Using a service lens to better understand practices – and vice versa

Or: How to better understand your research outcome!

Babak Farshchian   Marius Mikalsen

CTS//TUA.summer.school
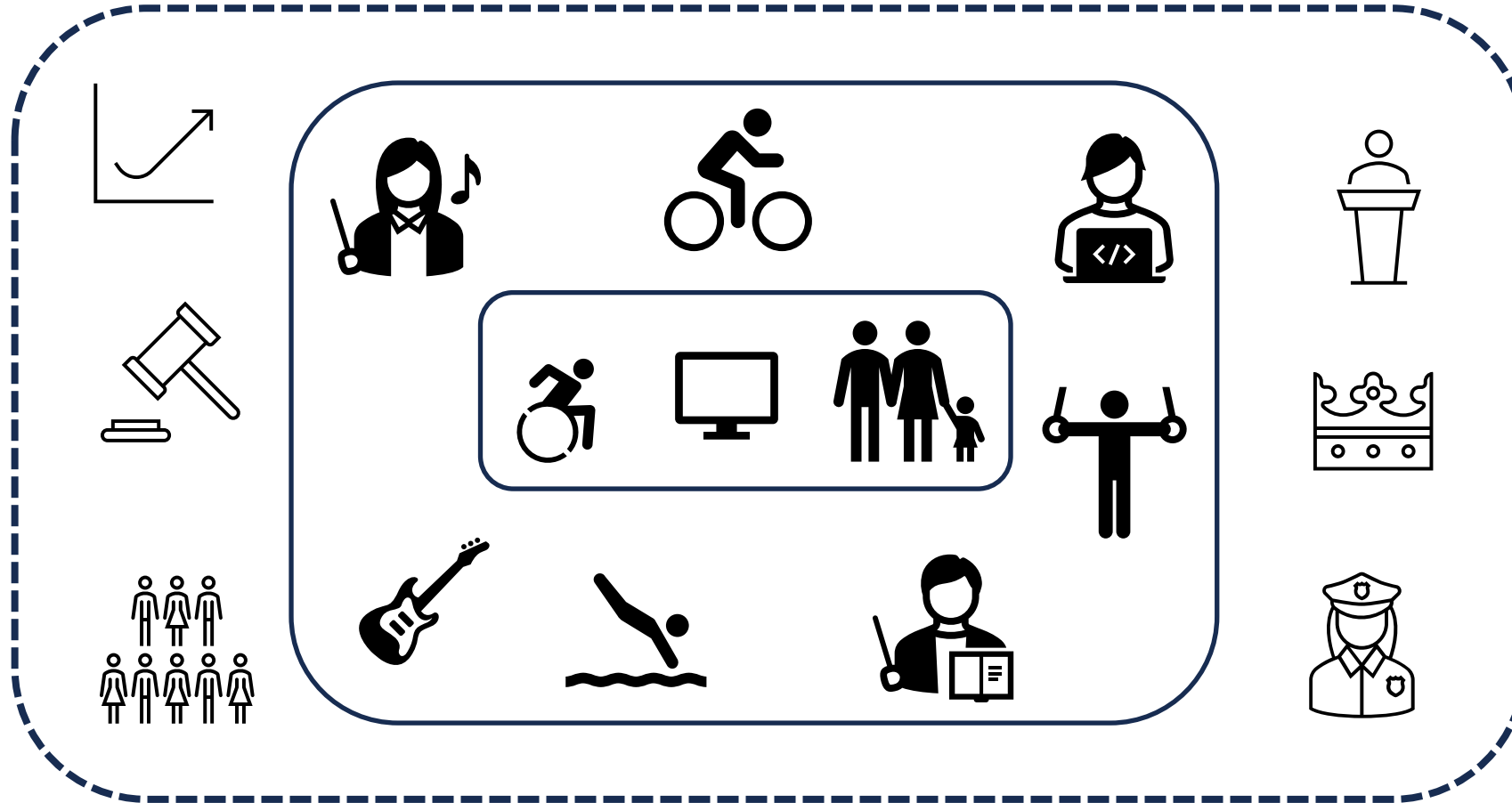Sustainable Futures
September 4-8 2023

Agenda

- What is the problem?
- Whose problem is it?
- What is SIPA?
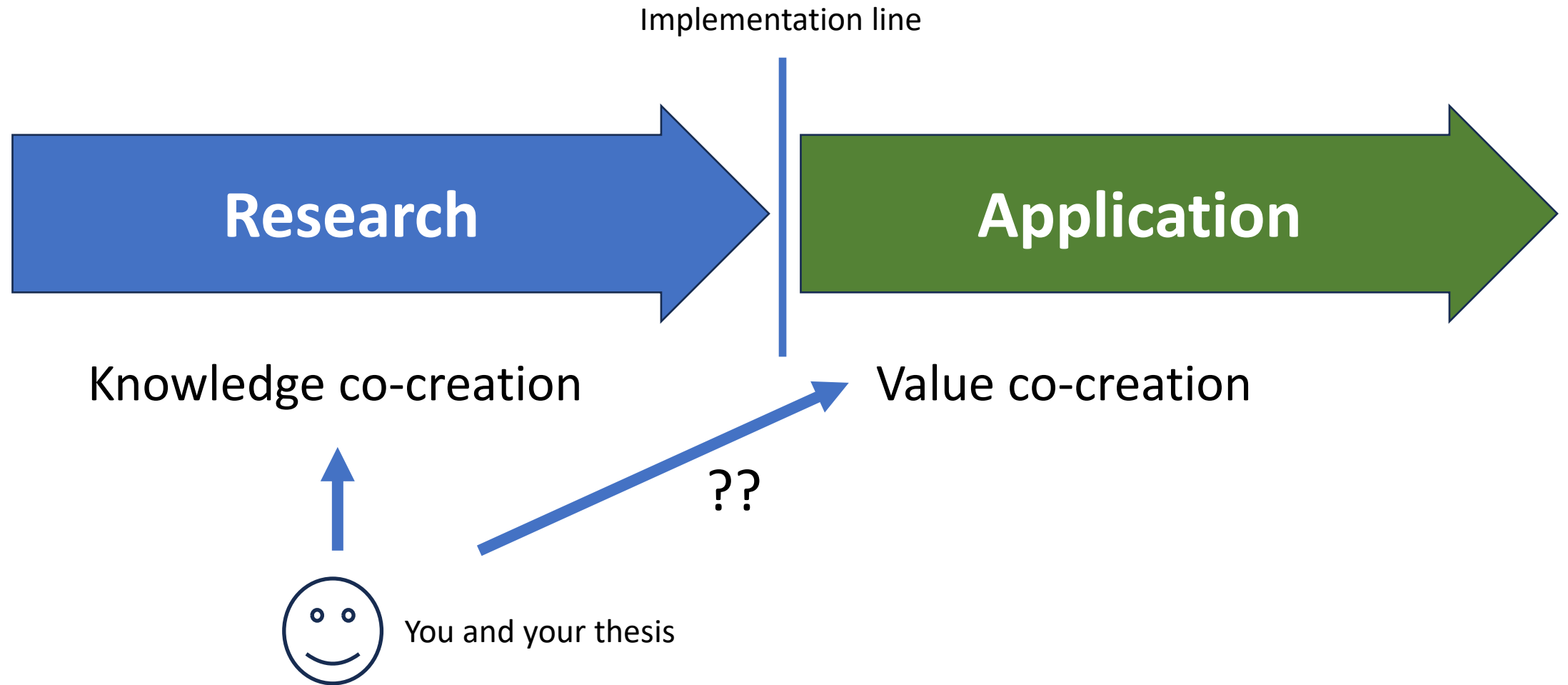- Why SIPA?
- Can we know everything?

What is the problem?

- This is the problem:

  - Anne is a 14-year-old girl with a disability. She loves swimming. However, she struggles to find swimming courses and activities that suit her needs. **Finding information about** swimming activities, in general, is not difficult ("I can just google it"), but finding **activities that are accessible and tailored to her needs** is often impossible. Activity descriptions online omit information about how tailored the activity is for her type of disability. The only way to find out is for Anne to show up. She has done that a couple of times but has given up after having ended up in awkward situations.
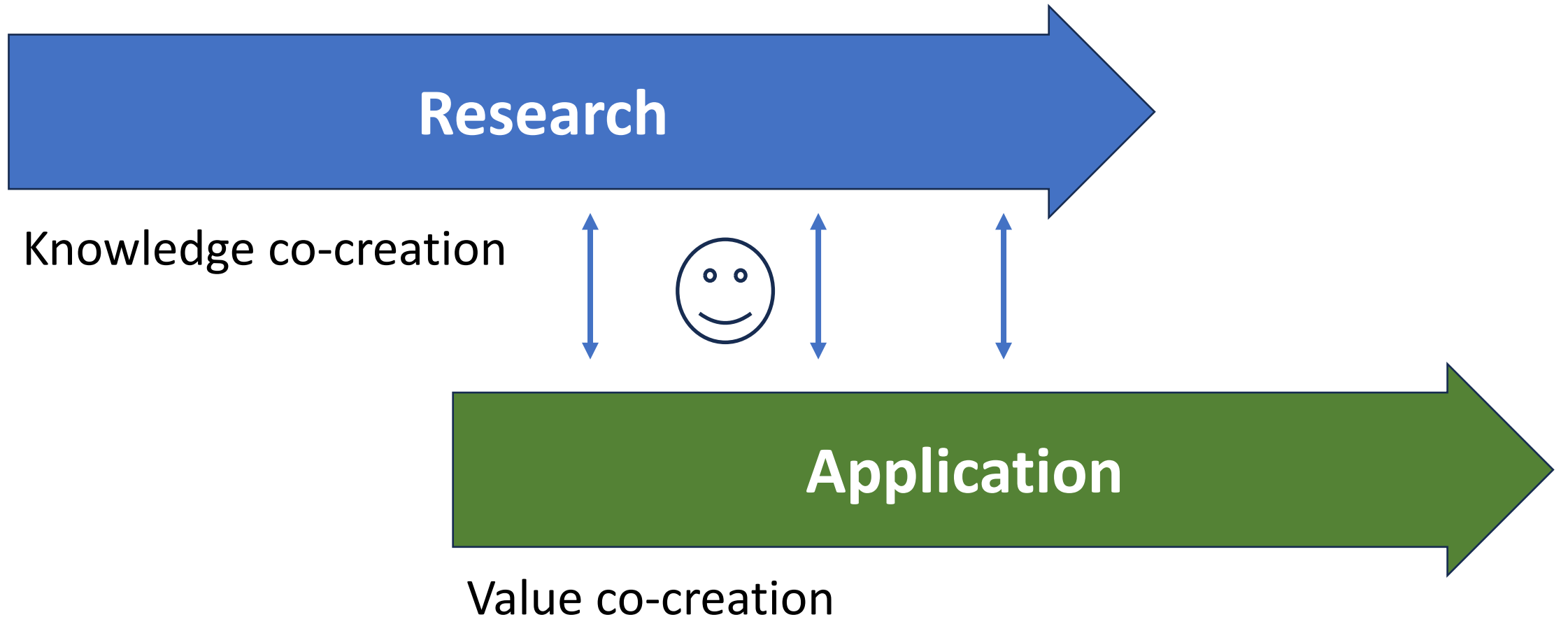
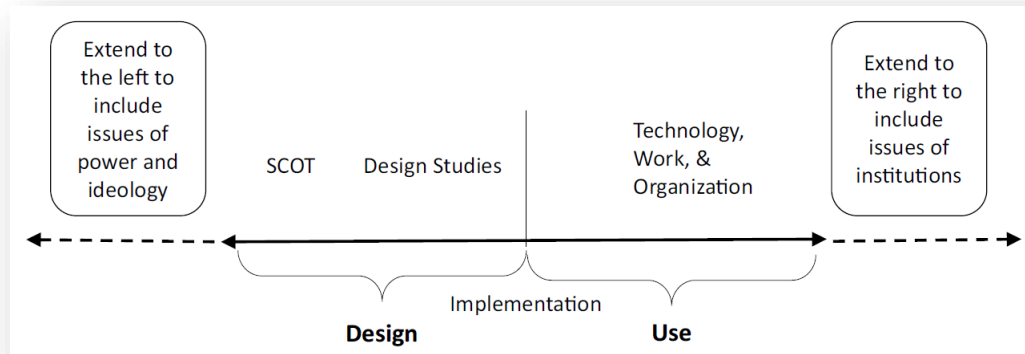# What is the problem?

Whose problem is it?

Implementation line

Research

Application

Knowledge co-creation

Value co-creation

??

You and your thesis

Whose problem is it?

Knowledge co-creation

Research

Application

Value co-creation

Implementation line: If you want to read

Bailey, Diane E., and Stephen R. Barley. "Beyond Design and Use: How Scholars Should Study Intelligent Technologies." *Information and Organization* 30, no. 2 (June 1, 2020): 100286. https://doi.org/10.1016/j.infoandorg.2019.100286.

Leonardi, Paul M. "Crossing the Implementation Line: The Mutual Constitution of Technology and Organizing Across Development and Use Activities." *Communication Theory* 19, no. 3 (August 1, 2009): 278–310. https://doi.org/10.1111/j.1468-2885.2009.01344.x.
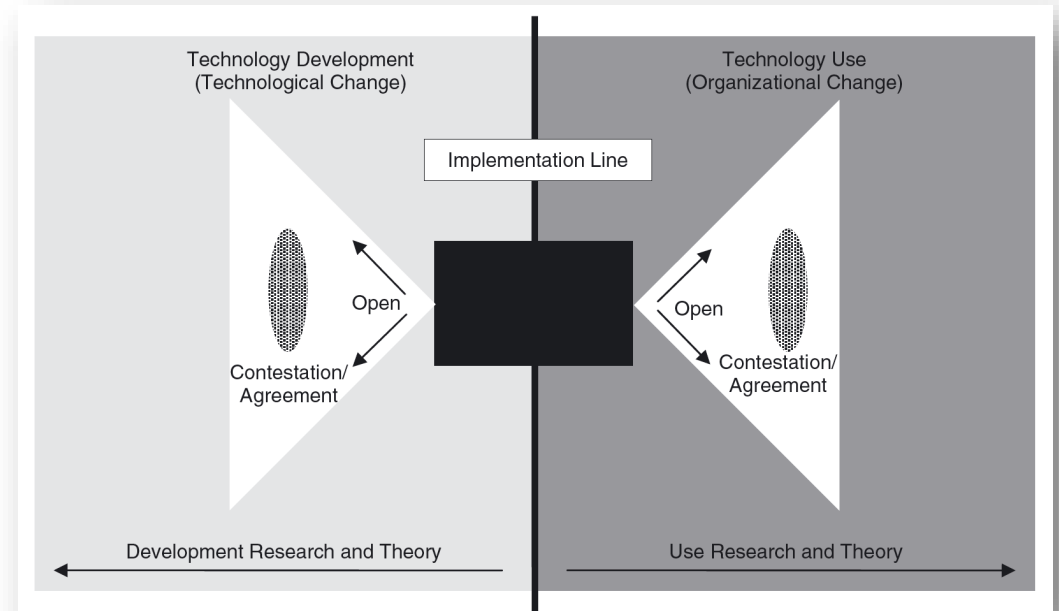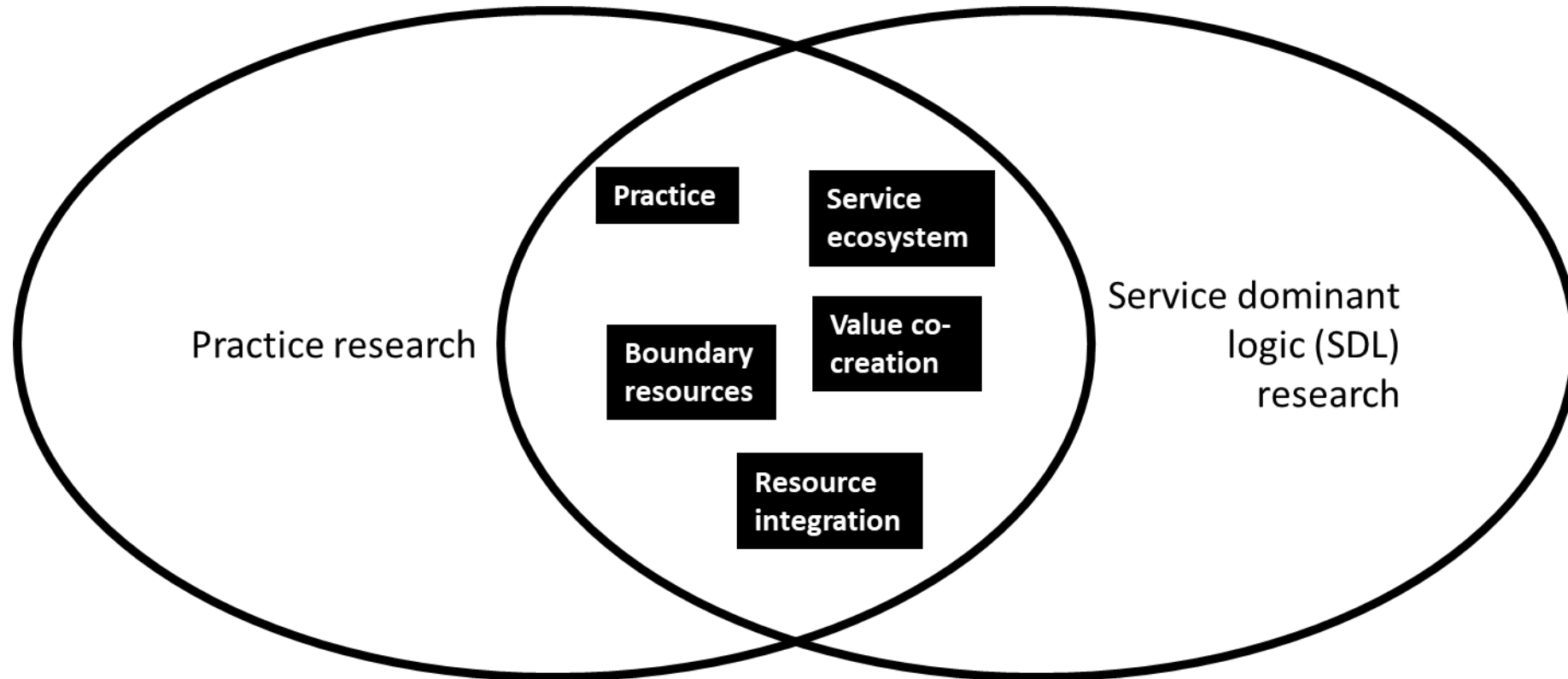
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The SIPA toolbox

SIPA: Service-Inspired Practice Analysis

Practice research

Practice

Service ecosystem

Boundary resources

Value co-creation

Resource integration

Service dominant logic (SDL) research
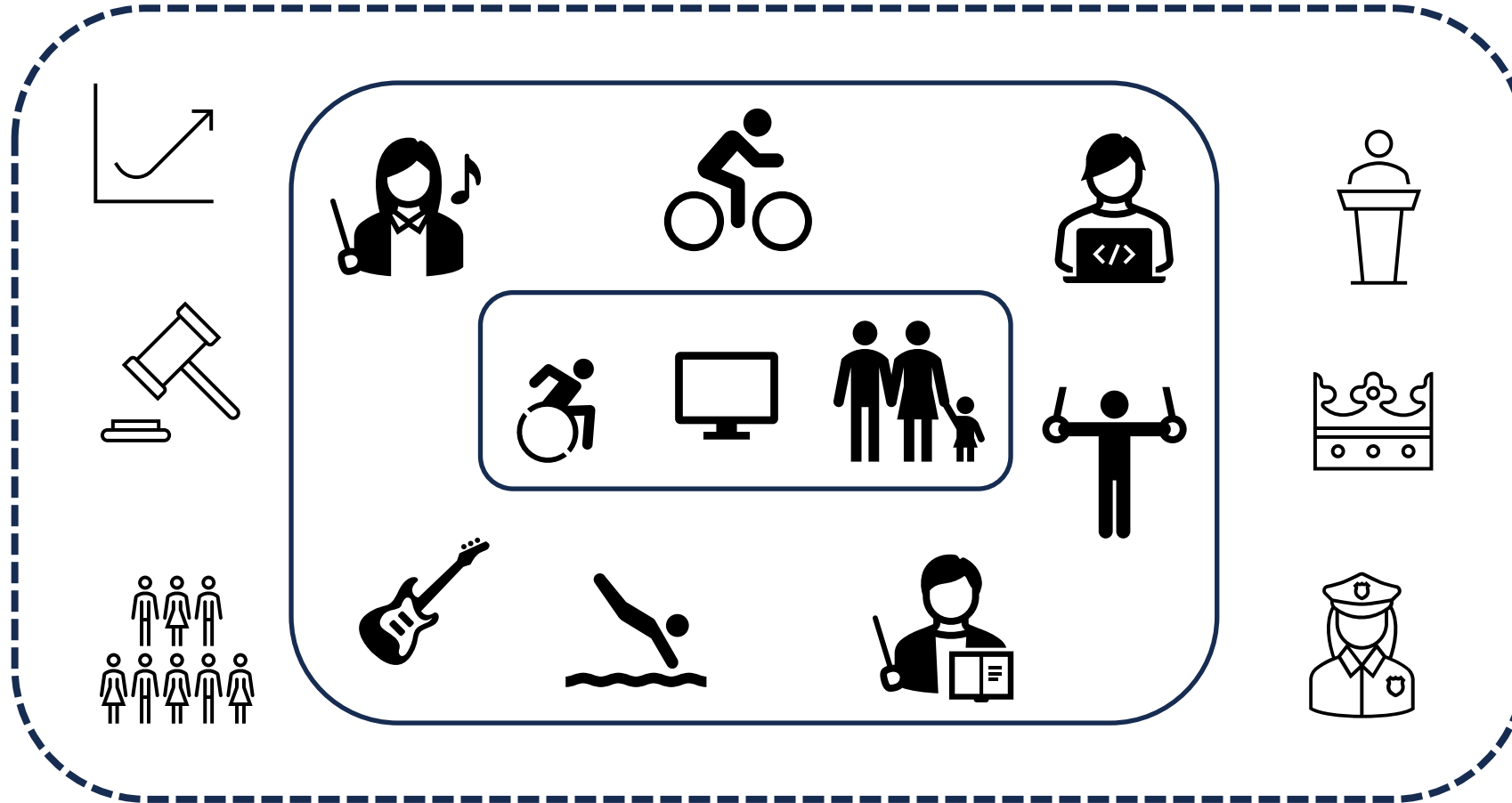
SIPA toolbox concepts

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Service ecosystem

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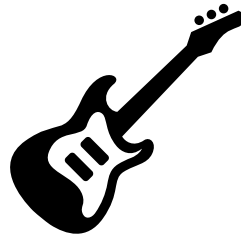
Resource integration

Service ecosystem

A service

A service is "the application of specialized competences (knowledge and skills) through deeds, processes, and performances for the benefit of another entity or the entity itself" (Vargo and Lusch 2004 p. 2).

Value co-creation

Boundary resource
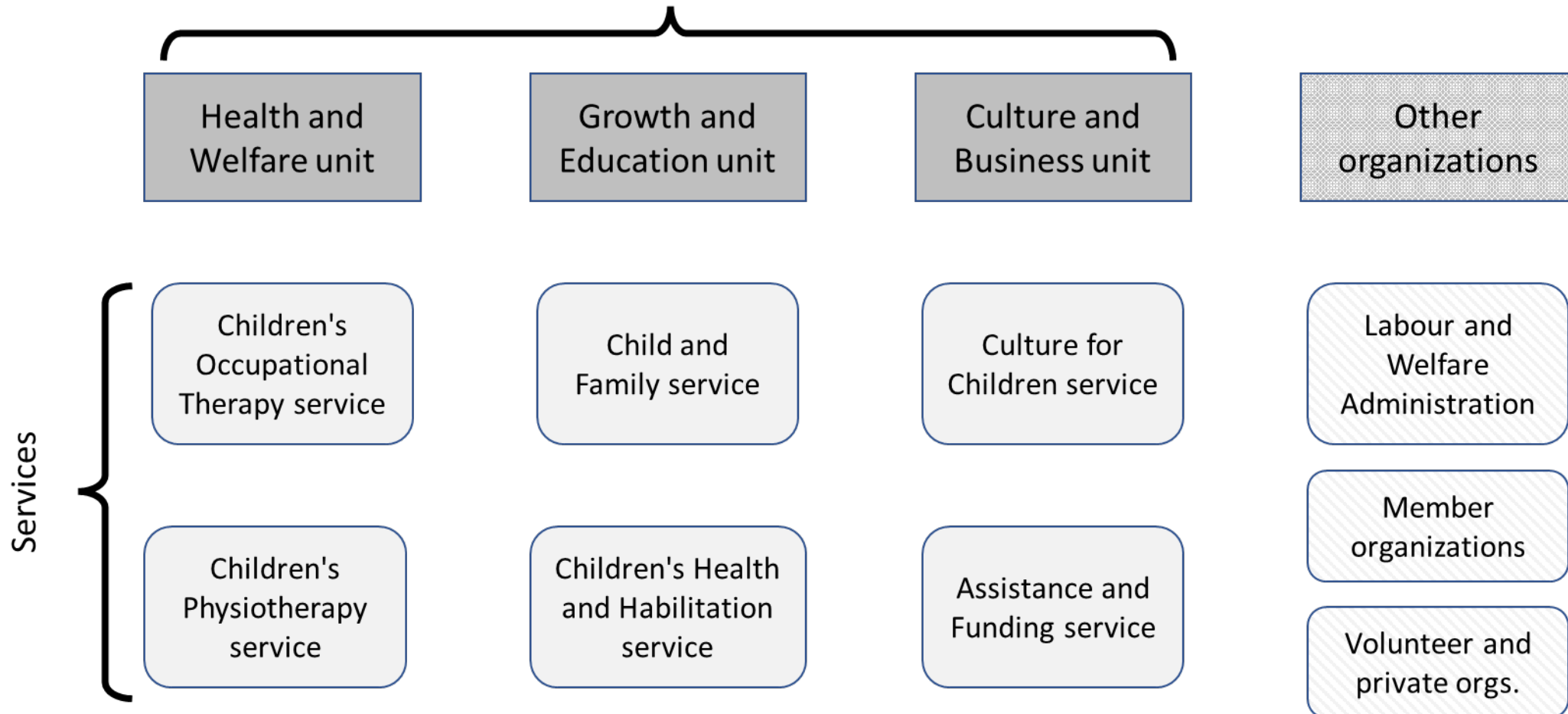
What is the ecosystem for your research outcome?

Research

Knowledge co-creation

Application

Value co-creation

Anna's service ecosystem

Organizational units in the municipality

Health and Welfare unit	Growth and Education unit	Culture and Business unit	Other organizations

Services

Children's Occupational Therapy service	Child and Family service	Culture for Children service	Labour and Welfare Administration
Children's Physiotherapy service	Children's Health and Habilitation service	Assistance and Funding service	Member organizations
			Volunteer and private orgs.

Let's take a break!

SIPA toolbox concepts

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- "a routinized type of behaviour which consists of several elements, interconnected to one other: forms of bodily activities, forms of mental activities, 'things' and their use, a background knowledge in the form of understanding, know-how, states of emotion and motivational knowledge" (Reckwitz 2002 p. 249).
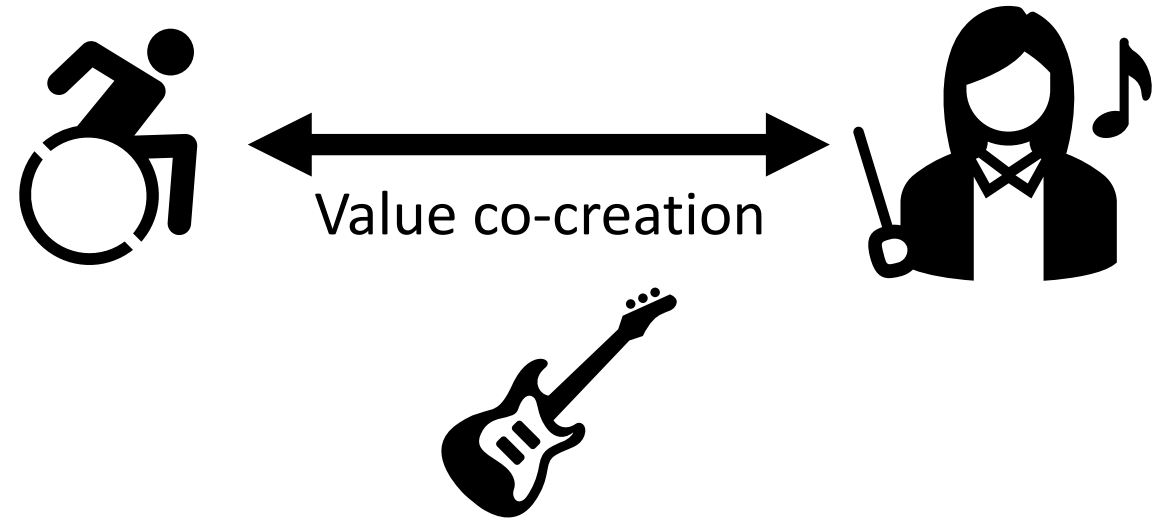

Source: Unknown

Practice

- "a **routinized** type of **behaviour** which consists of several elements, interconnected to one other: forms of **bodily activities**, forms of **mental activities**, '**things**' and their use, a background **knowledge** in the form of understanding, know-how, states of **emotion** and **motivational** knowledge" (Reckwitz 2002 p. 249).
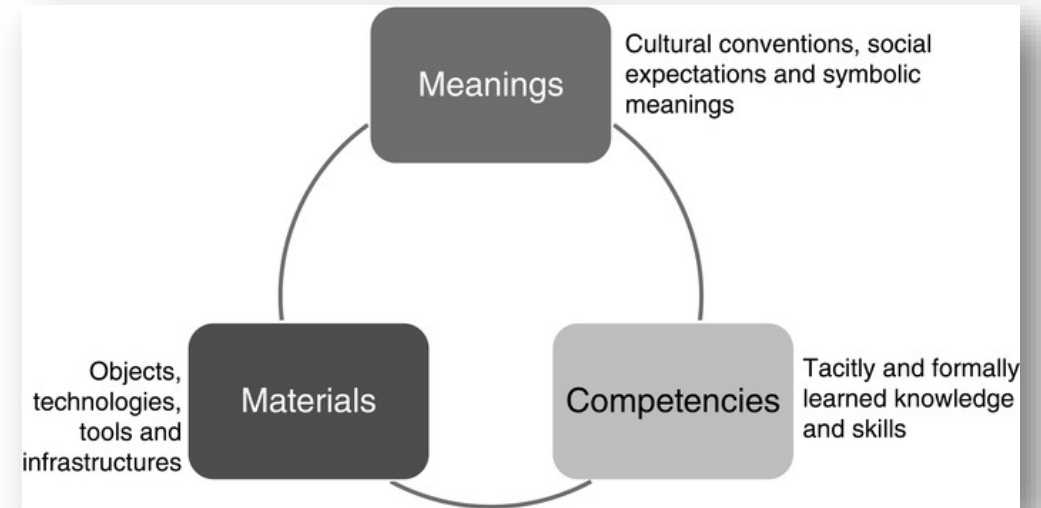

Source: Unknown

Practice

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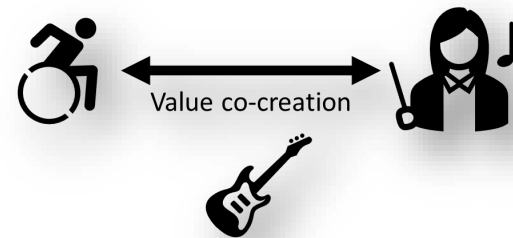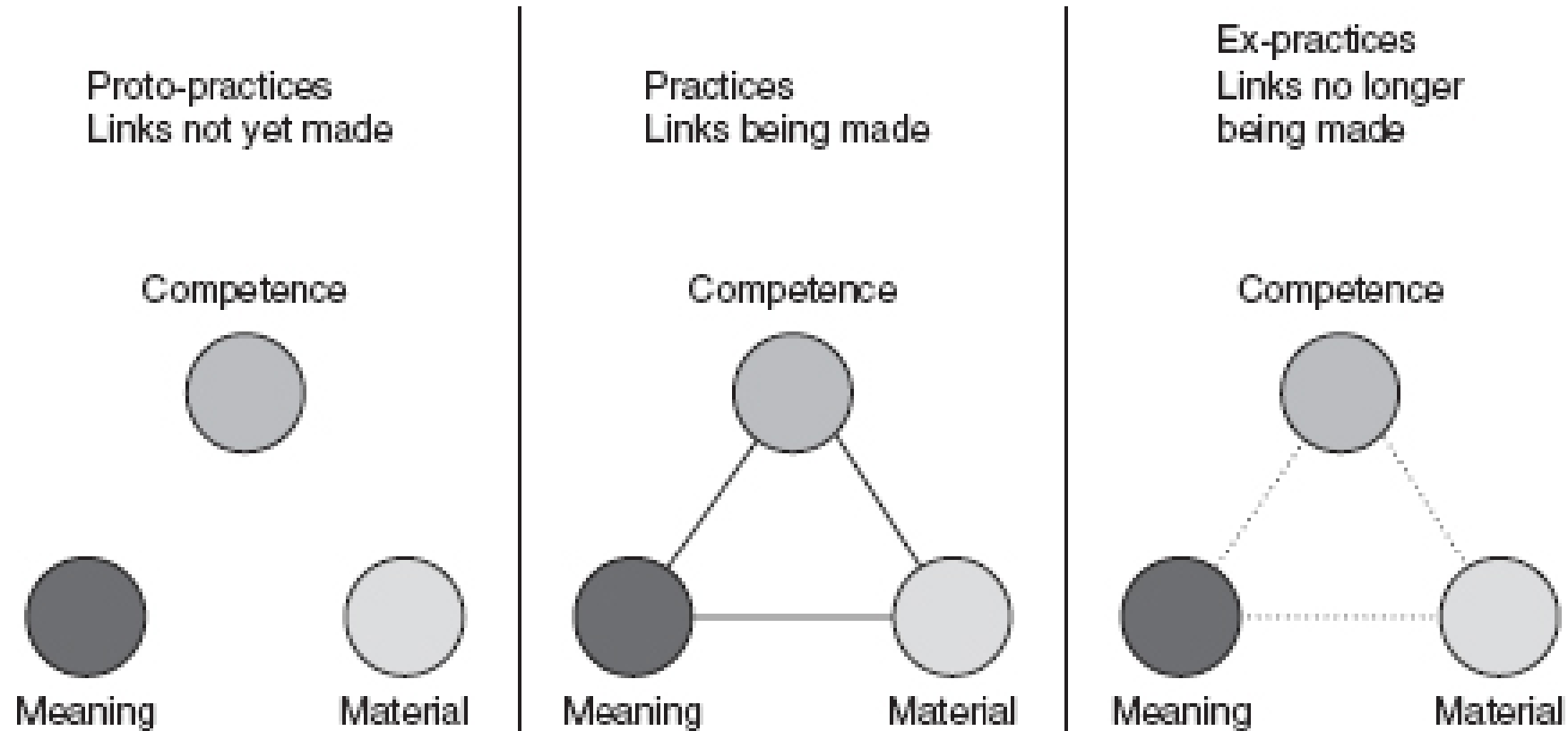
Value co-creation

Practice

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(Shove et al. 2012)

Innovation as evolution in our practices

Proto-practices
Links not yet made

Competence

Meaning   Material

Practices
Links being made

Competence

Meaning   Material

Ex-practices
Links no longer
being made

Competence

Meaning   Material

What are the practices in your service ecosystem?

Research

Knowledge co-creation

Application

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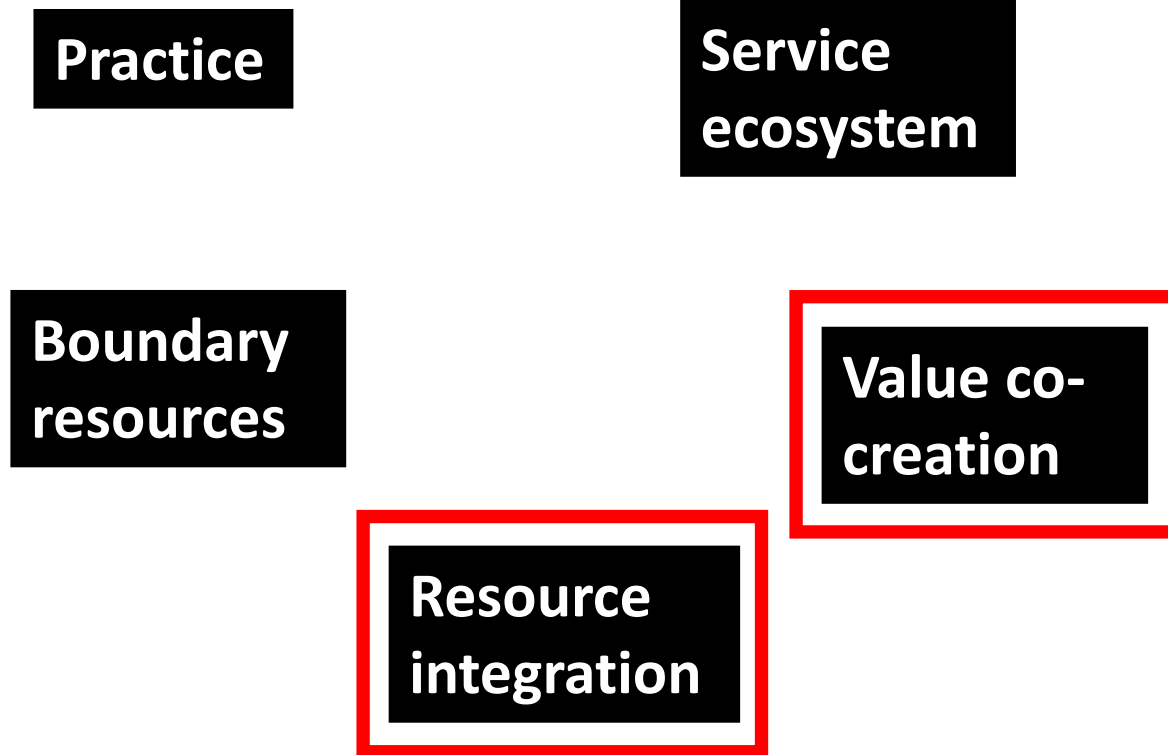
Value co-creation

- Types of value
  - Value-in-exchange.
  - Value-in-use.

- "Value is cocreated by multiple actors, always including the beneficiary."

- "Value is always uniquely and phenomenologically determined by the beneficiary" (Vargo and Lusch 2016).

- Wrong value propositions are one of the major reasons why technologies fail.

Value co-creation
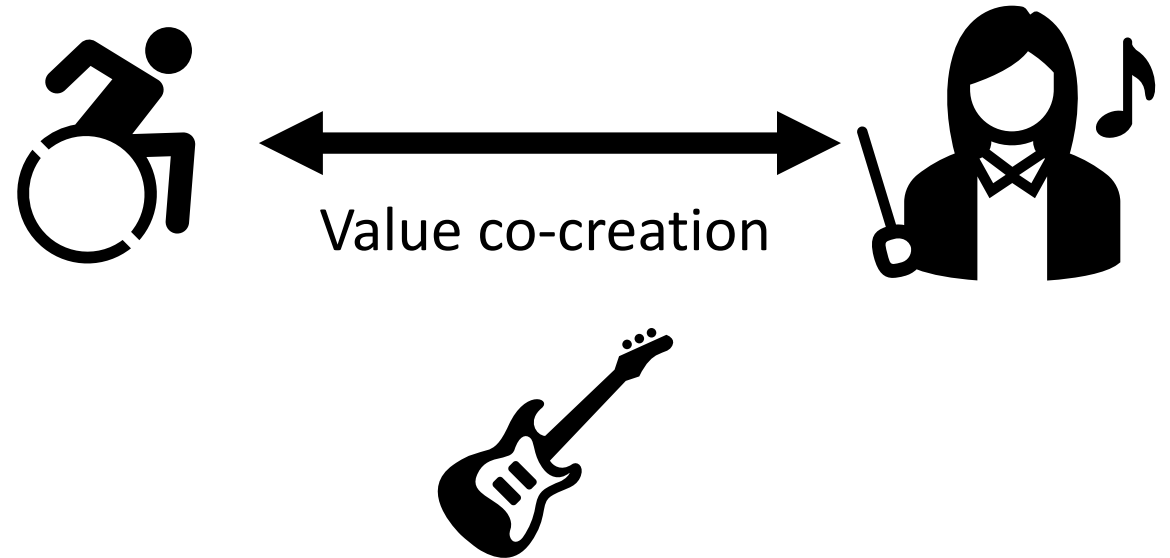
Resource integration

- ## What is a resource?
  - Operand resource: Material.
  - Operant resource: Skill.

- ## Resource integration: The *practice* of integrating the value created in a service into our everyday practice.
  - Varies based on an individual's available resources.

- ## Failed resource integration is one of the main reasons technologies don't get used!

Source: Unknown

Can you think of any values and resource integration practices in your service ecosystem?

Research

Knowledge co-creation

Application

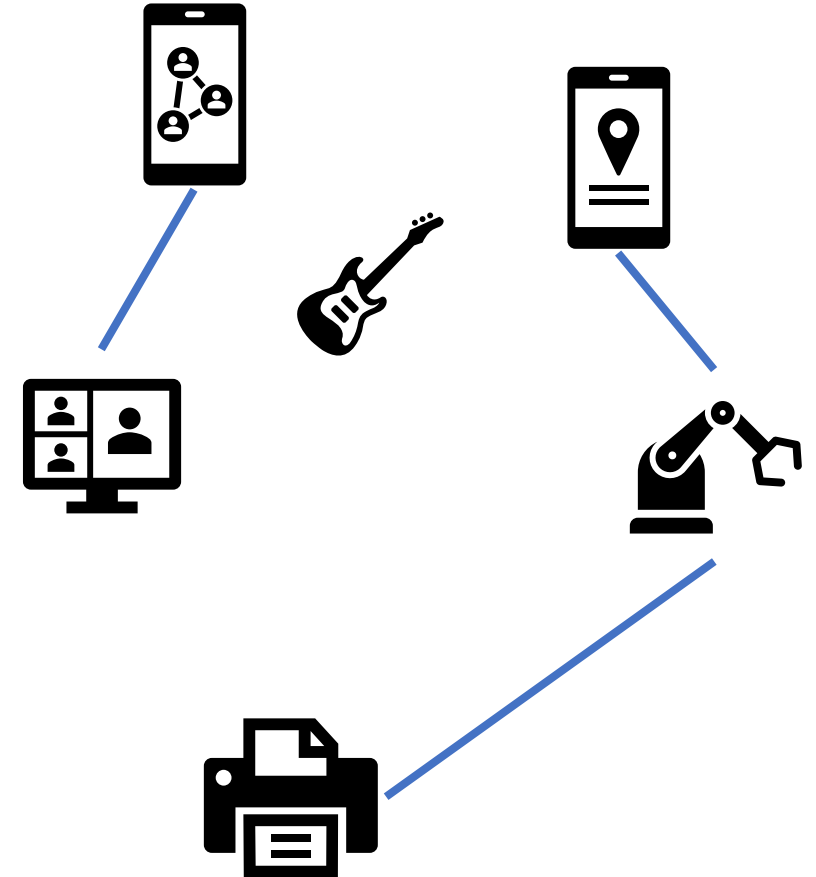Value co-creation

Practices and values from Ann's case

Main actors	Involved practices	What is valued?
Children	Search for information. Judge the settings for leisure activities. Participate in leisure activities. Maintain a social network of peers	Self-regard, social inclusion as equal and fair treatment, participation to fun activities where they experience mastery
Parents	Search for information. Learn about leisure activities. Assist their children in all the steps of participation. Get involved as volunteers. Participate in parents networks	Social inclusion of their children at the same level as other children. Equal rights for their children. Assistance and respite
Municipality activity organizers	Organize leisure activities. Handle administrative overhead related to resource allocation. Create activity descriptions	Activate children in leisure activities according to the national guidelines. Provide fair and universal access to leisure activities
Other activity organizers	Organize leisure activities. Recruit volunteers. Handle administrative overhead related to resources and marketing	Include disabled children. Sustain voluntary activities by recruiting parents. Make activities financially future-proof
IT experts	Develop or acquire IT solutions. Integrate with national IT infrastructures	Provide elegant and efficient (IT) solutions with the lowest cost
Politicians	Legislation. Budgeting. Negotiating	Find the best socio-economical tradeoffs for the inclusion of children with disabilities

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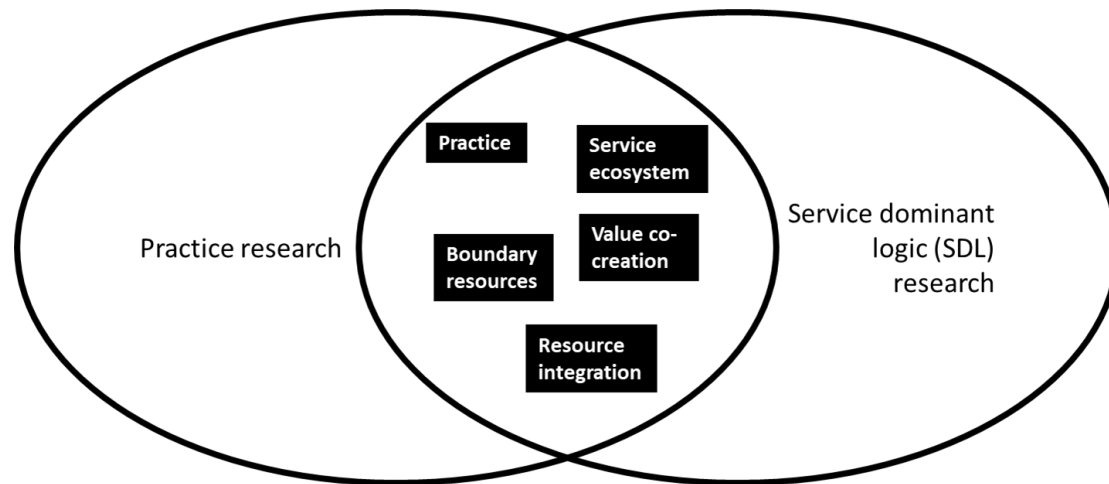
Resource integration
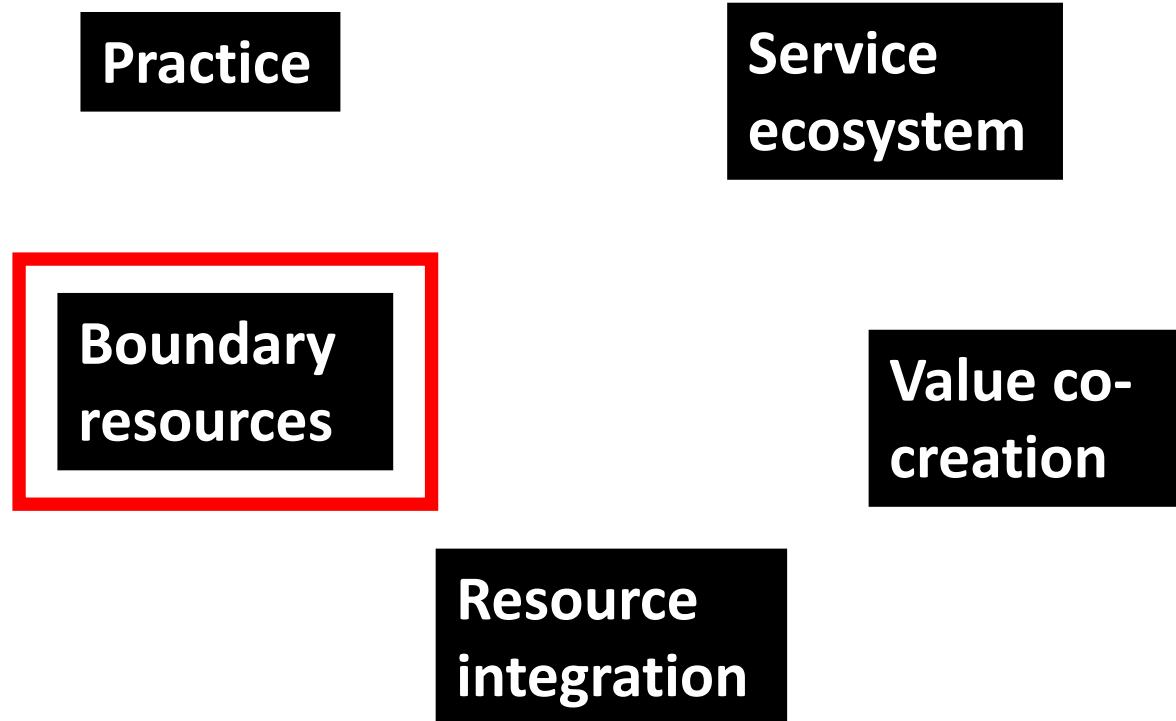
Boundary resources

- "the stability of human social orders beyond particular contexts of action can only be explained when one allows for the work performed by objects—symbols alone do not resolve this puzzle" (Nicolini et al. 2011 p. 613).
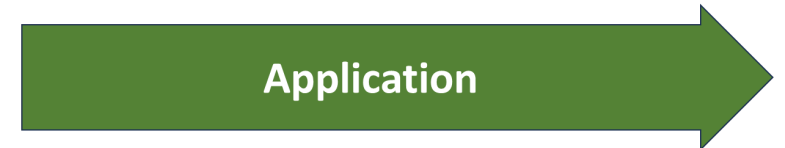
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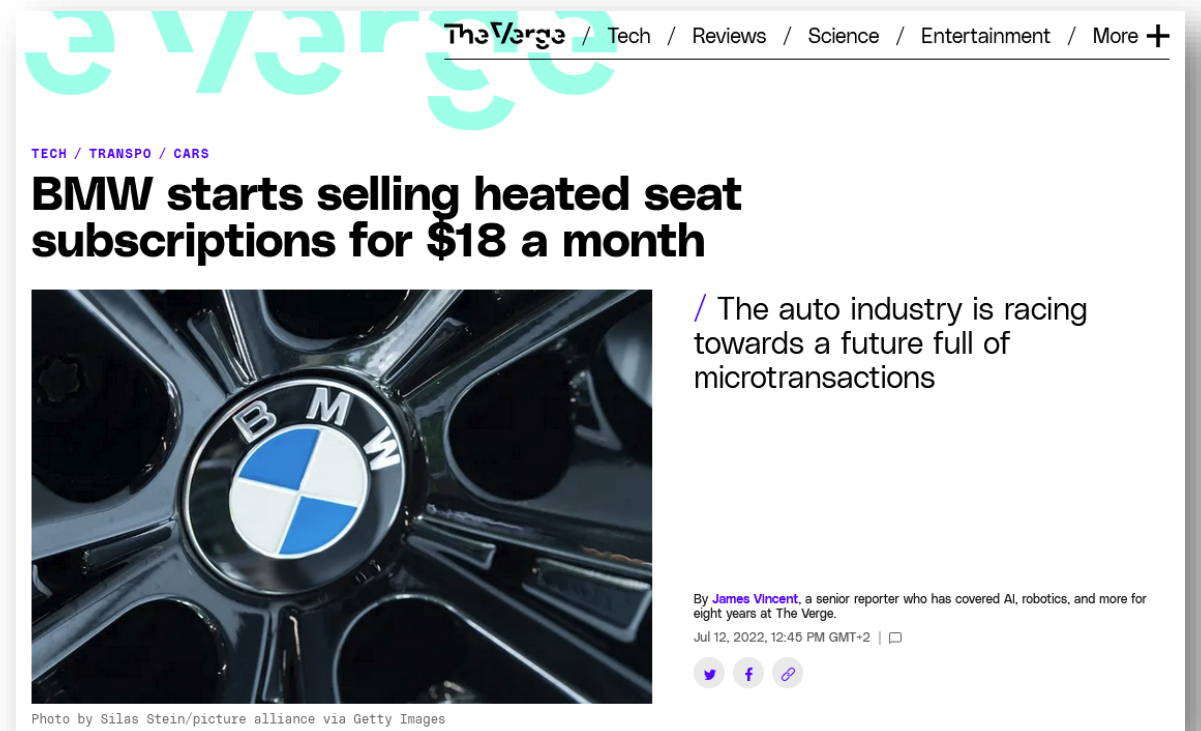- What is SIPA?
- Why SIPA?
- Can we know everything?

Why SIPA?

Why a service-inspired toolbox?

- The service sector counts for more than 70% of total employment and value-added in OECD countries.

- Chances are, whatever your research outcome will be, it will be wrapped and sold as a service if ever commercialized.

- Service exchange is a universal concept.

- SIPA's focus on value-creating **sociotechnical practices** provides a powerful analytical toolbox with empirical foundations.


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By James Vincent, a senior reporter who has covered AI, robotics, and more for eight years at The Verge.

Jul 12, 2022, 12:45 PM GMT+2 | ▭

Photo by Silas Stein/picture alliance via Getty Images

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Unforeseen consequences of design
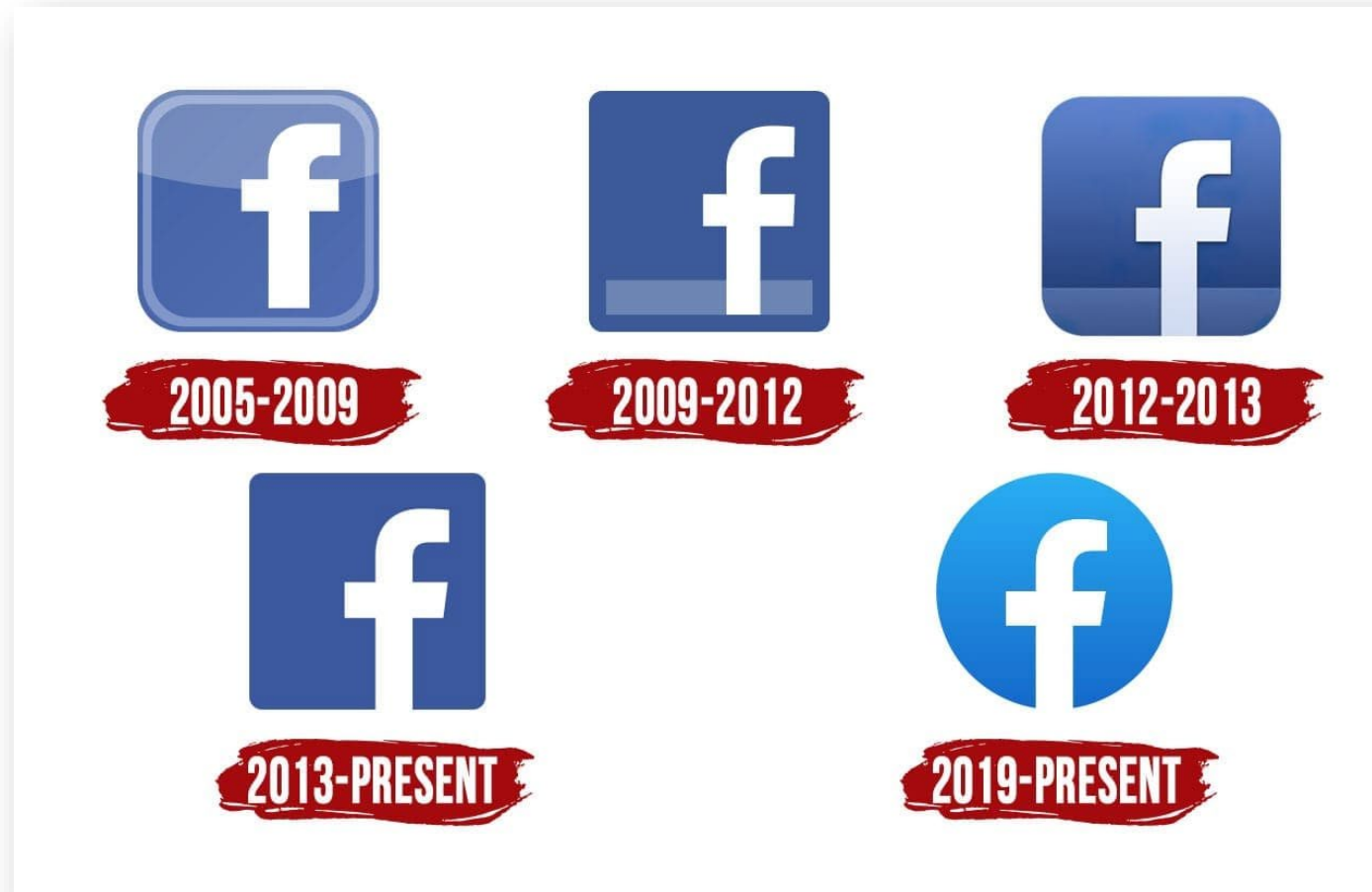
From future-proofing to sustainable design

A worker in the Shinkolobwe mine, the source of the uranium for the first atomic bomb. PHOTOGRAPH: AP PHOTO/SCHALK VAN ZUYDAM

NGOFEEN MPUTUBWELE   BACKCHANNEL   AUG 21, 2023 6:00 AM

The Dark History *Oppenheimer* Didn't Show

Coming from the Congo, I knew where the essential ingredient for the atomic bombs was mined, even if everyone else seemed to ignore it.

PAPÀ, MY DAD, told me a story long ago about the uranium that powered the first nuclear bombs. The ones dropped on Hiroshima

FEATURED VIDEO

BUSINESS • TECHNOLOGY

Exclusive: OpenAI Used Kenyan Workers on Less Than $2 Per Hour to Make ChatGPT Less Toxic

This image was generated by OpenAI's image-generation software, Dall-E 2. The prompt was: "A seemingly endless view of African workers at desks in front of computer screens in a printmaking style." TIME does not typically use AI-generated art to illustrate its stories, but chose to in this instance in order to draw attention to the power of OpenAI's technology and shed light on the labor that makes it possible. Image generated by Dall-E 2/OpenAI

Thank you for your participation!

Let's hear your feedback and questions....