Title	未来社会デザインを目的とした共創に関する研究
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Citation	
Issue Date	2024-03
Type	Thesis or Dissertation
Text version	ETD
URL	http://hdl.handle.net/10119/19051
Rights	
Description	Supervisor: 永井 由佳里, 先端科学技術研究科, 博士

Practical Research on Co-creation Theory
to Enable Effective Future Society Design

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In this thesis, the author conducted a practical research based on the experimental methods by creating different opportunities for co-creation in Japan. The purpose of the research is to explore theoretical frameworks for co-creation that enables unique Future Society Design giving consideration to peculiarities of Japanese culture. Based on the principals of Knowledge Science, various methodologies for co-creation as well as theories in the domain of Management Studies, Design Studies and Creativity Studies were referred for this research. More specifically, the author designed the support system to facilitate co-creational opportunities as well as knowledge co-creation to embody Service Design, Community Design and Shaping the Society located in the middle or late phases in the design transitional theory by T.Sunaga(2020). This research suggests the co-creational model for Future Society Design with the answers for MRQ by combining SRQs obtained through research on co-creation conducted in in Japan in the 2020's.

The answers for SRQs suggest the positive effect of combining two elements of co-creation, namely Individual and BA.

Firstly, individuals who participate co-creational process need to have creativity evoked by motivation. They create connection through gradual approach based on design research method. This allows them to initiate dialogues to gradually form a relationship as design partners. Such process necessitates abilities to synthesis different information, ideas and thoughts among participants as well as knowledge information gathered by Artificial Intelligence (AI). In addition, having adequate diversity within the group based on the common topics for conversation and similar views of the world is ideal.

Secondly, abundant input of knowledge-forming information is essential for successful co-creation. To collect and categorize such information, applying AI technology is considered to be effective. The easy access to such information enriches the knowledge circulation in co-creational activities. Thus, supportive functions for knowledge creation incorporating those resources are necessary. To enable this, this paper suggests method that utilize media information as well as above-mentioned synthesis. In this case, such functions are more effective with nature to recognize various motivations of individuals and to accept tension, contradiction and conflicts of ideas among the participants.

The outcome of the research shows the enhancing effect of interactions and communications in co-creational process on further success of open-innovation efforts and communities. The essence of the theory is derived from transformation of cognition and senses through co-creation as well as knowledge-creation.

The findings of this research are to enhance the effectiveness of Future Society Design in Japan from both theoretical and practical aspects from the view of Knowledge Science.

Keywords: Knowledge Science, Co-creation, Creative Thinking, Foresight, Motivation.