

## Abstract 20

### TRIPLE HELIX ACTORS COMMUNICATION: ASSESSING THE INSTITUTIONAL AFFILIATION OF COMMUNICATION FORMATS

Practical case

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#### Abstract text:

##### Introduction

The Triple Helix model contains fundamental importance of communication between representatives of various institutional spheres. It can be considered in two perspectives. The first perspective is circulation of information and knowledge within and between institutional areas. Government, academia and industry have different sources of capitalization of knowledge and rules of communication and dissemination of information. "In the Triple Helix model, each spiral, when interacting with the other two, creates a "superimposition of communication links, networks and organizations" [1].

The second perspective is transition from a linear model of innovation to a non-linear one, based on the network and needs of society. The transition from one model to another creates the need for research of communication and practices of knowledge distribution (e.g., discursive knowledge) and information distribution.

The space of hypotheses, around two perspectives, can be formed regarding communication formats and their connection with the institutional affiliation of the organizers and participants of communication. The authors take part in the implementation of a pilot project in Russia, which is focused on the development of communication of the Triple Helix actors in the orientation on innovation-based economic growth. An experiment in the field of communication in the innovation sphere has been launched in Russia. A unique network of co-working spaces, named "Boiling Point", has been created.

Over the past 10 years, the set of tools has improved significantly to assess the level and quality of interaction of the Triple Helix actors. These tools include data analysis methods. The digital platform of the "Boiling Points" network allows you to record a "digital footprint" after each event.

##### Purpose

The purpose of the research is to test the hypothesis about the dependence of communication formats on the institutional affiliation of event organizers:

- business, government and universities choose different communication formats to solve their tasks;
- to evaluate the communication of the Triple Helix actors and its thematic landscape through the evaluation of event formats;
- the number of participants and the professional diversity of participants depends on the chosen communication format and the institutional affiliation of the event organizer;
- communication formats allow you to establish relationships between representatives of different institutional areas;
- different participants in events of different formats are involved in communication differently.

##### Originality/Value

The importance of this work lies in the availability tools for analyzing the communication of the Triple Helix actors, which takes place daily in more than 40 regions of Russia. The "Boiling Points" project allows you to bring communication from an isolated internal format to a public open area. The digital

“Boiling Point” network platform allows you to track and evaluate the quality of communication of the Triple Helix actors.

Design and Methodology

The authors of the article analyzed data on almost 19 thousand events that took place over 3.5 years (from January 2016 to May 2019) in 23 different formats. The data set is based on data on the activities of 38 “Boiling Points” in more than 40 regions of Russia (total - 85 regions).

Results and findings

1. The agenda in the “Boiling Point” network is set by industry, as it leads in the number of events organized. Industry is a clear leader and holds 31.3% of events. In second place are universities with 21.3% of events. A sixth of the activities are carried out by voluntary civic associations - 16.3%. Authorities organize 6.81% of events.

2. To assess the thematic landscape, a frequency analysis of topics from all 19 thousand events was carried out. Connections between events of different communication types based on four groups of words have been established: activity words (design, develop, etc.); words reflecting the "genome" of the Network (National Technology Initiative, ecosystem, CDO, etc.); words reflecting the sphere (education, science, etc.); words reflecting technology (machine learning, artificial intelligence, etc.). The round table, meeting, task force meeting, strategic session, conference and forum are most closely related, which means high thematic proximity with the agenda of events in these communication types.

The second cluster of thematically similar formats is formed by such formats as a lecture, training. A separate communication type is the acceleration program, the thematic focus of which is unique due to solving specific problems in the field of business and technology.

3. An important indicator is the professional diversity of the composition of the participants in the events. Events organized by business are characterized by both a small professional diversity (for example, a meeting of a working group – from 3 to 10 professional positions) and a high number of professional diversity (forum - from 11 to 42 professions, a conference - from 7 to 32 professions, an acceleration program - from 7 up to 23 professions, etc.). There are more communication types of events with a high variety of professional positions.

4. Most often, “weak” relations between participants appear after participating in events of such formats as the acceleration program and foresight session, which are associated with the creation of a new business and the formation of a joint vision of the future.

5. In general, the participants in events of various formats are dominated by managers and representatives of education and science. Technological specializations are less covered by communication than managerial ones. This means that despite the growth of open platforms, a common license, the exchange of experience, open repositories of codes and other open collaboration tools, a significant amount of communication in the field of creating new products and technologies is still carried out in isolation inside companies and specialized R&D centers without leaving to public venues.

Impact

The assessment of event formats allows us to develop recommendations for supporting communication in the innovation sphere. Three main principles of such policy can be distinguished, which should be shared by all Triple Helix actors:

- to maintain the purity of event formats and their observance. The quality and effectiveness of the communication of the Triple Helix actors depends on following the format.
- to support the formation of a thematic landscape of communication focused on innovation-based economic growth;
- use communication formats that provide a cross-institutional composition of participants and a professional mix to support the exchange of knowledge and information.

**Owner:**

Network of co-working spaces, named “Boiling Point”, has been created. Today, 40 of the 85 regions of Russia have created such spaces. The mission of the “Boiling point” network is to stimulate communication between representatives of universities, business and government to create a new economy and social practices.

**Geographical origin:**

the Russian Federation, Tomsk region

**References (Harvard style):**

[1] Etzkowitz, Henry. The Dynamics of Innovation: From National Systems and 'Mode 2' to a Triple Helix of University-Industry-Government Relations / Henry Etzkowitz and Loet Leydesdorff // Research Policy. - 2000. - Vol. 29. - Pp. 109–123.