Leveraging Social Media for Collective Creativity
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“Design is not about a sole individual who comes up with an idea. It is about consolidating lots of ideas that may stem from multiple people or disciplines.”
– Industrial Designer, Novice

“I ask for examples as inspiration but also as a form of research to better understand the problem.”
– Industrial Designer, Novice

“It helps me refine or adjust an area that I don’t like as much as I should.”
– Industrial Designer, Expert

“[W]e need to make sure our design holds true to our values... and does not infringe (patent wise or aesthetics wise) on another competitor’s product.”
– Industrial Designer, Expert

“Talking to people in person lets you ask questions that may arise from their answers giving them a chance to elaborate.”
– ID, Novice

60% of designers preferred to share examples face-to-face

Novices used social networking sites 4x as often for example sharing

“...[S]ocial networking sites are gaining momentum, and I have recently been surprised by how many responses you can garner from them”
– ID, Novice

“Friends... are [a] good source of fast gut checks. Colleagues... have expertise that friends lack, and can remain more objective and critical.”
– Engineering Designer, Expert

“Post to design blog 0%
Family members 8%
Design colleagues 58%
Other 10%
Email to list-serve 0%
Close personal friend 24%”