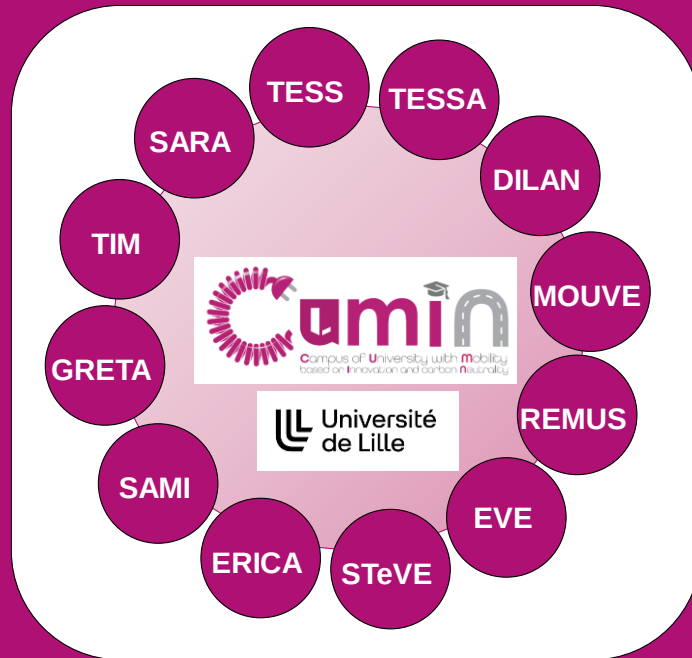




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Integrating Living Labs in Research: Studying Social Acceptability on Campus

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TVES

Outline



What is a Living Lab?



Why CUMIN is a Living Lab?



Using the Living Lab as a research methodology



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What is a Living Lab?

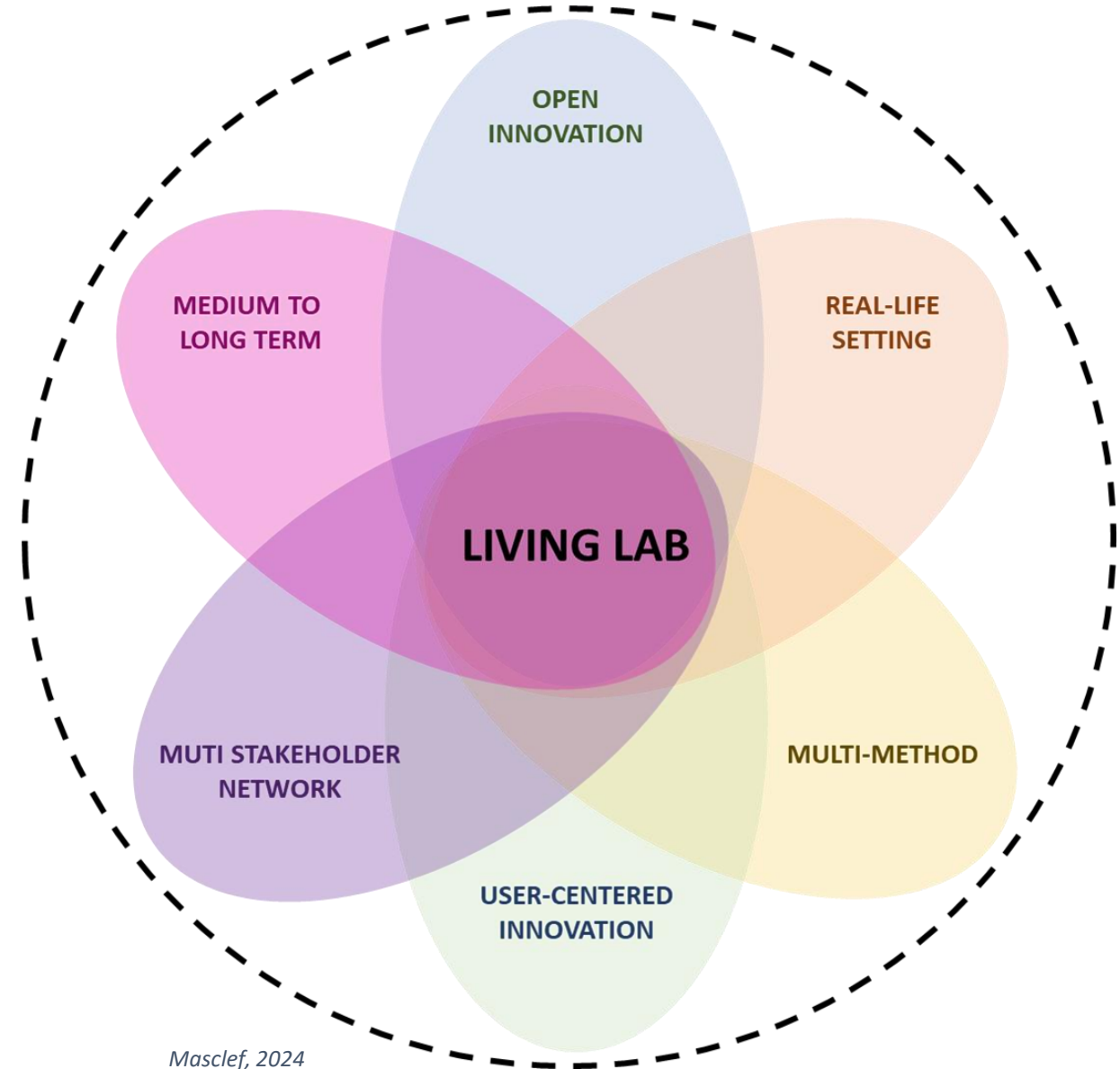
1. What is a Living Lab?

Different forms of the Living Lab :

- an environment
- a methodology
- and an approach

The European vision of the Living Lab:

- an open innovation network



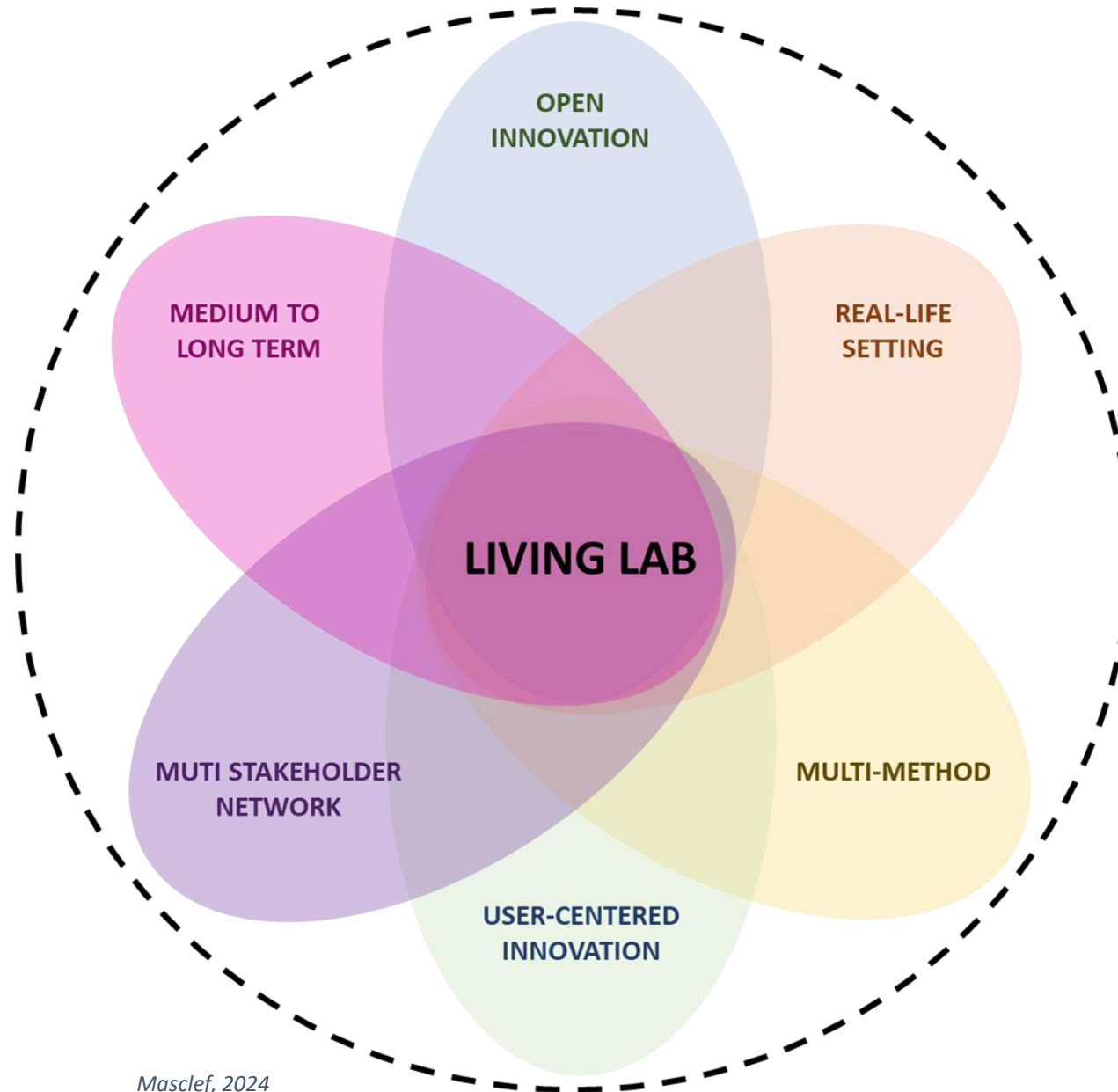
Masclef, 2024



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Why CUMIN is a Living Lab?

2. Why CUMIN is a Living Lab?





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Using the Living Lab as a research methodology

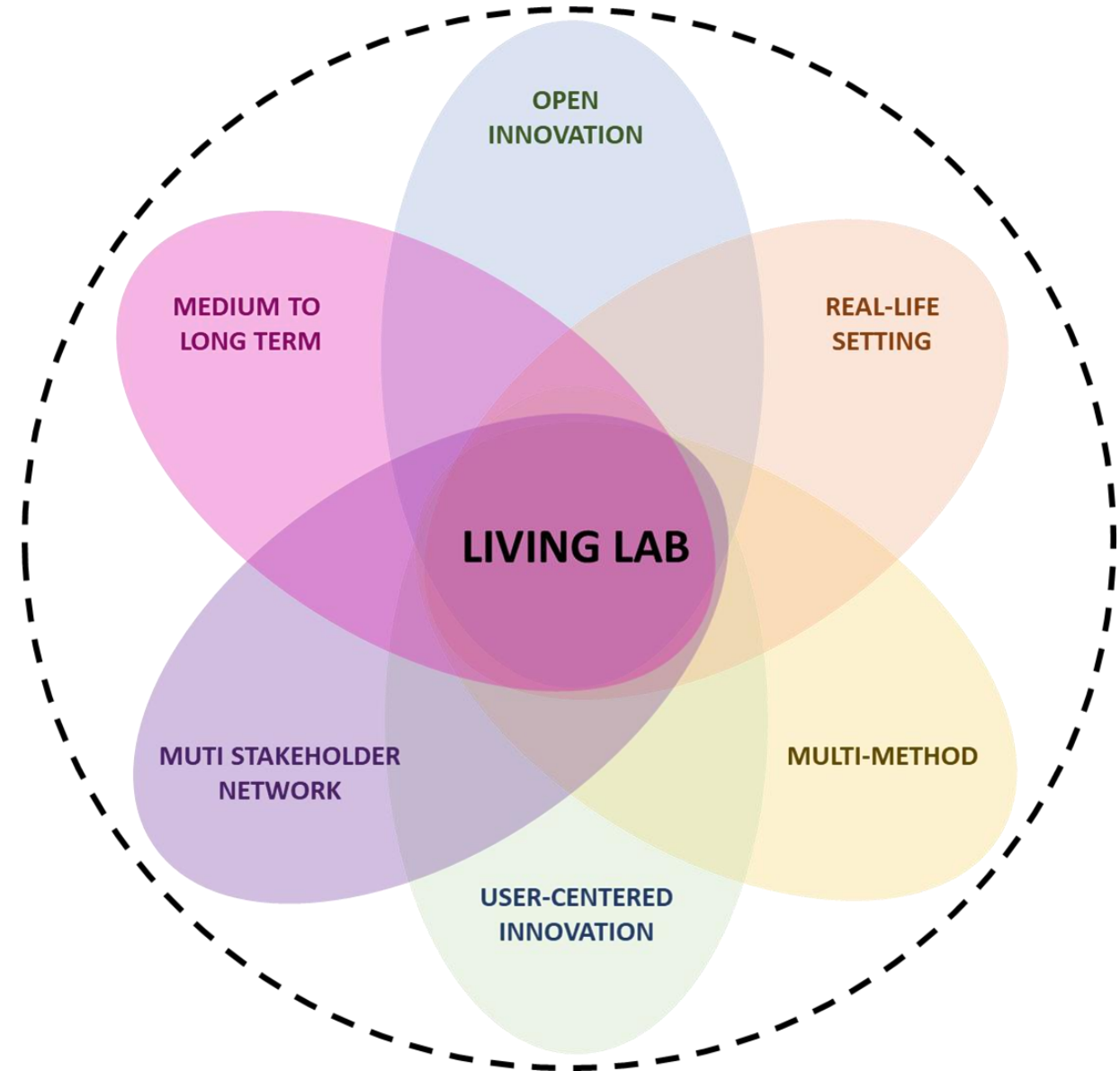
3. Using the Living Lab as a research methodology

- Social acceptability is a collective and evolving process, in which stakeholders assess, discuss, and define the minimum conditions for integrating a project
- Social acceptability is difficult to measure (Baba & Raufflet, 2018; Batellier & Maillé, 2017; Fleury-Larouche & Jean, 2017)
 - This calls for an innovative methodology

3. Using the Living Lab as a research methodology

The Living Lab provides a suitable framework to analyze and act on social acceptability because it:

- Promotes co-construction of projects;
- Approaches social acceptability as a dynamic process;
- Integrates the complexity and diversity of the territory;
- Supports the long-term dimension of projects;
- Combines qualitative and quantitative tools



Masclef, 2024

3. Using the Living Lab as a research methodology

Living Lab workshops, designed for both in-person and online formats, structured in eight steps:

1. Collection of participants' consent
2. Administration of the first questionnaire
3. Presentation of the workshop framework and the project
4. Quiz
5. Discussion of the quiz answers
6. Participatory game
7. Administration of the second questionnaire
8. Exchange and discussion session

Photo of the setup during the in-person workshop on February 13th, 2024



Masclef, 2024

3. Using the Living Lab as a research methodology

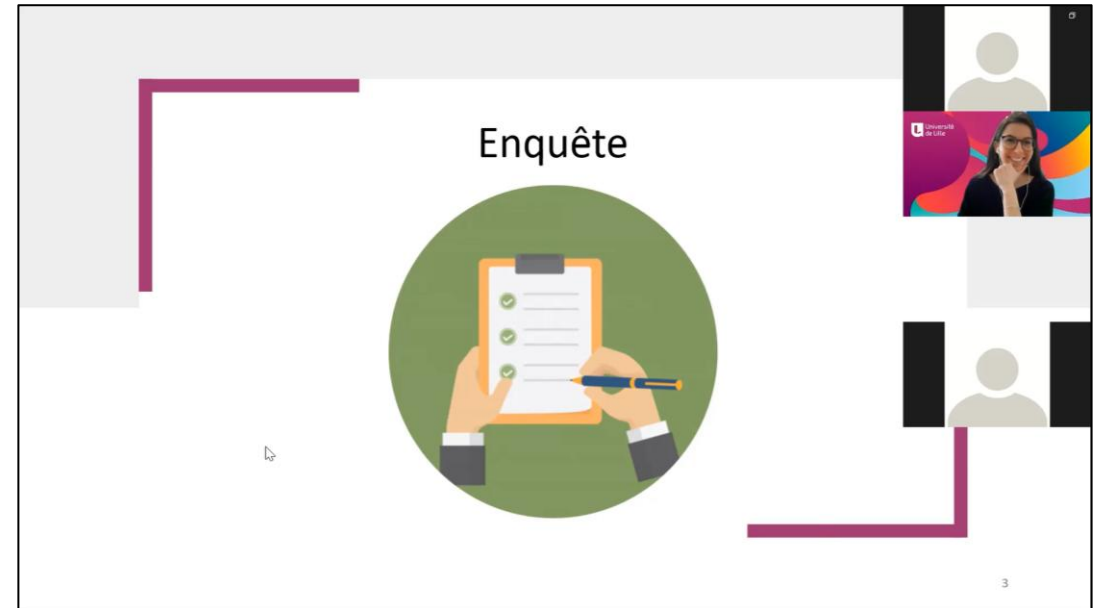
Four workshops were conducted:

- Two in-person
- Two online

Participants: 79 students in

- Geography and urban planning
- Electronics, electrical engineering, and automation

Administration of the second questionnaire online



Masclef, 2021

3. Using the Living Lab as a research methodology

Tested scenario:

Closure of the Cité Scientifique campus to thermal vehicles, making the campus accessible only to electric vehicles

The workshops were therefore structured around two main axes:

- Exploration of perceptions of the electric vehicle
- Evaluation of the social acceptability of the scenario

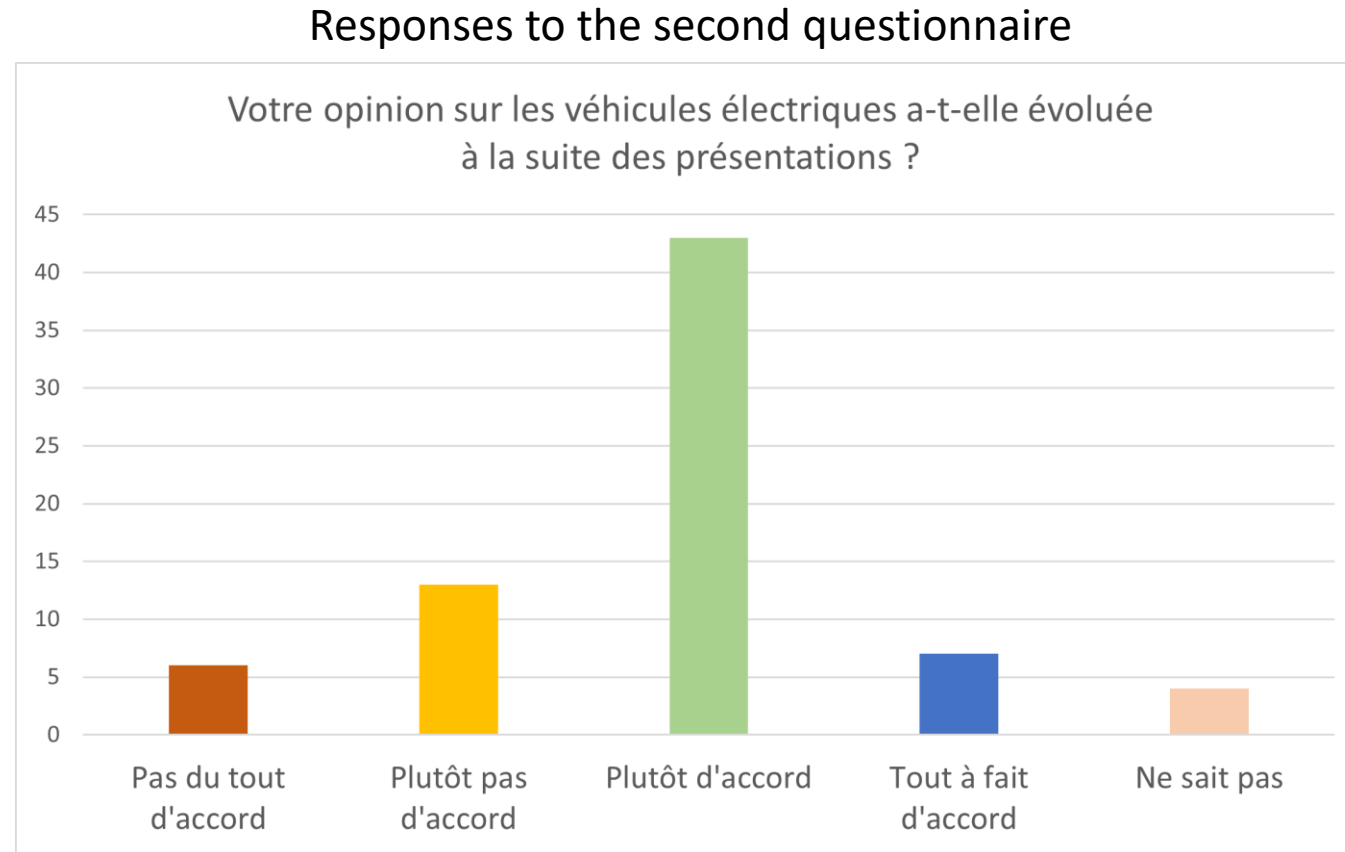
Barrier restricting access to Jean Perrin Avenue



Masclef, 2024

3. Using the Living Lab as a research methodology

« J'ai beaucoup appris sur les véhicules électriques notamment grâce aux explications des idées reçues où j'ai davantage compris sur leur fonctionnement »



Masclef, 2025

3. Using the Living Lab as a research methodology

« Les enquêtes et le jeu rendent la consultation participative, ludique et dynamique. Les participants restent actifs de la première à la dernière minute de la consultation »

« L'aspect très interactif et participatif de la consultation la rend ludique et peu ennuyante et captivante. La consultation s'est faite de façon à ce que tout le monde devait émettre une idée, par des jeux ludiques ou des questionnaires anonymes, tous les moyens mis en place ont rendu la séance moins longue et très instructive [...] »

3. Using the Living Lab as a research methodology

« La consultation m'a permis d'apprendre de nouvelles choses sur les véhicules électriques. J'y ai aussi découvert une méthode de consultation et d'enquête pertinente et ludique »

« La qualité de la consultation a reposé notamment sur la méthode, celle de sonder par une enquête les participants avant l'apport de connaissances, puis sonder après cet apport pour en distinguer les différences dans les réponses. Cette méthode fonctionne bien, et s'avère facilement reproductible auprès de publics différents, dans la mesure où elle ne nécessite aucun bagage technique précis »

Conclusion

What is a Living Lab?

- Can be an environment, a methodology, and an overall approach
- Combining these dimensions provides a flexible and comprehensive framework

Why CUMIN is a Living Lab?

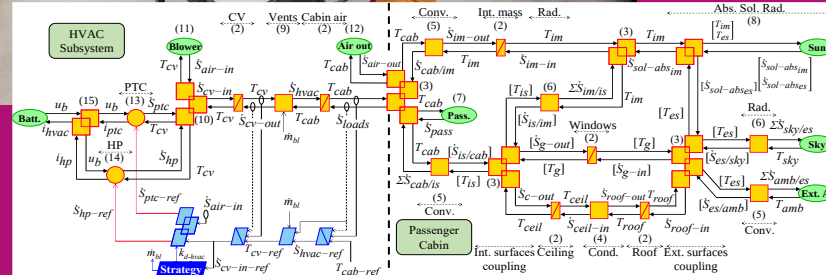
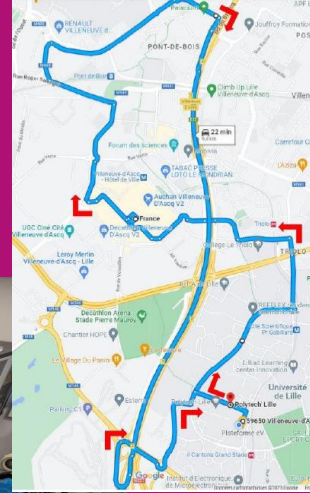
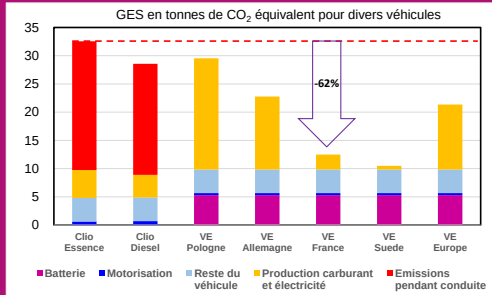
- Real-life setting
- Interdisciplinary and non-academic network
- Open and user centered innovation
- Long-term perspective
- Multi stakeholder network

Using the Living Lab as a research methodology

- Supports the study of complex, dynamic, and controversial phenomena (e.g., social acceptability)



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an exciting living lab
towards eco-cities
through an innovative
transdisciplinary
framework !

