

# **Awareness of Open Innovation and Innovation Contests among Young Millenials in Austria**

Results of a Representative Study in Q1/2020

**Dominik Walcher**

Design and Product Management | Design Research Salzburg DE | RE | SA  
Salzburg University of Applied Sciences

**Markus Petruch**

Forest Products Technology and Management  
Salzburg University of Applied Sciences

**Suggested Citation:**

Walcher, D. / Petruch, W. (2020): Awareness of Open Innovation and Innovation Contests among Young Millenials in Austria - Results of a Representative Study in Q1/2020; DE | RE | SA – Design Research Salzburg, Center for Co-Creation, Salzburg University of Applied Sciences, Austria.

# Background

## Research question / Survey period:

Awareness of OI and IC among Young Millennials in Austria. / February and March of 2020.

## Participants:

757 panel members (institution: Dynata.com): 365 males (48%) / 392 females (52%)

Young Millennials (between 20-29 years of age;  $\mu=24.6$ ;  $\sigma=2.8$ )

## Representativeness:

*"The participants accurately represent the target group's ratio of women and men as well as the distribution across the nine different Austrian federal states."*

Residence	male	female	total
Burgenland	13	10	23
Carinthia	22	22	44
Lower Austria	62	65	127
Salzburg	22	25	47
Styria	52	54	106
Tyrol	31	35	66
Upper Austria	55	63	118
Vienna	96	100	196
Vorarlberg	12	18	30
total	365	392	757

Absolute number of participants by gender and residence.

Education	#	%
Compulsory education	50	6,6
Professional education	182	24,0
A-level	323	42,7
College / University degree	185	24,4
no schooling	4	0,5
other	13	1,7
total	757	100,0

Profession	#	%
in education	215	28,4
employed	442	58,4
self employed	23	3,0
other	77	10,2
total	757	100,0

Education and profession of participants.

# Items

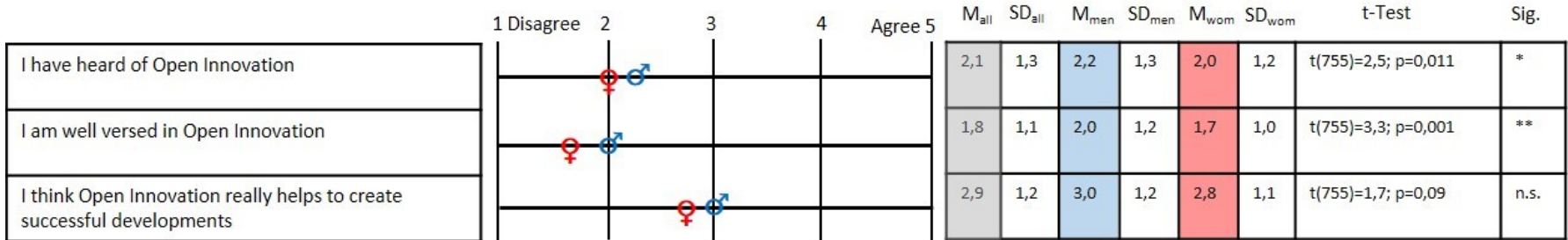
*“After a short introduction and explanation, the participants were asked to answer questions concerning their perception and awareness of OI and IC on a 5-point Likert scale (1=disagree, 5=agree).”*

<b>Questions concerning Open Innovation</b>
I have heard of Open Innovation
I am well versed in Open Innovation
I think Open Innovation helps to create successful developments
<b>Questions concerning Innovation Contests</b>
I have heard of Innovation Contests
I am well versed in Innovation Contests
I think Innovation Contests help to create successful developments
I think Innovation Contests are a very contemporary method to integrate users into the development
Innovation Contests are a questionable method of companies to inexpensively acquire user ideas

Questions concerning the awareness and assessment of Open Innovation and Innovation Contests.

# Results

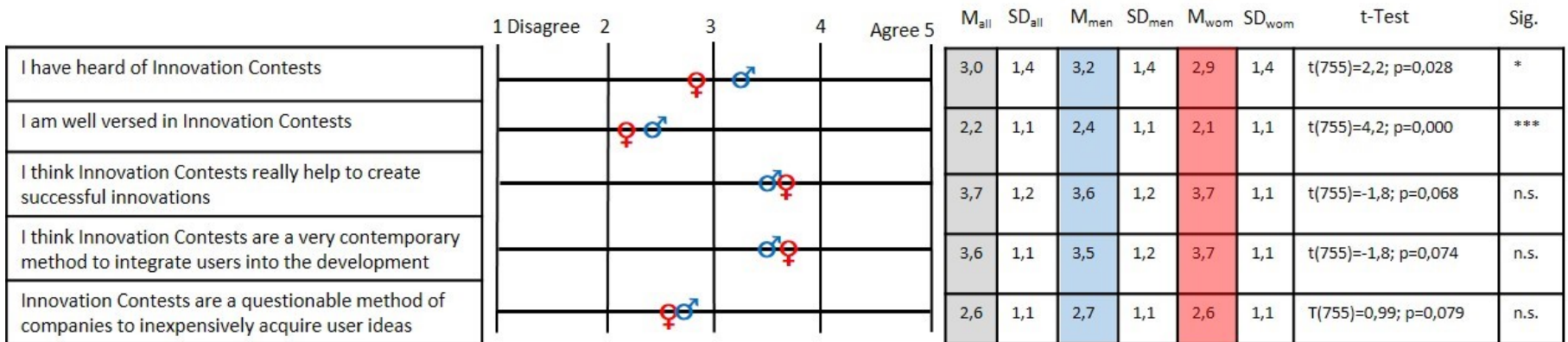
## Assessment of Open Innovation:



n<sub>all</sub>=757; n<sub>men</sub>=365, n<sub>wom</sub>=392 | p\* < 0,05; p\*\* < 0,01; p\*\*\* < 0,001

*“20% of all participants have participated in ICs one or several times (with a 60% share of men) in the context of a specific initiative (e.g. ideenwettbewerb.at), in school or at university, in a corporate context (e.g. „Avoid Plastic“ contest of REWE-Group) or in the community (e.g. city planning Vienna).”*

## Assessment of Innovation Contests:



n<sub>all</sub>=757; n<sub>men</sub>=365, n<sub>wom</sub>=392 | p\* < 0,05; p\*\* < 0,01; p\*\*\* < 0,001

## Conclusions

- It was found that ICs are more well-known than the superordinate concept of OI.
- OI has been an important part of the Austrian government's goals for the future for several years and should not be underestimated as an innovation strategy. Therefore, considerations should be made regarding the promotion of the topic to the general public.
- Moreover, organizers of ICs have to show the conditions and processes as well as the assessments and results of their idea competitions in a transparent manner to avoid any public doubts and misbeliefs.

## Contact

Dominik Walcher

Design and Product Management | Design Research Salzburg DE | RE | SA

Salzburg University of Applied Sciences

**dominik.walcher@fh-Salzburg.ac.at**

## Download

ResearchGate:

[https://www.researchgate.net/publication/341932061\\_Awareness\\_of\\_Open\\_Innovation\\_and\\_Innovation\\_Contests\\_among\\_Young\\_Millennials\\_in\\_Austria\\_Results\\_of\\_a\\_Representative\\_Study\\_in\\_Q12020](https://www.researchgate.net/publication/341932061_Awareness_of_Open_Innovation_and_Innovation_Contests_among_Young_Millennials_in_Austria_Results_of_a_Representative_Study_in_Q12020)

SSRN:

[https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=3619879](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3619879)