

# **STANFORD CENTER FOR INNOVATION & COMMUNICATION**

## **The Role of Shared Language in the Innovation Economy**

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# Center for Innovation and Communication

## WELCOME!

- » [What is INJO?](#)
- » [Recent news](#)
- » [Funders & Partners](#)

The research center at Stanford pursues human-sciences and technology research in areas that will impact and promote the role of human communication in innovation processes and ecosystems. The center focuses especially on communication that addresses collective attention, the creation of shared language and that influences public agendas. This includes journalism, public relations, and public communication involving stakeholders in innovation ecosystems.

This involves, for example, looking at how journalism and other communication influences innovation, how innovation influences journalism and other communication, and the ability of journalism and other communication to recognize and cover innovation. It involves looking at the connections between communication, formation of shared language, and innovation capacity.

The Center is building a network of researchers in innovation and communication by hosting visiting scholars and collaborating with researchers in other countries. The center invites more countries and organizations to support research in the field, and to support the Innovation Journalism Fellowship Program, where professional journalists from around the world develop expertise and look into best practices of journalism covering innovation through seminars at Stanford and collaboration with hosting US newsrooms.

The Center for Innovation and Communication (formerly the Center of Innovation Journalism) was founded in January 2009 by the H-STAR institute (Human-Sciences and Technologies Advanced Research institute) of Stanford University and VINNOVA (the Swedish Governmental Agency for Innovation Systems). The new center is based on the Innovation Journalism Fellowship Program, the world's first fellowship program in innovation journalism, which was started by Stanford and VINNOVA in 2004.



H-STAR is a Stanford interdisciplinary research center focusing on people and technology - how people use technology, how to better design technology to make it more usable (and more competitive in the marketplace), how technology affects people's lives, and the innovative use of technologies in research, education, art, business, commerce, entertainment, communication, national security, and other walks of life.

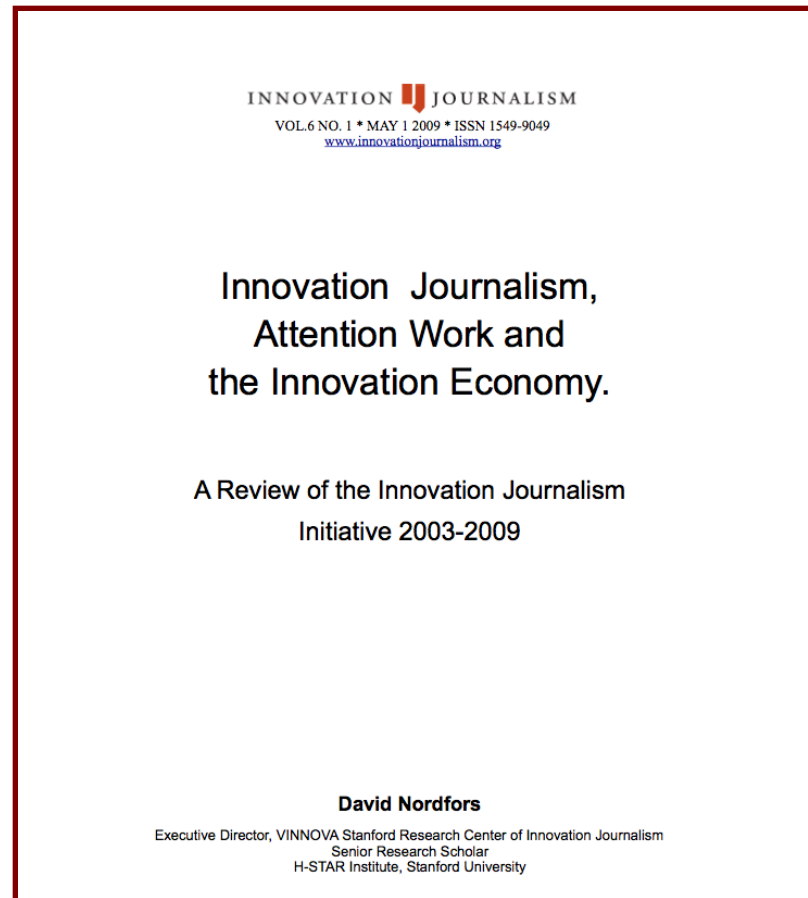


## The Research Center

- The Innovation Journalism Fellowship Program
- Research (Visiting researchers): Innovation, Communication and Society
- Design Research + Innovation Communication
  - “The Story is a Part of the Product”
  - “Group Cognition, Innovation & Communication, Design”
- Founding Faculty Director: Stig Hagström
- Faculty co-Director: Larry Leifer
- Founding Executive Director: David Nordfors



# Summary of Injo Concepts + Initiative



# EVERY INNOVATION NEEDS

- A Name – so we can refer to it (Brand)
- A Definition – so we know what it is (Product/Service)
- A Story– so we can relate to it (Marketing)



# Innovation Requires Language

- **Innovation = introduction of something new**

Introduction requires communication

Communication requires language

Something new needs a name and narratives in order to be discussed

The News shapes and spreads the new words and narratives so that new things can be discussed and introduced.

The Innovation Communication Ecosystem is fed and driven by the News



# We need a language for innovation

- **InJo gives language for discussing e.g.**

How innovation happens

Who does what, and why, in the innovation ecosystem

Our ability to innovate and our competitiveness

What stops us or enables us from innovating

What we can do about it

Who wants to do what about it (politics of innovation)

Innovation trends and happenings

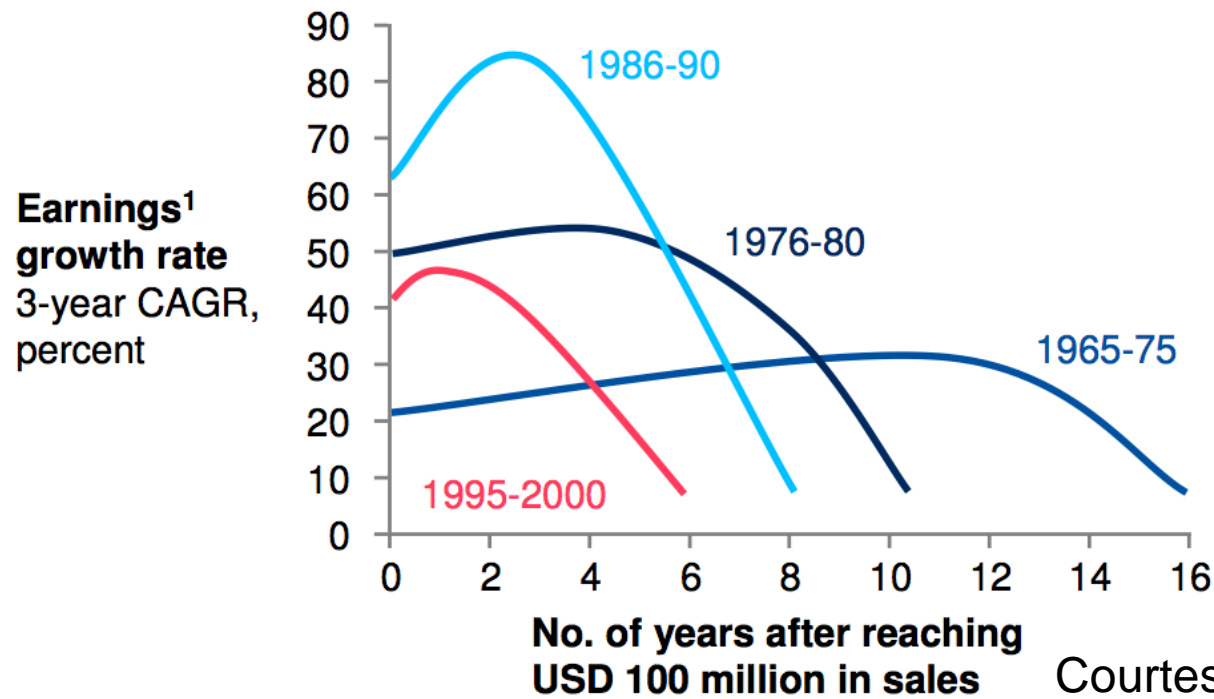


**Suggestion: We Can Not Innovate  
Faster Than We Can Create  
New Shared Language**





## PRODUCT LIFE CYCLES ARE SHORTENING



Courtesy Andre Andonian

1 Beverage, tobacco, food, and converted paper product manufacturer

SOURCE: IW/MPI Census of Manufacturers; McKinsey survey

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# Innovation is Core Business

“**90%** of Intel’s revenues come from products released **less than a year ago**”

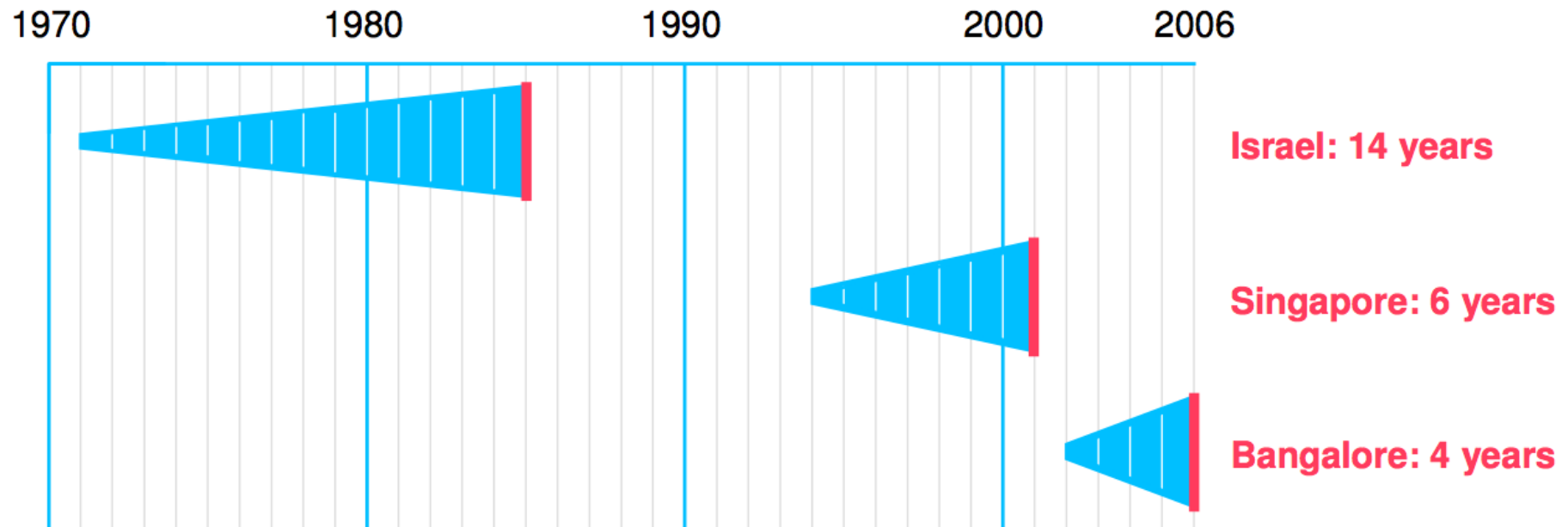
Will Swope, VP Intel  
WEF, Dalian, Sep 2009



## CLUSTERS DEVELOP WITH INCREASED SPEED

Time taken for clusters to reach critical size<sup>1</sup>

No. of years



<sup>1</sup> Defined as time required to increase from 50 to 200 patents per year

SOURCE: USPTO; McKinsey & Company

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# The Innovation Economy is an Attention Economy

- Innovation = Introduction of Something New
- Innovation is an ecological process
- Ideas & people need to survive selection!

Funding decisions, Technology decisions, Customer decisions

Public policy decision, etc.

- **ATTENTION IS A SCARCE COMMODITY**



## **Proposed new concept: Attention Work**

- **Attention Workers generate and broker attention professionally**
- **Examples of Attention Work: Journalism, PR, Lobbying, Marketing**

(Nordfors / Innovation Journalism Vol.3 No.5 Oct 25 2006)



**Proposed concept:**

# **The Innovation Communication System**

- An **Innovation Communication System** deals with **the flow of attention** among people, enterprises and institutions which is key to an innovative process.
- Key Actors: Attention Workers
- ICS is a part of the Innovation System

(Nordfors / Innovation Journalism Vol.3 No.5 Oct 25 2006)

