



USER PROTOCOL

Teaching Learning case study – Business

Case studies with survey questionnaire were designed with the intention to figure out the thoughts and expectations on the feasibility of the platform among the **target groups** in each partner's country. According to the activities proposed and the main objectives of the UC-Crowd the target groups have been divided into 3 main groups: companies; academics (professors, researchers other HEI teachers and representatives) and students.

The main aspects on which the questions should to shed light were following: (1) We will increase the level of commitment throughout the project and help companies to better understand the advantages of being part of crowdsourcing to improve their innovation.

Some general questions for the survey among students:

- * What kind services should the platform offer be attractive to companies;
- * What do companies expect to find at this type of network;
- * What benefits companies have from being closer to the HEI's;
- * What benefits HEI's have from being closer to the companies;
- * What could HEI's do to shorten the distance between them and the companies, and vice versa;
- * How much would be willing to contribute financially to be part of the platform;
- * How can students develop HEI's theses based on business' real problems

In terms of preparation of survey case study research on Companies the following actions are important to take into account:

- To analyse the bibliografy on the field and prepare the main contents of the questionnaire;
- To draft the questionnaire draft;
- To incorporate questions for the three target groups in one questionnaire to compare answers;



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- To meet with Companies nationally with intention to gather comments and improvements of questionnaire content;
- To prepare the questionnaire final version;
- To translated into the languages of the consortium;
- To meet again with Companies;
- To select the national sample;
- To survey the Companies through the on-line questionnaire and collect data on national levels;
- To designe the general model for data processing and interpretation;
- To analyze data on national levels by using SPSS;
- Results Report – HEI’s (one for each country and one global one) in English language;
- To share the opinions and best practices of the questionnaire’s implementation by skype meeting;
- After gathering the partners’ comments and after the national data have been analyses, each partner elaborated national survey report with data presentation and interpretation;
- To present the results to Companies in order to atract users;
- To produce a European Report with data from all countries.



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