



ITALIAN NATIONAL REPORT – FINAL RESULTS ON

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

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location *Rome, Italy*

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type of report *Report on research results at local level*

*In attachment the registration signature

1. Objectives and general description of the activity

The Italian 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.

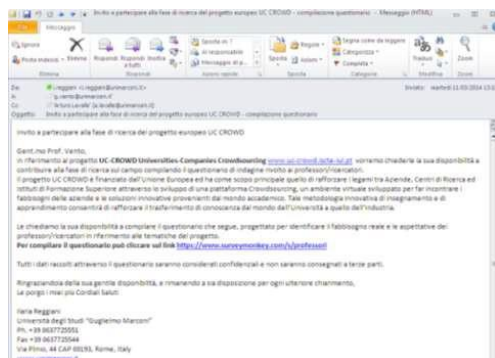
2. Activity implementation

2.1 Promotion of project aims and research goals

Firstly, we have informed the Head of University Didactics' Department who kept contacts with all university Professors in order to select the who could be more interested and suitable for research purposes. At the same time the Head of University Secretaries has been contacted to be acquainted of the project stages and disseminate among students and networks research purposes.

An email has been sent to each professor in order to inform him/her about project, research purpose and questionnaire reference. Further bilateral meetings have organized with professors who needed more information and asked for clarifications.

See an example of email invitation to contribute to the research phase.



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We have furthermore had a meeting with the Head of University Press, Events and Communication Office, in order to involve University Students, in fact a specific University Newsletter has been sent to Faculties of Engineering and all Science and Technology students. Further bilateral meeting have been carried on towards students who needed more information and ask for clarifications.

See the University Newsletter sent to Engineering and Science and Technology Students to invite them to contribute to the research phase.



As concerns Italian companies, we had virtual meetings with the Italian partner Company in UC CROWD Project, Energetca which has supported us in the research phase providing a list of contacts of companies that could be interested into the project aims. Specific emails and virtual meetings has been organized where was necessary more clarifications and support in questionnaire filling.

Beside the list provided by Energetca, we have searched for additional Italian companies involved in the

Energy field. There was a database of such enterprises available in the Web provided by Association interested in renewable energies and environment protection Legambiente <http://www.fonti-rinnovabili.it/index.php?c=aziende-per-settore> which was the basis to search additional contributions . Finally we have contacted the University Placement Office which provided us a list of companies, with a profile relevant for the project, exploited by students for job seeking, traineeships or Placements.

As concerns the French Companies we have mainly asked for support to French universities partners in other EU project and mobility Erasmus programme which have offices for placement.

We have furthermore tried to contact directly the companies to ask contribute for research by email, later on by phone. Unfortunately we haven't received any reply.

3. Research Development

In order to facilitate the questionnaire administration we have uploaded in SurveyMonkey <https://www.surveymonkey.com/> the online survey software the following surveys:



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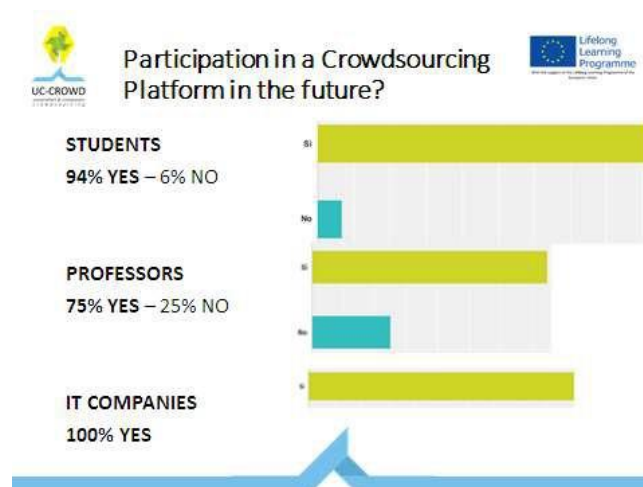
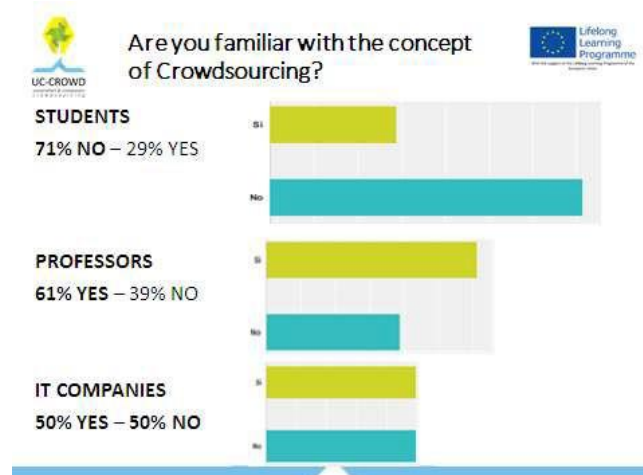
- the full version of the Questionnaire (IT) <https://www.surveymonkey.com/s/UCCROWDFULL>,
- a specific version for University Students (IT) <https://www.surveymonkey.com/s/studente>,
- a specific version for University Professors (IT) <https://www.surveymonkey.com/s/professori>,
- a specific one for Italian Companies (IT) <https://www.surveymonkey.com/s/azienda>, and
- one for French Companies (FR) <https://www.surveymonkey.com/s/frenchcompanies>.

After approximately one month March 2014, we have reached a cluster of: 19 University Professors (Science/Technology, Engineering, Social Science), 408 University Students (Science and Technology and Engineering) and 10 Italian Companies.

We had serious problems to involve companies, in particular French ones.

4. Results

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



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Opportunities and Motivation Factors: the first 5 places



STUDENTS

1. Creating contacts with stakeholders (**57.35%** chose "7")
2. Raising your knowledge after have solved the problem (**54.65%**)
3. Transfer scientific knowledge into practice developing research projects based on the companies' problems (**54.07%**)
4. Opportunity to explore the latest technologies developed by researchers and presented on the profile (**53.33%**)
5. Opportunity to access to the knowledge developed inside the Universities across Europe (**50.56%**)



Opportunities and Motivation Factors: the first 5 places



PROFESSORS

1. Creating contacts with stakeholders (**50%** chose "7")
2. Transfer scientific knowledge into practice developing research projects based on the companies' problems (**56%** chose 6)
3. Raising your knowledge after have solved the problem (**53%** chose 6)
4. The satisfaction of solving of a problem or receiving a solution for your problem (**50%** chose 6)
5. Reputation-peer & colleagues recognition (**43,75%** chose 6)
5. New ideas for research opportunities (**43,75%** chose 6)
5. Opportunity to access to the knowledge developed inside the Universities across Europe (**43,75%** chose 6)



Opportunities and Motivation Factors: the first 5 places



COMPANIES

1. Creating contacts with stakeholders (**50%** chose "7")
2. Transfer scientific knowledge into practice developing research projects based on the companies' problems (**50%** chose 7)
3. Reputation-peer & colleagues recognition (**37,5%** -7)
3. Opportunity to access to the knowledge developed inside the Universities across Europe (**37,5%** -7)
3. New ideas for research opportunities (**37,5%** chose 7)
3. Opportunity to explore the latest technologies developed by researchers and presented on the profile (**37,5%** chose 7)
4. The opportunity for additional income (**37,5%** chose 6)



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Obstacles: the first 5 places



STUDENTS

1. Lack of participation from the students (30% chose 7)
2. Lack of support from professors/ researchers (21%)
3. Companies have the perspective that there is a gap between what is taught in universities and what is useful for companies (21%)
4. Low financial compensation (18%)
5. Difficulties in communication between users from countries with different languages (15%)

Less relevant: Difficulties in using online platforms; The platform is displayed in English



Obstacles: the first 5 places



PROFESSORS

1. Intellectual Property issues especially on the ownership of ideas (**33,33%** chose 6)
2. Difficulties in communication between users with different languages (**31,25%** chose 6)
2. Companies have the perspective that there is a gap between what is taught in universities and what is useful for companies (**31,25%** -6)
3. Companies could have to display internal information (**37,5%** -5)
4. Difficulties of companies to internalize the knowledge from outside (**37,5%** -5)

Less relevant: Difficulties in using online platforms; The platform is displayed in English



Obstacles: the first 5 places



COMPANIES

1. Difficulties to find projects that are satisfying to my interests (**28,5%** chose 6)
2. Low financial compensation (**62%** chose 5)
3. Companies have the perspective that there is a gap between what is taught in universities and what is useful for companies (**37,5%** -5)
4. Companies could have to display internal information (**37,5%** -5)
5. Difficulties of companies to internalize the knowledge from outside (**37,5%** -5)

Less relevant: Difficulties in using online platforms; The platform is displayed in English



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Incentives: the first 5 places



STUDENTS

1. To use work on the project to develop into coursework or bachelor/master/doctoral thesis (48% chose 7)
2. Internship opportunities (45%)
3. Start cooperation with firms and invite them to make University lesson (45%)
4. To use particular challenges as examples in class and for case studies (44%)
5. Payment incentives (42%)

Less relevant: none, all the incentives are considered relevant!



Incentives: the first 5 places



PROFESSORS

1. To use work on the project to develop into coursework (35,29 % chose 7)
1. To use particular challenges as examples in class and for case studies (35,29 % chose 7)
1. Start cooperation with firms and invite them to make University lesson (35,29 % chose 7)
2. Ability for students to attract future employments (47% chose 6)
3. Payment incentives (35,29 % chose 6)
4. Internship opportunities (29,41 % chose 6)

Less relevant: almost all the incentives are considered relevant!



PROJECTS AND CHALLENGES that you believe are suitable to solve using a crowdsourcing platform: the first 4 places



COMPANIES

1. Opportunity to get creative ideas and develop new products/services (42,8% chose 7)
2. Selling or sharing copyrights/patents-opportunity to find other companies that may be interested in your developments and continue developing them (42,8 % chose 7)
3. 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. (57% chose 6)
4. Opportunity to put a challenge on the CS platform and award the university that host the users who came up with the best solutions (42,8% chose 6)



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Information on Profile Function on Platform Evaluation of the Questionnaire



STUDENTS, PROFESSORS, COMPANIES

1. All information as concerns the **profile** have been considered (on average) relevant
2. All **functions** suggested related to the Platform have been considered (on average) relevant
3. The **questionnaire evaluation** has been considered good. On average all the answers.

5. Activity evaluation and lessons learnt

The research has been carried on exploiting main multimedia channels to disseminate project aims and research purposes. We are overall satisfied by the achieved results.

We are also glad that the overall satisfaction in particular of students about project idea has been high. The research has allowed to learn important lessons that could represent strengths and weaknesses of project future development. We had very good and very bad surprises.

Let's start from the good, the University Students replied with enthusiasm to the project mission and contributed numerous to the research. Many of them asked by email for more information and asked to be informed about next steps of the project. They could make the "difference" in the UC CROWD Platform, they could have competencies and motivation to suggest solutions to challenges into Platform (strengths). As concerns University Professors they replied to the "call" of the University which asked for a contribution for the UC CROWD research but none asked to keep informed about further stages of the project. They have academic didactics and research to carry on thus they are very busy.

It is surely a risk category for the success of the project (weakness) since they are the intermediaries for the university students.

Another issue was represented by companies involvement.

In fact, we met difficulties in involving Companies in general and in particular the French ones.

We have realized that, as concerns the Italian Companies provided by Enertecna, we were introduced by its president, we have thus received the direct email/phone of the manager. We could contact him/her directly and received the research contribution quite easily. As concerns all the other Italian companies we have sent plenty of emails and make phone calls but it was nearly impossible to speak directly to the manager or developers.

Even worst it was to contact the French companies, they have tried to contact directly the company but there communication problem and it was not possible to speak directly with the manager since we were "unknown". French Universities partners in European project and for Erasmus Mobility (University Of



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Poitiers and University of Novantia) have helped us as intermediaries keeping contacts with their Placement Offices unfortunately without reaching any success.

Surely the idea set in the project proposal to involve extra national companies (i.e. French ones) caused many difficulties, we thus suggest to take these difficulties into account in the next planning. It is another risk category for the success of the project (weakness) since they are the feeders for the platforms.

6. Conclusions and Recommendations

Very few people among professors, companies and students had experience on crowdsourcing platform. Most of them are interested and curious about advantages. Economic factors and less participation of Professors/Companies are the most important threats.

The Platform development should focus in particular on Professors and Companies incentives and motivations.

We need really the help of companies and university professors to develop an instrument suitable to foster innovation and strengthen linkages. Next national workshops and roadshow will be extremely important for the project success.



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