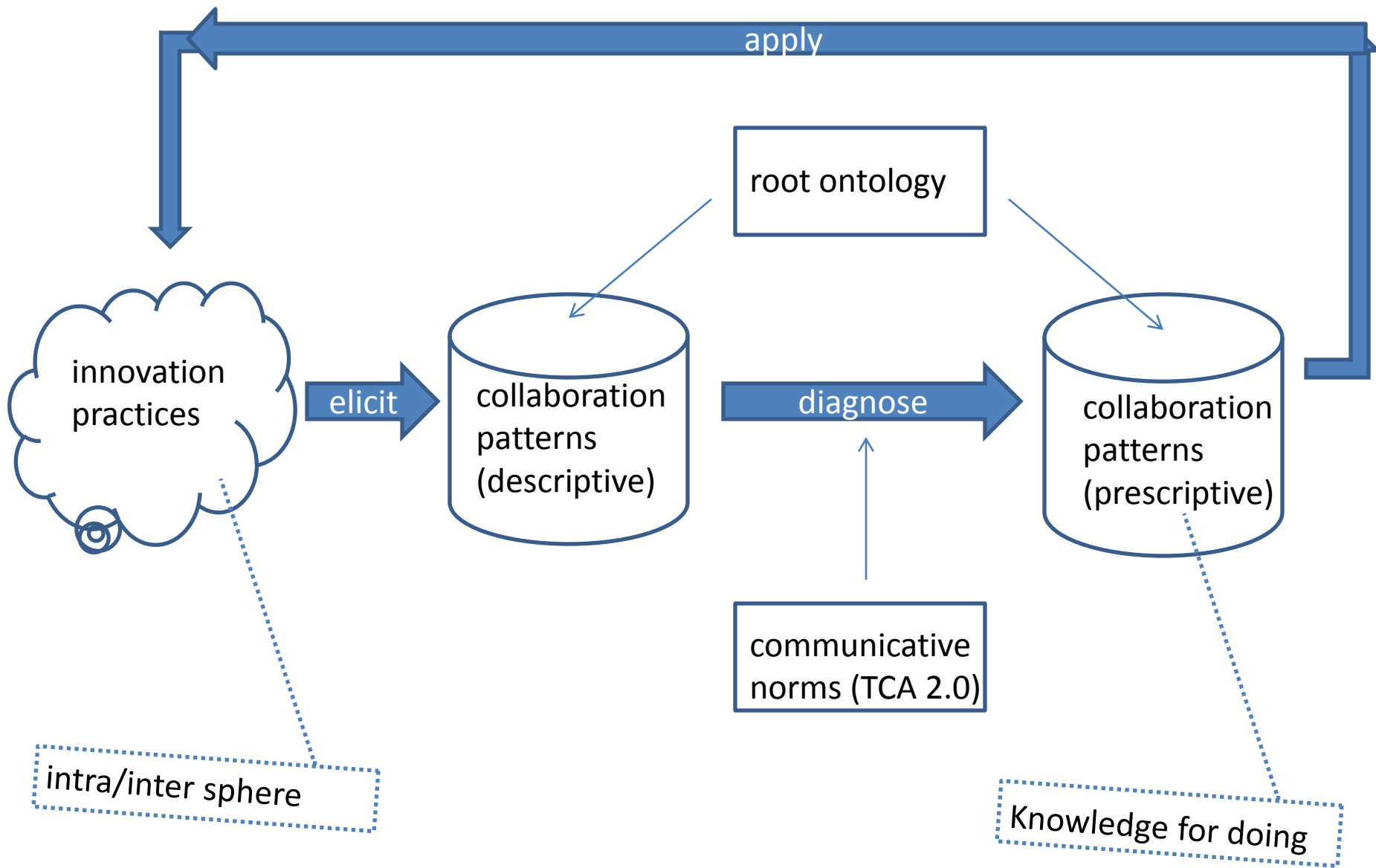
Social Innovation Collaboration model

(De Moor 2012)



Example collaboration pattern





Framework for developing collaboration patterns

Conclusions

- Communication in bounded space
- Communication for collaboration – the need to develop patterns recognizing these bounds
- Development of collaboration patterns via a pragmatic research framework
- Question: what about Inter-net?