

## POLISH NATIONAL REPORT – FINAL RESULTS ON

WP3 – European Business Case / WP4 – Teaching Learning case study - Professors / WP5 – Teaching Learning case study - Students

partner in charge *Akademia Humanistyczno – Ekonomiczna w Łodzi*

date *29/04/2014*

location *Łódź, Poland*

participants\* *Agnieszka Bulska, Ilona Balcerczyk*

type of report *Report on research results in Poland*

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

The Polish Field Work Research Report aims at identifying and comparing data about Crowdsourcing concept, familiarity, background motivations, obstacles, or incentives as well as relevant functionalities suggested by representatives of UC CROWD target groups: University Professors, University Students and Companies.

Furthermore, the report highlights the emerging strengths, weaknesses and opportunities that could positively and negatively influence the project success.

### 2. Activity implementation

#### 2.1 Promotion of project aims and research goals

Firstly, we have put an information about goals of Project UCCROWD and research on the face book webpage of our University [www.ahe.lodz.pl](http://www.ahe.lodz.pl); <https://www.facebook.com/metodaprojektow>:



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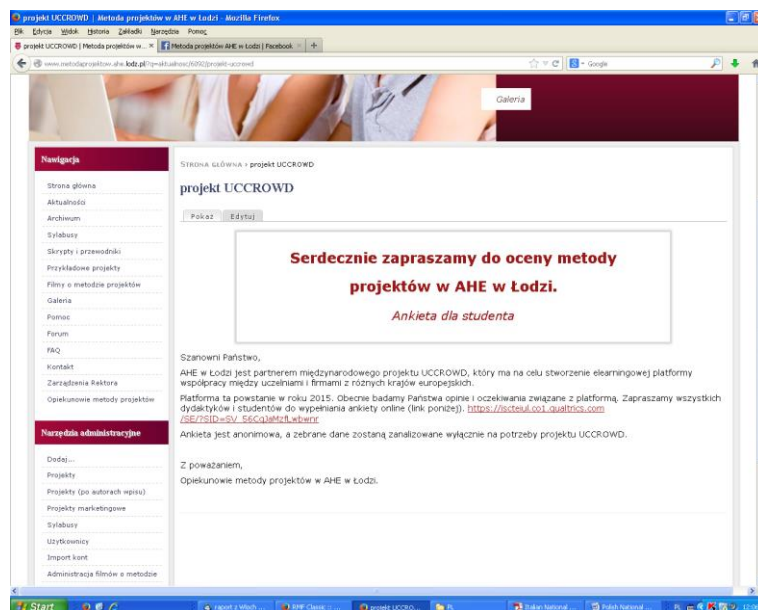
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We have contacted by phone with Professors and informed them about UC – Crowd Project and about goals of research. At the same time we have put more information about UC – Project and an invitation to the research at the University webpage only for students (in virtual room for students). An email has been sent by professors to their students in order to inform them about project and invite them to the research.

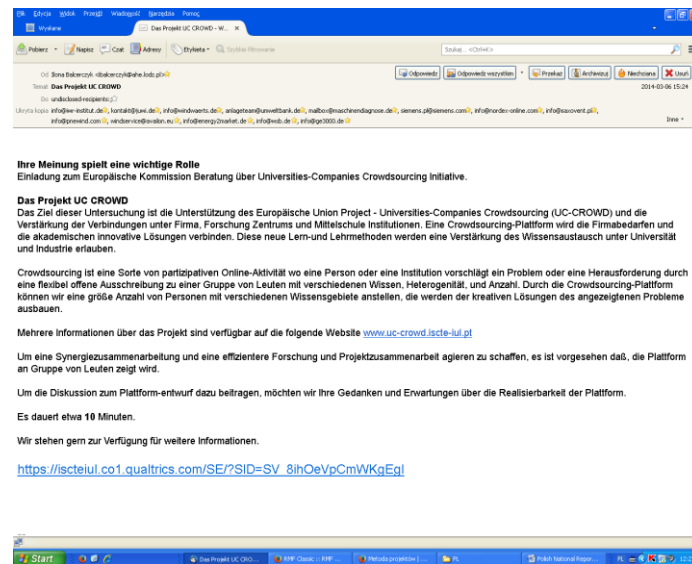
See an invitation for students (<http://www.metodaprojektow.ahe.lodz.pl/?q=aktualnosc/6092/projekt-uccrowd>)



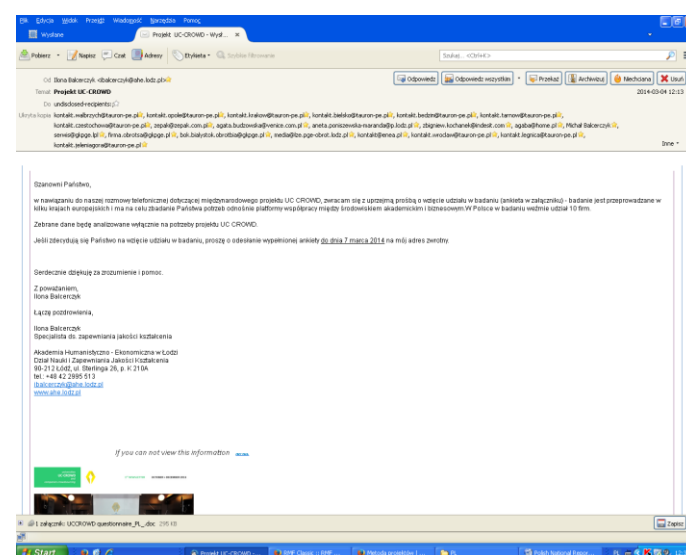
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As concerns German Companies, we have found contact data base in Internet to German companies and we have sent them by e-mails invitations to research with link to Internet surveys [https://iscteiu.co1.qualtrics.com/SE/?SID=SV\\_8ihOeVpCmWKqEqI](https://iscteiu.co1.qualtrics.com/SE/?SID=SV_8ihOeVpCmWKqEqI). E-mails to German Companies were sent in German. See the e-mail sent to German Companies:



In similar way we have reach Polish Companies – we have found contact data base in Internet to Polish Companies and contacted the represents of those companies by phone. Subsequently, we have sent them e-mails with invitations to the research. We attached link to the Internet survey as well: [https://iscteiu.co1.qualtrics.com/SE/?SID=SV\\_56CqJaMzfLwbwnr](https://iscteiu.co1.qualtrics.com/SE/?SID=SV_56CqJaMzfLwbwnr). See the e-mail to Polish Companies



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## 2.2 Research Development

We used Polish and German surveys versions:

[https://iscteul.co1.qualtrics.com/SE/?SID=SV\\_56CqJaMzfLwbwnr](https://iscteul.co1.qualtrics.com/SE/?SID=SV_56CqJaMzfLwbwnr)

[https://iscteul.co1.qualtrics.com/SE/?SID=SV\\_8ihOeVpCmWKqEqI](https://iscteul.co1.qualtrics.com/SE/?SID=SV_8ihOeVpCmWKqEqI)

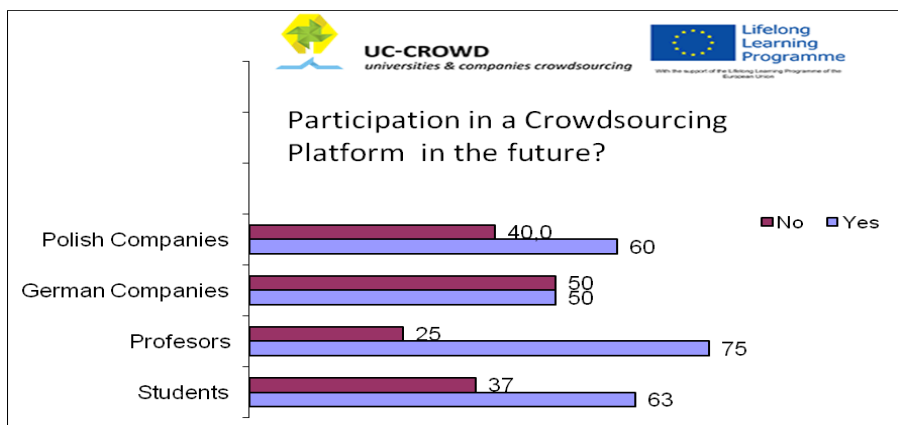
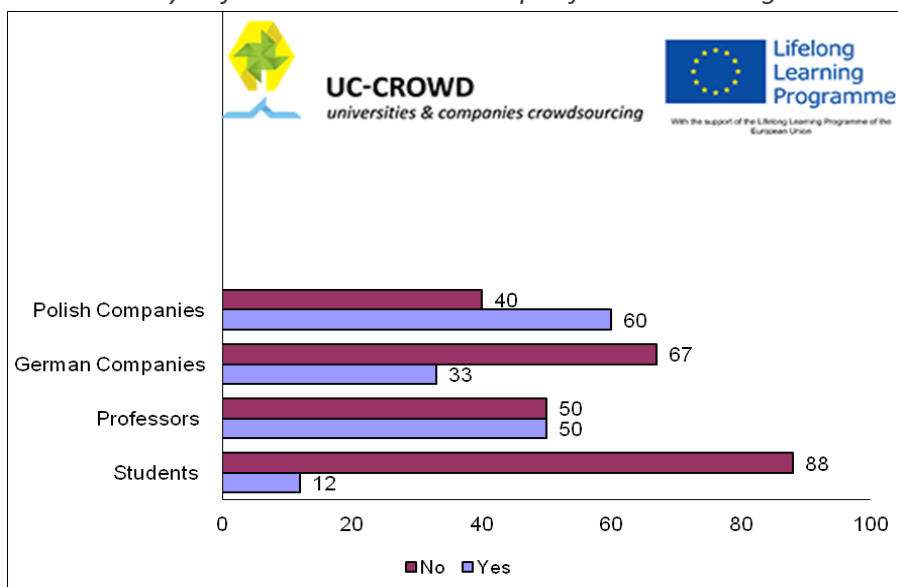
After approximately one month, we have reached a cluster of:

8 University Professors, 16 University Students, 10 Polish Companies, 12 German Companies

## 3. Results

Let's see in detail the most important results came up from Research.

### Are you familiar with the concept of crowdsourcing?



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### **Opportunities and Motivation Factors**

#### *STUDENTS – the first 6 places*

1. *Creating contacts with stakeholders (31, 25% chose 7)*
2. *Opportunity to reach the attention of companies which can be employers for students in the future or opportunity to make practices in the company (31, 25% chose 7)*
3. *Opportunity to access to the knowledge developed inside the Universities across Europe (25 % chose 7)*
4. *Raising your knowledge after have solved the problem (25 % chose 7)*
5. *Transfer scientific knowledge into practice developing research projects based on the companies' problems (25 % chose 7)*
6. *Opportunity to explore the latest technologies developed by researchers and presented on the profile (25 % chose 7)*

#### *PROFESSORS – the first 3 places*

1. *Creating contacts with stakeholders (25 % chose 7)*
2. *New ideas for research opportunities (25 % chose 7)*
3. *Contact with real problems of companies (25 % chose 7)*

#### *GERMAN COMPANIES - the first 3 places*

1. *The opportunity of additional income (58,33 % chose 6)*
2. *The opportunity to explore the latest technologies developed by researchers and presented on the profile (58,33 % chose 6)*
3. *Opportunity to access to the knowledge developed inside the Universities across Europe (50 % chose 6)*

#### *POLISH COMPANIES - the first 3 places*

1. *New ideas for research opportunities (60% chose 7)*
2. *The opportunity to explore the latest technologies developed by researchers and presented on the profile (60% chose 7)*
3. *Opportunity to access to the knowledge developed inside the Universities across Europe (50 % chose 6)*

### **Obstacles Factors**

#### *STUDENTS - the first 3 places*

1. *Problems with intellectual property (32% chose 6)*
2. *Low financial compensation (32% chose 6)*
3. *Difficulties in using online platform – the platform is displayed in English (32% chose 6)*

#### *PROFESSORS*

*Lack of participations from companies (62,5% choose 6)*

*Professors chose rather 1 – 5, in this way they did not indicate biggest difficulties for them.*



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#### *GERMAN COMPANIES - the first 5 places*

1. *Lack of participations from students and professors (58,33 chose 6)*
2. *Poor level of final products (50% chose 6)*
3. *Companies could have to display internal information (50% chose 6)*
4. *Difficulties of companies to internalize the knowledge from outside (50 % chose 6)*
5. *Companies have the perspective that there is a gap between what is taught in universities and what is useful for companies (50 % chose 6)*

#### *POLISH COMPANIES - the first 4 places*

1. *Poor level of final products (70% chose 6)*
2. *Companies could have to display internal information (60% chose 6)*
3. *Lack of participations from students and professors (60% chose 6)*
4. *Lack of support from professors and researchers (60% chose 6)*

#### **Incentives**

##### STUDENTS - the first 3 places

1. Opportunity for practices in companies (50% chose 6)
2. Start cooperation with firms and invite them to make University lesson (37,5% chose 6)
3. Chance for studying or working abroad (37,5% chose 6)

##### PROFESSORS - the first 3 places

1. Ability for students to attract future employments (62,5 chose 5)
2. Opportunity for students for practices in companies (50% chose 5)
3. Start cooperation with firms and invite them to make University lesson (37,8 % chose 5)

##### GERMAN COMPANIES - the first 3 places

There are no answers from German companies on this question.

##### POLISH COMPANIES

Almost 40% responders chose 6 for all proposed incentives.

Project and challenges that you believe are suitable to solve using crowdsourcing platform

##### POLISH COMPANIES

1. Opportunity to put a challenge on the CS platform and award only those users who came up with the best solutions or provided the exactly required help/assistance/advice/etc.(33% chose 6)
2. Opportunity to put a challenge on the CS platform and award the university that host the users who came up with the best solutions. (33% chose 6)
3. The ability to find creative concepts and develop new products / services (33% chose 6)
4. Selling or sharing copyrights/patents – opportunity to find other companies that may be interested in your developments and continue developing them (33% chose 6)



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#### **Information on Profile Function on Platform Evaluation of the Questionnaire**

*On average, all responders (students, professors and companies) believe that all information as concerns the profile have been considered relevant. Very similar opinion concerns all functions suggested related to the Platform.*

*On average, the questionnaire has been considered good.*

#### **4. Activity evaluation and lessons learnt**

*The prepared research turned out to be very useful to define needs and level of interest of CS platform among students, professors and companies.*

*For Polish students and professors the most important concerning the Platform was the opportunity to contact with employers and real chance for practices or workplaces in companies. CS Platform has been considered as chance for development by both students and professors.*

*We had no difficulties to reach students and professors and persuaded them to taking part in research.*

*The real problem was with contacting both Polish and German companies.*

#### **5. Conclusions and Recommendations**

*According to results of surveys the idea of crowdsourcing platform is still not very known. On the other hand – responders were interested in this idea and declared their participation on CS Platform.*

*Responders were aware of big danger connected with lack of participation from students, companies and professors.*

*We believe, the most difficult task can be to convince companies for participation.*



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