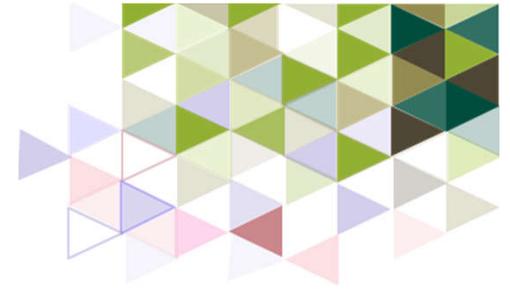




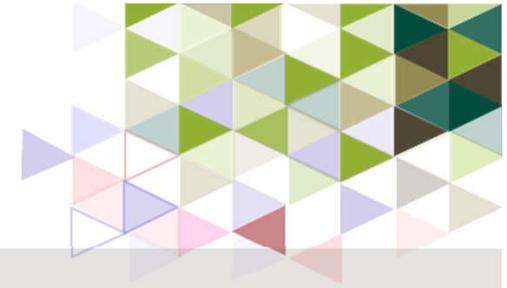
**Eberswalde University  
for Sustainable  
Development**



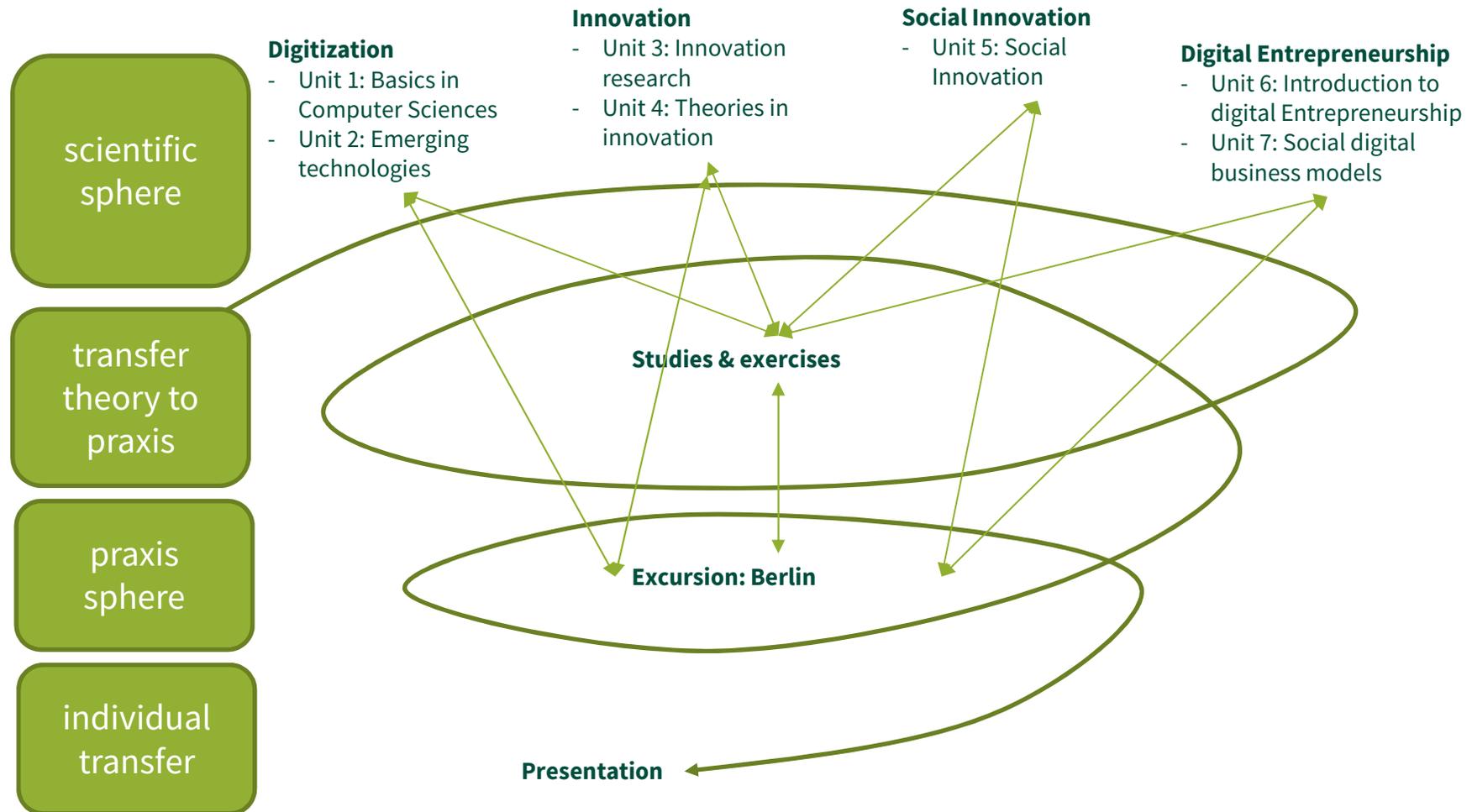
# **SIDT SOCIAL INNOVATION & DIGITAL TRANSFORMATION**

**Details on the task & example**

**Prof. Dr. Britta M. Gossel**



## 5. Didactical approach

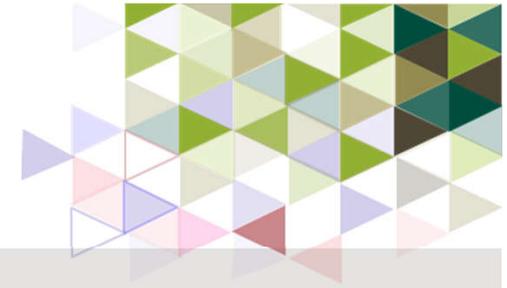




## 3. Examination performance

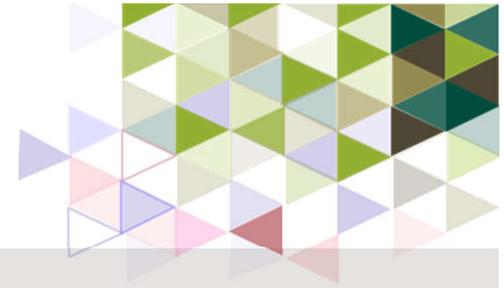
### Referat (100%)

- “Analysis and future perspectives of technologies in social innovations”
  - Spot on Science: One (!) scientific paper presentation (7 min)
  - Spot on digital innovation in praxis: One case study (10 min)
  - Spot on SIP: Digital options for SIP projects (3 min)
  
- One presentations in three different logics (overall: 20 min)
- Language: EN
- Date: see emma



## 1. Spot on Science

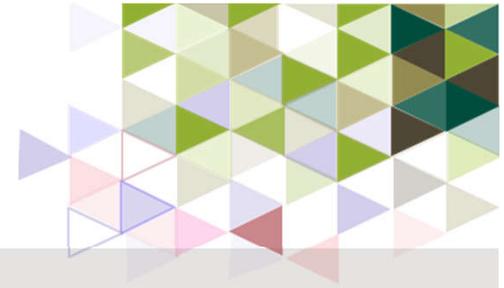
- In class, a **scientific introduction** was given to the field of information science/ informatics, digitalization & emerging technologies, innovation research and innovation theories as well as digital entrepreneurship and digital platforms in context of social/ sustainable innovation.
- In this spot, students research and present according to a topic of their individual interest, **one single research paper**, characterized as being
  - published in 2014 or younger,
  - published in a peer-reviewed international scientific journal,
  - related to the above described research fields,
  - an empirical research paper.
- This part includes (a) naïve/ non-scientific introduction to topic of students interest, (b) summary of the core aspects of the paper, (c) critical scientific discussion and deduction of praxis relevance.



## 1. Spot on Science

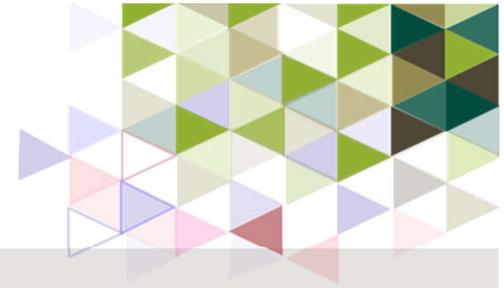
- **Evaluation** (35/100 points)
  - Clear and convincing introduction to the topic of interest 10 points
  - Summary of the scientific paper 5 points
  - Critical scientific discussion & praxis relevance 15 points
  - Slides, presentation style, formalities 5 points
  
- Spot on science has to follow a **scientific slides design**, including
  - rich text,
  - quotations,
  - correct citation style
  - a reference list.

→ A reader should understand your slides without listening to your presentation.



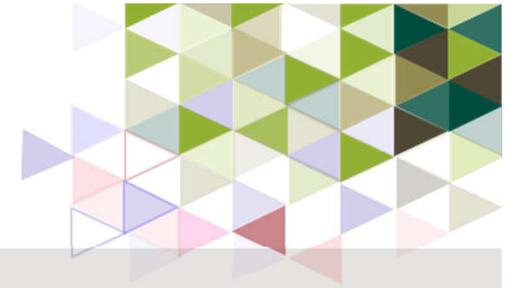
## 2. Spot on digital transformation of social innovation

- Students choose a **real case** of a social and/or sustainable impact driving instance (e.g. social organization, social entrepreneur, movement, foundation, association).
  - An inspiration to find such an instance could be the database of Bundesnetzwerk Bürgerschaftliches Engagement
  
- Students take the **role of a consultant**, that has the job to help the social and/or sustainable impact driving instance to transform into a social digital business, taking care on the following aspects:
  - Brief description of the social and/or sustainable impact driving **instance**, including the description of impact creating **processes** (or products/services)
  - Focus on **one impact creating process** (or product/service): ...



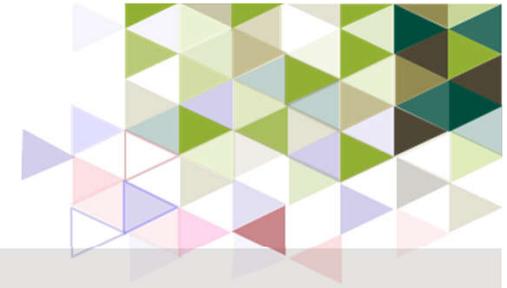
## 2. Spot on digital transformation of social innovation

- suggestion of a **innovative digital transformation** which includes
  - **a clear relation to digital technologies** (*Which technologies will enable that digital transformation?*),
  - **a systematic analysis of the social innovation** as such according to level, involved actors, social innovation process & outcome (*What will the social digital innovation actually look like?*),
  - the **social digital business model** including a relation to the five typical digital business concepts and/or five typical digital platforms, a suggestion of a revenue model (*How is economic value and social value created?*)
  - Integrating an “**experts said**”-**Impression**, that is built on your experiences of the excursion.



## 2. Spot on digital transformation of social innovation

- **Evaluation** (50/100 points)
  - Description of the social/ sustainable impact driving instance 5 points
  - Description of impact creating processes 5 points
  - Convincing explication of the innovative digital transformation 8 points
  - Relation to digital technologies 8 points
  - Analysis of social innovation 8 points
  - Social digital business model 8 points
  - “experts said” perspective 4 points
  - Slides & presentation style 4 points
  
- **Spot on digital transformation of social innovation** follows another logic that aims to explain, convince and inspire. Given the exam situation, make sure that the clear relation to course content is visible on slides.

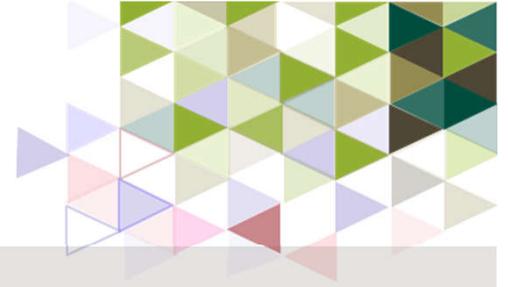


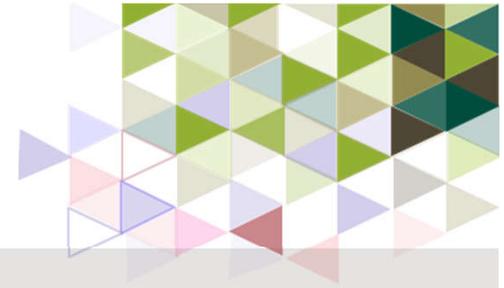
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- Students bring their SIP-Project ideas in relation to the SIDT course content by **pitching in brief** an **own idea for digital transformation** of their respective SIP-Project.
- This pitch shall include
  - a digital spin of their SIP-Project idea and
  - a suggestion of a social digital business model for that idea
- **Evaluation** (15/100 points)
  - Description of digital spin 5 points
  - Social digital business model 5 points
  - Slides & presentation style 5 points
- Spot on SIP-Projects shall follow an **idea pitch logic**, slides design is absolutely free.



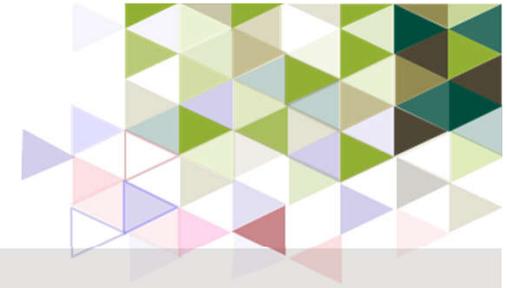
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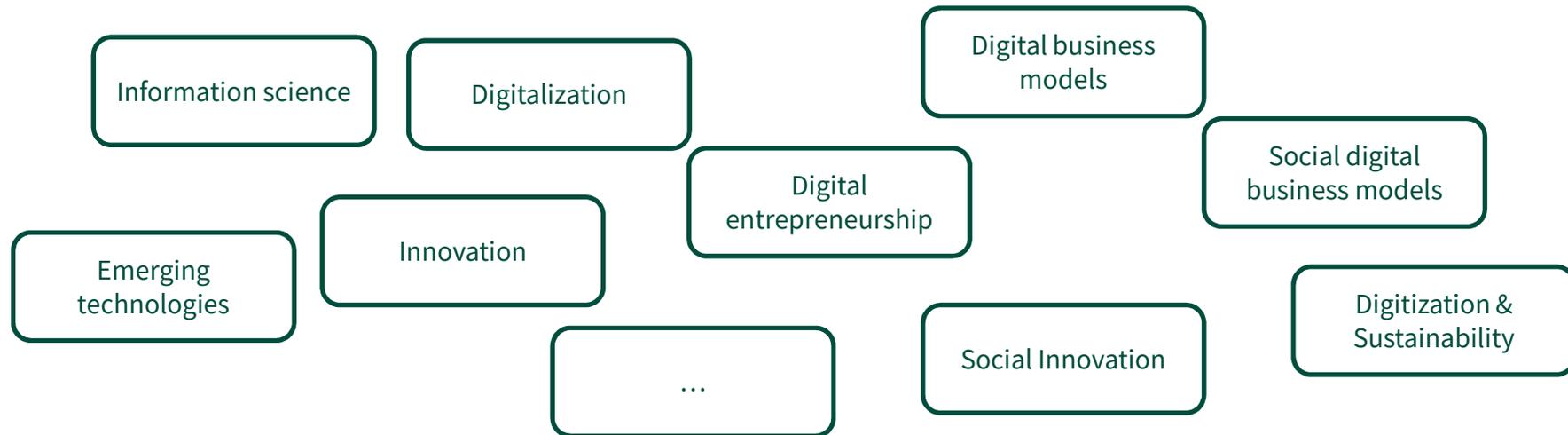


## 1. Spot on Science

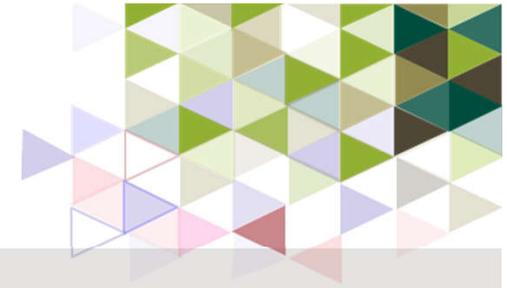
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  - an empirical research paper.
- This part includes (a) naïve/ non-scientific introduction to topic of students interest, (b) summary of the core aspects of the paper, (c) critical scientific discussion and deduction of praxis relevance.



## 1. Spot on Science



- Browse through the lectures, think again about the content and ask yourself:
  - Which issue was interesting for me?
  - In which issue am I interested in doing a deeper analysis?
- Decide for some search terms and identify one paper.



# 1. Spot on Science

Univ Access Inf Soc (2015) 14:81–95  
DOI 10.1007/s10209-014-0348-1

LONG PAPER

## Technology acceptance model: a literature review from 1986 to 2013

Nikola Marangunic · Andrina Granić

Published online: 16 February 2014  
© Springer-Verlag Berlin Heidelberg 2014

**Abstract** With the ever-increasing development of technology and its integration into users' private and professional life, a decision regarding its acceptance or rejection still remains an open question. A respectable amount of work dealing with the technology acceptance model (TAM), from its first appearance more than a quarter of a century ago, clearly indicates a popularity of the model in the field of technology acceptance. Originated in the psychological theory of reasoned action and theory of planned behavior, TAM has evolved to become a key model in understanding predictors of human behavior toward potential acceptance or rejection of the technology. The main aim of the paper is to provide an up-to-date, well-researched resource of past and current references to TAM-related literature and to identify possible directions for future TAM research. The paper presents a comprehensive concept-centric literature review of the TAM, from 1986 onwards. According to a designed methodology, 85 scientific publications have been selected and classified according to their aim and content into three categories such as (i) TAM literature reviews, (ii) development and extension of TAM, and (iii) modification and application of TAM. Despite a continuous progress in revealing new factors with significant influence on TAM's core variables, there are still many unexplored areas of model potential application that could contribute to its predictive validity. Consequently, four possible future directions for TAM research based on the conducted literature review and analysis are identified and presented.

N. Marangunic · A. Granić (✉)  
Faculty of Science, University of Split, Split, Croatia  
e-mail: andrina.granic@pmfst.hr  
N. Marangunic  
e-mail: nikola.marangunic@pmfst.hr

**Keywords** Technology acceptance model (TAM) · Literature review · Development and extension · Modification and application

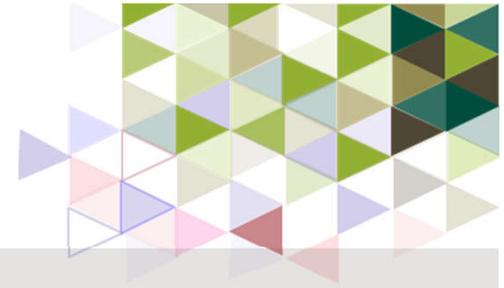
### 1 Introduction

With the growing development of technology, particularly information and communication technologies (ICT), and its integration into users' private and professional life, a decision regarding its acceptance or rejection still remains an open question. In the last few decades, interest of the research community in addressing this question has resulted in the development of a number of theories and models of technology acceptance and its effective usage. The technology acceptance model (TAM), introduced by Fred Davis more than a quarter century ago, became a dominant model in investigating factors affecting users' acceptance of the technology. The TAM presumes a mediating role of two variables called *perceived ease of use* and *perceived usefulness* in a complex relationship between system characteristics (*external variables*) and potential system usage. Derived from the psychology-based theory of reasonable action (TRA) and theory of planned behavior (TPB), TAM has taken a leading role in explaining users' behavior toward technology. Without understanding the origins, development, and modifications along with the limitations of the model, there can be no comprehensive and methodical research in the field.

A thorough literature review was conducted aiming to offer a theoretical background of the field by analyzing ground theories and models that have influenced the development of TAM and furthermore addressing the majority of most important extensions, modifications, and

Springer

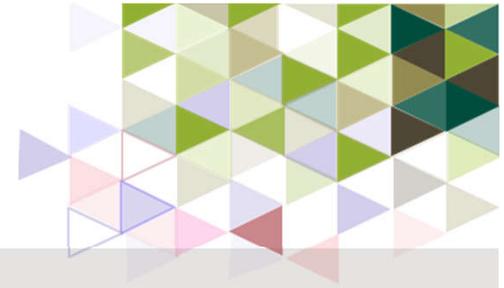
- Apply systematic reading techniques.
- **First**, while reading focus on the main structure and core aspects. Make a descriptive summary of the paper; keep the logic of scientific paper structure in mind.
- **Second**, while reading again take another lens and ask:
  - What do you see critical?
  - Which perspectives are missed?
  - How can the method be criticized?
  - ...



## 1. Spot on Science

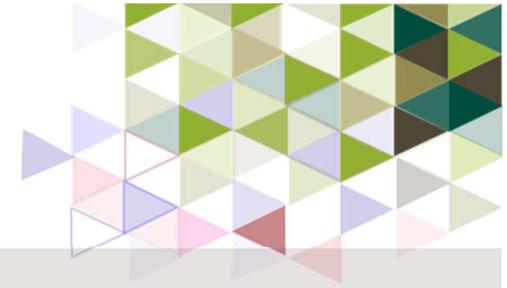
- **Evaluation** (35/100 points)
  - Clear and convincing introduction to the topic of interest      10 points
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→ A reader should understand your slides without listening to your presentation.



## 2. Spot on digital transformation of social innovation

- Students choose a **real case** of a social and/or sustainable impact driving instance (e.g. social organization, social entrepreneur, movement, foundation, association).
  - An inspiration to find such an instance could be the database of Bundesnetzwerk Bürgerschaftliches Engagement



# Bundesnetzwerk Bürgerschaftliches Engagement



ÜBER UNS

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PROJEKTE

NEWSLETTER

SOCIETY

Start > ENG

## An Introduction to the »Bundesnetzwerk Bürgerschaftliches Engagement« - »National Network for Civil Society«

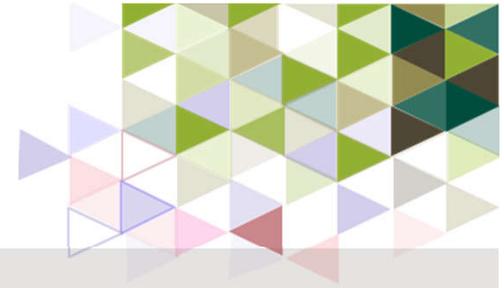
The BBE is a nationwide network linking organizations and associations from the third sector (non-profit organizations) and civil society, from business and work life and federal and community institutions. The cooperation within the network is based on mutual trust and partnership, relying primarily on dialogue, cooperation and practical stimuli for the promotion of commitment and civic involvement. Everyone involved benefits from the cooperation and moves closer to the common goal.

Newsletter Anmeldung



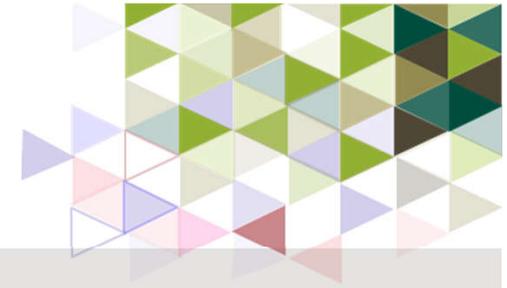
Intranet





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  - Focus on **one impact creating process** (or product/service): ...



## 2. Spot on digital transformation of social innovation

**ArbeiterKind.de** Für alle, die als Erste in ihrer Familie studieren

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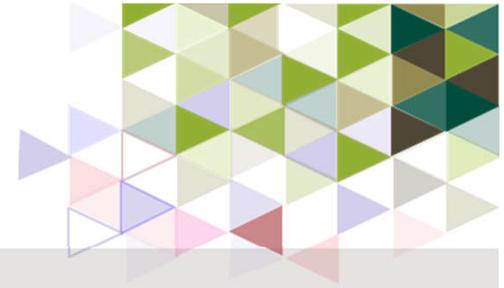
*„Ich engagiere mich bei ArbeiterKind.de, weil ich proaktiv etwas gegen die Bildungs- und Chancenungleichheit im deutschen Bildungssystem tun möchte. Außerdem gebe ich gern mein Wissen über das Studium und meine dabei gesammelten Erfahrungen weiter. Anderen den Weg zum Studium aufzuzeigen und zu erleichtern, gibt mir ein gutes Gefühl!“* Rebecca Katzenberger,

**Was macht ArbeiterKind.de?**  
Wir ermutigen Schülerinnen und Schüler aus Familien ohne Hochschulerfahrung dazu, als Erste in ihrer Familie zu studieren. 6.000 Ehrenamtliche engagierten sich bundesweit in 80 lokalen ArbeiterKind.de-

**Unterstützung für dich**

**Unterstützung in deiner**

**STIPENDIEN**

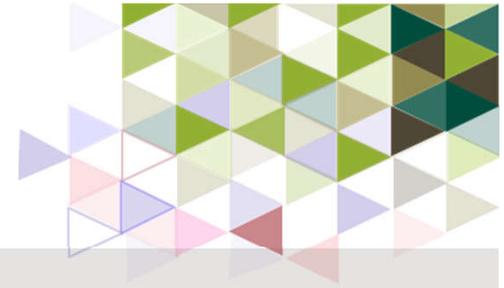


## 2. Spot on digital transformation of social innovation

Quick-Breakout:

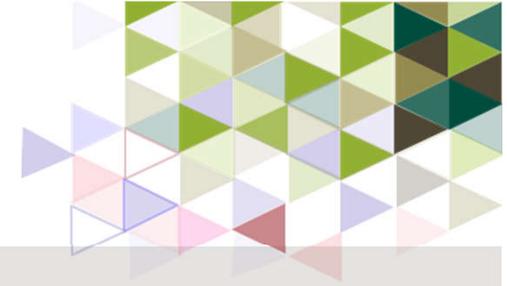
How can „Arbeiterkind.de“ be described?

What are valuable criteria?

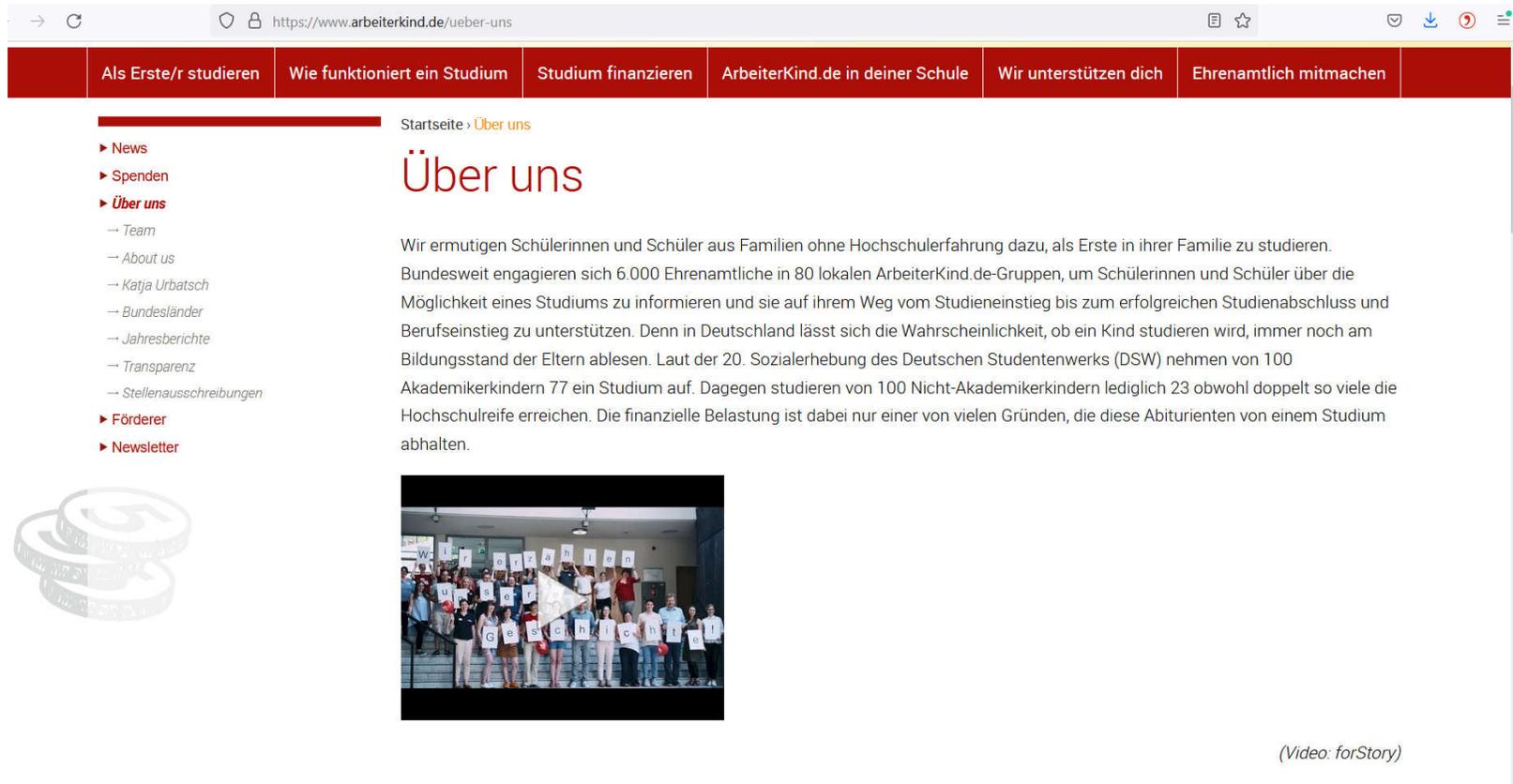


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## 2. Spot on digital transformation of social innovation



The screenshot shows a web browser displaying the website <https://www.arbeiterkind.de/ueber-uns>. The navigation bar includes links: "Als Erste/r studieren", "Wie funktioniert ein Studium", "Studium finanzieren", "ArbeiterKind.de in deiner Schule", "Wir unterstützen dich", and "Ehrenamtlich mitmachen". The main content area is titled "Über uns" and contains the following text:

Wir ermutigen Schülerinnen und Schüler aus Familien ohne Hochschulerfahrung dazu, als Erste in ihrer Familie zu studieren. Bundesweit engagieren sich 6.000 Ehrenamtliche in 80 lokalen ArbeiterKind.de-Gruppen, um Schülerinnen und Schüler über die Möglichkeit eines Studiums zu informieren und sie auf ihrem Weg vom Studieneinstieg bis zum erfolgreichen Studienabschluss und Berufseinstieg zu unterstützen. Denn in Deutschland lässt sich die Wahrscheinlichkeit, ob ein Kind studieren wird, immer noch am Bildungsstand der Eltern ablesen. Laut der 20. Sozialerhebung des Deutschen Studentenwerks (DSW) nehmen von 100 Akademikerkindern 77 ein Studium auf. Dagegen studieren von 100 Nicht-Akademikerkindern lediglich 23 obwohl doppelt so viele die Hochschulreife erreichen. Die finanzielle Belastung ist dabei nur einer von vielen Gründen, die diese Abiturienten von einem Studium abhalten.

Below the text is a photograph of a group of people holding signs that spell out "WIR ERHILFEN DIR". To the left of the text is a graphic of three stacked coins with a dollar sign.

(Video: forStory)

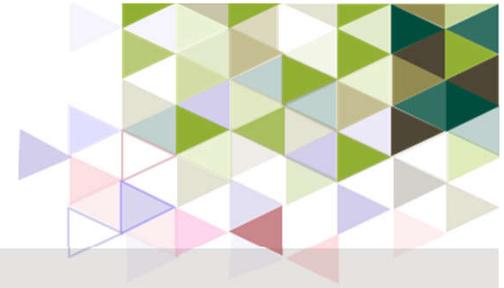


## 2. Spot on digital transformation of social innovation

Als Erste/r studieren	Wie funktioniert ein Studium	Studium finanzieren	✘ schließen	Wir unterstützen dich	Ehrenamtlich mitmachen
<p>► <b>ArbeiterKind.de in deiner Schule</b></p> <p>Warum studieren? Was studieren? Wie finanzieren? - Lade uns in deine Schule ein</p> <p>► <b>Stipendien für SchülerInnen</b></p> <p>Stipendien gibt es auch für Schülerinnen und Schüler - Trau Dich!</p>	<p>► <b>Informationen für Schulen</b></p> <p>Alles Wichtige über unsere Informationsveranstaltungen in Schulen</p>	<p>► <b>Informationen für SchülerInnen</b></p> <p>Wie wir dich unterstützen und wie du uns kontaktieren kannst</p>			



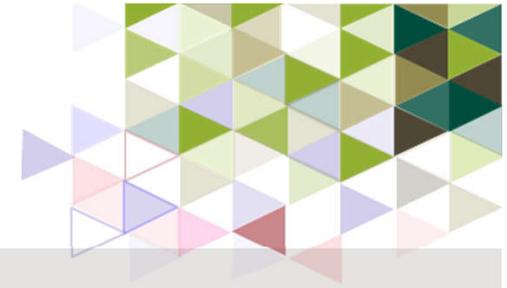
(Video: forStory)



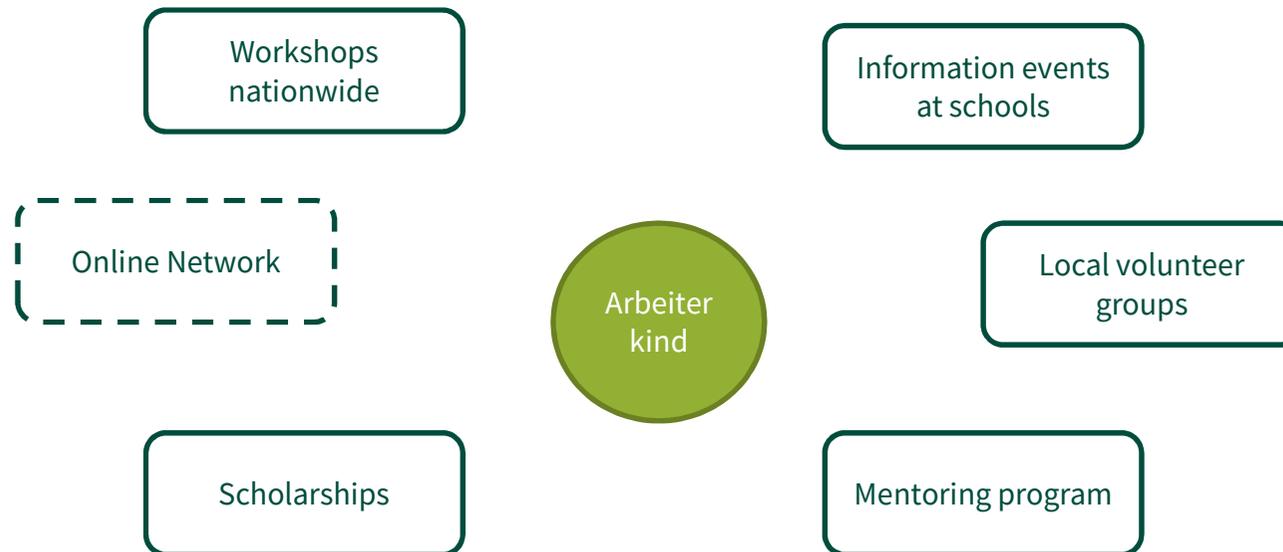
## 2. Spot on digital transformation of social innovation

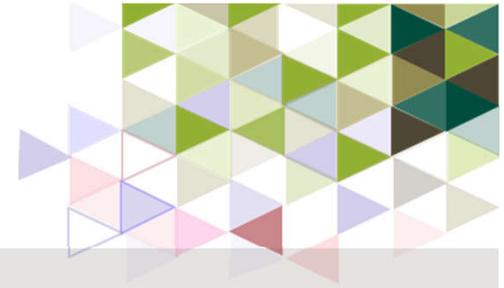
Quick-Breakout:

How can „Arbeiterkind.de“ core processes be described?



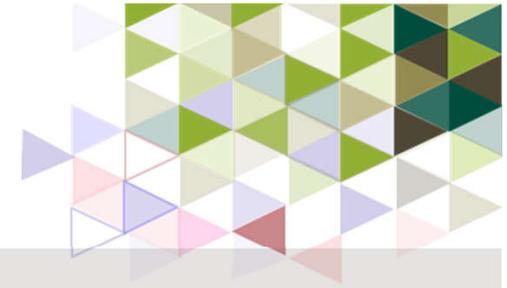
## 2. Spot on digital transformation of social innovation





## 2. Spot on digital transformation of social innovation

- suggestion of a **innovative digital transformation** which includes
  - **a clear relation to digital technologies** (*Which technologies will enable that digital transformation?*),
    - Make sure, that you provide a link to Unit 1 / Unit 2
    - Use precise terminology!
  - **a systematic analysis of the social innovation** as such according to level, involved actors, social innovation process & outcome (*What will the social digital innovation actually look like?*),
  - the **social digital business model** including a relation to the five typical digital business concepts and/or five typical digital platforms, a suggestion of a revenue model (*How is economic value and social value created?*)



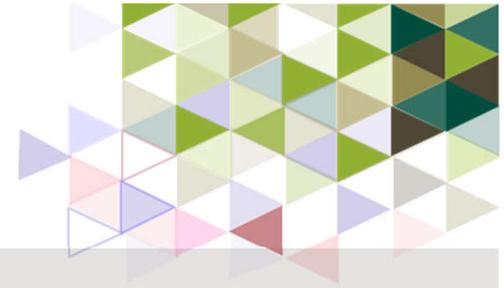
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    - Make sure, that you connect with Unit 5
  - the **social digital business model** including a relation to the five typical digital business concepts and/or five typical digital platforms, a suggestion of a revenue model (*How is economic value and social value created?*)

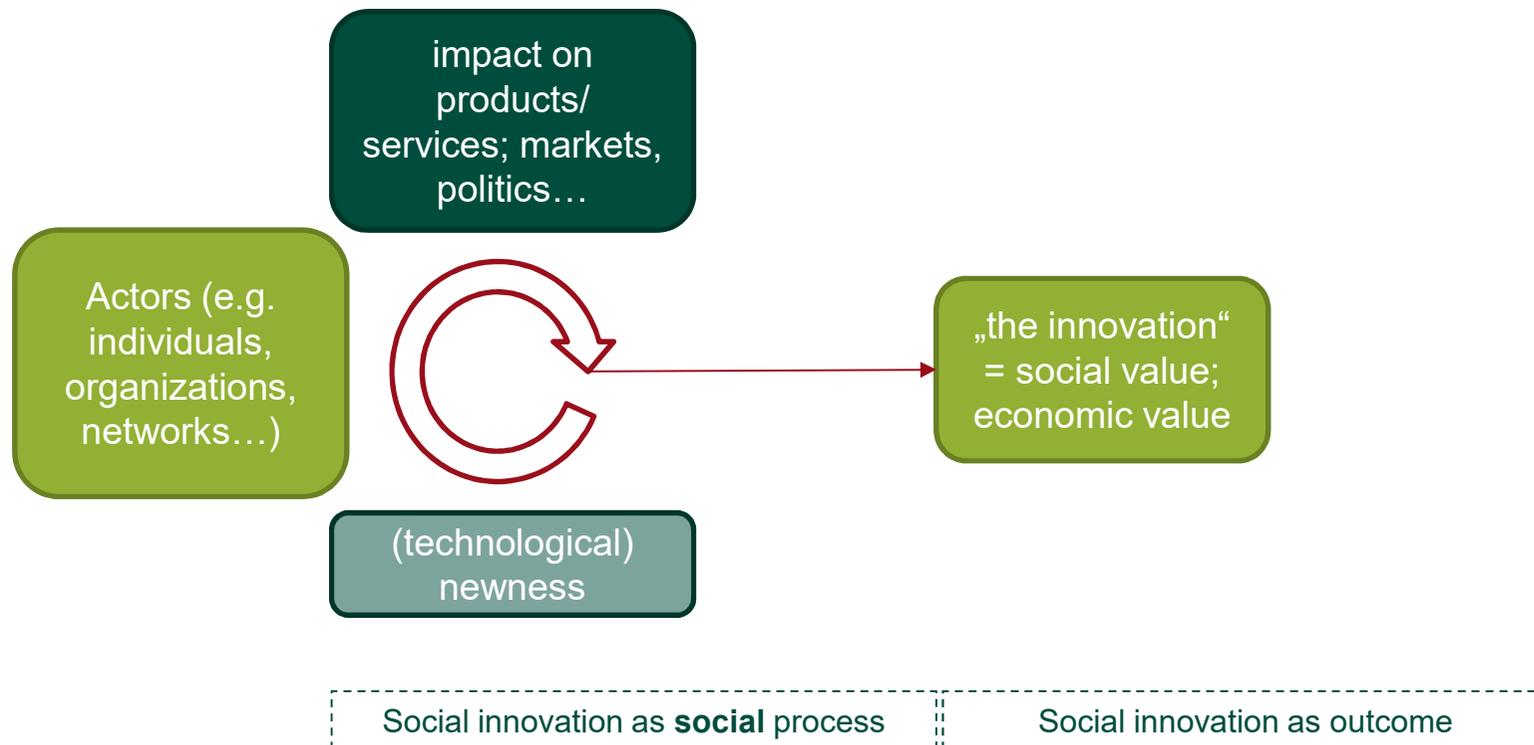


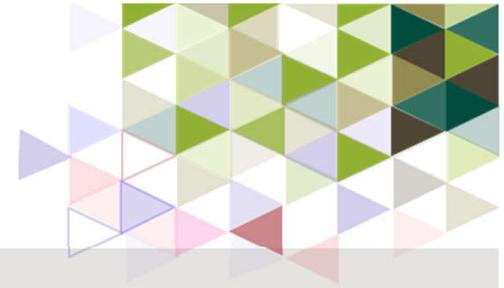
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    - Make sure, that you connect with Unit 5
    - Make sure that you include all aspects required
  - the **social digital business model** including a relation to the five typical digital business concepts and/or five typical digital platforms, a suggestion of a revenue model (*How is economic value and social value created?*)



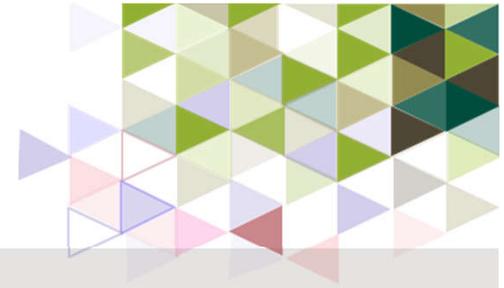
## Social innovation





## 2. Spot on digital transformation of social innovation

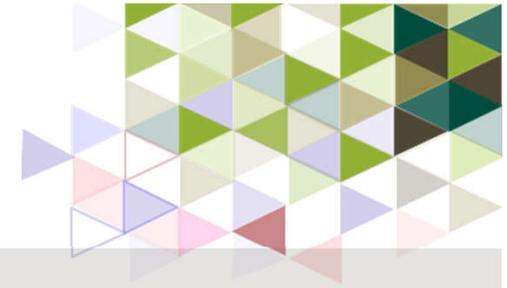
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  - the **social digital business model** including a relation to the five typical digital business concepts and/or five typical digital platforms, a suggestion of a revenue model (*How is economic value and social value created?*)
    - Make sure, that you connect with Unit 6 & Unit 7
    - Make sure that you include all aspects required



## 2. Spot on digital transformation of social innovation

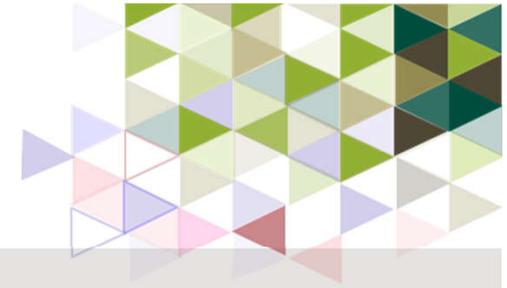
- Integrating an “**experts said**”-**Impression**, that is built on your experiences of the excursion.

- Browse through your own notes/ results on moodle regarding our **Excursion to Berlin**.
- Find a perspective / a notion / a quote, that was provided by one of our experts, that underlines your argumentation for the digital social innovation, you are suggesting.
- Integrate this „experts said“ – Impression to the dramaturgy of your presentation.



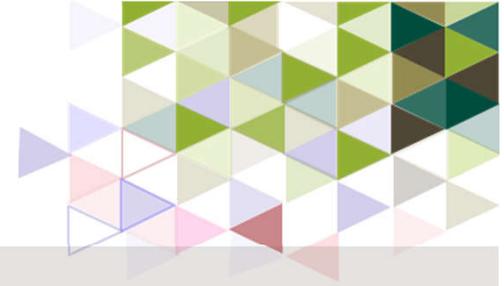
## 2. Spot on digital transformation of social innovation

- **Evaluation** (50/100 points)
  - Description of the social/ sustainable impact driving instance 5 points
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- This pitch shall include
  - a digital spin of their SIP-Project idea and
  - a suggestion of a social digital business model for that idea
- **Evaluation** (15/100 points)
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  - Social digital business model 5 points
  - Slides & presentation style 5 points
- Spot on SIP-Projects shall follow an **idea pitch logic**, slides design is absolutely free.



## Exam structure

- **Referat**
  - June 2025 (1 day) (8:30 – 17:30)
  
- **Structure**
  - Organization in „slots“ of 4 presentations (1,5h)
  - Participation in your „slot“ is mandatory
  - Organization in two rooms (always one room „free“ in advance, so that students can make a technology-check)
  
- **Enrolment**
  - Process via Moodle, Information follows.