



## New Forms of Collaborative Production and Innovation: Economic, Social, Legal and Technical Characteristics and Conditions

Voluntary collaboration among numerous users is characteristic of a new type of production and innovation process, frequently seen today in the development of digital products on the Internet. Community-managed, collaborative or commons-based peer production on a non-profit basis is not coordinated by conventional governance forms or institutions, such as hierarchies, markets or networks. Individuals make their contributions voluntarily, without contract or salary, and are free to decide which tasks to undertake. The division of labour is not organized by firms, but rather by the individual contributors, in the context of the norms and rules of the community. The governance does not correspond to traditional market mechanisms: Contributions are made without recompense, and prices do not serve as an indicator of the scarcity of goods. The goods produced by users in joint efforts are freely accessible as public goods on the Internet. Although open source software and Wikipedia are public goods, they are apparently not subject to free-riding problems to the extent seen with other public goods. Furthermore conventional principles of copyright and intellectual property rights are being called into question. Licensing is important, but not to secure individual property rights, but rather to ensure the free availability of the collectively produced product, as evidenced by the GPL used in open source software.

The aim of the workshop is to discuss the characteristics of these new innovation and production processes and their links with traditional economic and legal rules and institutions. Because these new production and innovation patterns present new challenges to scientific analysis on various levels, the workshop is designed as an interdisciplinary discussion between economists, jurists, sociologists and political and computer scientists. The objective is to formulate a precise agenda for future research in this area. Topics will be examined from the perspectives of the various disciplines represented, to address such aspects as the relationship between user collaboration and value creation, the legal and political framework, public goods and individual behaviour, implications for economic policy, and project management for production processes with user collaboration on a large scale.

Public talks on Wednesday are free, but participation in the workshop is limited and **registration is required**. If you like to participate please contact: Heidemarie Hanekop, SOFI Goettingen (organization): [heidi.hanekop@sofi.uni-goettingen.de](mailto:heidi.hanekop@sofi.uni-goettingen.de), Tel: +49-551-52205-47 or -0

**Organizers:** Gerald Spindler (Law), Volker Wittke (Sociology),

Kilian Bizer (Economic Policy), Andreas Busch (Political Science), Dieter Hogrefe (Computer Science), Claudia Keser (Microeconomics), Matthias Schumann (E-Business), Peter-Tobias Stoll (Law)

## Workshop Program

Wednesday, 5. May, 2010

2:30 – 5:30 pm

Registration

2.00 - 2:30 pm

Welcome address

2:30 pm

*Public talks*

*Moderation: Prof. Volker Wittke*

Prof. Joel West (San Jose State University)

3 pm

Distributed perspectives on innovation: Open innovation,  
user innovation and beyond (keynote)

Discussion

*Coffee break*

Prof. Frank Piller (TU Aachen)

4:30 –5:30 pm

Co-creating value with companies: State of the art, research perspectives and managerial  
implications

Discussion

*Dinner*

*7 pm*

*Ristorante La Locanda, Reinhäuser Landstraße 22*

## Workshop

Thursday, 6. May, 2010 – morning

9 – 12:30 am

***Open innovation, collaborative production and value creation: -  
Governance structures and business models***

Moderation: Prof. Kilian Bizer

Dr. Christina Raasch (TU Hamburg-Harburg),

How open is open source

Prof. Frank Piller, Alexander Vossen (TU Aachen):

Motivations of organizational participation behavior in idea contests

Rüdiger Glott (Merit, Maastricht University):

Open source business models

Claudia Keser, Felix Kamisky (Uni Goettingen):

Coordination mechanisms and incentives for Open Source Development:

A first experimental investigation.

Thursday, 6. May, 2010 – afternoon

1:30 – 6: 00 pm

***Legal and political framework for collaborative production***

Moderation: Prof. Gerald Spindler

Prof. Niva Elkin-Koren (University of Haifa):  
Social production and copyright

Dr. Lucie Guibault (University of Amsterdam)

Prof. Viktor Mayer-Schönberger (National University of Singapore):  
Peer production and Authorship

Prof. Joachim Henkel/ Manuel Sojer (TU Muenchen),  
License risks from ad-hoc reuse of code from the Internet

*Dinner*

7 pm

*Ristorante La Locanda, Reinhäuser Landstraße 22*

Friday, 7. May 2010 – morning

9 – 12:30 am

***Mass collaboration of users and consumers, individual behavior,  
OSS-development and economic policy***

Moderation: Prof. Volker Wittke

Dr. Frank Kleemann (TU Chemnitz)  
The role of consumer feedback in Web 2.0 companies

Prof. Birgit Blättel-Mink (Uni Frankfurt am Main)  
The two sides of "new mode" prosuming: corporate coordination and individual motivation

Prof. Dr. Joachim Henkel (TU Muenchen)  
The role of open source developers in commercial firms

Rüdiger Glott (Merit, Maastricht University)  
Making Wikipedia - Results of the First Global Wikipedia Survey

Friday, 7. May 2010 – afternoon

13:30 – 4:00 pm

***Project management, quality assurance and reputation systems***

Moderation: Prof. Dieter Hogrefe

Prof. Audun Jøsang (University of Oslo)  
Trust Management in Online Communities

Dr. Christian Damsgaard Jensen (Technical University of Denmark)  
Building a reputation system for the Wikipedia