

WHICH DEVICES ON YOUR DIGITAL PLATFORM ?



An approach through the devices offered
by different collaborative platforms

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The objectives of platforms



- G**enerate interaction and sharing
- B**uild confidence and credibility
- E**ngage and challenge the crowd

Case studies and examples

Presentation of different **devices** to achieve the desired objectives through concrete cases.



Our starting point

As an entrepreneur or manager of online platforms, you often have specific goals to achieve. You would like to create a community around your project or make your business more legitimate ... The question is : **How to do it?**

Our goal

Through this guide, our ambition is to give you an idea of some potential devices to reach your desired goal.

Our approach

Each chapter refers to **existing devices** playing on one individual motivation and thus stimulating the user in a particular direction. More specifically, we present **a specific objective** and propose **devices helping to achieve** it more easily.

About the project

EPRACO Project is an Anticipate project funded by **Innoviris**. Conducted through a collaboration between **UCLouvain** and **ULB** and supported by **Hub.brussels**, the objective of the project is to understand what the collaborative practices of entrepreneurs are and how we can foster these existing forms of collaboration.

In this context, one of our research interests was to identify the **socio-technical devices** used on online collaborative platforms and better understand how these devices stimulate **collaboration**, or even **collective intelligence**. Thus, we realized a study of platforms promoting **knowledge sharing**, but also **crowdfunding**, **entrepreneurial support** and **networking**.

Methodology & Data

For our study, we chose **30 collaborative platforms**:

- ▶ 7 platforms of **crowdfunding**
- ▶ 11 platforms of **crowdsourcing**
- ▶ 12 platforms of **networking**



1

Identify the devices

On the different platforms, we identified the socio-technical devices composing the pages of the website.



2

Categorize with codes

We associated the devices with their corresponding function and with the potential effects they can stimulate.

About the objectives



Generate interaction and sharing

This objective refers to the fact of bringing together a community of users on the platform and therefore bring them to exchange, interact, develop an identity or even, collaborate.



Build confidence and credibility

This is the objective of platforms seeking to inform the users about their credibility and legitimacy in order to encourage them to consume their products or services.

Engage and challenge the crowd

This objective refers to the resolution of challenges by users. It can be targeted to encourage the participation on the platform or to create more dynamics on the website.

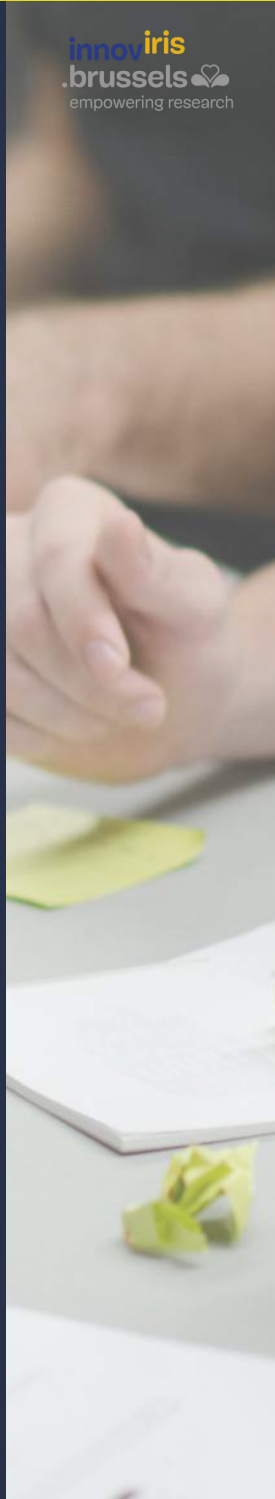


CHAPTERS



Chapters structure

- 1** Contextualization and examples
- 2** Some helpful suggestions of devices

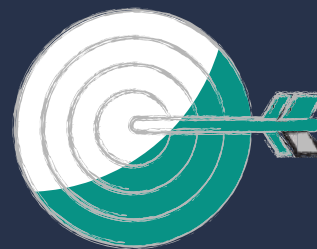


CHAPTER I

If you want to generate interaction and sharing



Focus on the objective



Generate interaction and sharing

For some platforms, it may be important to get users to **exchange, interact** and **share different resources** with each other.

This is particularly the case for platforms aiming to **strengthen a community** around their product or service. In this case, it is essential that users have space to **share** and **develop relationships**.

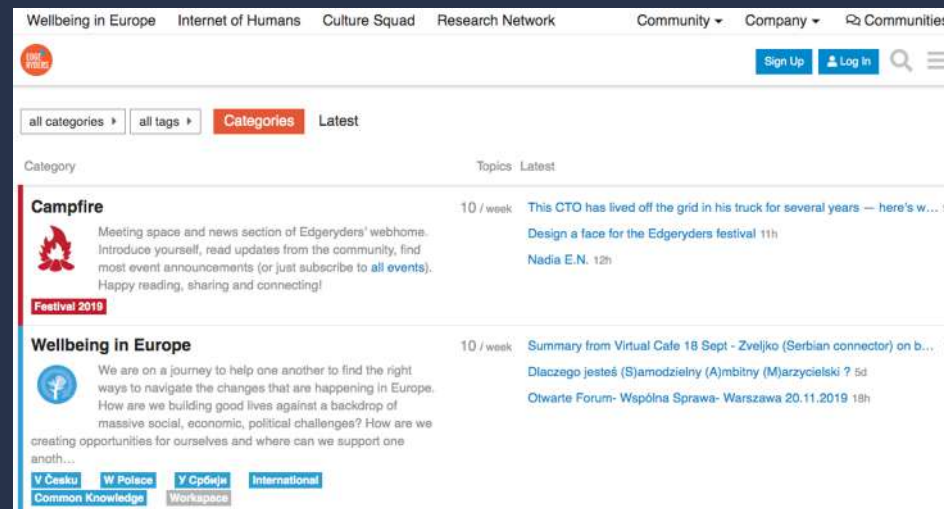


1 If you need concrete examples



Edgeryders

Edgeryders is a community of changemakers. The objective is to bring together individuals to reflect on different issues. Their central mission is to co-create projects that provide self-sustaining solutions.



Edgeryders stimulates a lot of exchanges and interactions between users. Our analysis highlighted a large number of contributions in the many discussion forums.

Enspiral is a community testing new ways of working with trust and respect. Their mission is to support different types of projects and initiatives.

The strength of Enspiral is the concentration of **its activity around its community** through exchanges and regular collective work.





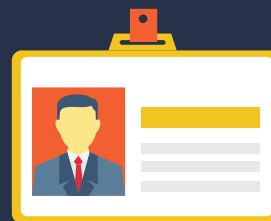
MakeSense aims to build a more inclusive and sustainable society. It is a horizontal and dynamic ecosystem that brings together citizens, entrepreneurs and organizations from public and private sectors.

MakeSense is a good example of user engagement. Indeed, the platform brings together thousands of users and leads them to realize concrete actions at a local level.

2 Some helpful suggestions of devices

Offer a personal space

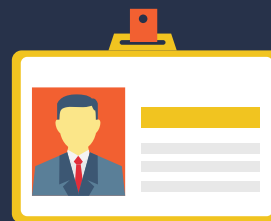
To stimulate interaction, it is essential that each user has a **personal account** in order to have some form of **identity** on the platform. This allows to identify and therefore, like, comment or share something. This is a necessary **precondition for any form of interaction.**



2 Some helpful suggestions of devices

Integrate discussion spaces

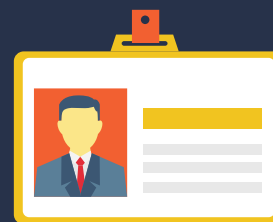
To exchange, **discussion spaces** are required. Whether **comment spaces** or **news feeds**, it is essential that these devices are integrated **in several areas** through the platform. This gives more opportunities for the user to interact.



2 Some helpful suggestions of devices

Propose a blog or a magazine

Some platforms create spaces dedicated to **sharing various information** (blog or magazine). Their particularity is the possibility to **react** to articles or to **publish** some contributions. In addition, that gives credibility to the platform since it shows a certain **expertise** in a particular field.

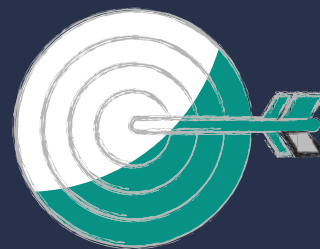


CHAPTER II

If you want to build confidence and credibility



Focus on the objective



Build confidence and credibility

Although this goal is more important for some types of platforms than others, it is important for any activity. By strengthening credibility and increasing user trust, a platform can **more easily achieve its goals.**

For example, if the purpose of the platform is to engage citizens in a specific cause, it must build a level of trust so that the citizen is willing to give his time for that cause.

TRUST

1 If you need concrete examples

TRUST

Actualités

Rechercher Sujets Pays

Région Trier par Ordre


[Soumettre](#) [RÉINITIALISER](#)



Les recommandations lecture d'Ashoka !



Enercoop, le fournisseur d'électricité 100% renouvelable



Podcast - MyGreenGo, un nouveau service de consigne pour les restaurateurs



L'entrepreneuriat social : quels bénéfices économiques pour la société ?

Ashoka is a network of actors focused on **entrepreneurship** and **social innovation**. Its mission is to encourage different initiatives that can positively impact our society. This is an **inspiring example**, as Ashoka has succeeded in engaging thousands of people around its cause.

The various contents proposed by the platform are interesting to **strengthen credibility**. Indeed, Ashoka illustrates its activity by sharing figures or content about the results of its activities.

A Propos d'Ashoka Belgium

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BELGIUM
SINCE 2008
15 ASHOKA FELLOWS
14 CHANGEMAKER SCHOOLS
17 ASN MEMBERS

Ashoka was launched in Belgium in 2008. Since then we have selected 15 social innovators as Ashoka Fellows, are working with 14 Changemaker Schools and are supported by 17 philanthropic business leaders as part of our Ashoka Support Network.

KICKSTARTER

The Kickstarter Blog

Awards Calendar Guest Posts News Profiles Q&As Tips Video Community

Product Upgrade: A Calculator for Funding Goals

Mag Heim News Aug 20 2019

Setting a funding goal is a critical step in launching a project — but it can be a confusing one. We've released a new tool to help make at least part of this process easier and more transparent.

Creator Handbook

Welcome to Kickstarter's Creator Handbook! This guide will walk you through everything from planning your shipping to communicating with backers.

Jump In >

Getting started Funding Fulfillment

Telling your story Promotion Further reading

Kickstarter is a **crowdfunding platform** that seeks to raise funds for creative projects. The platform helps artists bring their ideas to life. It is also an inspiring example by the number of users committed (billions of dollars around thousands of projects).

On KickStarter, the trust of users is reinforced through various device such as: **testimonials, data and statistics, blog or press space.**

2 Some helpful suggestions of devices

Share users' testimony

By sharing **feedbacks** or other **success stories**, the platform obviously reinforces its credibility. Indeed, it shows that other people have tested the platform and this experience has allowed them to reach an objective.

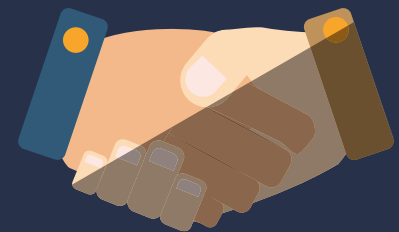


TRUST

2 Some helpful suggestions of devices

Integrate some photos

It is important to develop a **feeling of social presence** (the impression of not being alone on the platform). This can be done, for example, by adding **profile photos** or sharing pictures of events organized by the platform. It is essential to bring this "**human**" **face** to the platform.

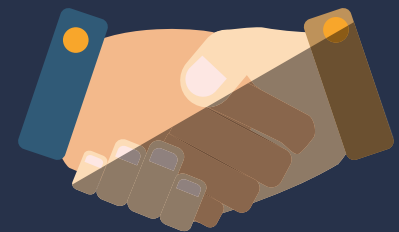


TRUST

2 Some helpful suggestions of devices

 Share some quantitative data

To strengthen user trust, some platforms present **figures** indicating the number of members, activities, money collected or generated. They also provide **dates** on the major milestones that have marked their development.



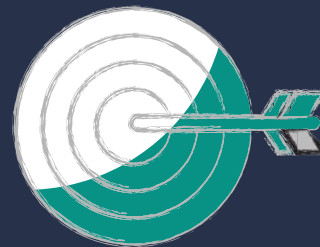
TRUST

CHAPTER III

If you want to engage and challenge the crowd



Focus on the objective



Engage and challenge the crowd

Getting a crowd to work together is not easy. Within this framework, it is important to find a balance between a logic of cooperation and competition, that is to say putting the users in coopetition. In this case, the platforms use gamification devices conducting the users in a logic of game and challenge.





1

If you need concrete examples

Kaggle is a platform for **computer experts**. The objective is to give access to **data and codes** for scientific works, offer micro-courses and provide self-help forums.

Kaggle gathers users and challenge them around different **competitions**. The level of participation is very high. In other words, the platform succeeded in engaging the crowd.

The screenshot displays the Kaggle website interface. At the top, there is a navigation bar with a search bar and links for Competitions, Datasets, Notebooks, Discussion, and Courses. The main header features the 'Competitions' title and buttons for 'Documentation' and 'InClass'. Below this, there are tabs for 'General' and 'InClass', and a 'Sort by' dropdown set to 'Grouped'. A search bar for competitions is also present. The '20 Active Competitions' section lists two featured competitions: 'Severstal: Steel Defect Detection' with a prize of \$120,000 and 837 teams, and 'APTOS 2019 Blindness Detection' with a prize of \$50,000 and 2,763 teams. Below the competitions, the 'Many topics' section is shown, sorted by 'Hotness'. It lists five topics with their respective scores and details: a topic with 26 upvotes about cheating in the APTOS 2019 Blindness Detection competition; a topic with 10 upvotes about statistics cheat sheets; a topic with 32 upvotes about a submission inversion in Predicting Molecular Properties; a topic with 62 upvotes about public kernel sharing at the final stage of Predicting Molecular Properties; and a topic with 19 upvotes about kernel issues in the APTOS 2019 Blindness Detection competition.


HYVECROWD CONNEXION S'INSCRIRE

Connectez-vous sur HYVE Crowd

Vous devez vous connecter à la plateforme pour pouvoir participer à n'importe quel concours.

EMAIL obligatoire

MOT DE PASSE obligatoire

[Oublié votre mot de passe?](#)


Maintenir ma connexion

CONNEXION

HYVECROWD Pour les entreprises Pour les créateurs Canaux **Concours** CONNEXION S'INSCRIRE

Concours

FILTRES




Dein Kundenerlebnis

Gebt euer Feedback übers Wochenende

Auswertung

3 mois restante 150 Euro pro Person

CONCOURS SUR INVITATION SEULEMENT




Future Farming in Tyrol

Plant your ideas for a sustainable future of farming

Shortlist

11 jours restante Non-cash prizes

CONCOURS



La collaboration de l'homme et de la machine dans l'usine du futur

Repensons l'interaction homme/machine dans l'usine du futur

Sélection

4 jours restante 6000 €

CONCOURS

HyveCrowd brings together talents and experts around competitions to find innovative and sustainable solutions for companies. The strength of this platform is to stimulate users engagement in different challenges by playing on the logic of amusement. It is therefore an inspiring example to encourage the contribution of the crowd.

2 Some helpful suggestions of devices

In general, platforms play on **gamification logics** to encourage user participation. In other words, the users have to take steps, win **challenges** and receive **rewards** in return.

A balance must be found between **extrinsic motivations** (material and symbolic rewards) and **intrinsic motivations** (pleasure inherent in the activity).



2 Some helpful suggestions of devices



Play on the visualization of progression

Progress bars are used to **visualize the state of achievement** of a specific task. Therefore, this device plays on the need of the user to **feel competent**. So, seeing that he has completed a step, it motivates her/him to continue the action.



2 Some helpful suggestions of devices

offer material rewards

It can be interesting to offer material rewards (gifts, money, etc.) to motivate the users. For example, we observe this practice when the engagement requires a high level of **expertise** or when the tasks are **repetitive**.



2 Some helpful suggestions of devices

Offer symbolic rewards

In this case, we think about rewards such as **badges** or **points** offered to the users. There are also **leaderboard** or **ranking scales** of the best contributors, for example. This type of rewards motivates the user by playing on his need for **social recognition**.





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