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## NATIONAL MODEL REPORT – PORTUGUESE COMPANIES

*partner in charge P1 - ISCTE-IUL*

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*type of report NATIONAL MODEL REPORT \_ COMPANIES (WP3 – OUTPUT N°9)*

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*\*In attachment the registration signature*

### **1. Objectives and general description of the activity**

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As planned in the project description, during the implementation of the WP3 we produced a questionnaire to survey the companies. The propose of this assessment procedure was to have the companies feed on the services and features they would like to have on the platform, what benefits would motivate them to participate.

With this surveying we intend, not only to have feed-back from the companies which represents one of the main actors in the development of the project, but also to adapt the platform features and functions to their expectations.

The ultimate objective of this survey has also to use the questionnaire as a way to disseminate the project and its objectives among a large number of possible future users.

This report shows the results obtained on the assessment stage of the project and provides an overall view of the data. In order to have a perspective of the similarities and differences between the groups surveyed, we will present the results for all the 3 stakeholders surveyed: companies, professors and students. For each of these groups we will analyze their answers regarding the following aspects:

- *Familiarity with the concept of Crowdsourcing;*
- *Opportunities and motivation factors;*
- *Obstacles;*
- *Projects and challenges for companies;*
- *Incentives for professors and students;*
- *Profile informations;*
- *Features and functions.*



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## 2. Activity implementation

The companies where survey using “Qualtrics” (<http://qualtrics.com/>), which is a survey instrument that is filled online, during the month of March. The questionnaire was displayed in all the languages of the project partners and also in Spanish and German. The data that support the results on this report here provided by the Portuguese version and, for the Spanish companies we used the Spanish version. The questionnaire could be found on the following link:

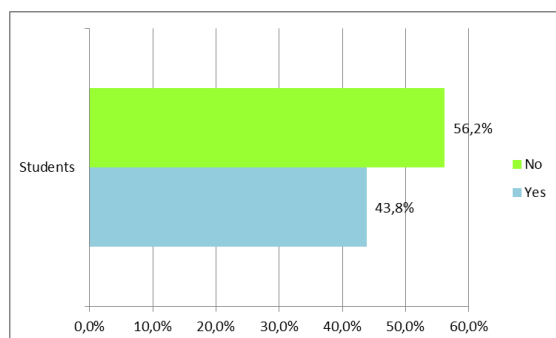
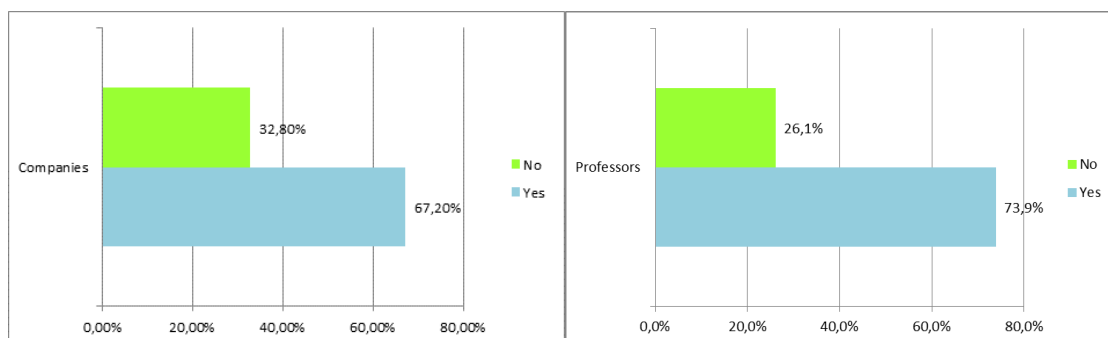
[https://iscsteiul.co1.qualtrics.com/SE/?SID=SV\\_dmrzR6SqOVPF0xn&SaveButton=1&SSID=SS\\_9nNeWEUucl9PHtH](https://iscsteiul.co1.qualtrics.com/SE/?SID=SV_dmrzR6SqOVPF0xn&SaveButton=1&SSID=SS_9nNeWEUucl9PHtH)

A total of 211 persons answered the questionnaire and the sample to produce this report composed by 23 professors/academics, 130 students, 48 Portuguese and 10 Spanish companies.

## 3. Outputs/ Results

We will now follow the structure of the assessment questionnaire and present the main results achieved.

### 3.1 – FAMILIARITY WITH THE CONCEPT OF CROWDSOURCING





Professors/academics and companies are more familiar with the concept of crowdsourcing.

### **3.2 – OPPORTUNITIES AND MOTIVATION FACTORS**

To analyze this data we choose to present the 5 main factors for each group surveyed.

#### **Companies Results**

- 1 - ***Creating contacts with stakeholders e.g. companies/academics/communities/students/research centers. (45% choose a 6);***
- 2 - ***Raising your knowledge after you have solved the problem (40% answered a 6);***
- 3 - ***Opportunity to access to the knowledge developed inside the Universities across Europe (40% choose 6);***
- 4 - *Contact with the real working world problems (38% answered a 6);*
- 5 - *To transfer scientific knowledge into practice, by developing research projects based on the companies' problems (36% choose a 6).*

#### **Professors and academics results**

- 1 – ***Opportunity to access to the knowledge developed inside the Universities across Europe (53% choose a 7);***
- 2 – *New ideas for research opportunities (43% answered a 7);*
- 3 – ***Raising your knowledge after you have solved the problem (39% answered a 7 and 30% choose a 6);***
- 4 – *To transfer scientific knowledge into practice, by developing research projects based on the companies' problems (39% answered a 7 and 30% choose a 6).*
- 5 - ***Creating contacts with stakeholders e.g. companies/academics/communities/students/research centers. (43% choose a 6);***

#### **Students Results**

- 1 – ***Creating contacts with stakeholders e.g. companies/academics/communities/students/research centers. Europe (54% choose a 7);***
- 2 – *To adjust the curriculum to the companies' needs. (40% answered a 7);*
- 3 – ***Raising your knowledge after you have solved the problem (38% answered a 7 and 34% choose a 6);***
- 4 – *Possibility to attract future employees/employer or opportunity to obtain internship (37% answered*



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a 7 and 36% choose a 6);

5 - **Opportunity to access to the knowledge developed inside the Universities across Europe (38% answered a 7 and 30% choose a 6).**

When analyzing the results we can see that there are large number of opportunities that are important for all the target groups surveyed (in bold).

### 3.3 – OBSTACLES TO THE USE OF THE CROWDSOURCING PLATFORM

To analyze this data we choose to present the 5 main factors for each group surveyed.

#### Companies Results

- 1 – **Lack of participation from the companies (29% choose a 6 and 26% a 7);**
- 2 – *Need to display internal information (26% choose a 7 and 22% a 6);*
- 3 – **Intellectual Property issues (29% choose a 6);**
- 4 – **Companies have the perspective that there is a gap between what is taught in universities and what is useful for companies (31% choose a 6);**
- 5 - *Lack of support from professors/ researchers (29% choose a 6).*

#### Professors and academics results

- 1 – **Intellectual Property issues (43% choose a 6);**
- 2 – **Companies have the perspective that there is a gap between what is taught in universities and what is useful for companies (39% choose a 6 and 22% a 7);**
- 3 – *Difficulties of companies to internalize the knowledge from outside (35% choose a 6);*
- 4 – **Lack of participation from the companies (30% choose a 7);**
- 5 - *Low quality of the final product (30% choose a 7).*

#### Students Results

- 1 – **Lack of participation from the companies (35% choose a 6 and 30% a 7);**

The other obstacles suggested on the questionnaire did not represent a threat to the use of the platform on the student's perspective.

Once again we can find similarities on the answers given but all the target groups (in bold). It is also



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important to refer that the **less relevant** obstacle to **all the groups** is related with the **difference of languages** among the participants of the crowdsourcing platform.

### **3.4 – PROJECTS AND CHALLENGES FOR THE COMPANIES**

In this case, since the number of options on the questionnaire were in less number than on the previous questions, we decide to present only the 3 main choices of the companies.

- 1 - *Opportunity to figure out the latest developments in particular area in order to save time and other possible costs on “wheel reinvention”* (72% choose a 7 or a 6);
- 2 - *Opportunity to get creative ideas and develop new products/services* (66% choose a 7 or a 6);
- 3 - *Micro-problems - breaking one big problem into small pieces and find particular people for every single part of the project* (62% choose a 7 or a 6).

### **3.5 INCENTIVES FOR THE PROFESSORS AND STUDENTS**

In this case, since the number of options on the questionnaire were in less number than on the previous questions, we decide to present only the 3 main choices for each group surveyed.

#### **Professors and academics results**

- 1 - *To use work on the project to develop into coursework or bachelor / master / doctoral thesis* (44% choose a 7 and 33% answered a 6);
- 2 - *Ability for students to attract future employments* (44% choose a 7 and 33% a 7);
- 3 - *Enhance the future opportunities to study and/or work abroad* (44% choose a 7).

#### **Students Results**

- 1 - *Internship opportunities* (81% choose a 7);
- 2 - *Ability for students to attract future employments* (78% choose a 7 or a 6);
- 3 - *Enhance the future opportunities to study and/or work abroad* (74% choose a 7 or a 6).

We believe that the choices reflect the concern of students with their future but also the professors concern with their students.



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### **3.6 – PROFILE INFORMATION**

Regarding the profile information all the suggestions presented in the questionnaire were considered important by all the target groups (companies, professors and students). The only significant difference is that the students give less importance to aspects like “title”.

### **3.7 – FEATURES AND FUNTIONS**

All the options of features suggested on the questionnaire were considered above the average in all the groups surveyed. We present the 4 main choices for each group and the less important one.

#### **Companies Results**

- 1 – *Discussion board about the challenges* (79% choose a 7 or a 6);
- 2 – *Option to invite other stakeholders e.g. students, universities, companies, professors and research centers* (69% answered a 7 or 6);
- 3 – *Profile search options* (69% chose a 7 or a 6);
- 4 – *Receive notifications when new problems are displayed* (40% choose a 7).

The less important feature is that the platform has a *Self-promotion space for companies and academic actors*.

#### **Professors and academics results**

- 1 – *Option to view stakeholders (universities/companies) with the same area of interests Projects that are satisfying my scientific fields* (78% choose a 7 or a 6);
- 2 – *Option for creating a team composed by students from the same/different universities* (74% choose a 7 or a 6);
- 3 – *Discussion board about the challenges* (74% choose a 7 or a 6);
- 4 – *Option to invite other stakeholders e.g. students, universities, companies, professors and research centers* (74% choose a 7 or a 6).

The less important feature is that the platform has an *Option to endorse/recommend other users*.

#### **Students Results**

- 1 – *Option for creating a team composed by students from the same/different universities* (83% choose a 7 or a 6);



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2 – *Option to view stakeholders (universities/companies) with the same area of interests Projects that are satisfying my scientific fields* (75% choose a 7 or a 6);

3 – *Option to invite other stakeholders e.g. students, universities, companies, professors and research centers* (73% choose a 7 or a 6);

4 – *Discussion board about the challenges* (72% choose a 7 or a 6).

The less important feature is that the platform has a *Self-promotion space for companies and academic actors*.

#### 4. Activity evaluation

The activity was carried out as predicted and the fact that there was only one questionnaire that fits all the target groups represents a step ahead on the congruence of the assessment. However, after surviving and analyzing the results, we would make some changes regarding the structure of the questionnaire mainly on the Profile Information question. During the assessment we perceive that this question generates confusion when answering. In future assessments we suggest an adaptation of this question according with its goals.

The survey was made using online tolls, making it easier to reach a large number of target groups and contributing to the dissemination of the project. The link to the questionnaires was also published on the Facebook, enlarging the visibility of the assessment. About 30 students filled the survey in paper version and our internal team uploaded it on the system. The rest of the students filled it directly online.

The number of person that we had proposed to inquire on the application was largely overcome and, in general, we are satisfied with the results achieved. Nevertheless we would like to have more companies from Spain and we had to struggle to have the 10 companies that we proposed on the application. Involving the companies is always a challenge even in our country here we have relations with them. Involving companies from other countries it's a double challenge. To achieve our goal we had to contact them directly and get in touch with Spanish HEI's in order to ask their support on this. The positive aspect of this experience is that we had the opportunity to talk directly with them and provide information about the project.

We believe that the objective of this task was achieved with success and that the results will help us to develop a platform that better suits the stakeholders' needs.



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## 5. Conclusions and Recommendations

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According with the results achieved we can say that the crowdsourcing concept is well-known among companies and professors, but the students are not very aware of the concept. In this case it could be good to make some interventions among this group in order to provide them information and motivate them to use this type of resource in the future.

We notice that the motivations for participating in crowdsourcing platform are similar among the target groups surveyed. Consequently we need to develop an instrument that could help them to connect more efficiently and to achieve their goals.

The lack of participation from the companies, professors and students is one of the obstacles referred by the persons that filled the questionnaire. We need to approach students and involve the professors inside the universities. The personal approach to companies will also work better in involving them in the project and we think that the road-show task will represent an added to achieve this goal.



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