



Shaping Social Innovation by Social Research

Social Innovation in Europe and Beyond
Social Innovation and Social sciences

Working Session

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“There is nothing more difficult to plan, more doubtful of success, nor more dangerous to manage than the creation of a new order of things...Whenever his enemies have the ability to attack the innovator, they do so with the passion of partisans, while the others defend him sluggishly, so that the innovator and his party alike are vulnerable.”

Niccolò Machiavelli, *The Prince* (1513)

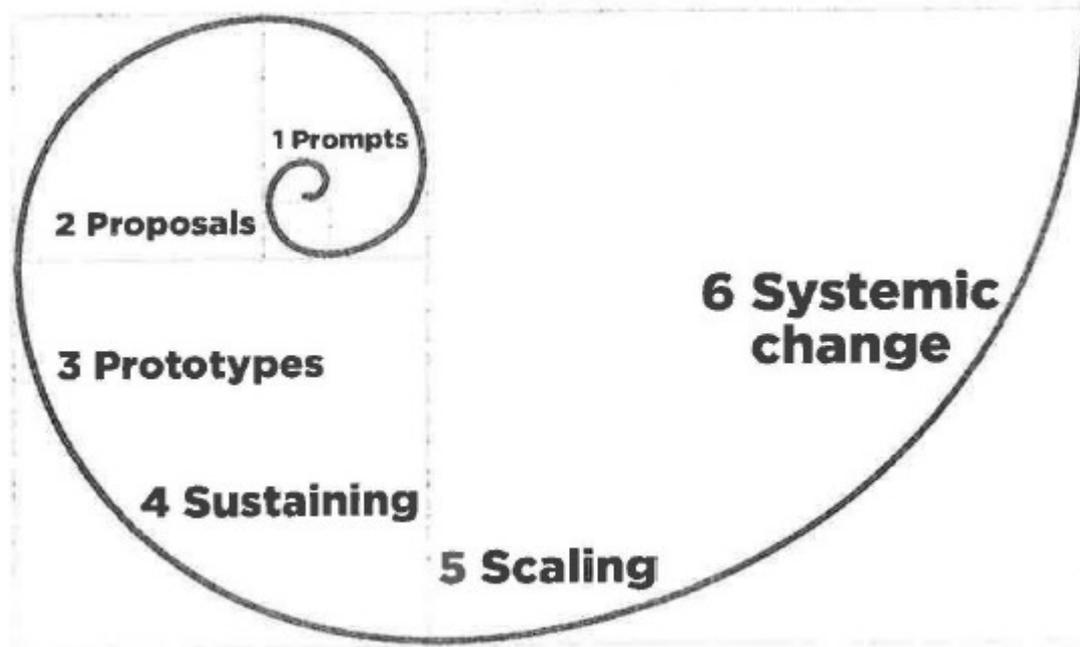
Diffusion is the process in which an innovation is communicated through certain channels over time among the members of a social system. It is a special type of communication, in that the messages are concerned with new ideas.

Everett Rodgers, Diffusion, 2003

Diffusion is a kind of *social change*, defined as the process by which alteration occurs in the structure and function of a social system. When new ideas are invented, diffused, and adopted or rejected, leading to certain consequences, social change occurs.

Everett Rodgers, Diffusion, 2003

The Process of Social Innovation



The Open Book of Social Innovation

Interactive Working Session

Questions

With what *methods and concepts* social sciences can support Social Innovation and Social Innovators?

Which could be the *role* for Social Scientists within the process of Social Innovation?

(Change agent, Consultant, (Action-) Researcher, Designer, Interpreter, Network manager, Institutional Entrepreneur.....)

Which is the *role of networks* for successful social innovations?